

## M12 4 - Stanley Grove, 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 7173

Males	3657
Females	3516
Aged 0 to 15	2151
Aged 16 to 74	4809
Age 75 and over	213

### Profile

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

Single (never married)	2124
Married	2088
In a registered same-sex civil partnership	6
Separated	236
Divorced	345
Widowed	223

#### Composition (all households)

One person households	859
Married couple households	711
Cohabiting couple households	136
Lone parent households: with dependent children	372
Lone parent households: with non-dependent children only	113
All other households	366

## Leaflet Distribution Ethnicity and Religion Targeting

People in Stanley Grove, 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	1895
Black	1280
Asian	3246
Arab	181
Mixed	453
Other	118

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 M12 4, Stanley Grove, Manchester.

### Religion (all people)

Christian	2204
Muslim	3367
Jewish	9
Hindu	45
Sikh	32
Buddhist	58
Other religion	26
No religion	817
Religion not stated	615

## 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	675
Day-to-day activities limited a little	628
Day-to-day activities not limited	5870
Day-to-day activities limited a lot: Age 16 to 64	444
Day-to-day activities limited a little: Age 16 to 64	420
Day-to-day activities not limited: Age 16 to 64	3666
Very good health	3414
Good health	2332
Fair health	857
Bad health	428
Very bad health	142
Provides no unpaid care	6566
Provides 1 to 19 hours unpaid care a week	314
Provides 20 to 49 hours unpaid care a week	136
Provides 50 or more hours unpaid care a week	157

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M12 4 Stanley Grove, 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 Stanley Grove, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	717
Employee: Full-time	1008
Self-employed with employees: Part-time	28
Self-employed with employees: Full-time	39
Self-employed without employees: Part-time	135
Self-employed without employees: Full-time	126
Unemployed	414
Full-time student	332

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	697
Level 2 qualifications	622
Apprenticeship	61
Level 3 qualifications	505
Level 4 qualifications and above	1070
No qualifications	1484
Other qualifications	583



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