

## M40 2 - Newton Heath, 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 5798

Males	2804
Females	2994
Aged 0 to 15	1464
Aged 16 to 74	4056
Age 75 and over	278

### Profile

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

Single (never married)	2185
Married	1117
In a registered same-sex civil partnership	14
Separated	205
Divorced	480
Widowed	333

#### Composition (all households)

One person households	982
Married couple households	391
Cohabiting couple households	234
Lone parent households: with dependent children	451
Lone parent households: with non-dependent children only	169
All other households	255

# Leaflet Distribution Ethnicity and Religion Targeting

People in Newton Heath, 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	4634
Black	582
Asian	219
Arab	14
Mixed	320
Other	29

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 M40 2, Newton Heath, Manchester.

## Religion (all people)

Christian	3808
Muslim	204
Jewish	5
Hindu	8
Sikh	7
Buddhist	31
Other religion	19
No religion	1311
Religion not stated	405

## 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	907
Day-to-day activities limited a little	683
Day-to-day activities not limited	4208
Day-to-day activities limited a lot: Age 16 to 64	549
Day-to-day activities limited a little: Age 16 to 64	449
Day-to-day activities not limited: Age 16 to 64	2655
Very good health	2325
Good health	1756
Fair health	981
Bad health	555
Very bad health	181
Provides no unpaid care	5191
Provides 1 to 19 hours unpaid care a week	255
Provides 20 to 49 hours unpaid care a week	126
Provides 50 or more hours unpaid care a week	226

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M40 2 Newton Heath,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 Newton Heath,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	535
Employee: Full-time	1069
Self-employed with employees: Part-time	4
Self-employed with employees: Full-time	21
Self-employed without employees: Part-time	23
Self-employed without employees: Full-time	91
Unemployed	376
Full-time student	133

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	653
Level 2 qualifications	621
Apprenticeship	100
Level 3 qualifications	349
Level 4 qualifications and above	399
No qualifications	1955
Other qualifications	257



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