

M15 6 - Bonsall Street, 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 7710

Males	3872
Females	3838
Aged 0 to 15	467
Aged 16 to 74	7156
Age 75 and over	87

## Profile

#### Marital status (all people aged 16 and over)

Single (never married)	6365
Married	513
In a registered same-sex civil partnership	5
Separated	111
Divorced	178
Widowed	71

#### Composition (all households)

One person households	908
Married couple households	160
Cohabiting couple households	130
Lone parent households: with dependent children	123
Lone parent households: with non-dependent children only	52
All other households	493

# Leaflet Distribution Ethnicity and Religion Targeting

People in Bonsall Street, 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	3923
Black	803
Asian	2160
Arab	227
Mixed	462
Other	135

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 6, Bonsall Street, Manchester.

## Religion (all people)

Christian	2724
Muslim	1000
Jewish	49
Hindu	130
Sikh	47
Buddhist	240
Other religion	57
No religion	2947
Religion not stated	516

## 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	308
Day-to-day activities limited a little	392
Day-to-day activities not limited	7010
Day-to-day activities limited a lot: Age 16 to 64	232
Day-to-day activities limited a little: Age 16 to 64	312
Day-to-day activities not limited: Age 16 to 64	6489
Very good health	4285
Good health	2577
Fair health	607
Bad health	185
Very bad health	56
Provides no unpaid care	7388
Provides 1 to 19 hours unpaid care a week	210
Provides 20 to 49 hours unpaid care a week	58
Provides 50 or more hours unpaid care a week	54

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M15 6 Bonsall Street,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 Bonsall Street,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	240
Employee: Full-time	701
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	12
Self-employed without employees: Part-time	33
Self-employed without employees: Full-time	67
Unemployed	221
Full-time student	1558

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	496
Level 2 qualifications	723
Apprenticeship	25
Level 3 qualifications	2964
Level 4 qualifications and above	1800
No qualifications	542
Other qualifications	693



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