

M14 7 - Auster Close, 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 12892

Males	6445
Females	6447
Aged 0 to 15	2993
Aged 16 to 74	9393
Age 75 and over	506

Profile

Marital status (all people aged 16 and over)

Single (never married)	5420
Married	2994
In a registered same-sex civil partnership	17
Separated	367
Divorced	639
Widowed	462

Composition (all households)

One person households	1440
Married couple households	1088
Cohabiting couple households	393
Lone parent households: with dependent children	632
Lone parent households: with non-dependent children only	283
All other households	1052

Leaflet Distribution Ethnicity and Religion Targeting

People in Auster Close, 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	6594
Black	1988
Asian	2521
Arab	562
Mixed	957
Other	270

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 7, Auster Close, Manchester.

Religion (all people)

Christian	5910
Muslim	3135
Jewish	24
Hindu	242
Sikh	90
Buddhist	68
Other religion	59
No religion	2449
Religion not stated	915

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	1235
Day-to-day activities limited a little	1001
Day-to-day activities not limited	10656
Day-to-day activities limited a lot: Age 16 to 64	746
Day-to-day activities limited a little: Age 16 to 64	640
Day-to-day activities not limited: Age 16 to 64	7446
Very good health	6244
Good health	4117
Fair health	1593
Bad health	690
Very bad health	248
Provides no unpaid care	11775
Provides 1 to 19 hours unpaid care a week	566
Provides 20 to 49 hours unpaid care a week	210
Provides 50 or more hours unpaid care a week	341

Leaflet Distribution Work Targeting

Knowing if the target audience in M14 7 Auster Close,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 Auster Close,Manchester relating to employment and work.

Economically active

Employee: Part-time	1128
Employee: Full-time	2857
Self-employed with employees: Part-time	29
Self-employed with employees: Full-time	78
Self-employed without employees: Part-time	184
Self-employed without employees: Full-time	197
Unemployed	686
Full-time student	766

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1124
Level 2 qualifications	1163
Apprenticeship	137
Level 3 qualifications	1496
Level 4 qualifications and above	2733
No qualifications	2430
Other qualifications	816



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