

## OL6 6 - 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 5111

Males	2603
Females	2508
Aged 0 to 15	890
Aged 16 to 74	3899
Age 75 and over	322

#### Profile

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

Single (never married)	1628
Married	1729
In a registered same-sex civil partnership	11
Separated	129
Divorced	460
Widowed	264

##### Composition (all households)

One person households	812
Married couple households	647
Cohabiting couple households	301
Lone parent households: with dependent children	156
Lone parent households: with non-dependent children only	95
All other households	149

## Leaflet Distribution Ethnicity and Religion Targeting

People in 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	4351
Black	33
Asian	632
Arab	3
Mixed	87
Other	5

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 OL6 6, Ashton-Under-Lyne.

### Religion (all people)

Christian	3050
Muslim	370
Jewish	1
Hindu	208
Sikh	1
Buddhist	14
Other religion	15
No religion	1128
Religion not stated	324

## 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	512
Day-to-day activities limited a little	485
Day-to-day activities not limited	4114
Day-to-day activities limited a lot: Age 16 to 64	257
Day-to-day activities limited a little: Age 16 to 64	289
Day-to-day activities not limited: Age 16 to 64	2982
Very good health	2274
Good health	1784
Fair health	693
Bad health	282
Very bad health	78
Provides no unpaid care	4532
Provides 1 to 19 hours unpaid care a week	347
Provides 20 to 49 hours unpaid care a week	94
Provides 50 or more hours unpaid care a week	138

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL6 6 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 Ashton-Under-Lyne relating to employment and work.**

### Economically active

Employee: Part-time	460
Employee: Full-time	1741
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	52
Self-employed without employees: Part-time	90
Self-employed without employees: Full-time	166
Unemployed	199
Full-time student	105

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	633
Level 2 qualifications	691
Apprenticeship	183
Level 3 qualifications	580
Level 4 qualifications and above	898
No qualifications	985
Other qualifications	251



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