

M9 4 - Margaret Ashton Close, 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 8037

Males	3953
Females	4084
Aged 0 to 15	1879
Aged 16 to 74	5817
Age 75 and over	341

Profile

Marital status (all people aged 16 and over)

Single (never married)	2903
Married	1932
In a registered same-sex civil partnership	13
Separated	292
Divorced	621
Widowed	397

Composition (all households)

One person households	1210
Married couple households	674
Cohabiting couple households	348
Lone parent households: with dependent children	532
Lone parent households: with non-dependent children only	166
All other households	435

Leaflet Distribution Ethnicity and Religion Targeting

People in Margaret Ashton Close, 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	5691
Black	1300
Asian	611
Arab	48
Mixed	322
Other	65

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 M9 4, Margaret Ashton Close, Manchester.

Religion (all people)

Christian	5134
Muslim	412
Jewish	8
Hindu	21
Sikh	14
Buddhist	52
Other religion	34
No religion	1801
Religion not stated	561

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	938
Day-to-day activities limited a little	734
Day-to-day activities not limited	6365
Day-to-day activities limited a lot: Age 16 to 64	580
Day-to-day activities limited a little: Age 16 to 64	483
Day-to-day activities not limited: Age 16 to 64	4293
Very good health	3650
Good health	2524
Fair health	1113
Bad health	591
Very bad health	159
Provides no unpaid care	7351
Provides 1 to 19 hours unpaid care a week	330
Provides 20 to 49 hours unpaid care a week	122
Provides 50 or more hours unpaid care a week	234

Leaflet Distribution Work Targeting

Knowing if the target audience in M9 4 Margaret Ashton Close, 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 Margaret Ashton Close, Manchester relating to employment and work.

Economically active

Employee: Part-time	798
Employee: Full-time	1874
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	47
Self-employed without employees: Part-time	82
Self-employed without employees: Full-time	186
Unemployed	431
Full-time student	241

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	899
Level 2 qualifications	953
Apprenticeship	119
Level 3 qualifications	625
Level 4 qualifications and above	990
No qualifications	2018
Other qualifications	554



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