

M16 9 - Brookes Road, 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 8815

Males	4325
Females	4490
Aged 0 to 15	2169
Aged 16 to 74	6212
Age 75 and over	434

Profile

Marital status (all people aged 16 and over)

Single (never married)	2923
Married	2700
In a registered same-sex civil partnership	29
Separated	213
Divorced	427
Widowed	354

Composition (all households)

One person households	1001
Married couple households	885
Cohabiting couple households	221
Lone parent households: with dependent children	319
Lone parent households: with non-dependent children only	171
All other households	505

Leaflet Distribution Ethnicity and Religion Targeting

People in Brookes Road, 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	2941
Black	1382
Asian	3729
Arab	228
Mixed	453
Other	82

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 9, Brookes Road, Manchester.

Religion (all people)

Christian	2675
Muslim	3737
Jewish	16
Hindu	98
Sikh	298
Buddhist	42
Other religion	40
No religion	1386
Religion not stated	523

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	827
Day-to-day activities limited a little	817
Day-to-day activities not limited	7171
Day-to-day activities limited a lot: Age 16 to 64	479
Day-to-day activities limited a little: Age 16 to 64	527
Day-to-day activities not limited: Age 16 to 64	4808
Very good health	4207
Good health	2769
Fair health	1226
Bad health	467
Very bad health	146
Provides no unpaid care	7943
Provides 1 to 19 hours unpaid care a week	508
Provides 20 to 49 hours unpaid care a week	155
Provides 50 or more hours unpaid care a week	209

Leaflet Distribution Work Targeting

Knowing if the target audience in M16 9 Brookes Road, 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 Brookes Road, Manchester relating to employment and work.

Economically active

Employee: Part-time	854
Employee: Full-time	1923
Self-employed with employees: Part-time	26
Self-employed with employees: Full-time	75
Self-employed without employees: Part-time	165
Self-employed without employees: Full-time	241
Unemployed	383
Full-time student	307

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	805
Level 2 qualifications	885
Apprenticeship	76
Level 3 qualifications	668
Level 4 qualifications and above	1915
No qualifications	1651
Other qualifications	646



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