

## M38 0 - Little Hulton, 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 2632

Males	1238
Females	1394
Aged 0 to 15	766
Aged 16 to 74	1703
Age 75 and over	163

#### Profile

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

Single (never married)	791
Married	655
In a registered same-sex civil partnership	6
Separated	69
Divorced	207
Widowed	138

##### Composition (all households)

One person households	321
Married couple households	243
Cohabiting couple households	157
Lone parent households: with dependent children	177
Lone parent households: with non-dependent children only	53
All other households	73

# Leaflet Distribution Ethnicity and Religion Targeting

People in Little Hulton, 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	2406
Black	105
Asian	42
Arab	14
Mixed	57
Other	8

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 M38 0, Little Hulton, Manchester.

## Religion (all people)

Christian	1684
Muslim	47
Jewish	4
Hindu	6
Sikh	0
Buddhist	5
Other religion	8
No religion	682
Religion not stated	196

## 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	377
Day-to-day activities limited a little	272
Day-to-day activities not limited	1983
Day-to-day activities limited a lot: Age 16 to 64	214
Day-to-day activities limited a little: Age 16 to 64	163
Day-to-day activities not limited: Age 16 to 64	1174
Very good health	1187
Good health	768
Fair health	399
Bad health	216
Very bad health	62
Provides no unpaid care	2343
Provides 1 to 19 hours unpaid care a week	117
Provides 20 to 49 hours unpaid care a week	51
Provides 50 or more hours unpaid care a week	121

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M38 0 Little Hulton,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 Little Hulton,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	214
Employee: Full-time	518
Self-employed with employees: Part-time	4
Self-employed with employees: Full-time	5
Self-employed without employees: Part-time	20
Self-employed without employees: Full-time	37
Unemployed	173
Full-time student	50

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	304
Level 2 qualifications	291
Apprenticeship	59
Level 3 qualifications	157
Level 4 qualifications and above	220
No qualifications	722
Other qualifications	113



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