

M6 7 - Brindle Heath, Salford DEMOGRAPHIC INFORMATION

Leaflet Distribution Population Targeting

Knowing the population of an area could facilitate the planning of leaflet distribution campaign. Types of businesses who may have a vested interest in population data could be fast food restaurants, short terms loan company and or marketing companies.

Your leaflet distribution plans would not be limited to these business sectors, it however highlights the flexibility of your direct marketing venture opening doors to the use of population data for leaflet distribution and or flyer distribution campaigns.

Total number of People 9010

Males	4390
Females	4620
Aged 0 to 15	1650
Aged 16 to 74	6724
Age 75 and over	63

Profile

Marital status (all people aged 16 and over)

Single (never married)	3225
Married	2720
In a registered same-sex civil partnership	17
Separated	243
Divorced	602
Widowed	553

Composition (all households)

One person households	1332
Married couple households	1041
Cohabiting couple households	438
Lone parent households: with dependent children	372
Lone parent households: with non-dependent children only	175
All other households	

Leaflet Distribution Ethnicity and Religion Targeting

People in Brindle Heath, Salford are mostly and of the faith. To help you further with your door to door distribution campaign, here are some additional facts to consider as part of your leaflet distribution delivery campaign.

Ethnicity - Largest ethnic group(s)

White	8234
Black	207
Asian	372
Arab	24
Mixed	157
Other	16

Depending on the leaflet distribution campaign; faith can be an important factor when deciding which postcode sector to target in. Below is a breakdown of the faith diaspora in M6 7, Brindle Heath, Salford.

Religion (all people)

Christian	6160
Muslim	212
Jewish	40
Hindu	70
Sikh	6
Buddhist	35
Other religion	17
No religion	1902
Religion not stated	568

Leaflet Distribution Health Targeting

Knowing your target audiences health situation could make a difference to your leaflet distribution campaign. This could be particularly useful to gyms or health clubs who wish to locate and offer incentives to increase the prospects of a leaflet distribution delivery.

All people

Day-to-day activities limited a lot	991
Day-to-day activities limited a little	930
Day-to-day activities not limited	7089
Day-to-day activities limited a lot: Age 16 to 64	498
Day-to-day activities limited a little: Age 16 to 64	526
Day-to-day activities not limited: Age 16 to 64	5012
Very good health	4118
Good health	2884
Fair health	1358
Bad health	522
Very bad health	128
Provides no unpaid care	8104
Provides 1 to 19 hours unpaid care a week	522
Provides 20 to 49 hours unpaid care a week	124
Provides 50 or more hours unpaid care a week	260

Leaflet Distribution Work Targeting

Knowing if the target audience in M6 7 Brindle Heath, Salford are in work and can afford your product or service is key to any successful leaflet distribution and should be considered when conducting a leaflet distribution door drop campaign. Below are the statistics we hold on individuals within Brindle Heath, Salford relating to employment and work.

Economically active

Employee: Part-time	876
Employee: Full-time	2718
Self-employed with employees: Part-time	9
Self-employed with employees: Full-time	47
Self-employed without employees: Part-time	101
Self-employed without employees: Full-time	254
Unemployed	297
Full-time student	381

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1010
Level 2 qualifications	1153
Apprenticeship	270
Level 3 qualifications	966
Level 4 qualifications and above	1570
No qualifications	2033
Other qualifications	358



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