

M12 5 - Newsholme Walk, 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 8201

Males	4340
Females	3861
Aged 0 to 15	2192
Aged 16 to 74	5694
Age 75 and over	315

Profile

Marital status (all people aged 16 and over)

Single (never married)	2564
Married	2335
In a registered same-sex civil partnership	10
Separated	279
Divorced	498
Widowed	323

Composition (all households)

One person households	1254
Married couple households	765
Cohabiting couple households	197
Lone parent households: with dependent children	398
Lone parent households: with non-dependent children only	113
All other households	477

Leaflet Distribution Ethnicity and Religion Targeting

People in Newsholme Walk, 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	3438
Black	1221
Asian	2861
Arab	103
Mixed	410
Other	168

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 M12 5, Newsholme Walk, Manchester.

Religion (all people)

Christian	3480
Muslim	2783
Jewish	11
Hindu	50
Sikh	44
Buddhist	54
Other religion	26
No religion	1176
Religion not stated	577

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	860
Day-to-day activities limited a little	751
Day-to-day activities not limited	6590
Day-to-day activities limited a lot: Age 16 to 64	490
Day-to-day activities limited a little: Age 16 to 64	490
Day-to-day activities not limited: Age 16 to 64	4314
Very good health	3592
Good health	2740
Fair health	1190
Bad health	528
Very bad health	151
Provides no unpaid care	7494
Provides 1 to 19 hours unpaid care a week	320
Provides 20 to 49 hours unpaid care a week	136
Provides 50 or more hours unpaid care a week	251

Leaflet Distribution Work Targeting

Knowing if the target audience in M12 5 Newsholme Walk, 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 Newsholme Walk, Manchester relating to employment and work.

Economically active

Employee: Part-time	789
Employee: Full-time	1355
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	45
Self-employed without employees: Part-time	141
Self-employed without employees: Full-time	136
Unemployed	498
Full-time student	336

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	844
Level 2 qualifications	738
Apprenticeship	66
Level 3 qualifications	527
Level 4 qualifications and above	1113
No qualifications	2019
Other qualifications	702



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