

M13 0 – Rusholme, 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 16462

Males	8360
Females	8102
Aged 0 to 15	3419
Aged 16 to 74	12581
Age 75 and over	462

Profile

Marital status (all people aged 16 and over)

Single (never married)	7711
Married	4043
In a registered same-sex civil partnership	9
Separated	312
Divorced	462
Widowed	506

Composition (all households)

One person households	1376
Married couple households	1180
Cohabiting couple households	196
Lone parent households: with dependent children	318
Lone parent households: with non-dependent children only	223
All other households	1264

Leaflet Distribution Ethnicity and Religion Targeting

People in Rusholme, 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	5198
Black	1522
Asian	8622
Arab	302
Mixed	579
Other	239

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 M13 0, Rusholme, Manchester.

Religion (all people)

Christian	4196
Muslim	7854
Jewish	24
Hindu	407
Sikh	222
Buddhist	138
Other religion	61
No religion	2532
Religion not stated	1028

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	1312
Day-to-day activities limited a little	1270
Day-to-day activities not limited	13880
Day-to-day activities limited a lot: Age 16 to 64	809
Day-to-day activities limited a little: Age 16 to 64	935
Day-to-day activities not limited: Age 16 to 64	10311
Very good health	8161
Good health	5385
Fair health	1923
Bad health	732
Very bad health	261
Provides no unpaid care	15128
Provides 1 to 19 hours unpaid care a week	683
Provides 20 to 49 hours unpaid care a week	284
Provides 50 or more hours unpaid care a week	367

Leaflet Distribution Work Targeting

Knowing if the target audience in M13 0 Rusholme, 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 Rusholme, Manchester relating to employment and work.

Economically active

Employee: Part-time	1191
Employee: Full-time	1913
Self-employed with employees: Part-time	41
Self-employed with employees: Full-time	93
Self-employed without employees: Part-time	252
Self-employed without employees: Full-time	240
Unemployed	687
Full-time student	1812

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1266
Level 2 qualifications	1412
Apprenticeship	89
Level 3 qualifications	3341
Level 4 qualifications and above	2797
No qualifications	2711
Other qualifications	1427



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