

M11 4 – Clayton, 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 8121

Males	3954
Females	4167
Aged 0 to 15	1995
Aged 16 to 74	5695
Age 75 and over	431

Profile

Marital status (all people aged 16 and over)

Single (never married)	2966
Married	1781
In a registered same-sex civil partnership	13
Separated	341
Divorced	586
Widowed	439

Composition (all households)

One person households	1249
Married couple households	610
Cohabiting couple households	402
Lone parent households: with dependent children	558
Lone parent households: with non-dependent children only	175
All other households	414

Leaflet Distribution Ethnicity and Religion Targeting

People in Clayton, 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	5930
Black	1163
Asian	552
Arab	55
Mixed	364
Other	57

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 4, Clayton, Manchester.

Religion (all people)

Christian	5010
Muslim	455
Jewish	7
Hindu	45
Sikh	20
Buddhist	55
Other religion	20
No religion	1891
Religion not stated	618

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	1058
Day-to-day activities limited a little	762
Day-to-day activities not limited	6301
Day-to-day activities limited a lot: Age 16 to 64	601
Day-to-day activities limited a little: Age 16 to 64	467
Day-to-day activities not limited: Age 16 to 64	4152
Very good health	3619
Good health	2508
Fair health	1189
Bad health	614
Very bad health	191
Provides no unpaid care	7333
Provides 1 to 19 hours unpaid care a week	333
Provides 20 to 49 hours unpaid care a week	161
Provides 50 or more hours unpaid care a week	294

Leaflet Distribution Work Targeting

Knowing if the target audience in M11 4 Clayton,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 Clayton,Manchester relating to employment and work.

Economically active

Employee: Part-time	715
Employee: Full-time	1891
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	29
Self-employed without employees: Part-time	66
Self-employed without employees: Full-time	118
Unemployed	469
Full-time student	243

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	835
Level 2 qualifications	834
Apprenticeship	136
Level 3 qualifications	560
Level 4 qualifications and above	1023
No qualifications	2266
Other qualifications	472



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