

M22 1 - Saintsbridge Road, 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 8002

Males	3811
Females	4191
Aged 0 to 15	1705
Aged 16 to 74	5802
Age 75 and over	495

Profile

Marital status (all people aged 16 and over)

Single (never married)	2851
Married	2045
In a registered same-sex civil partnership	18
Separated	250
Divorced	683
Widowed	450

Composition (all households)

One person households	1125
Married couple households	763
Cohabiting couple households	417
Lone parent households: with dependent children	443
Lone parent households: with non-dependent children only	210
All other households	307

Leaflet Distribution Ethnicity and Religion Targeting

People in Saintsbridge Road, 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	6953
Black	318
Asian	342
Arab	29
Mixed	310
Other	50

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 1, Saintsbridge Road, Manchester.

Religion (all people)

Christian	5309
Muslim	200
Jewish	16
Hindu	31
Sikh	7
Buddhist	33
Other religion	12
No religion	1792
Religion not stated	602

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	971
Day-to-day activities limited a little	847
Day-to-day activities not limited	6184
Day-to-day activities limited a lot: Age 16 to 64	544
Day-to-day activities limited a little: Age 16 to 64	514
Day-to-day activities not limited: Age 16 to 64	4296
Very good health	3520
Good health	2511
Fair health	1269
Bad health	531
Very bad health	171
Provides no unpaid care	7191
Provides 1 to 19 hours unpaid care a week	372
Provides 20 to 49 hours unpaid care a week	151
Provides 50 or more hours unpaid care a week	288

Leaflet Distribution Work Targeting

Knowing if the target audience in M22 1 Saintsbridge Road,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 Saintsbridge Road,Manchester relating to employment and work.

Economically active

Employee: Part-time	792
Employee: Full-time	2313
Self-employed with employees: Part-time	12
Self-employed with employees: Full-time	51
Self-employed without employees: Part-time	63
Self-employed without employees: Full-time	191
Unemployed	409
Full-time student	158

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1029
Level 2 qualifications	931
Apprenticeship	184
Level 3 qualifications	681
Level 4 qualifications and above	842
No qualifications	2167
Other qualifications	463



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