

M41 7 - Nursery Road, Urmston, 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 5800

Males	2762
Females	3038
Aged 0 to 15	1147
Aged 16 to 74	4201
Age 75 and over	452

Profile

Marital status (all people aged 16 and over)

Single (never married)	1409
Married	2346
In a registered same-sex civil partnership	2
Separated	111
Divorced	446
Widowed	339

Composition (all households)

One person households	581
Married couple households	881
Cohabiting couple households	226
Lone parent households: with dependent children	210
Lone parent households: with non-dependent children only	98
All other households	137

Leaflet Distribution Ethnicity and Religion Targeting

People in Nursery Road, Urmston, 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	5531
Black	57
Asian	114
Arab	2
Mixed	88
Other	8

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 7, Nursery Road, Urmston, Manchester.

Religion (all people)

Christian	4210
Muslim	40
Jewish	15
Hindu	14
Sikh	2
Buddhist	12
Other religion	14
No religion	1127
Religion not stated	366

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	484
Day-to-day activities limited a little	595
Day-to-day activities not limited	4721
Day-to-day activities limited a lot: Age 16 to 64	203
Day-to-day activities limited a little: Age 16 to 64	273
Day-to-day activities not limited: Age 16 to 64	3107
Very good health	2733
Good health	1993
Fair health	774
Bad health	248
Very bad health	52
Provides no unpaid care	5155
Provides 1 to 19 hours unpaid care a week	428
Provides 20 to 49 hours unpaid care a week	82
Provides 50 or more hours unpaid care a week	135

Leaflet Distribution Work Targeting

Knowing if the target audience in M41 7 Nursery Road,Urmston,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 Nursery Road,Urmston,Manchester relating to employment and work.

Economically active

Employee: Part-time	704
Employee: Full-time	1723
Self-employed with employees: Part-time	4
Self-employed with employees: Full-time	50
Self-employed without employees: Part-time	61
Self-employed without employees: Full-time	175
Unemployed	140
Full-time student	144

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	695
Level 2 qualifications	873
Apprenticeship	216
Level 3 qualifications	608
Level 4 qualifications and above	1073
No qualifications	1009
Other qualifications	179



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