

## M24 2 - Middleton East, 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 13109

Males	6436
Females	6673
Aged 0 to 15	2547
Aged 16 to 74	9752
Age 75 and over	810

### Profile

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

Single (never married)	4176
Married	4293
In a registered same-sex civil partnership	15
Separated	307
Divorced	1015
Widowed	756

#### Composition (all households)

One person households	1700
Married couple households	1703
Cohabiting couple households	772
Lone parent households: with dependent children	521
Lone parent households: with non-dependent children only	225
All other households	335

# Leaflet Distribution Ethnicity and Religion Targeting

People in Middleton East, 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	12550
Black	133
Asian	175
Arab	9
Mixed	227
Other	15

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 2, Middleton East, Manchester.

## Religion (all people)

Christian	9588
Muslim	99
Jewish	7
Hindu	23
Sikh	11
Buddhist	37
Other religion	40
No religion	2555
Religion not stated	749

## 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	1359
Day-to-day activities limited a little	1250
Day-to-day activities not limited	10500
Day-to-day activities limited a lot: Age 16 to 64	726
Day-to-day activities limited a little: Age 16 to 64	709
Day-to-day activities not limited: Age 16 to 64	7419
Very good health	5895
Good health	4455
Fair health	1760
Bad health	760
Very bad health	239
Provides no unpaid care	11748
Provides 1 to 19 hours unpaid care a week	786
Provides 20 to 49 hours unpaid care a week	210
Provides 50 or more hours unpaid care a week	365

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M24 2 Middleton East,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 East,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	1266
Employee: Full-time	4252
Self-employed with employees: Part-time	29
Self-employed with employees: Full-time	127
Self-employed without employees: Part-time	134
Self-employed without employees: Full-time	414
Unemployed	545
Full-time student	253

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1758
Level 2 qualifications	1898
Apprenticeship	448
Level 3 qualifications	1405
Level 4 qualifications and above	1651
No qualifications	2994
Other qualifications	408



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