

M25 0 - Sedgley Park, 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 8978

Males	4444
Females	4534
Aged 0 to 15	2913
Aged 16 to 74	5620
Age 75 and over	445

Profile

Marital status (all people aged 16 and over)

Single (never married)	1717
Married	3572
In a registered same-sex civil partnership	5
Separated	109
Divorced	327
Widowed	335

Composition (all households)

One person households	631
Married couple households	1427
Cohabiting couple households	168
Lone parent households: with dependent children	121
Lone parent households: with non-dependent children only	102
All other households	183

Leaflet Distribution Ethnicity and Religion Targeting

People in Sedgley Park, 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	7177
Black	95
Asian	1242
Arab	34
Mixed	194
Other	236

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 M25 0, Sedgley Park, Manchester.

Religion (all people)

Christian	2322
Muslim	1115
Jewish	3959
Hindu	65
Sikh	61
Buddhist	27
Other religion	18
No religion	707
Religion not stated	704

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	583
Day-to-day activities limited a little	660
Day-to-day activities not limited	7735
Day-to-day activities limited a lot: Age 16 to 64	270
Day-to-day activities limited a little: Age 16 to 64	339
Day-to-day activities not limited: Age 16 to 64	4453
Very good health	5158
Good health	2508
Fair health	935
Bad health	290
Very bad health	87
Provides no unpaid care	8115
Provides 1 to 19 hours unpaid care a week	547
Provides 20 to 49 hours unpaid care a week	125
Provides 50 or more hours unpaid care a week	191

Leaflet Distribution Work Targeting

Knowing if the target audience in M25 0 Sedgley Park, 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 Sedgley Park, Manchester relating to employment and work.

Economically active

Employee: Part-time	1076
Employee: Full-time	1727
Self-employed with employees: Part-time	37
Self-employed with employees: Full-time	152
Self-employed without employees: Part-time	254
Self-employed without employees: Full-time	298
Unemployed	194
Full-time student	164

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	815
Level 2 qualifications	979
Apprenticeship	84
Level 3 qualifications	750
Level 4 qualifications and above	1899
No qualifications	1149
Other qualifications	389



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