

M24 1 - Middleton Junction, 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 11153

Males	5360
Females	5793
Aged 0 to 15	1939
Aged 16 to 74	8050
Age 75 and over	1164

Profile

Marital status (all people aged 16 and over)

Single (never married)	2834
Married	4612
In a registered same-sex civil partnership	14
Separated	304
Divorced	662
Widowed	788

Composition (all households)

One person households	1521
Married couple households	1653
Cohabiting couple households	431
Lone parent households: with dependent children	297
Lone parent households: with non-dependent children only	186
All other households	248

Leaflet Distribution Ethnicity and Religion Targeting

People in Middleton Junction, 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	10574
Black	125
Asian	278
Arab	14
Mixed	148
Other	14

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 M24 1, Middleton Junction, Manchester.

Religion (all people)

Christian	8784
Muslim	139
Jewish	19
Hindu	23
Sikh	2
Buddhist	26
Other religion	10
No religion	1566
Religion not stated	584

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	1085
Day-to-day activities limited a little	1214
Day-to-day activities not limited	8854
Day-to-day activities limited a lot: Age 16 to 64	441
Day-to-day activities limited a little: Age 16 to 64	497
Day-to-day activities not limited: Age 16 to 64	6000
Very good health	5248
Good health	3602
Fair health	1599
Bad health	561
Very bad health	143
Provides no unpaid care	9710
Provides 1 to 19 hours unpaid care a week	872
Provides 20 to 49 hours unpaid care a week	204
Provides 50 or more hours unpaid care a week	367

Leaflet Distribution Work Targeting

Knowing if the target audience in M24 1 Middleton Junction,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 Middleton Junction,Manchester relating to employment and work.

Economically active

Employee: Part-time	1081
Employee: Full-time	3388
Self-employed with employees: Part-time	28
Self-employed with employees: Full-time	150
Self-employed without employees: Part-time	152
Self-employed without employees: Full-time	323
Unemployed	317
Full-time student	237

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1297
Level 2 qualifications	1543
Apprenticeship	398
Level 3 qualifications	1179
Level 4 qualifications and above	2282
No qualifications	2156
Other qualifications	359



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