

M21 8 - Whalley 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 5924

Males	2853
Females	3071
Aged 0 to 15	1052
Aged 16 to 74	4612
Age 75 and over	260

Profile

Marital status (all people aged 16 and over)

Single (never married)	2595
Married	1619
In a registered same-sex civil partnership	60
Separated	74
Divorced	320
Widowed	204

Composition (all households)

One person households	716
Married couple households	676
Cohabiting couple households	426
Lone parent households: with dependent children	114
Lone parent households: with non-dependent children only	78
All other households	411

Leaflet Distribution Ethnicity and Religion Targeting

People in Whalley 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	5017
Black	161
Asian	375
Arab	34
Mixed	288
Other	49

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 8, Whalley Avenue, Manchester.

Religion (all people)

Christian	2419
Muslim	285
Jewish	28
Hindu	27
Sikh	24
Buddhist	44
Other religion	22
No religion	2585
Religion not stated	490

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	317
Day-to-day activities limited a little	415
Day-to-day activities not limited	5192
Day-to-day activities limited a lot: Age 16 to 64	176
Day-to-day activities limited a little: Age 16 to 64	242
Day-to-day activities not limited: Age 16 to 64	3916
Very good health	3389
Good health	1780
Fair health	538
Bad health	167
Very bad health	50
Provides no unpaid care	5444
Provides 1 to 19 hours unpaid care a week	334
Provides 20 to 49 hours unpaid care a week	70
Provides 50 or more hours unpaid care a week	76

Leaflet Distribution Work Targeting

Knowing if the target audience in M21 8 Whalley 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 Whalley Avenue, Manchester relating to employment and work.

Economically active

Employee: Part-time	511
Employee: Full-time	2384
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	96
Self-employed without employees: Part-time	164
Self-employed without employees: Full-time	255
Unemployed	131
Full-time student	125

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	259
Level 2 qualifications	453
Apprenticeship	58
Level 3 qualifications	425
Level 4 qualifications and above	3042
No qualifications	510
Other qualifications	125



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