

M45 8 – Whitefield, 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 7629

Males	3599
Females	4030
Aged 0 to 15	1525
Aged 16 to 74	5507
Age 75 and over	597

Profile

Marital status (all people aged 16 and over)

Single (never married)	2294
Married	2399
In a registered same-sex civil partnership	6
Separated	217
Divorced	657
Widowed	531

Composition (all households)

One person households	1305
Married couple households	883
Cohabiting couple households	335
Lone parent households: with dependent children	340
Lone parent households: with non-dependent children only	188
All other households	163

Leaflet Distribution Ethnicity and Religion Targeting

People in Whitefield, 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	6921
Black	187
Asian	268
Arab	38
Mixed	183
Other	32

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 M45 8, Whitefield, Manchester.

Religion (all people)

Christian	5189
Muslim	212
Jewish	204
Hindu	19
Sikh	10
Buddhist	27
Other religion	18
No religion	1448
Religion not stated	502

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	954
Day-to-day activities limited a little	827
Day-to-day activities not limited	5848
Day-to-day activities limited a lot: Age 16 to 64	453
Day-to-day activities limited a little: Age 16 to 64	422
Day-to-day activities not limited: Age 16 to 64	3902
Very good health	3312
Good health	2435
Fair health	1234
Bad health	489
Very bad health	159
Provides no unpaid care	6775
Provides 1 to 19 hours unpaid care a week	470
Provides 20 to 49 hours unpaid care a week	117
Provides 50 or more hours unpaid care a week	267

Leaflet Distribution Work Targeting

Knowing if the target audience in M45 8 Whitefield, 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 Whitefield, Manchester relating to employment and work.

Economically active

Employee: Part-time	818
Employee: Full-time	2075
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	68
Self-employed without employees: Part-time	93
Self-employed without employees: Full-time	198
Unemployed	290
Full-time student	153

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	961
Level 2 qualifications	1142
Apprenticeship	224
Level 3 qualifications	685
Level 4 qualifications and above	1050
No qualifications	1781
Other qualifications	261



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