

M7 2 - Rock Bank, Lwr Broughton Rd, 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 5368

Males	2774
Females	2594
Aged 0 to 15	1258
Aged 16 to 74	3740
Age 75 and over	370

Profile

Marital status (all people aged 16 and over)

Single (never married)	2048
Married	1191
In a registered same-sex civil partnership	19
Separated	150
Divorced	377
Widowed	325

Composition (all households)

One person households	980
Married couple households	426
Cohabiting couple households	172
Lone parent households: with dependent children	222
Lone parent households: with non-dependent children only	78
All other households	276

Leaflet Distribution Ethnicity and Religion Targeting

People in Rock Bank, Lwr Broughton Rd, 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	4316
Black	456
Asian	351
Arab	32
Mixed	156
Other	57

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 M7 2, Rock Bank, Lwr Broughton Rd, Manchester.

Religion (all people)

Christian	2907
Muslim	340
Jewish	654
Hindu	19
Sikh	42
Buddhist	37
Other religion	10
No religion	960
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	766
Day-to-day activities limited a little	514
Day-to-day activities not limited	4088
Day-to-day activities limited a lot: Age 16 to 64	380
Day-to-day activities limited a little: Age 16 to 64	328
Day-to-day activities not limited: Age 16 to 64	2721
Very good health	2392
Good health	1675
Fair health	783
Bad health	385
Very bad health	133
Provides no unpaid care	4892
Provides 1 to 19 hours unpaid care a week	229
Provides 20 to 49 hours unpaid care a week	94
Provides 50 or more hours unpaid care a week	153

Leaflet Distribution Work Targeting

Knowing if the target audience in M7 2 Rock Bank,Lwr Broughton Rd,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 Rock Bank,Lwr Broughton Rd,Manchester relating to employment and work.

Economically active

Employee: Part-time	476
Employee: Full-time	979
Self-employed with employees: Part-time	6
Self-employed with employees: Full-time	34
Self-employed without employees: Part-time	74
Self-employed without employees: Full-time	126
Unemployed	297
Full-time student	273

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	527
Level 2 qualifications	477
Apprenticeship	74
Level 3 qualifications	488
Level 4 qualifications and above	744
No qualifications	1440
Other qualifications	360



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