

M30 8 – Monton/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 9115

Males	4467
Females	4648
Aged 0 to 15	1891
Aged 16 to 74	6657
Age 75 and over	567

Profile

Marital status (all people aged 16 and over)

Single (never married)	3133
Married	2549
In a registered same-sex civil partnership	18
Separated	275
Divorced	727
Widowed	522

Composition (all households)

One person households	1487
Married couple households	969
Cohabiting couple households	470
Lone parent households: with dependent children	483
Lone parent households: with non-dependent children only	162
All other households	261

Leaflet Distribution Ethnicity and Religion Targeting

People in Monton/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	8559
Black	136
Asian	192
Arab	36
Mixed	173
Other	19

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 8, Monton/Eccles, Manchester.

Religion (all people)

Christian	6020
Muslim	149
Jewish	24
Hindu	16
Sikh	3
Buddhist	28
Other religion	21
No religion	2321
Religion not stated	533

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	1070
Day-to-day activities limited a little	989
Day-to-day activities not limited	7056
Day-to-day activities limited a lot: Age 16 to 64	582
Day-to-day activities limited a little: Age 16 to 64	560
Day-to-day activities not limited: Age 16 to 64	4844
Very good health	4004
Good health	2939
Fair health	1428
Bad health	585
Very bad health	159
Provides no unpaid care	8178
Provides 1 to 19 hours unpaid care a week	462
Provides 20 to 49 hours unpaid care a week	173
Provides 50 or more hours unpaid care a week	302

Leaflet Distribution Work Targeting

Knowing if the target audience in M30 8 Monton/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 Monton/Eccles,Manchester relating to employment and work.

Economically active

Employee: Part-time	878
Employee: Full-time	2651
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	56
Self-employed without employees: Part-time	109
Self-employed without employees: Full-time	195
Unemployed	409
Full-time student	195

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1105
Level 2 qualifications	1215
Apprenticeship	266
Level 3 qualifications	842
Level 4 qualifications and above	1219
No qualifications	2242
Other qualifications	335



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