

M9 7 - Cartmel 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 6082

Males	3045
Females	3037
Aged 0 to 15	1262
Aged 16 to 74	4423
Age 75 and over	397

Profile

Marital status (all people aged 16 and over)

Single (never married)	2184
Married	1595
In a registered same-sex civil partnership	10
Separated	194
Divorced	498
Widowed	339

Composition (all households)

One person households	1161
Married couple households	583
Cohabiting couple households	280
Lone parent households: with dependent children	310
Lone parent households: with non-dependent children only	110
All other households	223

Leaflet Distribution Ethnicity and Religion Targeting

People in Cartmel 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	5073
Black	391
Asian	328
Arab	37
Mixed	209
Other	44

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 7, Cartmel Court, Manchester.

Religion (all people)

Christian	4026
Muslim	202
Jewish	26
Hindu	19
Sikh	4
Buddhist	43
Other religion	12
No religion	1318
Religion not stated	432

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	858
Day-to-day activities limited a little	635
Day-to-day activities not limited	4589
Day-to-day activities limited a lot: Age 16 to 64	500
Day-to-day activities limited a little: Age 16 to 64	397
Day-to-day activities not limited: Age 16 to 64	3102
Very good health	2682
Good health	1892
Fair health	874
Bad health	487
Very bad health	147
Provides no unpaid care	5425
Provides 1 to 19 hours unpaid care a week	345
Provides 20 to 49 hours unpaid care a week	109
Provides 50 or more hours unpaid care a week	203

Leaflet Distribution Work Targeting

Knowing if the target audience in M9 7 Cartmel 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 Cartmel Court, Manchester relating to employment and work.

Economically active

Employee: Part-time	554
Employee: Full-time	1634
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	53
Self-employed without employees: Part-time	59
Self-employed without employees: Full-time	136
Unemployed	267
Full-time student	124

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	696
Level 2 qualifications	735
Apprenticeship	162
Level 3 qualifications	523
Level 4 qualifications and above	834
No qualifications	1609
Other qualifications	261



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