

M24 6 - Sherbourne Road, 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 4986

Males	2458
Females	2528
Aged 0 to 15	989
Aged 16 to 74	3646
Age 75 and over	351

Profile

Marital status (all people aged 16 and over)

Single (never married)	1682
Married	1376
In a registered same-sex civil partnership	5
Separated	142
Divorced	468
Widowed	324

Composition (all households)

One person households	969
Married couple households	528
Cohabiting couple households	279
Lone parent households: with dependent children	235
Lone parent households: with non-dependent children only	75
All other households	142

Leaflet Distribution Ethnicity and Religion Targeting

People in Sherbourne Road, 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	4597
Black	149
Asian	122
Arab	10
Mixed	98
Other	10

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 6, Sherbourne Road, Middleton, Manchester.

Religion (all people)

Christian	3491
Muslim	52
Jewish	4
Hindu	10
Sikh	2
Buddhist	18
Other religion	17
No religion	1110
Religion not stated	282

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	613
Day-to-day activities limited a little	511
Day-to-day activities not limited	3862
Day-to-day activities limited a lot: Age 16 to 64	309
Day-to-day activities limited a little: Age 16 to 64	315
Day-to-day activities not limited: Age 16 to 64	2704
Very good health	2088
Good health	1627
Fair health	873
Bad health	312
Very bad health	86
Provides no unpaid care	4517
Provides 1 to 19 hours unpaid care a week	256
Provides 20 to 49 hours unpaid care a week	78
Provides 50 or more hours unpaid care a week	135

Leaflet Distribution Work Targeting

Knowing if the target audience in M24 6 Sherbourne Road, 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 Sherbourne Road, Middleton, Manchester relating to employment and work.

Economically active

Employee: Part-time	453
Employee: Full-time	1419
Self-employed with employees: Part-time	6
Self-employed with employees: Full-time	48
Self-employed without employees: Part-time	66
Self-employed without employees: Full-time	114
Unemployed	301
Full-time student	97

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	683
Level 2 qualifications	643
Apprenticeship	131
Level 3 qualifications	429
Level 4 qualifications and above	581
No qualifications	1325
Other qualifications	205



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