

M20 3 - Brooklawn Drive, 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 6254

Males	3228
Females	3026
Aged 0 to 15	704
Aged 16 to 74	5320
Age 75 and over	230

Profile

Marital status (all people aged 16 and over)

Single (never married)	3777
Married	1262
In a registered same-sex civil partnership	19
Separated	72
Divorced	242
Widowed	178

Composition (all households)

One person households	743
Married couple households	508
Cohabiting couple households	319
Lone parent households: with dependent children	103
Lone parent households: with non-dependent children only	59
All other households	699

Leaflet Distribution Ethnicity and Religion Targeting

People in Brooklawn Drive, 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	5119
Black	161
Asian	520
Arab	101
Mixed	289
Other	64

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 M20 3, Brooklawn Drive, Manchester.

Religion (all people)

Christian	2548
Muslim	405
Jewish	86
Hindu	109
Sikh	20
Buddhist	40
Other religion	23
No religion	2564
Religion not stated	459

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	308
Day-to-day activities limited a little	354
Day-to-day activities not limited	5592
Day-to-day activities limited a lot: Age 16 to 64	158
Day-to-day activities limited a little: Age 16 to 64	227
Day-to-day activities not limited: Age 16 to 64	4677
Very good health	3711
Good health	1805
Fair health	528
Bad health	165
Very bad health	45
Provides no unpaid care	5872
Provides 1 to 19 hours unpaid care a week	269
Provides 20 to 49 hours unpaid care a week	45
Provides 50 or more hours unpaid care a week	68

Leaflet Distribution Work Targeting

Knowing if the target audience in M20 3 Brooklawn Drive,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 Brooklawn Drive,Manchester relating to employment and work.

Economically active

Employee: Part-time	416
Employee: Full-time	2098
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	81
Self-employed without employees: Part-time	103
Self-employed without employees: Full-time	155
Unemployed	173
Full-time student	505

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	238
Level 2 qualifications	428
Apprenticeship	41
Level 3 qualifications	1386
Level 4 qualifications and above	2848
No qualifications	427
Other qualifications	182



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