

M34 2 - Dane Bank, 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 10253

Males	4932
Females	5321
Aged 0 to 15	1761
Aged 16 to 74	7402
Age 75 and over	1090

Profile

Marital status (all people aged 16 and over)

Single (never married)	2655
Married	4137
In a registered same-sex civil partnership	10
Separated	210
Divorced	710
Widowed	770

Composition (all households)

One person households	1391
Married couple households	1494
Cohabiting couple households	430
Lone parent households: with dependent children	287
Lone parent households: with non-dependent children only	159
All other households	213

Leaflet Distribution Ethnicity and Religion Targeting

People in Dane Bank, 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	9855
Black	65
Asian	172
Arab	5
Mixed	149
Other	7

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 M34 2, Dane Bank, Manchester.

Religion (all people)

Christian	7460
Muslim	78
Jewish	4
Hindu	20
Sikh	3
Buddhist	19
Other religion	40
No religion	2028
Religion not stated	601

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	946
Day-to-day activities limited a little	1064
Day-to-day activities not limited	8243
Day-to-day activities limited a lot: Age 16 to 64	347
Day-to-day activities limited a little: Age 16 to 64	452
Day-to-day activities not limited: Age 16 to 64	5530
Very good health	4692
Good health	3493
Fair health	1486
Bad health	482
Very bad health	100
Provides no unpaid care	9107
Provides 1 to 19 hours unpaid care a week	703
Provides 20 to 49 hours unpaid care a week	148
Provides 50 or more hours unpaid care a week	295

Leaflet Distribution Work Targeting

Knowing if the target audience in M34 2 Dane Bank,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 Dane Bank,Manchester relating to employment and work.

Economically active

Employee: Part-time	1042
Employee: Full-time	3311
Self-employed with employees: Part-time	31
Self-employed with employees: Full-time	107
Self-employed without employees: Part-time	116
Self-employed without employees: Full-time	330
Unemployed	230
Full-time student	223

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1327
Level 2 qualifications	1531
Apprenticeship	504
Level 3 qualifications	1159
Level 4 qualifications and above	1514
No qualifications	2122
Other qualifications	335



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