

## M23 9 - Butcher 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 7944

Males	3850
Females	4094
Aged 0 to 15	1422
Aged 16 to 74	5882
Age 75 and over	640

### Profile

#### Marital status (all people aged 16 and over)

Single (never married)	2507
Married	2586
In a registered same-sex civil partnership	11
Separated	194
Divorced	730
Widowed	494

#### Composition (all households)

One person households	1416
Married couple households	985
Cohabiting couple households	459
Lone parent households: with dependent children	271
Lone parent households: with non-dependent children only	165
All other households	218

# Leaflet Distribution Ethnicity and Religion Targeting

People in Butcher 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	7026
Black	192
Asian	426
Arab	55
Mixed	216
Other	29

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 M23 9, Butcher Lane, Manchester.

**Religion (all people)**

Christian	5051
Muslim	253
Jewish	40
Hindu	58
Sikh	21
Buddhist	26
Other religion	39
No religion	1967
Religion not stated	489

## 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	898
Day-to-day activities limited a little	805
Day-to-day activities not limited	6241
Day-to-day activities limited a lot: Age 16 to 64	476
Day-to-day activities limited a little: Age 16 to 64	435
Day-to-day activities not limited: Age 16 to 64	4373
Very good health	3512
Good health	2640
Fair health	1190
Bad health	487
Very bad health	115
Provides no unpaid care	7070
Provides 1 to 19 hours unpaid care a week	502
Provides 20 to 49 hours unpaid care a week	140
Provides 50 or more hours unpaid care a week	232

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M23 9 Butcher 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 Butcher Lane,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	805
Employee: Full-time	2521
Self-employed with employees: Part-time	18
Self-employed with employees: Full-time	85
Self-employed without employees: Part-time	125
Self-employed without employees: Full-time	217
Unemployed	309
Full-time student	127

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1015
Level 2 qualifications	1059
Apprenticeship	239
Level 3 qualifications	768
Level 4 qualifications and above	1532
No qualifications	1627
Other qualifications	282



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