

## M16 0 - Old Trafford, 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 7905

Males	3920
Females	3985
Aged 0 to 15	1764
Aged 16 to 74	5643
Age 75 and over	498

### Profile

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

Single (never married)	2618
Married	2543
In a registered same-sex civil partnership	28
Separated	193
Divorced	383
Widowed	376

#### Composition (all households)

One person households	820
Married couple households	868
Cohabiting couple households	289
Lone parent households: with dependent children	201
Lone parent households: with non-dependent children only	135
All other households	452

# Leaflet Distribution Ethnicity and Religion Targeting

People in Old Trafford, 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	3880
Black	739
Asian	2608
Arab	190
Mixed	394
Other	94

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 M16 0, Old Trafford, Manchester.

## Religion (all people)

Christian	2998
Muslim	2455
Jewish	27
Hindu	69
Sikh	257
Buddhist	36
Other religion	25
No religion	1513
Religion not stated	525

## 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	693
Day-to-day activities limited a little	718
Day-to-day activities not limited	6494
Day-to-day activities limited a lot: Age 16 to 64	346
Day-to-day activities limited a little: Age 16 to 64	406
Day-to-day activities not limited: Age 16 to 64	4453
Very good health	3761
Good health	2590
Fair health	1042
Bad health	395
Very bad health	117
Provides no unpaid care	7180
Provides 1 to 19 hours unpaid care a week	426
Provides 20 to 49 hours unpaid care a week	131
Provides 50 or more hours unpaid care a week	168

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M16 0 Old Trafford,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 Old Trafford,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	772
Employee: Full-time	2042
Self-employed with employees: Part-time	29
Self-employed with employees: Full-time	93
Self-employed without employees: Part-time	169
Self-employed without employees: Full-time	280
Unemployed	243
Full-time student	282

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	689
Level 2 qualifications	737
Apprenticeship	124
Level 3 qualifications	657
Level 4 qualifications and above	2163
No qualifications	1295
Other qualifications	476



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