

OL6 8 - Hurst,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 10154

Males	4960
Females	5194
Aged 0 to 15	2062
Aged 16 to 74	7458
Age 75 and over	634

Profile

Marital status (all people aged 16 and over)

Single (never married)	2756
Married	3739
In a registered same-sex civil partnership	13
Separated	209
Divorced	756
Widowed	619

Composition (all households)

One person households	1194
Married couple households	1364
Cohabiting couple households	423
Lone parent households: with dependent children	402
Lone parent households: with non-dependent children only	182
All other households	277

Leaflet Distribution Ethnicity and Religion Targeting

People in Hurst, 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	8598
Black	77
Asian	1290
Arab	26
Mixed	136
Other	27

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 8, Hurst, Ashton-Under-Lyne.

Religion (all people)

Christian	6148
Muslim	669
Jewish	13
Hindu	538
Sikh	4
Buddhist	23
Other religion	46
No religion	2178
Religion not stated	535

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	1122
Day-to-day activities limited a little	1074
Day-to-day activities not limited	7958
Day-to-day activities limited a lot: Age 16 to 64	594
Day-to-day activities limited a little: Age 16 to 64	582
Day-to-day activities not limited: Age 16 to 64	5283
Very good health	4330
Good health	3477
Fair health	1552
Bad health	645
Very bad health	150
Provides no unpaid care	8943
Provides 1 to 19 hours unpaid care a week	680
Provides 20 to 49 hours unpaid care a week	222
Provides 50 or more hours unpaid care a week	309

Leaflet Distribution Work Targeting

Knowing if the target audience in OL6 8 Hurst, 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 Hurst, Ashton-Under-Lyne relating to employment and work.

Economically active

Employee: Part-time	1007
Employee: Full-time	2645
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	97
Self-employed without employees: Part-time	113
Self-employed without employees: Full-time	285
Unemployed	398
Full-time student	186

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1289
Level 2 qualifications	1338
Apprenticeship	320
Level 3 qualifications	875
Level 4 qualifications and above	1479
No qualifications	2371
Other qualifications	420



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