

M40 9 – Moston, 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 4579

Males	2258
Females	2321
Aged 0 to 15	958
Aged 16 to 74	3303
Age 75 and over	318

Profile

Marital status (all people aged 16 and over)

Single (never married)	1506
Married	1335
In a registered same-sex civil partnership	14
Separated	171
Divorced	308
Widowed	287

Composition (all households)

One person households	703
Married couple households	492
Cohabiting couple households	196
Lone parent households: with dependent children	236
Lone parent households: with non-dependent children only	99
All other households	171

Leaflet Distribution Ethnicity and Religion Targeting

People in Moston, 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	3612
Black	548
Asian	202
Arab	22
Mixed	177
Other	18

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 9, Moston, Manchester.

Religion (all people)

Christian	3196
Muslim	157
Jewish	2
Hindu	6
Sikh	8
Buddhist	21
Other religion	6
No religion	901
Religion not stated	282

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	559
Day-to-day activities limited a little	446
Day-to-day activities not limited	3574
Day-to-day activities limited a lot: Age 16 to 64	315
Day-to-day activities limited a little: Age 16 to 64	251
Day-to-day activities not limited: Age 16 to 64	2403
Very good health	1994
Good health	1444
Fair health	733
Bad health	327
Very bad health	81
Provides no unpaid care	4090
Provides 1 to 19 hours unpaid care a week	265
Provides 20 to 49 hours unpaid care a week	92
Provides 50 or more hours unpaid care a week	132

Leaflet Distribution Work Targeting

Knowing if the target audience in M40 9 Moston, 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 Moston, Manchester relating to employment and work.

Economically active

Employee: Part-time	455
Employee: Full-time	1222
Self-employed with employees: Part-time	7
Self-employed with employees: Full-time	34
Self-employed without employees: Part-time	41
Self-employed without employees: Full-time	101
Unemployed	238
Full-time student	102

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	560
Level 2 qualifications	591
Apprenticeship	94
Level 3 qualifications	401
Level 4 qualifications and above	565
No qualifications	1182
Other qualifications	228



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