

M8 0 - Shaftesbury 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 10051

Males	5153
Females	4898
Aged 0 to 15	2978
Aged 16 to 74	6726
Age 75 and over	347

Profile

Marital status (all people aged 16 and over)

Single (never married)	2708
Married	3294
In a registered same-sex civil partnership	13
Separated	293
Divorced	390
Widowed	375

Composition (all households)

One person households	823
Married couple households	1102
Cohabiting couple households	158
Lone parent households: with dependent children	335
Lone parent households: with non-dependent children only	182
All other households	570

Leaflet Distribution Ethnicity and Religion Targeting

People in Shaftesbury 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	2215
Black	996
Asian	5822
Arab	467
Mixed	383
Other	168

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 M8 0, Shaftesbury Road, Manchester.

Religion (all people)

Christian	2219
Muslim	6173
Jewish	30
Hindu	242
Sikh	68
Buddhist	79
Other religion	22
No religion	629
Religion not stated	589

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	927
Day-to-day activities limited a little	814
Day-to-day activities not limited	8310
Day-to-day activities limited a lot: Age 16 to 64	532
Day-to-day activities limited a little: Age 16 to 64	546
Day-to-day activities not limited: Age 16 to 64	5236
Very good health	4876
Good health	3215
Fair health	1245
Bad health	547
Very bad health	168
Provides no unpaid care	9177
Provides 1 to 19 hours unpaid care a week	429
Provides 20 to 49 hours unpaid care a week	212
Provides 50 or more hours unpaid care a week	233

Leaflet Distribution Work Targeting

Knowing if the target audience in M8 0 Shaftesbury 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 Shaftesbury Road, Manchester relating to employment and work.

Economically active

Employee: Part-time	873
Employee: Full-time	1357
Self-employed with employees: Part-time	42
Self-employed with employees: Full-time	66
Self-employed without employees: Part-time	192
Self-employed without employees: Full-time	219
Unemployed	473
Full-time student	500

All Levels

Level 1 qualifications	879
Level 2 qualifications	850
Apprenticeship	52
Level 3 qualifications	607
Level 4 qualifications and above	1671
No qualifications	1978
Other qualifications	1036



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