

## M28 3 – Walkden, 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 10867

Males	5353
Females	5514
Aged 0 to 15	2023
Aged 16 to 74	8021
Age 75 and over	823

### Profile

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

Single (never married)	3544
Married	3389
In a registered same-sex civil partnership	22
Separated	286
Divorced	878
Widowed	725

#### Composition (all households)

One person households	1821
Married couple households	1270
Cohabiting couple households	649
Lone parent households: with dependent children	485
Lone parent households: with non-dependent children only	221
All other households	266

# Leaflet Distribution Ethnicity and Religion Targeting

People in Walkden, 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	10266
Black	127
Asian	249
Arab	24
Mixed	186
Other	15

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 3, Walkden, Manchester.

## Religion (all people)

Christian	7513
Muslim	101
Jewish	18
Hindu	87
Sikh	1
Buddhist	22
Other religion	15
No religion	2478
Religion not stated	632

## 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	1273
Day-to-day activities limited a little	1069
Day-to-day activities not limited	8525
Day-to-day activities limited a lot: Age 16 to 64	617
Day-to-day activities limited a little: Age 16 to 64	589
Day-to-day activities not limited: Age 16 to 64	5939
Very good health	4824
Good health	3629
Fair health	1581
Bad health	662
Very bad health	171
Provides no unpaid care	9690
Provides 1 to 19 hours unpaid care a week	698
Provides 20 to 49 hours unpaid care a week	189
Provides 50 or more hours unpaid care a week	290

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M28 3 Walkden, 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 Walkden, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	992
Employee: Full-time	3440
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	90
Self-employed without employees: Part-time	107
Self-employed without employees: Full-time	353
Unemployed	452
Full-time student	220

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1338
Level 2 qualifications	1495
Apprenticeship	390
Level 3 qualifications	1241
Level 4 qualifications and above	1649
No qualifications	2367
Other qualifications	364



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