

M19 2 - Broom Lane, 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 13048

Males	6538
Females	6510
Aged 0 to 15	2824
Aged 16 to 74	9517
Age 75 and over	707

Profile

Marital status (all people aged 16 and over)

Single (never married)	4503
Married	4212
In a registered same-sex civil partnership	47
Separated	311
Divorced	561
Widowed	590

Composition (all households)

One person households	1594
Married couple households	1432
Cohabiting couple households	421
Lone parent households: with dependent children	334
Lone parent households: with non-dependent children only	189
All other households	759

Leaflet Distribution Ethnicity and Religion Targeting

People in Broom Lane, 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	7016
Black	667
Asian	4351
Arab	323
Mixed	591
Other	100

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 2, Broom Lane, Manchester.

Religion (all people)

Christian	5031
Muslim	4481
Jewish	25
Hindu	93
Sikh	33
Buddhist	85
Other religion	54
No religion	2467
Religion not stated	779

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	1113
Day-to-day activities limited a little	1167
Day-to-day activities not limited	10768
Day-to-day activities limited a lot: Age 16 to 64	581
Day-to-day activities limited a little: Age 16 to 64	675
Day-to-day activities not limited: Age 16 to 64	7512
Very good health	6258
Good health	4341
Fair health	1640
Bad health	614
Very bad health	195
Provides no unpaid care	11738
Provides 1 to 19 hours unpaid care a week	789
Provides 20 to 49 hours unpaid care a week	207
Provides 50 or more hours unpaid care a week	314

Leaflet Distribution Work Targeting

Knowing if the target audience in M19 2 Broom Lane,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 Broom Lane,Manchester relating to employment and work.

Economically active

Employee: Part-time	1239
Employee: Full-time	3029
Self-employed with employees: Part-time	54
Self-employed with employees: Full-time	144
Self-employed without employees: Part-time	247
Self-employed without employees: Full-time	424
Unemployed	471
Full-time student	566

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1156
Level 2 qualifications	1276
Apprenticeship	184
Level 3 qualifications	1378
Level 4 qualifications and above	3200
No qualifications	2105
Other qualifications	925



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