

## M19 1 – Burnage, 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 11859

Males	5593
Females	6266
Aged 0 to 15	2876
Aged 16 to 74	8334
Age 75 and over	649

### Profile

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

Single (never married)	4012
Married	3347
In a registered same-sex civil partnership	8
Separated	310
Divorced	724
Widowed	582

#### Composition (all households)

One person households	1229
Married couple households	1211
Cohabiting couple households	464
Lone parent households: with dependent children	625
Lone parent households: with non-dependent children only	302
All other households	540

## Leaflet Distribution Ethnicity and Religion Targeting

People in Burnage, 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	7847
Black	515
Asian	2534
Arab	234
Mixed	608
Other	121

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 M19 1, Burnage, Manchester.

### Religion (all people)

Christian	6271
Muslim	2414
Jewish	25
Hindu	140
Sikh	52
Buddhist	34
Other religion	44
No religion	2115
Religion not stated	764

## 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	1295
Day-to-day activities limited a little	1134
Day-to-day activities not limited	9430
Day-to-day activities limited a lot: Age 16 to 64	725
Day-to-day activities limited a little: Age 16 to 64	696
Day-to-day activities not limited: Age 16 to 64	6192
Very good health	5402
Good health	3819
Fair health	1674
Bad health	706
Very bad health	258
Provides no unpaid care	10506
Provides 1 to 19 hours unpaid care a week	706
Provides 20 to 49 hours unpaid care a week	246
Provides 50 or more hours unpaid care a week	401

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M19 1 Burnage, 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 Burnage, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	1170
Employee: Full-time	2736
Self-employed with employees: Part-time	37
Self-employed with employees: Full-time	78
Self-employed without employees: Part-time	182
Self-employed without employees: Full-time	329
Unemployed	548
Full-time student	357

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1282
Level 2 qualifications	1291
Apprenticeship	225
Level 3 qualifications	993
Level 4 qualifications and above	2090
No qualifications	2465
Other qualifications	637



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