

M34 5 – Audenshaw, 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 11739

Males	5729
Females	6010
Aged 0 to 15	2075
Aged 16 to 74	8770
Age 75 and over	894

Profile

Marital status (all people aged 16 and over)

Single (never married)	3351
Married	4370
In a registered same-sex civil partnership	5
Separated	257
Divorced	916
Widowed	765

Composition (all households)

One person households	1589
Married couple households	1676
Cohabiting couple households	550
Lone parent households: with dependent children	393
Lone parent households: with non-dependent children only	194
All other households	289

Leaflet Distribution Ethnicity and Religion Targeting

People in Audenshaw, 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	11031
Black	100
Asian	428
Arab	10
Mixed	164
Other	6

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 5, Audenshaw, Manchester.

Religion (all people)

Christian	8140
Muslim	278
Jewish	7
Hindu	67
Sikh	14
Buddhist	44
Other religion	40
No religion	2428
Religion not stated	721

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	1145
Day-to-day activities limited a little	1260
Day-to-day activities not limited	9334
Day-to-day activities limited a lot: Age 16 to 64	516
Day-to-day activities limited a little: Age 16 to 64	646
Day-to-day activities not limited: Age 16 to 64	6551
Very good health	5240
Good health	3972
Fair health	1781
Bad health	564
Very bad health	182
Provides no unpaid care	10402
Provides 1 to 19 hours unpaid care a week	817
Provides 20 to 49 hours unpaid care a week	196
Provides 50 or more hours unpaid care a week	324

Leaflet Distribution Work Targeting

Knowing if the target audience in M34 5 Audenshaw, 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 Audenshaw, Manchester relating to employment and work.

Economically active

Employee: Part-time	1196
Employee: Full-time	3827
Self-employed with employees: Part-time	24
Self-employed with employees: Full-time	133
Self-employed without employees: Part-time	147
Self-employed without employees: Full-time	375
Unemployed	360
Full-time student	238

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1522
Level 2 qualifications	1761
Apprenticeship	480
Level 3 qualifications	1237
Level 4 qualifications and above	1704
No qualifications	2600
Other qualifications	360



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