

M30 0 – Patricroft, 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 10099

Males	5087
Females	5012
Aged 0 to 15	1998
Aged 16 to 74	7375
Age 75 and over	726

Profile

Marital status (all people aged 16 and over)

Single (never married)	3374
Married	2719
In a registered same-sex civil partnership	24
Separated	316
Divorced	1051
Widowed	617

Composition (all households)

One person households	2110
Married couple households	1023
Cohabiting couple households	505
Lone parent households: with dependent children	485
Lone parent households: with non-dependent children only	187
All other households	301

Leaflet Distribution Ethnicity and Religion Targeting

People in Patricroft, 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	8441
Black	237
Asian	751
Arab	412
Mixed	216
Other	42

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 M30 0, Patricroft, Manchester.

Religion (all people)

Christian	6098
Muslim	962
Jewish	28
Hindu	37
Sikh	6
Buddhist	36
Other religion	40
No religion	2255
Religion not stated	637

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	1447
Day-to-day activities limited a little	1103
Day-to-day activities not limited	7549
Day-to-day activities limited a lot: Age 16 to 64	760
Day-to-day activities limited a little: Age 16 to 64	681
Day-to-day activities not limited: Age 16 to 64	5211
Very good health	4064
Good health	3267
Fair health	1683
Bad health	843
Very bad health	242
Provides no unpaid care	9142
Provides 1 to 19 hours unpaid care a week	504
Provides 20 to 49 hours unpaid care a week	150
Provides 50 or more hours unpaid care a week	303

Leaflet Distribution Work Targeting

Knowing if the target audience in M30 0 Patricroft,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 Patricroft,Manchester relating to employment and work.

Economically active

Employee: Part-time	902
Employee: Full-time	2780
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	68
Self-employed without employees: Part-time	89
Self-employed without employees: Full-time	218
Unemployed	508
Full-time student	234

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1242
Level 2 qualifications	1249
Apprenticeship	247
Level 3 qualifications	918
Level 4 qualifications and above	1308
No qualifications	2624
Other qualifications	513



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