

M22 4 – Northenden, 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 10255

Males	5069
Females	5186
Aged 0 to 15	1635
Aged 16 to 74	7833
Age 75 and over	787

Profile

Marital status (all people aged 16 and over)

Single (never married)	3674
Married	3207
In a registered same-sex civil partnership	30
Separated	294
Divorced	795
Widowed	620

Composition (all households)

One person households	1782
Married couple households	1252
Cohabiting couple households	639
Lone parent households: with dependent children	273
Lone parent households: with non-dependent children only	166
All other households	402

Leaflet Distribution Ethnicity and Religion Targeting

People in Northenden, 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	8788
Black	213
Asian	760
Arab	82
Mixed	330
Other	82

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 M22 4, Northenden, Manchester.

Religion (all people)

Christian	6425
Muslim	439
Jewish	38
Hindu	151
Sikh	38
Buddhist	35
Other religion	30
No religion	2447
Religion not stated	652

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	1201
Day-to-day activities limited a little	958
Day-to-day activities not limited	8096
Day-to-day activities limited a lot: Age 16 to 64	560
Day-to-day activities limited a little: Age 16 to 64	543
Day-to-day activities not limited: Age 16 to 64	6024
Very good health	4725
Good health	3308
Fair health	1410
Bad health	618
Very bad health	194
Provides no unpaid care	9219
Provides 1 to 19 hours unpaid care a week	620
Provides 20 to 49 hours unpaid care a week	159
Provides 50 or more hours unpaid care a week	257

Leaflet Distribution Work Targeting

Knowing if the target audience in M22 4 Northenden, 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 Northenden, Manchester relating to employment and work.

Economically active

Employee: Part-time	901
Employee: Full-time	3668
Self-employed with employees: Part-time	25
Self-employed with employees: Full-time	116
Self-employed without employees: Part-time	177
Self-employed without employees: Full-time	355
Unemployed	333
Full-time student	191

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1069
Level 2 qualifications	1203
Apprenticeship	272
Level 3 qualifications	894
Level 4 qualifications and above	2765
No qualifications	1986
Other qualifications	431



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