

M15 4 - St George's, 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 8271

Males	4701
Females	3570
Aged 0 to 15	727
Aged 16 to 74	7425
Age 75 and over	119

Profile

Marital status (all people aged 16 and over)

Single (never married)	5750
Married	1077
In a registered same-sex civil partnership	48
Separated	177
Divorced	383
Widowed	109

Composition (all households)

One person households	2151
Married couple households	417
Cohabiting couple households	840
Lone parent households: with dependent children	194
Lone parent households: with non-dependent children only	83
All other households	1075

Leaflet Distribution Ethnicity and Religion Targeting

People in St George's, 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	5630
Black	991
Asian	893
Arab	199
Mixed	412
Other	146

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 M15 4, St George's, Manchester.

Religion (all people)

Christian	3555
Muslim	874
Jewish	34
Hindu	74
Sikh	39
Buddhist	78
Other religion	48
No religion	2993
Religion not stated	576

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	419
Day-to-day activities limited a little	438
Day-to-day activities not limited	7414
Day-to-day activities limited a lot: Age 16 to 64	304
Day-to-day activities limited a little: Age 16 to 64	361
Day-to-day activities not limited: Age 16 to 64	6625
Very good health	4739
Good health	2460
Fair health	711
Bad health	275
Very bad health	86
Provides no unpaid care	7844
Provides 1 to 19 hours unpaid care a week	285
Provides 20 to 49 hours unpaid care a week	71
Provides 50 or more hours unpaid care a week	71

Leaflet Distribution Work Targeting

Knowing if the target audience in M15 4 St George's,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 St George's,Manchester relating to employment and work.

Economically active

Employee: Part-time	475
Employee: Full-time	3964
Self-employed with employees: Part-time	6
Self-employed with employees: Full-time	96
Self-employed without employees: Part-time	99
Self-employed without employees: Full-time	273
Unemployed	378
Full-time student	449

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	553
Level 2 qualifications	667
Apprenticeship	55
Level 3 qualifications	929
Level 4 qualifications and above	4023
No qualifications	833
Other qualifications	484



Manchester’s Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK