

## M8 9 - Cheetham Hill, 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 3513

Males	1763
Females	1750
Aged 0 to 15	1046
Aged 16 to 74	2371
Age 75 and over	96

### Profile

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

Single (never married)	967
Married	1091
In a registered same-sex civil partnership	8
Separated	104
Divorced	168
Widowed	129

#### Composition (all households)

One person households	392
Married couple households	363
Cohabiting couple households	47
Lone parent households: with dependent children	144
Lone parent households: with non-dependent children only	67
All other households	161

## Leaflet Distribution Ethnicity and Religion Targeting

People in Cheetham Hill, 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	816
Black	422
Asian	1815
Arab	150
Mixed	226
Other	84

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 9, Cheetham Hill, Manchester.

### Religion (all people)

Christian	898
Muslim	2078
Jewish	9
Hindu	30
Sikh	37
Buddhist	35
Other religion	8
No religion	231
Religion not stated	187

## 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	399
Day-to-day activities limited a little	353
Day-to-day activities not limited	2761
Day-to-day activities limited a lot: Age 16 to 64	267
Day-to-day activities limited a little: Age 16 to 64	252
Day-to-day activities not limited: Age 16 to 64	1698
Very good health	1554
Good health	1120
Fair health	507
Bad health	242
Very bad health	90
Provides no unpaid care	3173
Provides 1 to 19 hours unpaid care a week	139
Provides 20 to 49 hours unpaid care a week	89
Provides 50 or more hours unpaid care a week	112

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M8 9 Cheetham Hill, 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 Cheetham Hill, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	301
Employee: Full-time	401
Self-employed with employees: Part-time	21
Self-employed with employees: Full-time	28
Self-employed without employees: Part-time	65
Self-employed without employees: Full-time	59
Unemployed	192
Full-time student	165

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	311
Level 2 qualifications	300
Apprenticeship	18
Level 3 qualifications	221
Level 4 qualifications and above	444
No qualifications	824
Other qualifications	349



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