

## M44 6 – Irlam, 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 12257**

Males	5998
Females	6259
Aged 0 to 15	2707
Aged 16 to 74	8774
Age 75 and over	776

### Profile

#### **Marital status (all people aged 16 and over)**

Single (never married)	3274
Married	4401
In a registered same-sex civil partnership	25
Separated	273
Divorced	853
Widowed	724

#### **Composition (all households)**

One person households	1450
Married couple households	1655
Cohabiting couple households	621
Lone parent households: with dependent children	524
Lone parent households: with non-dependent children only	193
All other households	239

# Leaflet Distribution Ethnicity and Religion Targeting

People in Irlam, 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	11673
Black	92
Asian	275
Arab	8
Mixed	172
Other	37

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 M44 6, Irlam, Manchester.

## Religion (all people)

Christian	8762
Muslim	86
Jewish	29
Hindu	33
Sikh	28
Buddhist	58
Other religion	36
No religion	2557
Religion not stated	668

## 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	1175
Day-to-day activities limited a little	1081
Day-to-day activities not limited	10001
Day-to-day activities limited a lot: Age 16 to 64	495
Day-to-day activities limited a little: Age 16 to 64	526
Day-to-day activities not limited: Age 16 to 64	6621
Very good health	5632
Good health	4242
Fair health	1665
Bad health	555
Very bad health	163
Provides no unpaid care	10964
Provides 1 to 19 hours unpaid care a week	700
Provides 20 to 49 hours unpaid care a week	210
Provides 50 or more hours unpaid care a week	383

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M44 6 Irlam,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 Irlam,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	1268
Employee: Full-time	3790
Self-employed with employees: Part-time	20
Self-employed with employees: Full-time	102
Self-employed without employees: Part-time	127
Self-employed without employees: Full-time	303
Unemployed	401
Full-time student	302

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1609
Level 2 qualifications	1742
Apprenticeship	448
Level 3 qualifications	1239
Level 4 qualifications and above	1657
No qualifications	2487
Other qualifications	368



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