

## M34 7 - Haughton Green, 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 8389

Males	4071
Females	4318
Aged 0 to 15	1546
Aged 16 to 74	6079
Age 75 and over	764

### Profile

#### Marital status (all people aged 16 and over)

Single (never married)	2469
Married	2720
In a registered same-sex civil partnership	4
Separated	220
Divorced	779
Widowed	651

#### Composition (all households)

One person households	1401
Married couple households	934
Cohabiting couple households	432
Lone parent households: with dependent children	386
Lone parent households: with non-dependent children only	206
All other households	176

# Leaflet Distribution Ethnicity and Religion Targeting

People in Haughton Green, 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	8040
Black	73
Asian	122
Arab	1
Mixed	151
Other	2

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 7, Haughton Green, Manchester.

## Religion (all people)

Christian	5659
Muslim	50
Jewish	3
Hindu	17
Sikh	9
Buddhist	15
Other religion	35
No religion	2112
Religion not stated	489

## 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	1119
Day-to-day activities limited a little	1037
Day-to-day activities not limited	6233
Day-to-day activities limited a lot: Age 16 to 64	522
Day-to-day activities limited a little: Age 16 to 64	537
Day-to-day activities not limited: Age 16 to 64	4104
Very good health	3392
Good health	2734
Fair health	1467
Bad health	579
Very bad health	217
Provides no unpaid care	7394
Provides 1 to 19 hours unpaid care a week	545
Provides 20 to 49 hours unpaid care a week	130
Provides 50 or more hours unpaid care a week	320

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M34 7 Haughton Green,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 Haughton Green,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	792
Employee: Full-time	2251
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	48
Self-employed without employees: Part-time	94
Self-employed without employees: Full-time	241
Unemployed	366
Full-time student	120

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1099
Level 2 qualifications	1116
Apprenticeship	351
Level 3 qualifications	783
Level 4 qualifications and above	934
No qualifications	2290
Other qualifications	270



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