

M8 5 - Enever 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 6289

Males	3274
Females	3015
Aged 0 to 15	1658
Aged 16 to 74	4328
Age 75 and over	303

Profile

Marital status (all people aged 16 and over)

Single (never married)	1863
Married	1986
In a registered same-sex civil partnership	9
Separated	217
Divorced	294
Widowed	262

Composition (all households)

One person households	917
Married couple households	659
Cohabiting couple households	137
Lone parent households: with dependent children	188
Lone parent households: with non-dependent children only	87
All other households	310

Leaflet Distribution Ethnicity and Religion Targeting

People in Enever 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	2169
Black	446
Asian	2889
Arab	272
Mixed	329
Other	184

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 5, Enever Road, Manchester.

Religion (all people)

Christian	1886
Muslim	3182
Jewish	75
Hindu	51
Sikh	66
Buddhist	11
Other religion	14
No religion	599
Religion not stated	405

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	682
Day-to-day activities limited a little	639
Day-to-day activities not limited	4968
Day-to-day activities limited a lot: Age 16 to 64	387
Day-to-day activities limited a little: Age 16 to 64	417
Day-to-day activities not limited: Age 16 to 64	3233
Very good health	2726
Good health	2135
Fair health	915
Bad health	382
Very bad health	131
Provides no unpaid care	5795
Provides 1 to 19 hours unpaid care a week	240
Provides 20 to 49 hours unpaid care a week	107
Provides 50 or more hours unpaid care a week	147

Leaflet Distribution Work Targeting

Knowing if the target audience in M8 5 Enever 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 Enever Road, Manchester relating to employment and work.

Economically active

Employee: Part-time	563
Employee: Full-time	1119
Self-employed with employees: Part-time	24
Self-employed with employees: Full-time	50
Self-employed without employees: Part-time	130
Self-employed without employees: Full-time	134
Unemployed	309
Full-time student	214

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	573
Level 2 qualifications	584
Apprenticeship	64
Level 3 qualifications	395
Level 4 qualifications and above	1104
No qualifications	1306
Other qualifications	605



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