

M20 5 - Bankside 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 4595

Males	2283
Females	2312
Aged 0 to 15	861
Aged 16 to 74	3387
Age 75 and over	347

Profile

Marital status (all people aged 16 and over)

Single (never married)	1461
Married	1791
In a registered same-sex civil partnership	6
Separated	67
Divorced	194
Widowed	215

Composition (all households)

One person households	451
Married couple households	681
Cohabiting couple households	173
Lone parent households: with dependent children	89
Lone parent households: with non-dependent children only	66
All other households	186

Leaflet Distribution Ethnicity and Religion Targeting

People in Bankside 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	3262
Black	121
Asian	840
Arab	132
Mixed	182
Other	58

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 5, Bankside Road, Manchester.

Religion (all people)

Christian	2323
Muslim	742
Jewish	26
Hindu	136
Sikh	33
Buddhist	27
Other religion	4
No religion	1003
Religion not stated	301

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	282
Day-to-day activities limited a little	361
Day-to-day activities not limited	3952
Day-to-day activities limited a lot: Age 16 to 64	113
Day-to-day activities limited a little: Age 16 to 64	182
Day-to-day activities not limited: Age 16 to 64	2802
Very good health	2445
Good health	1497
Fair health	474
Bad health	138
Very bad health	41
Provides no unpaid care	4095
Provides 1 to 19 hours unpaid care a week	335
Provides 20 to 49 hours unpaid care a week	57
Provides 50 or more hours unpaid care a week	108

Leaflet Distribution Work Targeting

Knowing if the target audience in M20 5 Bankside 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 Bankside Road, Manchester relating to employment and work.

Economically active

Employee: Part-time	410
Employee: Full-time	1523
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	89
Self-employed without employees: Part-time	93
Self-employed without employees: Full-time	168
Unemployed	88
Full-time student	125

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	357
Level 2 qualifications	456
Apprenticeship	82
Level 3 qualifications	369
Level 4 qualifications and above	1799
No qualifications	459
Other qualifications	212



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