

M30 7 - Eccles, 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 8773

Males	4267
Females	4506
Aged 0 to 15	1808
Aged 16 to 74	6422
Age 75 and over	543

Profile

Marital status (all people aged 16 and over)

Single (never married)	2950
Married	2381
In a registered same-sex civil partnership	32
Separated	239
Divorced	829
Widowed	534

Composition (all households)

One person households	1374
Married couple households	886
Cohabiting couple households	518
Lone parent households: with dependent children	511
Lone parent households: with non-dependent children only	184
All other households	266

Leaflet Distribution Ethnicity and Religion Targeting

People in Eccles, 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	8146
Black	192
Asian	220
Arab	39
Mixed	166
Other	10

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 7, Eccles, Manchester.

Religion (all people)

Christian	5916
Muslim	152
Jewish	22
Hindu	15
Sikh	9
Buddhist	26
Other religion	24
No religion	2123
Religion not stated	486

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	1020
Day-to-day activities limited a little	943
Day-to-day activities not limited	6810
Day-to-day activities limited a lot: Age 16 to 64	546
Day-to-day activities limited a little: Age 16 to 64	556
Day-to-day activities not limited: Age 16 to 64	4653
Very good health	3809
Good health	2846
Fair health	1406
Bad health	555
Very bad health	157
Provides no unpaid care	7883
Provides 1 to 19 hours unpaid care a week	459
Provides 20 to 49 hours unpaid care a week	160
Provides 50 or more hours unpaid care a week	271

Leaflet Distribution Work Targeting

Knowing if the target audience in M30 7 Eccles,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 Eccles,Manchester relating to employment and work.

Economically active

Employee: Part-time	835
Employee: Full-time	2622
Self-employed with employees: Part-time	12
Self-employed with employees: Full-time	54
Self-employed without employees: Part-time	83
Self-employed without employees: Full-time	201
Unemployed	350
Full-time student	208

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1169
Level 2 qualifications	1237
Apprenticeship	239
Level 3 qualifications	857
Level 4 qualifications and above	964
No qualifications	2104
Other qualifications	395



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