

M15 5 – Hulme, 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 6329

Males	3502
Females	2827
Aged 0 to 15	1026
Aged 16 to 74	5235
Age 75 and over	68

Profile

Marital status (all people aged 16 and over)

Single (never married)	3707
Married	1053
In a registered same-sex civil partnership	52
Separated	140
Divorced	272
Widowed	79

Composition (all households)

One person households	1180
Married couple households	410
Cohabiting couple households	364
Lone parent households: with dependent children	256
Lone parent households: with non-dependent children only	63
All other households	750

Leaflet Distribution Ethnicity and Religion Targeting

People in Hulme, 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	3268
Black	1179
Asian	948
Arab	260
Mixed	544
Other	130

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 5, Hulme, Manchester.

Religion (all people)

Christian	2405
Muslim	1008
Jewish	17
Hindu	110
Sikh	31
Buddhist	86
Other religion	43
No religion	2163
Religion not stated	466

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	374
Day-to-day activities limited a little	383
Day-to-day activities not limited	5572
Day-to-day activities limited a lot: Age 16 to 64	294
Day-to-day activities limited a little: Age 16 to 64	303
Day-to-day activities not limited: Age 16 to 64	4499
Very good health	3391
Good health	2018
Fair health	594
Bad health	237
Very bad health	89
Provides no unpaid care	5988
Provides 1 to 19 hours unpaid care a week	214
Provides 20 to 49 hours unpaid care a week	67
Provides 50 or more hours unpaid care a week	60

Leaflet Distribution Work Targeting

Knowing if the target audience in M15 5 Hulme, 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 Hulme, Manchester relating to employment and work.

Economically active

Employee: Part-time	506
Employee: Full-time	1993
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	51
Self-employed without employees: Part-time	84
Self-employed without employees: Full-time	173
Unemployed	335
Full-time student	422

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	440
Level 2 qualifications	491
Apprenticeship	49
Level 3 qualifications	787
Level 4 qualifications and above	2470
No qualifications	600
Other qualifications	466



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