

M27 6 – Clifton, 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 5647

Males	2725
Females	2922
Aged 0 to 15	917
Aged 16 to 74	4273
Age 75 and over	457

Profile

Marital status (all people aged 16 and over)

Single (never married)	1744
Married	1916
In a registered same-sex civil partnership	11
Separated	191
Divorced	489
Widowed	379

Composition (all households)

One person households	963
Married couple households	702
Cohabiting couple households	310
Lone parent households: with dependent children	236
Lone parent households: with non-dependent children only	102
All other households	125

Leaflet Distribution Ethnicity and Religion Targeting

People in Clifton, 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	5311
Black	86
Asian	163
Arab	7
Mixed	72
Other	8

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 M27 6, Clifton, Manchester.

Religion (all people)

Christian	4122
Muslim	97
Jewish	3
Hindu	14
Sikh	0
Buddhist	14
Other religion	8
No religion	1106
Religion not stated	283

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	639
Day-to-day activities limited a little	613
Day-to-day activities not limited	4395
Day-to-day activities limited a lot: Age 16 to 64	298
Day-to-day activities limited a little: Age 16 to 64	313
Day-to-day activities not limited: Age 16 to 64	3094
Very good health	2330
Good health	2025
Fair health	892
Bad health	309
Very bad health	91
Provides no unpaid care	5065
Provides 1 to 19 hours unpaid care a week	358
Provides 20 to 49 hours unpaid care a week	67
Provides 50 or more hours unpaid care a week	157

Leaflet Distribution Work Targeting

Knowing if the target audience in M27 6 Clifton, 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 Clifton, Manchester relating to employment and work.

Economically active

Employee: Part-time	543
Employee: Full-time	1816
Self-employed with employees: Part-time	8
Self-employed with employees: Full-time	52
Self-employed without employees: Part-time	64
Self-employed without employees: Full-time	166
Unemployed	200
Full-time student	137

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	727
Level 2 qualifications	812
Apprenticeship	225
Level 3 qualifications	601
Level 4 qualifications and above	806
No qualifications	1344
Other qualifications	215



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