

M9 5 – Harpurhey, 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 3775

Males	1896
Females	1879
Aged 0 to 15	887
Aged 16 to 74	2710
Age 75 and over	178

Profile

Marital status (all people aged 16 and over)

Single (never married)	1447
Married	759
In a registered same-sex civil partnership	8
Separated	148
Divorced	310
Widowed	216

Composition (all households)

One person households	733
Married couple households	267
Cohabiting couple households	125
Lone parent households: with dependent children	278
Lone parent households: with non-dependent children only	84
All other households	191

Leaflet Distribution Ethnicity and Religion Targeting

People in Harpurhey, 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	2668
Black	489
Asian	350
Arab	31
Mixed	202
Other	35

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 5, Harpurhey, Manchester.

Religion (all people)

Christian	2290
Muslim	253
Jewish	5
Hindu	17
Sikh	9
Buddhist	14
Other religion	18
No religion	881
Religion not stated	288

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	604
Day-to-day activities limited a little	449
Day-to-day activities not limited	2722
Day-to-day activities limited a lot: Age 16 to 64	386
Day-to-day activities limited a little: Age 16 to 64	322
Day-to-day activities not limited: Age 16 to 64	1776
Very good health	1535
Good health	1110
Fair health	671
Bad health	343
Very bad health	116
Provides no unpaid care	3441
Provides 1 to 19 hours unpaid care a week	143
Provides 20 to 49 hours unpaid care a week	74
Provides 50 or more hours unpaid care a week	117

Leaflet Distribution Work Targeting

Knowing if the target audience in M9 5 Harpurhey, 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 Harpurhey, Manchester relating to employment and work.

Economically active

Employee: Part-time	367
Employee: Full-time	663
Self-employed with employees: Part-time	9
Self-employed with employees: Full-time	27
Self-employed without employees: Part-time	20
Self-employed without employees: Full-time	50
Unemployed	254
Full-time student	86

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	378
Level 2 qualifications	365
Apprenticeship	51
Level 3 qualifications	272
Level 4 qualifications and above	386
No qualifications	1175
Other qualifications	261



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