

M21 7 - Woodlake Avenue, 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 8308

Males	3949
Females	4359
Aged 0 to 15	1867
Aged 16 to 74	6044
Age 75 and over	397

Profile

Marital status (all people aged 16 and over)

Single (never married)	3250
Married	2022
In a registered same-sex civil partnership	14
Separated	239
Divorced	546
Widowed	370

Composition (all households)

One person households	1140
Married couple households	762
Cohabiting couple households	408
Lone parent households: with dependent children	483
Lone parent households: with non-dependent children only	201
All other households	409

Leaflet Distribution Ethnicity and Religion Targeting

People in Woodlake Avenue, 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	5717
Black	624
Asian	968
Arab	236
Mixed	664
Other	99

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 M21 7, Woodlake Avenue, Manchester.

Religion (all people)

Christian	4196
Muslim	1079
Jewish	26
Hindu	56
Sikh	42
Buddhist	69
Other religion	27
No religion	2190
Religion not stated	623

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	903
Day-to-day activities limited a little	782
Day-to-day activities not limited	6623
Day-to-day activities limited a lot: Age 16 to 64	533
Day-to-day activities limited a little: Age 16 to 64	493
Day-to-day activities not limited: Age 16 to 64	4566
Very good health	3965
Good health	2505
Fair health	1163
Bad health	502
Very bad health	173
Provides no unpaid care	7490
Provides 1 to 19 hours unpaid care a week	428
Provides 20 to 49 hours unpaid care a week	136
Provides 50 or more hours unpaid care a week	254

Leaflet Distribution Work Targeting

Knowing if the target audience in M21 7 Woodlake Avenue, 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 Woodlake Avenue, Manchester relating to employment and work.

Economically active

Employee: Part-time	781
Employee: Full-time	2300
Self-employed with employees: Part-time	25
Self-employed with employees: Full-time	69
Self-employed without employees: Part-time	130
Self-employed without employees: Full-time	219
Unemployed	380
Full-time student	180

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	767
Level 2 qualifications	780
Apprenticeship	110
Level 3 qualifications	649
Level 4 qualifications and above	2171
No qualifications	1582
Other qualifications	382



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