

## M8 8 - Wellmead Close, 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 3543**

Males	1768
Females	1775
Aged 0 to 15	999
Aged 16 to 74	2462
Age 75 and over	82

### Profile

#### **Marital status (all people aged 16 and over)**

Single (never married)	1119
Married	1007
In a registered same-sex civil partnership	20
Separated	116
Divorced	196
Widowed	86

#### **Composition (all households)**

One person households	447
Married couple households	364
Cohabiting couple households	120
Lone parent households: with dependent children	178
Lone parent households: with non-dependent children only	39
All other households	201

## Leaflet Distribution Ethnicity and Religion Targeting

People in Wellmead Close, 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	1429
Black	531
Asian	1106
Arab	227
Mixed	198
Other	52

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 8, Wellmead Close, Manchester.

### Religion (all people)

Christian	1462
Muslim	1108
Jewish	9
Hindu	49
Sikh	38
Buddhist	44
Other religion	7
No religion	586
Religion not stated	240

## 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	332
Day-to-day activities limited a little	267
Day-to-day activities not limited	2944
Day-to-day activities limited a lot: Age 16 to 64	218
Day-to-day activities limited a little: Age 16 to 64	185
Day-to-day activities not limited: Age 16 to 64	1951
Very good health	1810
Good health	1095
Fair health	364
Bad health	209
Very bad health	65
Provides no unpaid care	3268
Provides 1 to 19 hours unpaid care a week	126
Provides 20 to 49 hours unpaid care a week	61
Provides 50 or more hours unpaid care a week	88

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M8 8 Wellmead Close,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 Wellmead Close,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	296
Employee: Full-time	804
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	26
Self-employed without employees: Part-time	82
Self-employed without employees: Full-time	71
Unemployed	159
Full-time student	150

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	311
Level 2 qualifications	301
Apprenticeship	14
Level 3 qualifications	220
Level 4 qualifications and above	658
No qualifications	662
Other qualifications	378



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