

M43 6 – Droylsden, 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 9805

Males	4791
Females	5014
Aged 0 to 15	1804
Aged 16 to 74	7265
Age 75 and over	736

Profile

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Leaflet Distribution Ethnicity and Religion Targeting

People in Droylsden, 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	9139
Black	185
Asian	283
Arab	11
Mixed	174
Other	13

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 M43 6, Droylsden, Manchester.

Religion (all people)

Christian	6906
Muslim	132
Jewish	0
Hindu	36
Sikh	2
Buddhist	33
Other religion	14
No religion	2083
Religion not stated	599

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	1096
Day-to-day activities limited a little	1061
Day-to-day activities not limited	7648
Day-to-day activities limited a lot: Age 16 to 64	541
Day-to-day activities limited a little: Age 16 to 64	554
Day-to-day activities not limited: Age 16 to 64	5291
Very good health	4132
Good health	3385
Fair health	1557
Bad health	569
Very bad health	162
Provides no unpaid care	8766
Provides 1 to 19 hours unpaid care a week	582
Provides 20 to 49 hours unpaid care a week	180
Provides 50 or more hours unpaid care a week	277

Leaflet Distribution Work Targeting

Knowing if the target audience in M43 6 Droylsden, 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 Droylsden, Manchester relating to employment and work.

Economically active

Employee: Part-time	977
Employee: Full-time	2970
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	77
Self-employed without employees: Part-time	112
Self-employed without employees: Full-time	256
Unemployed	353
Full-time student	199

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1411
Level 2 qualifications	1440
Apprenticeship	338
Level 3 qualifications	1018
Level 4 qualifications and above	1095
No qualifications	2374
Other qualifications	325



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