

## M45 6 - Besses O' Th' Barn, 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 5654

Males	2750
Females	2904
Aged 0 to 15	1266
Aged 16 to 74	4094
Age 75 and over	294

### Profile

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

Single (never married)	1589
Married	1995
In a registered same-sex civil partnership	6
Separated	170
Divorced	400
Widowed	228

#### Composition (all households)

One person households	582
Married couple households	768
Cohabiting couple households	289
Lone parent households: with dependent children	234
Lone parent households: with non-dependent children only	102
All other households	152

# Leaflet Distribution Ethnicity and Religion Targeting

People in Besses O' Th' Barn, 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	4814
Black	173
Asian	421
Arab	30
Mixed	183
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 M45 6, Besses O' Th' Barn, Manchester.

## Religion (all people)

Christian	3475
Muslim	270
Jewish	251
Hindu	34
Sikh	24
Buddhist	8
Other religion	20
No religion	1188
Religion not stated	384

## 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	408
Day-to-day activities limited a little	520
Day-to-day activities not limited	4726
Day-to-day activities limited a lot: Age 16 to 64	232
Day-to-day activities limited a little: Age 16 to 64	297
Day-to-day activities not limited: Age 16 to 64	3111
Very good health	2644
Good health	1982
Fair health	733
Bad health	227
Very bad health	68
Provides no unpaid care	5108
Provides 1 to 19 hours unpaid care a week	323
Provides 20 to 49 hours unpaid care a week	89
Provides 50 or more hours unpaid care a week	134

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M45 6 Besses O' Th' Barn, 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 Besses O' Th' Barn, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	580
Employee: Full-time	1670
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	60
Self-employed without employees: Part-time	92
Self-employed without employees: Full-time	169
Unemployed	194
Full-time student	133

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	716
Level 2 qualifications	759
Apprenticeship	185
Level 3 qualifications	539
Level 4 qualifications and above	1107
No qualifications	903
Other qualifications	179



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