

## M16 7 - Moss Side, 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 7628

Males	3666
Females	3962
Aged 0 to 15	2130
Aged 16 to 74	5159
Age 75 and over	339

### Profile

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

Single (never married)	2752
Married	1674
In a registered same-sex civil partnership	19
Separated	280
Divorced	500
Widowed	273

#### Composition (all households)

One person households	1102
Married couple households	575
Cohabiting couple households	194
Lone parent households: with dependent children	503
Lone parent households: with non-dependent children only	190
All other households	427

## Leaflet Distribution Ethnicity and Religion Targeting

**People in Moss Side, 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	2185
Black	3071
Asian	1300
Arab	242
Mixed	658
Other	172

**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 M16 7, Moss Side, Manchester.**

### **Religion (all people)**

Christian	3010
Muslim	2551
Jewish	5
Hindu	38
Sikh	163
Buddhist	30
Other religion	24
No religion	1237
Religion not stated	570

## 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	778
Day-to-day activities limited a little	744
Day-to-day activities not limited	6106
Day-to-day activities limited a lot: Age 16 to 64	455
Day-to-day activities limited a little: Age 16 to 64	500
Day-to-day activities not limited: Age 16 to 64	3826
Very good health	3589
Good health	2326
Fair health	1077
Bad health	480
Very bad health	156
Provides no unpaid care	7003
Provides 1 to 19 hours unpaid care a week	338
Provides 20 to 49 hours unpaid care a week	127
Provides 50 or more hours unpaid care a week	160

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M16 7 Moss Side, 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 Moss Side, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	727
Employee: Full-time	1429
Self-employed with employees: Part-time	26
Self-employed with employees: Full-time	37
Self-employed without employees: Part-time	95
Self-employed without employees: Full-time	124
Unemployed	389
Full-time student	282

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	662
Level 2 qualifications	736
Apprenticeship	65
Level 3 qualifications	577
Level 4 qualifications and above	1375
No qualifications	1579
Other qualifications	504



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