

M20 2 – Didsbury, 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 11380

Males	5746
Females	5634
Aged 0 to 15	1297
Aged 16 to 74	9450
Age 75 and over	633

Profile

Marital status (all people aged 16 and over)

Single (never married)	6112
Married	2766
In a registered same-sex civil partnership	51
Separated	144
Divorced	560
Widowed	450

Composition (all households)

One person households	2352
Married couple households	1095
Cohabiting couple households	958
Lone parent households: with dependent children	136
Lone parent households: with non-dependent children only	84
All other households	800

Leaflet Distribution Ethnicity and Religion Targeting

People in Didsbury, 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	9623
Black	183
Asian	935
Arab	127
Mixed	396
Other	116

Depending on the leaflet distribution campaign; faith can be an important factor when deciding which postcode sector to target in Thistle Court, Aberdeen. Below is a breakdown of the faith diaspora in M20 2, Didsbury, Manchester.

Religion (all people)

Christian	5102
Muslim	557
Jewish	299
Hindu	185
Sikh	36
Buddhist	86
Other religion	37
No religion	4225
Religion not stated	853

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	701
Day-to-day activities limited a little	642
Day-to-day activities not limited	10037
Day-to-day activities limited a lot: Age 16 to 64	271
Day-to-day activities limited a little: Age 16 to 64	362
Day-to-day activities not limited: Age 16 to 64	8298
Very good health	6746
Good health	3194
Fair health	988
Bad health	340
Very bad health	112
Provides no unpaid care	10596
Provides 1 to 19 hours unpaid care a week	595
Provides 20 to 49 hours unpaid care a week	88
Provides 50 or more hours unpaid care a week	101

Leaflet Distribution Work Targeting

Knowing if the target audience in M20 2 Didsbury, 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 Didsbury, Manchester relating to employment and work.

Economically active

Employee: Part-time	721
Employee: Full-time	5339
Self-employed with employees: Part-time	27
Self-employed with employees: Full-time	259
Self-employed without employees: Part-time	217
Self-employed without employees: Full-time	417
Unemployed	282
Full-time student	405

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	447
Level 2 qualifications	715
Apprenticeship	89
Level 3 qualifications	1048
Level 4 qualifications and above	6633
No qualifications	814
Other qualifications	337



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