

## M40 0 - Marleyer Close, 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 4260

Males	2037
Females	2223
Aged 0 to 15	982
Aged 16 to 74	2992
Age 75 and over	286

### Profile

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

Single (never married)	1486
Married	1104
In a registered same-sex civil partnership	5
Separated	133
Divorced	285
Widowed	265

#### Composition (all households)

One person households	564
Married couple households	414
Cohabiting couple households	225
Lone parent households: with dependent children	261
Lone parent households: with non-dependent children only	101
All other households	127

# Leaflet Distribution Ethnicity and Religion Targeting

People in Marleyer Close, 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	3558
Black	373
Asian	149
Arab	5
Mixed	160
Other	15

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 M40 0, Marleyer Close, Manchester.

## Religion (all people)

Christian	2997
Muslim	117
Jewish	3
Hindu	13
Sikh	15
Buddhist	7
Other religion	17
No religion	854
Religion not stated	237

## 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	528
Day-to-day activities limited a little	430
Day-to-day activities not limited	3302
Day-to-day activities limited a lot: Age 16 to 64	280
Day-to-day activities limited a little: Age 16 to 64	262
Day-to-day activities not limited: Age 16 to 64	2180
Very good health	1893
Good health	1417
Fair health	596
Bad health	276
Very bad health	78
Provides no unpaid care	3834
Provides 1 to 19 hours unpaid care a week	233
Provides 20 to 49 hours unpaid care a week	72
Provides 50 or more hours unpaid care a week	121

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M40 0 Marley Close,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 Marley Close,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	400
Employee: Full-time	1105
Self-employed with employees: Part-time	7
Self-employed with employees: Full-time	24
Self-employed without employees: Part-time	40
Self-employed without employees: Full-time	98
Unemployed	211
Full-time student	88

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	484
Level 2 qualifications	522
Apprenticeship	92
Level 3 qualifications	350
Level 4 qualifications and above	515
No qualifications	1158
Other qualifications	157



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