

M9 0 - Liverton Court, 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 4466

Males	2080
Females	2386
Aged 0 to 15	909
Aged 16 to 74	3235
Age 75 and over	322

Profile

Marital status (all people aged 16 and over)

Single (never married)	1503
Married	1206
In a registered same-sex civil partnership	8
Separated	136
Divorced	399
Widowed	305

Composition (all households)

One person households	800
Married couple households	432
Cohabiting couple households	214
Lone parent households: with dependent children	272
Lone parent households: with non-dependent children only	117
All other households	126

Leaflet Distribution Ethnicity and Religion Targeting

People in Liverton Court, 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	4067
Black	135
Asian	139
Arab	14
Mixed	103
Other	8

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 M9 0, Liverton Court, Manchester.

Religion (all people)

Christian	3240
Muslim	101
Jewish	21
Hindu	0
Sikh	9
Buddhist	20
Other religion	16
No religion	795
Religion not stated	264

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	662
Day-to-day activities limited a little	546
Day-to-day activities not limited	3258
Day-to-day activities limited a lot: Age 16 to 64	388
Day-to-day activities limited a little: Age 16 to 64	287
Day-to-day activities not limited: Age 16 to 64	2157
Very good health	1822
Good health	1370
Fair health	801
Bad health	368
Very bad health	105
Provides no unpaid care	3931
Provides 1 to 19 hours unpaid care a week	269
Provides 20 to 49 hours unpaid care a week	95
Provides 50 or more hours unpaid care a week	171

Leaflet Distribution Work Targeting

Knowing if the target audience in M9 0 Liverton Court,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 Liverton Court,Manchester relating to employment and work.

Economically active

Employee: Part-time	420
Employee: Full-time	1080
Self-employed with employees: Part-time	7
Self-employed with employees: Full-time	29
Self-employed without employees: Part-time	47
Self-employed without employees: Full-time	94
Unemployed	209
Full-time student	97

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	521
Level 2 qualifications	585
Apprenticeship	131
Level 3 qualifications	412
Level 4 qualifications and above	442
No qualifications	1297
Other qualifications	169



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