

M11 1 - Trevor Street, 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 5759

Males	2812
Females	2947
Aged 0 to 15	1518
Aged 16 to 74	3986
Age 75 and over	255

Profile

Marital status (all people aged 16 and over)

Single (never married)	1922
Married	1418
In a registered same-sex civil partnership	10
Separated	182
Divorced	449
Widowed	260

Composition (all households)

One person households	786
Married couple households	517
Cohabiting couple households	203
Lone parent households: with dependent children	369
Lone parent households: with non-dependent children only	128
All other households	247

Leaflet Distribution Ethnicity and Religion Targeting

People in Trevor Street, 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	3987
Black	1105
Asian	333
Arab	30
Mixed	267
Other	37

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 M11 1, Trevor Street, Manchester.

Religion (all people)

Christian	3666
Muslim	339
Jewish	8
Hindu	14
Sikh	12
Buddhist	41
Other religion	20
No religion	1257
Religion not stated	402

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	671
Day-to-day activities limited a little	577
Day-to-day activities not limited	4511
Day-to-day activities limited a lot: Age 16 to 64	402
Day-to-day activities limited a little: Age 16 to 64	357
Day-to-day activities not limited: Age 16 to 64	2900
Very good health	2681
Good health	1725
Fair health	846
Bad health	368
Very bad health	139
Provides no unpaid care	5212
Provides 1 to 19 hours unpaid care a week	261
Provides 20 to 49 hours unpaid care a week	118
Provides 50 or more hours unpaid care a week	168

Leaflet Distribution Work Targeting

Knowing if the target audience in M11 1 Trevor Street, 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 Trevor Street, Manchester relating to employment and work.

Economically active

Employee: Part-time	504
Employee: Full-time	1327
Self-employed with employees: Part-time	7
Self-employed with employees: Full-time	30
Self-employed without employees: Part-time	57
Self-employed without employees: Full-time	107
Unemployed	300
Full-time student	187

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	569
Level 2 qualifications	634
Apprenticeship	113
Level 3 qualifications	428
Level 4 qualifications and above	746
No qualifications	1446
Other qualifications	305



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