

M23 0 - Northern Moor, 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 8758

Males	4261
Females	4497
Aged 0 to 15	1944
Aged 16 to 74	6260
Age 75 and over	554

Profile

Marital status (all people aged 16 and over)

Single (never married)	3127
Married	2173
In a registered same-sex civil partnership	11
Separated	260
Divorced	736
Widowed	507

Composition (all households)

One person households	1348
Married couple households	862
Cohabiting couple households	478
Lone parent households: with dependent children	500
Lone parent households: with non-dependent children only	226
All other households	293

Leaflet Distribution Ethnicity and Religion Targeting

People in Northern Moor, 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	7383
Black	367
Asian	498
Arab	107
Mixed	362
Other	41

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 M23 0, Northern Moor, Manchester.

Religion (all people)

Christian	5407
Muslim	386
Jewish	12
Hindu	41
Sikh	23
Buddhist	33
Other religion	29
No religion	2260
Religion not stated	567

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	1088
Day-to-day activities limited a little	875
Day-to-day activities not limited	6795
Day-to-day activities limited a lot: Age 16 to 64	626
Day-to-day activities limited a little: Age 16 to 64	554
Day-to-day activities not limited: Age 16 to 64	4583
Very good health	3831
Good health	2835
Fair health	1298
Bad health	591
Very bad health	203
Provides no unpaid care	7784
Provides 1 to 19 hours unpaid care a week	507
Provides 20 to 49 hours unpaid care a week	181
Provides 50 or more hours unpaid care a week	286

Leaflet Distribution Work Targeting

Knowing if the target audience in M23 0 Northern Moor,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 Northern Moor,Manchester relating to employment and work.

Economically active

Employee: Part-time	857
Employee: Full-time	2359
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	55
Self-employed without employees: Part-time	95
Self-employed without employees: Full-time	201
Unemployed	469
Full-time student	169

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1023
Level 2 qualifications	1018
Apprenticeship	160
Level 3 qualifications	773
Level 4 qualifications and above	1316
No qualifications	2143
Other qualifications	381



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