

M7 3 - Mackenzie Road, 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 5256

Males	2538
Females	2718
Aged 0 to 15	1093
Aged 16 to 74	3815
Age 75 and over	348

Profile

Marital status (all people aged 16 and over)

Single (never married)	1810
Married	1533
In a registered same-sex civil partnership	22
Separated	130
Divorced	341
Widowed	327

Composition (all households)

One person households	810
Married couple households	597
Cohabiting couple households	230
Lone parent households: with dependent children	252
Lone parent households: with non-dependent children only	119
All other households	202

Leaflet Distribution Ethnicity and Religion Targeting

People in Mackenzie Road, 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	4568
Black	233
Asian	246
Arab	8
Mixed	131
Other	70

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 3, Mackenzie Road, Manchester.

Religion (all people)

Christian	3083
Muslim	156
Jewish	511
Hindu	4
Sikh	25
Buddhist	46
Other religion	17
No religion	1024
Religion not stated	390

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	600
Day-to-day activities limited a little	472
Day-to-day activities not limited	4184
Day-to-day activities limited a lot: Age 16 to 64	302
Day-to-day activities limited a little: Age 16 to 64	287
Day-to-day activities not limited: Age 16 to 64	2878
Very good health	2391
Good health	1690
Fair health	778
Bad health	311
Very bad health	86
Provides no unpaid care	4704
Provides 1 to 19 hours unpaid care a week	303
Provides 20 to 49 hours unpaid care a week	117
Provides 50 or more hours unpaid care a week	132

Leaflet Distribution Work Targeting

Knowing if the target audience in M7 3 Mackenzie Road, 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 Mackenzie Road, Manchester relating to employment and work.

Economically active

Employee: Part-time	516
Employee: Full-time	1407
Self-employed with employees: Part-time	12
Self-employed with employees: Full-time	69
Self-employed without employees: Part-time	86
Self-employed without employees: Full-time	155
Unemployed	225
Full-time student	11

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	553
Level 2 qualifications	679
Apprenticeship	105
Level 3 qualifications	424
Level 4 qualifications and above	938
No qualifications	1182
Other qualifications	282



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