

M30 9 - Ellesmere Park, 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 7996

Males	3987
Females	4009
Aged 0 to 15	1268
Aged 16 to 74	6073
Age 75 and over	655

Profile

Marital status (all people aged 16 and over)

Single (never married)	2652
Married	2747
In a registered same-sex civil partnership	22
Separated	210
Divorced	573
Widowed	524

Composition (all households)

One person households	1434
Married couple households	1053
Cohabiting couple households	411
Lone parent households: with dependent children	185
Lone parent households: with non-dependent children only	114
All other households	263

Leaflet Distribution Ethnicity and Religion Targeting

People in Ellesmere Park, 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	7384
Black	78
Asian	341
Arab	42
Mixed	134
Other	17

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 9, Ellesmere Park, Manchester.

Religion (all people)

Christian	5237
Muslim	225
Jewish	12
Hindu	56
Sikh	8
Buddhist	34
Other religion	15
No religion	1891
Religion not stated	518

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	835
Day-to-day activities limited a little	750
Day-to-day activities not limited	6411
Day-to-day activities limited a lot: Age 16 to 64	377
Day-to-day activities limited a little: Age 16 to 64	393
Day-to-day activities not limited: Age 16 to 64	4672
Very good health	3879
Good health	2543
Fair health	1105
Bad health	367
Very bad health	102
Provides no unpaid care	7121
Provides 1 to 19 hours unpaid care a week	551
Provides 20 to 49 hours unpaid care a week	129
Provides 50 or more hours unpaid care a week	195

Leaflet Distribution Work Targeting

Knowing if the target audience in M30 9 Ellesmere Park,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 Ellesmere Park,Manchester relating to employment and work.

Economically active

Employee: Part-time	703
Employee: Full-time	2797
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	114
Self-employed without employees: Part-time	133
Self-employed without employees: Full-time	291
Unemployed	229
Full-time student	216

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	761
Level 2 qualifications	924
Apprenticeship	219
Level 3 qualifications	801
Level 4 qualifications and above	2406
No qualifications	1391
Other qualifications	226



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