

M11 2 – Openshaw, Manchester

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 3173

Males	1605
Females	1568
Aged 0 to 15	829
Aged 16 to 74	2217
Age 75 and over	127

Profile

Marital status (all people aged 16 and over)

Single (never married)	1160
Married	689
In a registered same-sex civil partnership	14
Separated	125
Divorced	206
Widowed	150

Composition (all households)

One person households	516
Married couple households	226
Cohabiting couple households	127
Lone parent households: with dependent children	228
Lone parent households: with non-dependent children only	70
All other households	156

Leaflet Distribution Ethnicity and Religion Targeting

People in Openshaw, Manchester 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	2060
Black	601
Asian	273
Arab	7
Mixed	200
Other	32

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 M11 2, Openshaw, Manchester.

Religion (all people)

Christian	1957
Muslim	211
Jewish	2
Hindu	10
Sikh	8
Buddhist	25
Other religion	9
No religion	704
Religion not stated	247

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	393
Day-to-day activities limited a little	294
Day-to-day activities not limited	2486
Day-to-day activities limited a lot: Age 16 to 64	235
Day-to-day activities limited a little: Age 16 to 64	182
Day-to-day activities not limited: Age 16 to 64	1595
Very good health	1427
Good health	970
Fair health	488
Bad health	220
Very bad health	68
Provides no unpaid care	2905
Provides 1 to 19 hours unpaid care a week	112
Provides 20 to 49 hours unpaid care a week	66
Provides 50 or more hours unpaid care a week	90

Leaflet Distribution Work Targeting

Knowing if the target audience in M11 2 Openshaw, Manchester 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 Openshaw, Manchester relating to employment and work.

Economically active

Employee: Part-time	285
Employee: Full-time	605
Self-employed with employees: Part-time	3
Self-employed with employees: Full-time	15
Self-employed without employees: Part-time	26
Self-employed without employees: Full-time	61
Unemployed	210
Full-time student	124

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	357
Level 2 qualifications	296
Apprenticeship	64
Level 3 qualifications	208
Level 4 qualifications and above	311
No qualifications	927
Other qualifications	181



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