

M14 5 - Anson Road, 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 10499

Males	5661
Females	4838
Aged 0 to 15	961
Aged 16 to 74	9301
Age 75 and over	237

Profile

Marital status (all people aged 16 and over)

Single (never married)	7206
Married	1653
In a registered same-sex civil partnership	22
Separated	145
Divorced	314
Widowed	198

Composition (all households)

One person households	1239
Married couple households	539
Cohabiting couple households	206
Lone parent households: with dependent children	105
Lone parent households: with non-dependent children only	75
All other households	1221

Leaflet Distribution Ethnicity and Religion Targeting

People in Anson Road, Manchester are mostly 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	5600
Black	779
Asian	3036
Arab	374
Mixed	462
Other	248

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 5, Anson Road, Manchester.

Religion (all people)

Christian	3458
Muslim	2531
Jewish	52
Hindu	337
Sikh	69
Buddhist	107
Other religion	57
No religion	3167
Religion not stated	721

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	530
Day-to-day activities limited a little	649
Day-to-day activities not limited	9320
Day-to-day activities limited a lot: Age 16 to 64	328
Day-to-day activities limited a little: Age 16 to 64	481
Day-to-day activities not limited: Age 16 to 64	8207
Very good health	5897
Good health	3263
Fair health	918
Bad health	316
Very bad health	105
Provides no unpaid care	9965
Provides 1 to 19 hours unpaid care a week	344
Provides 20 to 49 hours unpaid care a week	80
Provides 50 or more hours unpaid care a week	110

Leaflet Distribution Work Targeting

Knowing if the target audience in M14 5 Anson Road, 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 Anson Road, Manchester relating to employment and work.

Economically active

Employee: Part-time	563
Employee: Full-time	1600
Self-employed with employees: Part-time	23
Self-employed with employees: Full-time	62
Self-employed without employees: Part-time	119
Self-employed without employees: Full-time	141
Unemployed	340
Full-time student	1706

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	507
Level 2 qualifications	685
Apprenticeship	55
Level 3 qualifications	3438
Level 4 qualifications and above	2981
No qualifications	986
Other qualifications	886



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