

M28 1 – Boothstown, 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 9794

Males	4786
Females	5008
Aged 0 to 15	1760
Aged 16 to 74	7324
Age 75 and over	710

Profile

Marital status (all people aged 16 and over)

Single (never married)	2278
Married	4306
In a registered same-sex civil partnership	10
Separated	187
Divorced	678
Widowed	575

Composition (all households)

One person households	1101
Married couple households	1675
Cohabiting couple households	423
Lone parent households: with dependent children	256
Lone parent households: with non-dependent children only	151
All other households	164

Leaflet Distribution Ethnicity and Religion Targeting

People in Boothstown, 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	9275
Black	48
Asian	271
Arab	16
Mixed	170
Other	14

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 M28 1, Boothstown, Manchester.

Religion (all people)

Christian	7308
Muslim	58
Jewish	14
Hindu	103
Sikh	3
Buddhist	31
Other religion	25
No religion	1656
Religion not stated	596

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	829
Day-to-day activities limited a little	928
Day-to-day activities not limited	8037
Day-to-day activities limited a lot: Age 16 to 64	352
Day-to-day activities limited a little: Age 16 to 64	423
Day-to-day activities not limited: Age 16 to 64	5533
Very good health	4973
Good health	3107
Fair health	1203
Bad health	402
Very bad health	109
Provides no unpaid care	8616
Provides 1 to 19 hours unpaid care a week	787
Provides 20 to 49 hours unpaid care a week	146
Provides 50 or more hours unpaid care a week	245

Leaflet Distribution Work Targeting

Knowing if the target audience in M28 1 Boothstown, 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 Boothstown, Manchester relating to employment and work.

Economically active

Employee: Part-time	1012
Employee: Full-time	3160
Self-employed with employees: Part-time	27
Self-employed with employees: Full-time	170
Self-employed without employees: Part-time	135
Self-employed without employees: Full-time	347
Unemployed	187
Full-time student	224

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1025
Level 2 qualifications	1302
Apprenticeship	361
Level 3 qualifications	1043
Level 4 qualifications and above	2411
No qualifications	1642
Other qualifications	250



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