

M20 4 – Withington, 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 10354

Males	5349
Females	5005
Aged 0 to 15	1428
Aged 16 to 74	8496
Age 75 and over	430

Profile

Marital status (all people aged 16 and over)

Single (never married)	5851
Married	2141
In a registered same-sex civil partnership	16
Separated	177
Divorced	382
Widowed	359

Composition (all households)

One person households	1056
Married couple households	801
Cohabiting couple households	452
Lone parent households: with dependent children	237
Lone parent households: with non-dependent children only	128
All other households	1061

Leaflet Distribution Ethnicity and Religion Targeting

People in Withington, 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	7766
Black	286
Asian	1428
Arab	271
Mixed	508
Other	95

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 4, Withington, Manchester.

Religion (all people)

Christian	4463
Muslim	1198
Jewish	65
Hindu	228
Sikh	38
Buddhist	73
Other religion	64
No religion	3524
Religion not stated	701

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	639
Day-to-day activities limited a little	695
Day-to-day activities not limited	9020
Day-to-day activities limited a lot: Age 16 to 64	330
Day-to-day activities limited a little: Age 16 to 64	423
Day-to-day activities not limited: Age 16 to 64	7301
Very good health	5545
Good health	3278
Fair health	1068
Bad health	333
Very bad health	130
Provides no unpaid care	9533
Provides 1 to 19 hours unpaid care a week	517
Provides 20 to 49 hours unpaid care a week	117
Provides 50 or more hours unpaid care a week	187

Leaflet Distribution Work Targeting

Knowing if the target audience in M20 4 Withington, 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 Withington, Manchester relating to employment and work.

Economically active

Employee: Part-time	730
Employee: Full-time	2950
Self-employed with employees: Part-time	26
Self-employed with employees: Full-time	95
Self-employed without employees: Part-time	176
Self-employed without employees: Full-time	262
Unemployed	348
Full-time student	879

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	602
Level 2 qualifications	827
Apprenticeship	121
Level 3 qualifications	2215
Level 4 qualifications and above	3554
No qualifications	1205
Other qualifications	402



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