

M26 2 - Seddon Avenue, Radcliffe, 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 6112

Males	2999
Females	3113
Aged 0 to 15	1370
Aged 16 to 74	4470
Age 75 and over	272

Profile

Marital status (all people aged 16 and over)

Single (never married)	1854
Married	1890
In a registered same-sex civil partnership	15
Separated	179
Divorced	548
Widowed	256

Composition (all households)

One person households	908
Married couple households	758
Cohabiting couple households	334
Lone parent households: with dependent children	291
Lone parent households: with non-dependent children only	106
All other households	142

Leaflet Distribution Ethnicity and Religion Targeting

People in Seddon Avenue, Radcliffe, 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	5573
Black	55
Asian	338
Arab	14
Mixed	112
Other	20

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 M26 2, Seddon Avenue, Radcliffe, Manchester.

Religion (all people)

Christian	4083
Muslim	256
Jewish	44
Hindu	19
Sikh	0
Buddhist	18
Other religion	14
No religion	1393
Religion not stated	285

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	591
Day-to-day activities limited a little	521
Day-to-day activities not limited	5000
Day-to-day activities limited a lot: Age 16 to 64	346
Day-to-day activities limited a little: Age 16 to 64	336
Day-to-day activities not limited: Age 16 to 64	3390
Very good health	2740
Good health	2151
Fair health	833
Bad health	305
Very bad health	83
Provides no unpaid care	5539
Provides 1 to 19 hours unpaid care a week	333
Provides 20 to 49 hours unpaid care a week	86
Provides 50 or more hours unpaid care a week	154

Leaflet Distribution Work Targeting

Knowing if the target audience in M26 2 Seddon Avenue, Radcliffe, 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 Seddon Avenue, Radcliffe, Manchester relating to employment and work.

Economically active

Employee: Part-time	562
Employee: Full-time	1913
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	50
Self-employed without employees: Part-time	49
Self-employed without employees: Full-time	157
Unemployed	277
Full-time student	132

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	846
Level 2 qualifications	928
Apprenticeship	167
Level 3 qualifications	598
Level 4 qualifications and above	747
No qualifications	1216
Other qualifications	240



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