

M18 8 – Gorton, 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 10624

Males	5262
Females	5362
Aged 0 to 15	2460
Aged 16 to 74	7517
Age 75 and over	647

Profile

Marital status (all people aged 16 and over)

Single (never married)	3580
Married	2711
In a registered same-sex civil partnership	28
Separated	368
Divorced	863
Widowed	614

Composition (all households)

One person households	1705
Married couple households	986
Cohabiting couple households	477
Lone parent households: with dependent children	657
Lone parent households: with non-dependent children only	215
All other households	424

Leaflet Distribution Ethnicity and Religion Targeting

People in Gorton, 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	7906
Black	1506
Asian	656
Arab	36
Mixed	454
Other	66

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 M18 8, Gorton, Manchester.

Religion (all people)

Christian	6741
Muslim	588
Jewish	20
Hindu	23
Sikh	39
Buddhist	34
Other religion	28
No religion	2374
Religion not stated	777

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	1307
Day-to-day activities limited a little	1098
Day-to-day activities not limited	8219
Day-to-day activities limited a lot: Age 16 to 64	748
Day-to-day activities limited a little: Age 16 to 64	643
Day-to-day activities not limited: Age 16 to 64	5385
Very good health	4487
Good health	3518
Fair health	1711
Bad health	735
Very bad health	173
Provides no unpaid care	9660
Provides 1 to 19 hours unpaid care a week	474
Provides 20 to 49 hours unpaid care a week	181
Provides 50 or more hours unpaid care a week	309

Leaflet Distribution Work Targeting

Knowing if the target audience in M18 8 Gorton, 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 Gorton, Manchester relating to employment and work.

Economically active

Employee: Part-time	996
Employee: Full-time	2541
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	61
Self-employed without employees: Part-time	105
Self-employed without employees: Full-time	171
Unemployed	601
Full-time student	279

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1219
Level 2 qualifications	1335
Apprenticeship	250
Level 3 qualifications	783
Level 4 qualifications and above	1136
No qualifications	2846
Other qualifications	595



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