

## M7 1 – Cheetwood, 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 3544

Males	1744
Females	1800
Aged 0 to 15	653
Aged 16 to 74	2673
Age 75 and over	218

### Profile

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

Single (never married)	1584
Married	711
In a registered same-sex civil partnership	7
Separated	109
Divorced	250
Widowed	230

#### Composition (all households)

One person households	761
Married couple households	258
Cohabiting couple households	186
Lone parent households: with dependent children	176
Lone parent households: with non-dependent children only	90
All other households	191

## Leaflet Distribution Ethnicity and Religion Targeting

People in Cheetwood, 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	3044
Black	188
Asian	164
Arab	20
Mixed	101
Other	27

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 M7 1, Cheetwood, Manchester.

### Religion (all people)

Christian	2296
Muslim	99
Jewish	15
Hindu	13
Sikh	9
Buddhist	12
Other religion	14
No religion	827
Religion not stated	259

## 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	519
Day-to-day activities limited a little	417
Day-to-day activities not limited	2608
Day-to-day activities limited a lot: Age 16 to 64	286
Day-to-day activities limited a little: Age 16 to 64	235
Day-to-day activities not limited: Age 16 to 64	1881
Very good health	1453
Good health	1117
Fair health	566
Bad health	322
Very bad health	86
Provides no unpaid care	3209
Provides 1 to 19 hours unpaid care a week	146
Provides 20 to 49 hours unpaid care a week	71
Provides 50 or more hours unpaid care a week	118

### Leaflet Distribution Work Targeting

**Knowing if the target audience in M7 1 Cheetwood, 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 Cheetwood, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	307
Employee: Full-time	887
Self-employed with employees: Part-time	9
Self-employed with employees: Full-time	16
Self-employed without employees: Part-time	48
Self-employed without employees: Full-time	72
Unemployed	139
Full-time student	121

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	316
Level 2 qualifications	357
Apprenticeship	51
Level 3 qualifications	319
Level 4 qualifications and above	508
No qualifications	1135
Other qualifications	205



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