

# OL7 0 - Guide Bridge, 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 5875

Males	2960
Females	2915
Aged 0 to 15	1418
Aged 16 to 74	4178
Age 75 and over	279

## Profile

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

Single (never married)	1846
Married	1644
In a registered same-sex civil partnership	8
Separated	165
Divorced	486
Widowed	308

#### Composition (all households)

One person households	964
Married couple households	599
Cohabiting couple households	255
Lone parent households: with dependent children	274
Lone parent households: with non-dependent children only	108
All other households	212

## Leaflet Distribution Ethnicity and Religion Targeting

**People in Guide Bridge, 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	4181
Black	114
Asian	1446
Arab	4
Mixed	116
Other	14

**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 OL7 0, Guide Bridge, Ashton-Under-Lyne.**

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

Christian	2700
Muslim	1205
Jewish	2
Hindu	173
Sikh	2
Buddhist	35
Other religion	16
No religion	1342
Religion not stated	400

## 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	720
Day-to-day activities limited a little	603
Day-to-day activities not limited	4552
Day-to-day activities limited a lot: Age 16 to 64	415
Day-to-day activities limited a little: Age 16 to 64	387
Day-to-day activities not limited: Age 16 to 64	2996
Very good health	2438
Good health	1970
Fair health	910
Bad health	441
Very bad health	116
Provides no unpaid care	5274
Provides 1 to 19 hours unpaid care a week	317
Provides 20 to 49 hours unpaid care a week	110
Provides 50 or more hours unpaid care a week	174

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL7 0 Guide Bridge,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 Guide Bridge,Ashton-Under-Lyne relating to employment and work.**

### Economically active

Employee: Part-time	517
Employee: Full-time	1494
Self-employed with employees: Part-time	12
Self-employed with employees: Full-time	40
Self-employed without employees: Part-time	67
Self-employed without employees: Full-time	115
Unemployed	291
Full-time student	117

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	707
Level 2 qualifications	689
Apprenticeship	147
Level 3 qualifications	455
Level 4 qualifications and above	571
No qualifications	1501
Other qualifications	387



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