

M40 7 - Miles Platting, 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 5203

Males	2681
Females	2522
Aged 0 to 15	1038
Aged 16 to 74	3931
Age 75 and over	234

Profile

Marital status (all people aged 16 and over)

Single (never married)	2346
Married	944
In a registered same-sex civil partnership	13
Separated	196
Divorced	431
Widowed	235

Composition (all households)

One person households	1228
Married couple households	327
Cohabiting couple households	237
Lone parent households: with dependent children	349
Lone parent households: with non-dependent children only	135
All other households	268

Leaflet Distribution Ethnicity and Religion Targeting

People in Miles Platting, 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	3790
Black	607
Asian	461
Arab	23
Mixed	239
Other	83

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 7, Miles Platting, Manchester.

Religion (all people)

Christian	3230
Muslim	265
Jewish	10
Hindu	21
Sikh	5
Buddhist	63
Other religion	21
No religion	1210
Religion not stated	378

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	791
Day-to-day activities limited a little	522
Day-to-day activities not limited	3890
Day-to-day activities limited a lot: Age 16 to 64	512
Day-to-day activities limited a little: Age 16 to 64	362
Day-to-day activities not limited: Age 16 to 64	2758
Very good health	2085
Good health	1640
Fair health	829
Bad health	478
Very bad health	171
Provides no unpaid care	4724
Provides 1 to 19 hours unpaid care a week	211
Provides 20 to 49 hours unpaid care a week	114
Provides 50 or more hours unpaid care a week	154

Leaflet Distribution Work Targeting

Knowing if the target audience in M40 7 Miles Platting, 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 Miles Platting, Manchester relating to employment and work.

Economically active

Employee: Part-time	500
Employee: Full-time	1164
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	18
Self-employed without employees: Part-time	41
Self-employed without employees: Full-time	78
Unemployed	321
Full-time student	133

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	563
Level 2 qualifications	528
Apprenticeship	77
Level 3 qualifications	387
Level 4 qualifications and above	656
No qualifications	1712
Other qualifications	242



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