

M24 4 – Rhodes, Middleton, 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 9177

Males	4516
Females	4661
Aged 0 to 15	1759
Aged 16 to 74	6731
Age 75 and over	687

Profile

Marital status (all people aged 16 and over)

Single (never married)	3159
Married	2452
In a registered same-sex civil partnership	26
Separated	273
Divorced	892
Widowed	616

Composition (all households)

One person households	1746
Married couple households	901
Cohabiting couple households	523
Lone parent households: with dependent children	459
Lone parent households: with non-dependent children only	185
All other households	266

Leaflet Distribution Ethnicity and Religion Targeting

People in Rhodes, Middleton, 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	8555
Black	203
Asian	177
Arab	20
Mixed	194
Other	28

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 4, Rhodes, Middleton, Manchester.

Religion (all people)

Christian	6573
Muslim	104
Jewish	21
Hindu	17
Sikh	1
Buddhist	24
Other religion	22
No religion	1852
Religion not stated	563

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	1269
Day-to-day activities limited a little	1024
Day-to-day activities not limited	6884
Day-to-day activities limited a lot: Age 16 to 64	695
Day-to-day activities limited a little: Age 16 to 64	586
Day-to-day activities not limited: Age 16 to 64	4730
Very good health	3768
Good health	2968
Fair health	1497
Bad health	725
Very bad health	219
Provides no unpaid care	8185
Provides 1 to 19 hours unpaid care a week	493
Provides 20 to 49 hours unpaid care a week	176
Provides 50 or more hours unpaid care a week	323

Leaflet Distribution Work Targeting

Knowing if the target audience in M24 4 Rhodes, Middleton, 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 Rhodes, Middleton, Manchester relating to employment and work.

Economically active

Employee: Part-time	870
Employee: Full-time	2354
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	85
Self-employed without employees: Part-time	121
Self-employed without employees: Full-time	238
Unemployed	513
Full-time student	151

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1125
Level 2 qualifications	1174
Apprenticeship	231
Level 3 qualifications	741
Level 4 qualifications and above	1036
No qualifications	2731
Other qualifications	380



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