

M40 8 - Alburn Ct, Lifton Avenue, 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 3862

Males	1996
Females	1866
Aged 0 to 15	964
Aged 16 to 74	2747
Age 75 and over	151

Profile

Marital status (all people aged 16 and over)

Single (never married)	1533
Married	715
In a registered same-sex civil partnership	9
Separated	145
Divorced	304
Widowed	192

Composition (all households)

One person households	830
Married couple households	249
Cohabiting couple households	116
Lone parent households: with dependent children	270
Lone parent households: with non-dependent children only	91
All other households	173

Leaflet Distribution Ethnicity and Religion Targeting

People in Alburn Ct, Lifton Avenue, 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	2673
Black	591
Asian	337
Arab	29
Mixed	199
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 8, Alburn Ct, Lifton Avenue, Manchester.

Religion (all people)

Christian	2441
Muslim	308
Jewish	8
Hindu	8
Sikh	12
Buddhist	35
Other religion	10
No religion	792
Religion not stated	248

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	568
Day-to-day activities limited a little	428
Day-to-day activities not limited	2866
Day-to-day activities limited a lot: Age 16 to 64	393
Day-to-day activities limited a little: Age 16 to 64	300
Day-to-day activities not limited: Age 16 to 64	1837
Very good health	1622
Good health	1131
Fair health	659
Bad health	330
Very bad health	120
Provides no unpaid care	3555
Provides 1 to 19 hours unpaid care a week	130
Provides 20 to 49 hours unpaid care a week	62
Provides 50 or more hours unpaid care a week	115

Leaflet Distribution Work Targeting

Knowing if the target audience in M40 8 Alburn Ct,Lifton Avenue,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 Alburn Ct,Lifton Avenue,Manchester relating to employment and work.

Economically active

Employee: Part-time	308
Employee: Full-time	723
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	16
Self-employed without employees: Part-time	33
Self-employed without employees: Full-time	60
Unemployed	278
Full-time student	100

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	425
Level 2 qualifications	318
Apprenticeship	51
Level 3 qualifications	210
Level 4 qualifications and above	353
No qualifications	1282
Other qualifications	259



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