

## M7 4 – Broughton, 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 13578

Males	6691
Females	6887
Aged 0 to 15	4466
Aged 16 to 74	8225
Age 75 and over	887

### Profile

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

Single (never married)	3236
Married	4231
In a registered same-sex civil partnership	16
Separated	263
Divorced	651
Widowed	715

#### Composition (all households)

One person households	1913
Married couple households	1634
Cohabiting couple households	209
Lone parent households: with dependent children	409
Lone parent households: with non-dependent children only	149
All other households	350

## Leaflet Distribution Ethnicity and Religion Targeting

People in Broughton, 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	11051
Black	863
Asian	828
Arab	119
Mixed	368
Other	349

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 4, Broughton, Manchester.

### Religion (all people)

Christian	4218
Muslim	824
Jewish	5988
Hindu	67
Sikh	74
Buddhist	47
Other religion	24
No religion	987
Religion not stated	1349

## 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	1317
Day-to-day activities limited a little	1119
Day-to-day activities not limited	11142
Day-to-day activities limited a lot: Age 16 to 64	613
Day-to-day activities limited a little: Age 16 to 64	604
Day-to-day activities not limited: Age 16 to 64	6259
Very good health	7771
Good health	3345
Fair health	1569
Bad health	661
Very bad health	232
Provides no unpaid care	12415
Provides 1 to 19 hours unpaid care a week	693
Provides 20 to 49 hours unpaid care a week	183
Provides 50 or more hours unpaid care a week	287

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M7 4 Broughton, 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 Broughton, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	1624
Employee: Full-time	1682
Self-employed with employees: Part-time	38
Self-employed with employees: Full-time	196
Self-employed without employees: Part-time	274
Self-employed without employees: Full-time	283
Unemployed	482
Full-time student	302

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1212
Level 2 qualifications	1296
Apprenticeship	95
Level 3 qualifications	866
Level 4 qualifications and above	1749
No qualifications	3089
Other qualifications	805



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