

M14 4 - Moss Lane Evens, 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 9432

Males	4745
Females	4687
Aged 0 to 15	2339
Aged 16 to 74	6792
Age 75 and over	301

Profile

Marital status (all people aged 16 and over)

Single (never married)	4233
Married	1839
In a registered same-sex civil partnership	9
Separated	329
Divorced	430
Widowed	253

Composition (all households)

One person households	1121
Married couple households	556
Cohabiting couple households	145
Lone parent households: with dependent children	474
Lone parent households: with non-dependent children only	173
All other households	803

Leaflet Distribution Ethnicity and Religion Targeting

People in Moss Lane Evens, 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	2678
Black	3390
Asian	1983
Arab	417
Mixed	634
Other	330

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 M14 4, Moss Lane Evens, Manchester.

Religion (all people)

Christian	3079
Muslim	3749
Jewish	21
Hindu	203
Sikh	42
Buddhist	56
Other religion	42
No religion	1586
Religion not stated	654

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	780
Day-to-day activities limited a little	683
Day-to-day activities not limited	7969
Day-to-day activities limited a lot: Age 16 to 64	443
Day-to-day activities limited a little: Age 16 to 64	439
Day-to-day activities not limited: Age 16 to 64	5525
Very good health	4800
Good health	2904
Fair health	1072
Bad health	492
Very bad health	164
Provides no unpaid care	8763
Provides 1 to 19 hours unpaid care a week	344
Provides 20 to 49 hours unpaid care a week	128
Provides 50 or more hours unpaid care a week	197

Leaflet Distribution Work Targeting

Knowing if the target audience in M14 4 Moss Lane Evens, 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 Moss Lane Evens, Manchester relating to employment and work.

Economically active

Employee: Part-time	728
Employee: Full-time	1156
Self-employed with employees: Part-time	23
Self-employed with employees: Full-time	37
Self-employed without employees: Part-time	120
Self-employed without employees: Full-time	93
Unemployed	553
Full-time student	843

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	765
Level 2 qualifications	749
Apprenticeship	67
Level 3 qualifications	1475
Level 4 qualifications and above	1615
No qualifications	1751
Other qualifications	671



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