

M28 7 – Ellenbrook, 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 7165

Males	3467
Females	3698
Aged 0 to 15	1418
Aged 16 to 74	5248
Age 75 and over	499

Profile

Marital status (all people aged 16 and over)

Single (never married)	1690
Married	3109
In a registered same-sex civil partnership	11
Separated	131
Divorced	448
Widowed	358

Composition (all households)

One person households	735
Married couple households	1193
Cohabiting couple households	272
Lone parent households: with dependent children	197
Lone parent households: with non-dependent children only	112
All other households	145

Leaflet Distribution Ethnicity and Religion Targeting

People in Ellenbrook, 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	6736
Black	49
Asian	243
Arab	12
Mixed	99
Other	26

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 7, Ellenbrook, Manchester.

Religion (all people)

Christian	5150
Muslim	71
Jewish	24
Hindu	110
Sikh	5
Buddhist	24
Other religion	12
No religion	1390
Religion not stated	379

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	587
Day-to-day activities limited a little	642
Day-to-day activities not limited	5936
Day-to-day activities limited a lot: Age 16 to 64	291
Day-to-day activities limited a little: Age 16 to 64	316
Day-to-day activities not limited: Age 16 to 64	3965
Very good health	3671
Good health	2275
Fair health	826
Bad health	323
Very bad health	70
Provides no unpaid care	6287
Provides 1 to 19 hours unpaid care a week	555
Provides 20 to 49 hours unpaid care a week	127
Provides 50 or more hours unpaid care a week	196

Leaflet Distribution Work Targeting

Knowing if the target audience in M28 7 Ellenbrook, 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 Ellenbrook, Manchester relating to employment and work.

Economically active

Employee: Part-time	689
Employee: Full-time	2286
Self-employed with employees: Part-time	25
Self-employed with employees: Full-time	121
Self-employed without employees: Part-time	95
Self-employed without employees: Full-time	240
Unemployed	180
Full-time student	162

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	732
Level 2 qualifications	985
Apprenticeship	241
Level 3 qualifications	660
Level 4 qualifications and above	1857
No qualifications	1054
Other qualifications	218



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