

M34 3 - Denton,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 8974

Males	4431
Females	4543
Aged 0 to 15	1690
Aged 16 to 74	6640
Age 75 and over	644

Profile

Marital status (all people aged 16 and over)

Single (never married)	2749
Married	2989
In a registered same-sex civil partnership	9
Separated	236
Divorced	772
Widowed	529

Composition (all households)

One person households	1301
Married couple households	1119
Cohabiting couple households	506
Lone parent households: with dependent children	394
Lone parent households: with non-dependent children only	175
All other households	189

Leaflet Distribution Ethnicity and Religion Targeting

People in Denton, 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	8486
Black	80
Asian	223
Arab	9
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 M34 3, Denton, Manchester.

Religion (all people)

Christian	5950
Muslim	112
Jewish	2
Hindu	36
Sikh	2
Buddhist	13
Other religion	16
No religion	2317
Religion not stated	526

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	923
Day-to-day activities limited a little	924
Day-to-day activities not limited	7127
Day-to-day activities limited a lot: Age 16 to 64	443
Day-to-day activities limited a little: Age 16 to 64	485
Day-to-day activities not limited: Age 16 to 64	4926
Very good health	3949
Good health	3114
Fair health	1306
Bad health	470
Very bad health	135
Provides no unpaid care	7975
Provides 1 to 19 hours unpaid care a week	588
Provides 20 to 49 hours unpaid care a week	145
Provides 50 or more hours unpaid care a week	266

Leaflet Distribution Work Targeting

Knowing if the target audience in M34 3 Denton, 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 Denton, Manchester relating to employment and work.

Economically active

Employee: Part-time	889
Employee: Full-time	2874
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	81
Self-employed without employees: Part-time	96
Self-employed without employees: Full-time	258
Unemployed	302
Full-time student	153

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1281
Level 2 qualifications	1329
Apprenticeship	340
Level 3 qualifications	926
Level 4 qualifications and above	1108
No qualifications	2031
Other qualifications	269



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