

M31 4 – Partington, 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 8395

Males	3976
Females	4419
Aged 0 to 15	2095
Aged 16 to 74	5771
Age 75 and over	529

Profile

Marital status (all people aged 16 and over)

Single (never married)	2464
Married	2362
In a registered same-sex civil partnership	3
Separated	253
Divorced	715
Widowed	503

Composition (all households)

One person households	1092
Married couple households	910
Cohabiting couple households	394
Lone parent households: with dependent children	581
Lone parent households: with non-dependent children only	192
All other households	187

Leaflet Distribution Ethnicity and Religion Targeting

People in Partington, 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	7911
Black	171
Asian	95
Arab	2
Mixed	202
Other	14

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 M31 4, Partington, Manchester.

Religion (all people)

Christian	5471
Muslim	50
Jewish	12
Hindu	6
Sikh	1
Buddhist	15
Other religion	25
No religion	2284
Religion not stated	531

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	1040
Day-to-day activities limited a little	850
Day-to-day activities not limited	6505
Day-to-day activities limited a lot: Age 16 to 64	537
Day-to-day activities limited a little: Age 16 to 64	514
Day-to-day activities not limited: Age 16 to 64	4140
Very good health	3702
Good health	2655
Fair health	1279
Bad health	576
Very bad health	183
Provides no unpaid care	7495
Provides 1 to 19 hours unpaid care a week	465
Provides 20 to 49 hours unpaid care a week	132
Provides 50 or more hours unpaid care a week	303

Leaflet Distribution Work Targeting

Knowing if the target audience in M31 4 Partington, 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 Partington, Manchester relating to employment and work.

Economically active

Employee: Part-time	792
Employee: Full-time	2087
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	36
Self-employed without employees: Part-time	83
Self-employed without employees: Full-time	190
Unemployed	390
Full-time student	173

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1144
Level 2 qualifications	1227
Apprenticeship	264
Level 3 qualifications	709
Level 4 qualifications and above	721
No qualifications	1941
Other qualifications	294



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