

M9 8 – Blackley, 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 8052

Males	4005
Females	4047
Aged 0 to 15	1804
Aged 16 to 74	5834
Age 75 and over	414

Profile

Marital status (all people aged 16 and over)

Single (never married)	2877
Married	2114
In a registered same-sex civil partnership	22
Separated	278
Divorced	553
Widowed	404

Composition (all households)

One person households	1420
Married couple households	812
Cohabiting couple households	379
Lone parent households: with dependent children	448
Lone parent households: with non-dependent children only	167
All other households	325

Leaflet Distribution Ethnicity and Religion Targeting

People in Blackley, 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	6256
Black	577
Asian	778
Arab	88
Mixed	295
Other	58

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 8, Blackley, Manchester.

Religion (all people)

Christian	4990
Muslim	672
Jewish	72
Hindu	20
Sikh	42
Buddhist	54
Other religion	11
No religion	1723
Religion not stated	468

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	920
Day-to-day activities limited a little	791
Day-to-day activities not limited	6341
Day-to-day activities limited a lot: Age 16 to 64	557
Day-to-day activities limited a little: Age 16 to 64	528
Day-to-day activities not limited: Age 16 to 64	4287
Very good health	3591
Good health	2623
Fair health	1143
Bad health	553
Very bad health	142
Provides no unpaid care	7245
Provides 1 to 19 hours unpaid care a week	411
Provides 20 to 49 hours unpaid care a week	155
Provides 50 or more hours unpaid care a week	241

Leaflet Distribution Work Targeting

Knowing if the target audience in M9 8 Blackley, 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 Blackley, Manchester relating to employment and work.

Economically active

Employee: Part-time	746
Employee: Full-time	2292
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	54
Self-employed without employees: Part-time	98
Self-employed without employees: Full-time	170
Unemployed	389
Full-time student	179

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	949
Level 2 qualifications	939
Apprenticeship	173
Level 3 qualifications	693
Level 4 qualifications and above	1235
No qualifications	1790
Other qualifications	469



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