

M20 6 - Lapwing 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 8081

Males	4029
Females	4052
Aged 0 to 15	1269
Aged 16 to 74	6335
Age 75 and over	477

Profile

Marital status (all people aged 16 and over)

Single (never married)	3470
Married	2440
In a registered same-sex civil partnership	26
Separated	116
Divorced	412
Widowed	348

Composition (all households)

One person households	1230
Married couple households	959
Cohabiting couple households	537
Lone parent households: with dependent children	133
Lone parent households: with non-dependent children only	116
All other households	507

Leaflet Distribution Ethnicity and Religion Targeting

People in Lapwing 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	6840
Black	141
Asian	654
Arab	106
Mixed	285
Other	55

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 6, Lapwing Lane, Manchester.

Religion (all people)

Christian	4036
Muslim	485
Jewish	94
Hindu	106
Sikh	31
Buddhist	52
Other religion	26
No religion	2700
Religion not stated	551

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	535
Day-to-day activities limited a little	575
Day-to-day activities not limited	6971
Day-to-day activities limited a lot: Age 16 to 64	226
Day-to-day activities limited a little: Age 16 to 64	310
Day-to-day activities not limited: Age 16 to 64	5309
Very good health	4573
Good health	2318
Fair health	794
Bad health	307
Very bad health	89
Provides no unpaid care	7311
Provides 1 to 19 hours unpaid care a week	545
Provides 20 to 49 hours unpaid care a week	91
Provides 50 or more hours unpaid care a week	134

Leaflet Distribution Work Targeting

Knowing if the target audience in M20 6 Lapwing 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 Lapwing Lane,Manchester relating to employment and work.

Economically active

Employee: Part-time	624
Employee: Full-time	3278
Self-employed with employees: Part-time	23
Self-employed with employees: Full-time	154
Self-employed without employees: Part-time	171
Self-employed without employees: Full-time	325
Unemployed	207
Full-time student	193

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	404
Level 2 qualifications	620
Apprenticeship	78
Level 3 qualifications	638
Level 4 qualifications and above	4130
No qualifications	724
Other qualifications	218



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK