

## M24 5 – Top-Of-Hebers, 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 8323

Males	3959
Females	4364
Aged 0 to 15	1647
Aged 16 to 74	6110
Age 75 and over	566

### Profile

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

Single (never married)	2685
Married	2346
In a registered same-sex civil partnership	10
Separated	284
Divorced	771
Widowed	580

#### Composition (all households)

One person households	1421
Married couple households	907
Cohabiting couple households	411
Lone parent households: with dependent children	428
Lone parent households: with non-dependent children only	204
All other households	238

## Leaflet Distribution Ethnicity and Religion Targeting

**People in Top-Of-Hebers, 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	7778
Black	184
Asian	184
Arab	4
Mixed	150
Other	23

**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 5, Top-Of-Hebers, Middleton, Manchester.**

### **Religion (all people)**

Christian	6148
Muslim	84
Jewish	12
Hindu	10
Sikh	0
Buddhist	20
Other religion	8
No religion	1580
Religion not stated	461

## 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	1041
Day-to-day activities limited a little	941
Day-to-day activities not limited	6341
Day-to-day activities limited a lot: Age 16 to 64	589
Day-to-day activities limited a little: Age 16 to 64	530
Day-to-day activities not limited: Age 16 to 64	4345
Very good health	3569
Good health	2586
Fair health	1375
Bad health	618
Very bad health	175
Provides no unpaid care	7473
Provides 1 to 19 hours unpaid care a week	454
Provides 20 to 49 hours unpaid care a week	145
Provides 50 or more hours unpaid care a week	251

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M24 5 Top-Of-Hebers, 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 Top-Of-Hebers, Middleton, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	787
Employee: Full-time	2221
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	60
Self-employed without employees: Part-time	80
Self-employed without employees: Full-time	206
Unemployed	448
Full-time student	134

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1006
Level 2 qualifications	1096
Apprenticeship	237
Level 3 qualifications	682
Level 4 qualifications and above	980
No qualifications	2374
Other qualifications	301



Manchester's Best Leaflet Delivery Service

[WWW.WEDELIVERALL.CO.UK](http://WWW.WEDELIVERALL.CO.UK)