

M46 0 - Howe Bridge, 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 10065

Males	5094
Females	4971
Aged 0 to 15	1788
Aged 16 to 74	7546
Age 75 and over	731

Profile

Marital status (all people aged 16 and over)

Single (never married)	2943
Married	3520
In a registered same-sex civil partnership	9
Separated	274
Divorced	933
Widowed	598

Composition (all households)

One person households	1648
Married couple households	1354
Cohabiting couple households	642
Lone parent households: with dependent children	359
Lone parent households: with non-dependent children only	161
All other households	204

Leaflet Distribution Ethnicity and Religion Targeting

People in Howe Bridge, 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	9723
Black	66
Asian	164
Arab	7
Mixed	97
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 M46 0, Howe Bridge, Manchester.

Religion (all people)

Christian	7621
Muslim	53
Jewish	2
Hindu	67
Sikh	2
Buddhist	39
Other religion	33
No religion	1688
Religion not stated	560

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	1206
Day-to-day activities limited a little	1009
Day-to-day activities not limited	7850
Day-to-day activities limited a lot: Age 16 to 64	558
Day-to-day activities limited a little: Age 16 to 64	556
Day-to-day activities not limited: Age 16 to 64	5585
Very good health	4484
Good health	3295
Fair health	1530
Bad health	584
Very bad health	172
Provides no unpaid care	8964
Provides 1 to 19 hours unpaid care a week	611
Provides 20 to 49 hours unpaid care a week	168
Provides 50 or more hours unpaid care a week	322

Leaflet Distribution Work Targeting

Knowing if the target audience in M46 0 Howe Bridge,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 Howe Bridge,Manchester relating to employment and work.

Economically active

Employee: Part-time	989
Employee: Full-time	3174
Self-employed with employees: Part-time	27
Self-employed with employees: Full-time	94
Self-employed without employees: Part-time	188
Self-employed without employees: Full-time	332
Unemployed	420
Full-time student	142

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1271
Level 2 qualifications	1426
Apprenticeship	384
Level 3 qualifications	1047
Level 4 qualifications and above	1545
No qualifications	2317
Other qualifications	287



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