

# OL5 0 - Brook Bottom, Ashton-Under-Lyne

## 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 4925

Males	2391
Females	2534
Aged 0 to 15	856
Aged 16 to 74	3750
Age 75 and over	319

## Profile

#### Marital status (all people aged 16 and over)

Single (never married)	1400
Married	1724
In a registered same-sex civil partnership	10
Separated	123
Divorced	491
Widowed	321

#### Composition (all households)

One person households	886
Married couple households	695
Cohabiting couple households	297
Lone parent households: with dependent children	151
Lone parent households: with non-dependent children only	68
All other households	104

## Leaflet Distribution Ethnicity and Religion Targeting

**People in Brook Bottom, Ashton-Under-Lyne 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	4756
Black	14
Asian	85
Arab	0
Mixed	66
Other	4

**Depending on the leaflet distribution campaign; faith can be an important factor when deciding which postcode sector to target. Below is a breakdown of the faith diaspora in OL5 0, Brook Bottom, Ashton-Under-Lyne.**

### **Religion (all people)**

Christian	3157
Muslim	43
Jewish	1
Hindu	8
Sikh	8
Buddhist	33
Other religion	18
No religion	1364
Religion not stated	293

## 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	495
Day-to-day activities limited a little	464
Day-to-day activities not limited	3966
Day-to-day activities limited a lot: Age 16 to 64	240
Day-to-day activities limited a little: Age 16 to 64	246
Day-to-day activities not limited: Age 16 to 64	2814
Very good health	2267
Good health	1614
Fair health	713
Bad health	260
Very bad health	71
Provides no unpaid care	4369
Provides 1 to 19 hours unpaid care a week	379
Provides 20 to 49 hours unpaid care a week	82
Provides 50 or more hours unpaid care a week	95

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL5 0 Brook Bottom,Ashton-Under-Lyne 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 Brook Bottom,Ashton-Under-Lyne relating to employment and work.**

### Economically active

Employee: Part-time	479
Employee: Full-time	1667
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	76
Self-employed without employees: Part-time	91
Self-employed without employees: Full-time	194
Unemployed	166
Full-time student	78

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	511
Level 2 qualifications	619
Apprenticeship	177
Level 3 qualifications	503
Level 4 qualifications and above	1158
No qualifications	942
Other qualifications	159



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