

M45 7 – Stand, 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 9439

Males	4535
Females	4904
Aged 0 to 15	1679
Aged 16 to 74	6843
Age 75 and over	917

Profile

Marital status (all people aged 16 and over)

Single (never married)	2192
Married	4204
In a registered same-sex civil partnership	11
Separated	192
Divorced	552
Widowed	609

Composition (all households)

One person households	1164
Married couple households	1574
Cohabiting couple households	288
Lone parent households: with dependent children	206
Lone parent households: with non-dependent children only	134
All other households	216

Leaflet Distribution Ethnicity and Religion Targeting

People in Stand, 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	8478
Black	76
Asian	617
Arab	39
Mixed	147
Other	82

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 7, Stand, Manchester.

Religion (all people)

Christian	4470
Muslim	366
Jewish	2344
Hindu	127
Sikh	47
Buddhist	26
Other religion	16
No religion	1345
Religion not stated	698

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	777
Day-to-day activities limited a little	887
Day-to-day activities not limited	7775
Day-to-day activities limited a lot: Age 16 to 64	280
Day-to-day activities limited a little: Age 16 to 64	405
Day-to-day activities not limited: Age 16 to 64	5217
Very good health	4655
Good health	3060
Fair health	1249
Bad health	369
Very bad health	106
Provides no unpaid care	8293
Provides 1 to 19 hours unpaid care a week	787
Provides 20 to 49 hours unpaid care a week	151
Provides 50 or more hours unpaid care a week	208

Leaflet Distribution Work Targeting

Knowing if the target audience in M45 7 Stand,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 Stand,Manchester relating to employment and work.

Economically active

Employee: Part-time	968
Employee: Full-time	2650
Self-employed with employees: Part-time	40
Self-employed with employees: Full-time	266
Self-employed without employees: Part-time	254
Self-employed without employees: Full-time	403
Unemployed	209
Full-time student	166

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	939
Level 2 qualifications	1200
Apprenticeship	208
Level 3 qualifications	935
Level 4 qualifications and above	2640
No qualifications	1495
Other qualifications	343



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