

M22 0 – Wythenshawe, 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 3171

Males	1548
Females	1623
Aged 0 to 15	664
Aged 16 to 74	2277
Age 75 and over	230

Profile

Marital status (all people aged 16 and over)

Single (never married)	1189
Married	744
In a registered same-sex civil partnership	9
Separated	89
Divorced	279
Widowed	197

Composition (all households)

One person households	532
Married couple households	272
Cohabiting couple households	139
Lone parent households: with dependent children	185
Lone parent households: with non-dependent children only	99
All other households	132

Leaflet Distribution Ethnicity and Religion Targeting

People in Wythenshawe, 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	2808
Black	81
Asian	144
Arab	14
Mixed	119
Other	5

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 M22 0, Wythenshawe, Manchester.

Religion (all people)

Christian	2052
Muslim	73
Jewish	8
Hindu	11
Sikh	1
Buddhist	28
Other religion	9
No religion	789
Religion not stated	200

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	496
Day-to-day activities limited a little	356
Day-to-day activities not limited	2319
Day-to-day activities limited a lot: Age 16 to 64	282
Day-to-day activities limited a little: Age 16 to 64	221
Day-to-day activities not limited: Age 16 to 64	1591
Very good health	1215
Good health	1051
Fair health	553
Bad health	255
Very bad health	97
Provides no unpaid care	2809
Provides 1 to 19 hours unpaid care a week	170
Provides 20 to 49 hours unpaid care a week	55
Provides 50 or more hours unpaid care a week	137

Leaflet Distribution Work Targeting

Knowing if the target audience in M22 0 Wythenshawe, 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 Wythenshawe, Manchester relating to employment and work.

Economically active

Employee: Part-time	307
Employee: Full-time	828
Self-employed with employees: Part-time	0
Self-employed with employees: Full-time	11
Self-employed without employees: Part-time	17
Self-employed without employees: Full-time	49
Unemployed	164
Full-time student	67

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	412
Level 2 qualifications	394
Apprenticeship	51
Level 3 qualifications	257
Level 4 qualifications and above	250
No qualifications	1009
Other qualifications	134



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