

M41 5 – Davyhulme, 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 6517

Males	3233
Females	3284
Aged 0 to 15	1300
Aged 16 to 74	4657
Age 75 and over	560

Profile

Marital status (all people aged 16 and over)

Single (never married)	1642
Married	2599
In a registered same-sex civil partnership	11
Separated	122
Divorced	410
Widowed	433

Composition (all households)

One person households	756
Married couple households	1026
Cohabiting couple households	254
Lone parent households: with dependent children	166
Lone parent households: with non-dependent children only	94
All other households	135

Leaflet Distribution Ethnicity and Religion Targeting

People in Davyhulme, 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	6038
Black	77
Asian	240
Arab	10
Mixed	146
Other	6

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 M41 5, Davyhulme, Manchester.

Religion (all people)

Christian	4421
Muslim	103
Jewish	3
Hindu	24
Sikh	11
Buddhist	21
Other religion	4
No religion	1531
Religion not stated	399

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	563
Day-to-day activities limited a little	551
Day-to-day activities not limited	5403
Day-to-day activities limited a lot: Age 16 to 64	246
Day-to-day activities limited a little: Age 16 to 64	262
Day-to-day activities not limited: Age 16 to 64	3668
Very good health	3396
Good health	2032
Fair health	783
Bad health	238
Very bad health	68
Provides no unpaid care	5838
Provides 1 to 19 hours unpaid care a week	471
Provides 20 to 49 hours unpaid care a week	72
Provides 50 or more hours unpaid care a week	136

Leaflet Distribution Work Targeting

Knowing if the target audience in M41 5 Davyhulme, 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 Davyhulme, Manchester relating to employment and work.

Economically active

Employee: Part-time	683
Employee: Full-time	2142
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	82
Self-employed without employees: Part-time	107
Self-employed without employees: Full-time	228
Unemployed	128
Full-time student	168

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	621
Level 2 qualifications	886
Apprenticeship	226
Level 3 qualifications	643
Level 4 qualifications and above	1743
No qualifications	922
Other qualifications	176



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