

M40 1 - Leng Road, 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 5597

Males	2730
Females	2867
Aged 0 to 15	1109
Aged 16 to 74	4093
Age 75 and over	395

## Profile

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

Single (never married)	1967
Married	1483
In a registered same-sex civil partnership	5
Separated	189
Divorced	493
Widowed	351

#### Composition (all households)

One person households	1012
Married couple households	548
Cohabiting couple households	236
Lone parent households: with dependent children	336
Lone parent households: with non-dependent children only	115
All other households	186

# Leaflet Distribution Ethnicity and Religion Targeting

People in Leng Road, 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	4949
Black	204
Asian	218
Arab	40
Mixed	153
Other	33

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 1, Leng Road, Manchester.

**Religion (all people)**

Christian	3829
Muslim	182
Jewish	2
Hindu	17
Sikh	1
Buddhist	33
Other religion	16
No religion	1076
Religion not stated	441

## 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	861
Day-to-day activities limited a little	581
Day-to-day activities not limited	4155
Day-to-day activities limited a lot: Age 16 to 64	472
Day-to-day activities limited a little: Age 16 to 64	371
Day-to-day activities not limited: Age 16 to 64	2827
Very good health	2203
Good health	1836
Fair health	918
Bad health	488
Very bad health	152
Provides no unpaid care	5052
Provides 1 to 19 hours unpaid care a week	272
Provides 20 to 49 hours unpaid care a week	106
Provides 50 or more hours unpaid care a week	167

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M40 1 Leng Road,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 Leng Road,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	499
Employee: Full-time	1439
Self-employed with employees: Part-time	7
Self-employed with employees: Full-time	41
Self-employed without employees: Part-time	48
Self-employed without employees: Full-time	138
Unemployed	269
Full-time student	101

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	693
Level 2 qualifications	709
Apprenticeship	170
Level 3 qualifications	431
Level 4 qualifications and above	576
No qualifications	1697
Other qualifications	212



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