

M21 0 - Clarendon Road West, 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 6362

Males	3150
Females	3212
Aged 0 to 15	1215
Aged 16 to 74	4787
Age 75 and over	360

## Profile

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

Single (never married)	2416
Married	2140
In a registered same-sex civil partnership	26
Separated	111
Divorced	216
Widowed	238

#### Composition (all households)

One person households	623
Married couple households	720
Cohabiting couple households	248
Lone parent households: with dependent children	81
Lone parent households: with non-dependent children only	59
All other households	420

# Leaflet Distribution Ethnicity and Religion Targeting

People in Clarendon Road West, 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	3478
Black	245
Asian	2200
Arab	179
Mixed	205
Other	55

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 M21 0, Clarendon Road West, Manchester.

**Religion (all people)**

Christian	1892
Muslim	2078
Jewish	20
Hindu	68
Sikh	77
Buddhist	49
Other religion	28
No religion	1720
Religion not stated	430

## 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	432
Day-to-day activities limited a little	534
Day-to-day activities not limited	5396
Day-to-day activities limited a lot: Age 16 to 64	203
Day-to-day activities limited a little: Age 16 to 64	323
Day-to-day activities not limited: Age 16 to 64	3924
Very good health	3396
Good health	1962
Fair health	682
Bad health	246
Very bad health	76
Provides no unpaid care	5707
Provides 1 to 19 hours unpaid care a week	406
Provides 20 to 49 hours unpaid care a week	103
Provides 50 or more hours unpaid care a week	146

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M21 0 Clarendon Road West, 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 Clarendon Road West, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	560
Employee: Full-time	1873
Self-employed with employees: Part-time	25
Self-employed with employees: Full-time	123
Self-employed without employees: Part-time	184
Self-employed without employees: Full-time	255
Unemployed	197
Full-time student	207

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	418
Level 2 qualifications	544
Apprenticeship	67
Level 3 qualifications	518
Level 4 qualifications and above	2504
No qualifications	757
Other qualifications	339



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