

## M21 9 – Chorlton-Cum-Hardy, 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 8989

Males	4455
Females	4534
Aged 0 to 15	1348
Aged 16 to 74	7128
Age 75 and over	513

### Profile

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

Single (never married)	4248
Married	2271
In a registered same-sex civil partnership	63
Separated	191
Divorced	517
Widowed	351

#### Composition (all households)

One person households	1548
Married couple households	941
Cohabiting couple households	740
Lone parent households: with dependent children	155
Lone parent households: with non-dependent children only	107
All other households	577

## Leaflet Distribution Ethnicity and Religion Targeting

People in Chorlton-Cum-Hardy, 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	7823
Black	162
Asian	583
Arab	49
Mixed	325
Other	47

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 M21 9, Chorlton-Cum-Hardy, Manchester.

### Religion (all people)

Christian	3770
Muslim	439
Jewish	72
Hindu	57
Sikh	46
Buddhist	96
Other religion	46
No religion	3728
Religion not stated	735

## 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	597
Day-to-day activities limited a little	667
Day-to-day activities not limited	7725
Day-to-day activities limited a lot: Age 16 to 64	266
Day-to-day activities limited a little: Age 16 to 64	377
Day-to-day activities not limited: Age 16 to 64	6073
Very good health	4917
Good health	2685
Fair health	961
Bad health	314
Very bad health	112
Provides no unpaid care	8283
Provides 1 to 19 hours unpaid care a week	497
Provides 20 to 49 hours unpaid care a week	92
Provides 50 or more hours unpaid care a week	117

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M21 9 Chorlton-Cum-Hardy, 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 Chorlton-Cum-Hardy, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	781
Employee: Full-time	3852
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	122
Self-employed without employees: Part-time	222
Self-employed without employees: Full-time	406
Unemployed	183
Full-time student	179

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	422
Level 2 qualifications	596
Apprenticeship	109
Level 3 qualifications	671
Level 4 qualifications and above	4662
No qualifications	918
Other qualifications	263



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