

OL7 9 – Waterloo, 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 10888

Males	5322
Females	5566
Aged 0 to 15	2085
Aged 16 to 74	7930
Age 75 and over	873

Profile

Marital status (all people aged 16 and over)

Single (never married)	2925
Married	3921
In a registered same-sex civil partnership	10
Separated	264
Divorced	928
Widowed	755

Composition (all households)

One person households	1486
Married couple households	1477
Cohabiting couple households	497
Lone parent households: with dependent children	421
Lone parent households: with non-dependent children only	174
All other households	251

Leaflet Distribution Ethnicity and Religion Targeting

People in Waterloo, 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	9218
Black	82
Asian	1359
Arab	6
Mixed	193
Other	30

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 9, Waterloo, Ashton-Under-Lyne.

Religion (all people)

Christian	6826
Muslim	677
Jewish	0
Hindu	618
Sikh	1
Buddhist	19
Other religion	22
No religion	2161
Religion not stated	564

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	1294
Day-to-day activities limited a little	1156
Day-to-day activities not limited	8438
Day-to-day activities limited a lot: Age 16 to 64	599
Day-to-day activities limited a little: Age 16 to 64	628
Day-to-day activities not limited: Age 16 to 64	5811
Very good health	4598
Good health	3680
Fair health	1774
Bad health	654
Very bad health	182
Provides no unpaid care	9624
Provides 1 to 19 hours unpaid care a week	751
Provides 20 to 49 hours unpaid care a week	162
Provides 50 or more hours unpaid care a week	351

Leaflet Distribution Work Targeting

Knowing if the target audience in OL7 9 Waterloo,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 Waterloo,Ashton-Under-Lyne relating to employment and work.

Economically active

Employee: Part-time	1067
Employee: Full-time	3164
Self-employed with employees: Part-time	20
Self-employed with employees: Full-time	107
Self-employed without employees: Part-time	124
Self-employed without employees: Full-time	320
Unemployed	379
Full-time student	227

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1522
Level 2 qualifications	1481
Apprenticeship	402
Level 3 qualifications	1004
Level 4 qualifications and above	1367
No qualifications	2606
Other qualifications	421



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK