

M18 7 - Buckley 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 12643**

Males	6191
Females	6452
Aged 0 to 15	3440
Aged 16 to 74	8673
Age 75 and over	530

## Profile

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

Single (never married)	4304
Married	3052
In a registered same-sex civil partnership	19
Separated	445
Divorced	837
Widowed	546

### **Composition (all households)**

One person households	1711
Married couple households	1077
Cohabiting couple households	534
Lone parent households: with dependent children	864
Lone parent households: with non-dependent children only	228
All other households	556

# Leaflet Distribution Ethnicity and Religion Targeting

People in Buckley 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	8267
Black	2085
Asian	1355
Arab	93
Mixed	737
Other	106

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 M18 7, Buckley Road, Manchester.

## Religion (all people)

Christian	7278
Muslim	1253
Jewish	15
Hindu	44
Sikh	26
Buddhist	65
Other religion	43
No religion	2870
Religion not stated	1049

## 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	1265
Day-to-day activities limited a little	1137
Day-to-day activities not limited	10241
Day-to-day activities limited a lot: Age 16 to 64	764
Day-to-day activities limited a little: Age 16 to 64	707
Day-to-day activities not limited: Age 16 to 64	6523
Very good health	5679
Good health	4199
Fair health	1722
Bad health	792
Very bad health	251
Provides no unpaid care	11543
Provides 1 to 19 hours unpaid care a week	524
Provides 20 to 49 hours unpaid care a week	218
Provides 50 or more hours unpaid care a week	358

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M18 7 Buckley 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 Buckley Road, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	1191
Employee: Full-time	2749
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	75
Self-employed without employees: Part-time	134
Self-employed without employees: Full-time	221
Unemployed	771
Full-time student	386

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1353
Level 2 qualifications	1350
Apprenticeship	251
Level 3 qualifications	950
Level 4 qualifications and above	1495
No qualifications	3039
Other qualifications	765



Manchester's Best Leaflet Delivery Service

[WWW.WEDELIVERALL.CO.UK](http://WWW.WEDELIVERALL.CO.UK)