

M26 4 - Black 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 8263

Males	4063
Females	4200
Aged 0 to 15	1627
Aged 16 to 74	6074
Age 75 and over	562

Profile

Marital status (all people aged 16 and over)

Single (never married)	2229
Married	3085
In a registered same-sex civil partnership	10
Separated	183
Divorced	643
Widowed	486

Composition (all households)

One person households	1007
Married couple households	1186
Cohabiting couple households	407
Lone parent households: with dependent children	282
Lone parent households: with non-dependent children only	148
All other households	158

Leaflet Distribution Ethnicity and Religion Targeting

People in Black 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	7908
Black	24
Asian	197
Arab	11
Mixed	104
Other	19

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 M26 4, Black Lane, Manchester.

Religion (all people)

Christian	5905
Muslim	120
Jewish	37
Hindu	27
Sikh	4
Buddhist	20
Other religion	16
No religion	1729
Religion not stated	405

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	795
Day-to-day activities limited a little	887
Day-to-day activities not limited	6581
Day-to-day activities limited a lot: Age 16 to 64	354
Day-to-day activities limited a little: Age 16 to 64	442
Day-to-day activities not limited: Age 16 to 64	4491
Very good health	3680
Good health	2823
Fair health	1222
Bad health	410
Very bad health	128
Provides no unpaid care	7375
Provides 1 to 19 hours unpaid care a week	510
Provides 20 to 49 hours unpaid care a week	124
Provides 50 or more hours unpaid care a week	254

Leaflet Distribution Work Targeting

Knowing if the target audience in M26 4 Black 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 Black Lane, Manchester relating to employment and work.

Economically active

Employee: Part-time	863
Employee: Full-time	2571
Self-employed with employees: Part-time	23
Self-employed with employees: Full-time	89
Self-employed without employees: Part-time	102
Self-employed without employees: Full-time	260
Unemployed	233
Full-time student	149

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1045
Level 2 qualifications	1209
Apprenticeship	306
Level 3 qualifications	901
Level 4 qualifications and above	1306
No qualifications	1611
Other qualifications	258



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK