

## M8 4 – Crumpsall, 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 7702

Males	3947
Females	3755
Aged 0 to 15	1679
Aged 16 to 74	5503
Age 75 and over	520

### Profile

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

Single (never married)	2244
Married	2627
In a registered same-sex civil partnership	36
Separated	207
Divorced	497
Widowed	412

#### Composition (all households)

One person households	1241
Married couple households	941
Cohabiting couple households	228
Lone parent households: with dependent children	224
Lone parent households: with non-dependent children only	130
All other households	298

## Leaflet Distribution Ethnicity and Religion Targeting

People in Crumpsall, 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	4670
Black	320
Asian	2169
Arab	160
Mixed	260
Other	123

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 M8 4, Crumpsall, Manchester.

### Religion (all people)

Christian	3440
Muslim	2017
Jewish	566
Hindu	52
Sikh	119
Buddhist	32
Other religion	29
No religion	923
Religion not stated	524

## 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	875
Day-to-day activities limited a little	762
Day-to-day activities not limited	6065
Day-to-day activities limited a lot: Age 16 to 64	466
Day-to-day activities limited a little: Age 16 to 64	435
Day-to-day activities not limited: Age 16 to 64	4050
Very good health	3343
Good health	2553
Fair health	1201
Bad health	467
Very bad health	138
Provides no unpaid care	6888
Provides 1 to 19 hours unpaid care a week	485
Provides 20 to 49 hours unpaid care a week	115
Provides 50 or more hours unpaid care a week	214

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M8 4 Crumpsall, 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 Crumpsall, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	741
Employee: Full-time	1865
Self-employed with employees: Part-time	33
Self-employed with employees: Full-time	70
Self-employed without employees: Part-time	136
Self-employed without employees: Full-time	225
Unemployed	315
Full-time student	180

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	820
Level 2 qualifications	825
Apprenticeship	128
Level 3 qualifications	678
Level 4 qualifications and above	1449
No qualifications	1585
Other qualifications	538



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