

M20 1 - Meltham Avenue, 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 7931

Males	3847
Females	4084
Aged 0 to 15	1553
Aged 16 to 74	5940
Age 75 and over	438

Profile

Marital status (all people aged 16 and over)

Single (never married)	3565
Married	1739
In a registered same-sex civil partnership	12
Separated	198
Divorced	471
Widowed	393

Composition (all households)

One person households	1053
Married couple households	660
Cohabiting couple households	363
Lone parent households: with dependent children	401
Lone parent households: with non-dependent children only	189
All other households	548

Leaflet Distribution Ethnicity and Religion Targeting

People in Meltham Avenue, 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	5701
Black	503
Asian	804
Arab	285
Mixed	523
Other	115

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 M20 1, Meltham Avenue, Manchester.

Religion (all people)

Christian	3942
Muslim	906
Jewish	29
Hindu	77
Sikh	28
Buddhist	26
Other religion	30
No religion	2271
Religion not stated	622

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	852
Day-to-day activities limited a little	675
Day-to-day activities not limited	6404
Day-to-day activities limited a lot: Age 16 to 64	439
Day-to-day activities limited a little: Age 16 to 64	435
Day-to-day activities not limited: Age 16 to 64	4703
Very good health	3963
Good health	2312
Fair health	992
Bad health	490
Very bad health	174
Provides no unpaid care	7247
Provides 1 to 19 hours unpaid care a week	377
Provides 20 to 49 hours unpaid care a week	110
Provides 50 or more hours unpaid care a week	197

Leaflet Distribution Work Targeting

Knowing if the target audience in M20 1 Meltham Avenue,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 Meltham Avenue,Manchester relating to employment and work.

Economically active

Employee: Part-time	685
Employee: Full-time	2433
Self-employed with employees: Part-time	12
Self-employed with employees: Full-time	48
Self-employed without employees: Part-time	111
Self-employed without employees: Full-time	206
Unemployed	373
Full-time student	275

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	577
Level 2 qualifications	684
Apprenticeship	99
Level 3 qualifications	701
Level 4 qualifications and above	2484
No qualifications	1493
Other qualifications	340



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