

OL5 9 – Mossley, 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 5996

Males	2954
Females	3042
Aged 0 to 15	1215
Aged 16 to 74	4523
Age 75 and over	258

Profile

Marital status (all people aged 16 and over)

Single (never married)	1707
Married	2115
In a registered same-sex civil partnership	13
Separated	138
Divorced	552
Widowed	256

Composition (all households)

One person households	774
Married couple households	878
Cohabiting couple households	402
Lone parent households: with dependent children	212
Lone parent households: with non-dependent children only	101
All other households	101

Leaflet Distribution Ethnicity and Religion Targeting

People in Mossley, 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	5812
Black	30
Asian	76
Arab	1
Mixed	75
Other	2

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 9, Mossley, Ashton-Under-Lyne.

Religion (all people)

Christian	3958
Muslim	33
Jewish	1
Hindu	15
Sikh	3
Buddhist	27
Other religion	29
No religion	1551
Religion not stated	379

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	457
Day-to-day activities limited a little	533
Day-to-day activities not limited	5006
Day-to-day activities limited a lot: Age 16 to 64	251
Day-to-day activities limited a little: Age 16 to 64	323
Day-to-day activities not limited: Age 16 to 64	3539
Very good health	2987
Good health	1964
Fair health	749
Bad health	229
Very bad health	67
Provides no unpaid care	5367
Provides 1 to 19 hours unpaid care a week	414
Provides 20 to 49 hours unpaid care a week	73
Provides 50 or more hours unpaid care a week	142

Leaflet Distribution Work Targeting

Knowing if the target audience in OL5 9 Mossley, 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 Mossley, Ashton-Under-Lyne relating to employment and work.

Economically active

Employee: Part-time	631
Employee: Full-time	2110
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	78
Self-employed without employees: Part-time	83
Self-employed without employees: Full-time	188
Unemployed	198
Full-time student	85

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	647
Level 2 qualifications	813
Apprenticeship	201
Level 3 qualifications	680
Level 4 qualifications and above	1334
No qualifications	977
Other qualifications	129



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