

M16 8 - Whalley Range, 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 11373

Males	5865
Females	5508
Aged 0 to 15	2218
Aged 16 to 74	8691
Age 75 and over	464

Profile

Marital status (all people aged 16 and over)

Single (never married)	4875
Married	2999
In a registered same-sex civil partnership	44
Separated	274
Divorced	576
Widowed	387

Composition (all households)

One person households	1833
Married couple households	1005
Cohabiting couple households	496
Lone parent households: with dependent children	306
Lone parent households: with non-dependent children only	113
All other households	758

Leaflet Distribution Ethnicity and Religion Targeting

People in Whalley Range, 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	5485
Black	1097
Asian	3426
Arab	454
Mixed	662
Other	249

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 M16 8, Whalley Range, Manchester.

Religion (all people)

Christian	3477
Muslim	3577
Jewish	30
Hindu	127
Sikh	131
Buddhist	112
Other religion	64
No religion	2872
Religion not stated	983

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	918
Day-to-day activities limited a little	894
Day-to-day activities not limited	9561
Day-to-day activities limited a lot: Age 16 to 64	494
Day-to-day activities limited a little: Age 16 to 64	623
Day-to-day activities not limited: Age 16 to 64	7143
Very good health	5487
Good health	3809
Fair health	1316
Bad health	559
Very bad health	202
Provides no unpaid care	10449
Provides 1 to 19 hours unpaid care a week	555
Provides 20 to 49 hours unpaid care a week	162
Provides 50 or more hours unpaid care a week	207

Leaflet Distribution Work Targeting

Knowing if the target audience in M16 8 Whalley Range, 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 Whalley Range, Manchester relating to employment and work.

Economically active

Employee: Part-time	962
Employee: Full-time	3344
Self-employed with employees: Part-time	38
Self-employed with employees: Full-time	130
Self-employed without employees: Part-time	268
Self-employed without employees: Full-time	472
Unemployed	491
Full-time student	455

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	802
Level 2 qualifications	952
Apprenticeship	98
Level 3 qualifications	1093
Level 4 qualifications and above	3881
No qualifications	1445
Other qualifications	884



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK