

M41 0 - Crofts Bank, Urmston, 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 5833

Males	2815
Females	3018
Aged 0 to 15	1063
Aged 16 to 74	4296
Age 75 and over	474

Profile

Marital status (all people aged 16 and over)

Single (never married)	1415
Married	2512
In a registered same-sex civil partnership	16
Separated	111
Divorced	366
Widowed	350

Composition (all households)

One person households	603
Married couple households	984
Cohabiting couple households	208
Lone parent households: with dependent children	146
Lone parent households: with non-dependent children only	87
All other households	110

Leaflet Distribution Ethnicity and Religion Targeting

People in Crofts Bank, Urmston, 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	5417
Black	104
Asian	181
Arab	14
Mixed	110
Other	7

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 M41 0, Crofts Bank, Urmston, Manchester.

Religion (all people)

Christian	4193
Muslim	94
Jewish	3
Hindu	24
Sikh	12
Buddhist	22
Other religion	13
No religion	1138
Religion not stated	334

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	532
Day-to-day activities limited a little	574
Day-to-day activities not limited	4727
Day-to-day activities limited a lot: Age 16 to 64	232
Day-to-day activities limited a little: Age 16 to 64	275
Day-to-day activities not limited: Age 16 to 64	3258
Very good health	2863
Good health	1897
Fair health	761
Bad health	240
Very bad health	72
Provides no unpaid care	5174
Provides 1 to 19 hours unpaid care a week	452
Provides 20 to 49 hours unpaid care a week	71
Provides 50 or more hours unpaid care a week	136

Leaflet Distribution Work Targeting

Knowing if the target audience in M41 0 Crofts Bank,Urmston,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 Crofts Bank,Urmston,Manchester relating to employment and work.

Economically active

Employee: Part-time	655
Employee: Full-time	1877
Self-employed with employees: Part-time	8
Self-employed with employees: Full-time	66
Self-employed without employees: Part-time	78
Self-employed without employees: Full-time	152
Unemployed	132
Full-time student	155

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	691
Level 2 qualifications	858
Apprenticeship	221
Level 3 qualifications	637
Level 4 qualifications and above	1252
No qualifications	931
Other qualifications	180



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