

## M13 9 - Plymouth 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 7499

Males	3707
Females	3792
Aged 0 to 15	1353
Aged 16 to 74	5958
Age 75 and over	188

### Profile

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

Single (never married)	4089
Married	1374
In a registered same-sex civil partnership	12
Separated	179
Divorced	301
Widowed	191

#### Composition (all households)

One person households	824
Married couple households	475
Cohabiting couple households	138
Lone parent households: with dependent children	282
Lone parent households: with non-dependent children only	119
All other households	448

## Leaflet Distribution Ethnicity and Religion Targeting

People in Plymouth 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	2881
Black	1302
Asian	2401
Arab	289
Mixed	434
Other	192

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 M13 9, Plymouth Grove, Manchester.

### Religion (all people)

Christian	2897
Muslim	1812
Jewish	12
Hindu	136
Sikh	55
Buddhist	133
Other religion	33
No religion	1922
Religion not stated	499

## 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	582
Day-to-day activities limited a little	511
Day-to-day activities not limited	6406
Day-to-day activities limited a lot: Age 16 to 64	362
Day-to-day activities limited a little: Age 16 to 64	341
Day-to-day activities not limited: Age 16 to 64	5004
Very good health	3823
Good health	2414
Fair health	762
Bad health	348
Very bad health	152
Provides no unpaid care	7031
Provides 1 to 19 hours unpaid care a week	231
Provides 20 to 49 hours unpaid care a week	83
Provides 50 or more hours unpaid care a week	154

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M13 9 Plymouth 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 Plymouth Grove, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	492
Employee: Full-time	991
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	17
Self-employed without employees: Part-time	76
Self-employed without employees: Full-time	80
Unemployed	281
Full-time student	812

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	528
Level 2 qualifications	569
Apprenticeship	35
Level 3 qualifications	1525
Level 4 qualifications and above	1790
No qualifications	1042
Other qualifications	657



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