

M41 9 – 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 8968

Males	4344
Females	4624
Aged 0 to 15	1600
Aged 16 to 74	6555
Age 75 and over	813

Profile

Marital status (all people aged 16 and over)

Single (never married)	2380
Married	3473
In a registered same-sex civil partnership	14
Separated	163
Divorced	695
Widowed	643

Composition (all households)

One person households	1275
Married couple households	1366
Cohabiting couple households	402
Lone parent households: with dependent children	245
Lone parent households: with non-dependent children only	156
All other households	168

Leaflet Distribution Ethnicity and Religion Targeting

People in 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	8373
Black	145
Asian	216
Arab	13
Mixed	203
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 M41 9, Urmston, Manchester.

Religion (all people)

Christian	6241
Muslim	102
Jewish	9
Hindu	24
Sikh	34
Buddhist	25
Other religion	23
No religion	1940
Religion not stated	570

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	904
Day-to-day activities limited a little	858
Day-to-day activities not limited	7206
Day-to-day activities limited a lot: Age 16 to 64	364
Day-to-day activities limited a little: Age 16 to 64	396
Day-to-day activities not limited: Age 16 to 64	5033
Very good health	4426
Good health	2792
Fair health	1171
Bad health	475
Very bad health	104
Provides no unpaid care	7937
Provides 1 to 19 hours unpaid care a week	648
Provides 20 to 49 hours unpaid care a week	145
Provides 50 or more hours unpaid care a week	238

Leaflet Distribution Work Targeting

Knowing if the target audience in M41 9 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 Urmston, Manchester relating to employment and work.

Economically active

Employee: Part-time	978
Employee: Full-time	2878
Self-employed with employees: Part-time	20
Self-employed with employees: Full-time	97
Self-employed without employees: Part-time	121
Self-employed without employees: Full-time	287
Unemployed	246
Full-time student	233

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1036
Level 2 qualifications	1253
Apprenticeship	330
Level 3 qualifications	884
Level 4 qualifications and above	2120
No qualifications	1498
Other qualifications	247



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