

M46 9 – Atherton, 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 12138

Males	6054
Females	6084
Aged 0 to 15	2345
Aged 16 to 74	8943
Age 75 and over	850

Profile

Marital status (all people aged 16 and over)

Single (never married)	3362
Married	4337
In a registered same-sex civil partnership	9
Separated	299
Divorced	1022
Widowed	764

Composition (all households)

One person households	1599
Married couple households	1602
Cohabiting couple households	595
Lone parent households: with dependent children	531
Lone parent households: with non-dependent children only	244
All other households	231

Leaflet Distribution Ethnicity and Religion Targeting

People in Atherton, 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	11760
Black	130
Asian	109
Arab	10
Mixed	116
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 M46 9, Atherton, Manchester.

Religion (all people)

Christian	9156
Muslim	77
Jewish	1
Hindu	34
Sikh	2
Buddhist	21
Other religion	26
No religion	2132
Religion not stated	689

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	1464
Day-to-day activities limited a little	1353
Day-to-day activities not limited	9321
Day-to-day activities limited a lot: Age 16 to 64	759
Day-to-day activities limited a little: Age 16 to 64	712
Day-to-day activities not limited: Age 16 to 64	6272
Very good health	5116
Good health	4138
Fair health	1946
Bad health	748
Very bad health	190
Provides no unpaid care	10793
Provides 1 to 19 hours unpaid care a week	752
Provides 20 to 49 hours unpaid care a week	208
Provides 50 or more hours unpaid care a week	385

Leaflet Distribution Work Targeting

Knowing if the target audience in M46 9 Atherton, 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 Atherton, Manchester relating to employment and work.

Economically active

Employee: Part-time	1205
Employee: Full-time	3196
Self-employed with employees: Part-time	27
Self-employed with employees: Full-time	98
Self-employed without employees: Part-time	199
Self-employed without employees: Full-time	366
Unemployed	533
Full-time student	235

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1598
Level 2 qualifications	1673
Apprenticeship	450
Level 3 qualifications	1108
Level 4 qualifications and above	1582
No qualifications	2995
Other qualifications	387



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