

M19 3 – Levenshulme, 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 9679

Males	4959
Females	4720
Aged 0 to 15	2423
Aged 16 to 74	6981
Age 75 and over	275

Profile

Marital status (all people aged 16 and over)

Single (never married)	3368
Married	2733
In a registered same-sex civil partnership	38
Separated	291
Divorced	530
Widowed	296

Composition (all households)

One person households	1253
Married couple households	984
Cohabiting couple households	436
Lone parent households: with dependent children	398
Lone parent households: with non-dependent children only	138
All other households	582

Leaflet Distribution Ethnicity and Religion Targeting

People in Levenshulme, 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	5160
Black	789
Asian	2953
Arab	130
Mixed	516
Other	131

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 3, Levenshulme, Manchester.

Religion (all people)

Christian	3945
Muslim	2983
Jewish	11
Hindu	38
Sikh	31
Buddhist	38
Other religion	42
No religion	1908
Religion not stated	683

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	685
Day-to-day activities limited a little	811
Day-to-day activities not limited	8183
Day-to-day activities limited a lot: Age 16 to 64	417
Day-to-day activities limited a little: Age 16 to 64	537
Day-to-day activities not limited: Age 16 to 64	5602
Very good health	4632
Good health	3264
Fair health	1181
Bad health	478
Very bad health	124
Provides no unpaid care	8907
Provides 1 to 19 hours unpaid care a week	448
Provides 20 to 49 hours unpaid care a week	130
Provides 50 or more hours unpaid care a week	194

Leaflet Distribution Work Targeting

Knowing if the target audience in M19 3 Levenshulme, 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 Levenshulme, Manchester relating to employment and work.

Economically active

Employee: Part-time	988
Employee: Full-time	2448
Self-employed with employees: Part-time	31
Self-employed with employees: Full-time	53
Self-employed without employees: Part-time	200
Self-employed without employees: Full-time	283
Unemployed	455
Full-time student	329

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	901
Level 2 qualifications	978
Apprenticeship	103
Level 3 qualifications	820
Level 4 qualifications and above	2062
No qualifications	1665
Other qualifications	727



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