

OL6 7 - Fleet Street, 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 2964

Males	1633
Females	1331
Aged 0 to 15	674
Aged 16 to 74	2222
Age 75 and over	68

Profile

Marital status (all people aged 16 and over)

Single (never married)	999
Married	783
In a registered same-sex civil partnership	0
Separated	118
Divorced	306
Widowed	84

Composition (all households)

One person households	789
Married couple households	273
Cohabiting couple households	93
Lone parent households: with dependent children	93
Lone parent households: with non-dependent children only	43
All other households	105

Leaflet Distribution Ethnicity and Religion Targeting

People in Fleet Street, 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	1547
Black	94
Asian	1250
Arab	8
Mixed	64
Other	1

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 7, Fleet Street, Ashton-Under-Lyne.

Religion (all people)

Christian	950
Muslim	1166
Jewish	2
Hindu	59
Sikh	0
Buddhist	5
Other religion	13
No religion	554
Religion not stated	215

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	403
Day-to-day activities limited a little	373
Day-to-day activities not limited	2188
Day-to-day activities limited a lot: Age 16 to 64	310
Day-to-day activities limited a little: Age 16 to 64	298
Day-to-day activities not limited: Age 16 to 64	1495
Very good health	1075
Good health	999
Fair health	540
Bad health	282
Very bad health	68
Provides no unpaid care	2706
Provides 1 to 19 hours unpaid care a week	127
Provides 20 to 49 hours unpaid care a week	63
Provides 50 or more hours unpaid care a week	68

Leaflet Distribution Work Targeting

Knowing if the target audience in OL6 7 Fleet Street,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 Fleet Street,Ashton-Under-Lyne relating to employment and work.

Economically active

Employee: Part-time	250
Employee: Full-time	630
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	22
Self-employed without employees: Part-time	45
Self-employed without employees: Full-time	57
Unemployed	206
Full-time student	61

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	390
Level 2 qualifications	315
Apprenticeship	60
Level 3 qualifications	196
Level 4 qualifications and above	310
No qualifications	783
Other qualifications	236



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