

M40 5 - Kenyon 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 4134

Males	1947
Females	2187
Aged 0 to 15	855
Aged 16 to 74	2948
Age 75 and over	331

Profile

Marital status (all people aged 16 and over)

Single (never married)	1401
Married	1170
In a registered same-sex civil partnership	11
Separated	127
Divorced	265
Widowed	305

Composition (all households)

One person households	531
Married couple households	404
Cohabiting couple households	210
Lone parent households: with dependent children	215
Lone parent households: with non-dependent children only	110
All other households	137

Leaflet Distribution Ethnicity and Religion Targeting

People in Kenyon 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	3608
Black	284
Asian	97
Arab	13
Mixed	118
Other	14

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 5, Kenyon Lane, Manchester.

Religion (all people)

Christian	2911
Muslim	106
Jewish	5
Hindu	3
Sikh	0
Buddhist	19
Other religion	8
No religion	839
Religion not stated	243

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	579
Day-to-day activities limited a little	454
Day-to-day activities not limited	3101
Day-to-day activities limited a lot: Age 16 to 64	268
Day-to-day activities limited a little: Age 16 to 64	231
Day-to-day activities not limited: Age 16 to 64	2068
Very good health	1709
Good health	1356
Fair health	665
Bad health	321
Very bad health	83
Provides no unpaid care	3672
Provides 1 to 19 hours unpaid care a week	190
Provides 20 to 49 hours unpaid care a week	103
Provides 50 or more hours unpaid care a week	169

Leaflet Distribution Work Targeting

Knowing if the target audience in M40 5 Kenyon 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 Kenyon Lane,Manchester relating to employment and work.

Economically active

Employee: Part-time	411
Employee: Full-time	954
Self-employed with employees: Part-time	8
Self-employed with employees: Full-time	19
Self-employed without employees: Part-time	36
Self-employed without employees: Full-time	99
Unemployed	218
Full-time student	100

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	527
Level 2 qualifications	510
Apprenticeship	113
Level 3 qualifications	353
Level 4 qualifications and above	366
No qualifications	1215
Other qualifications	195



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