

M22 5 - Moss Nook, 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 6491

Males	3126
Females	3365
Aged 0 to 15	1217
Aged 16 to 74	4800
Age 75 and over	474

Profile

Marital status (all people aged 16 and over)

Single (never married)	2172
Married	1945
In a registered same-sex civil partnership	3
Separated	175
Divorced	569
Widowed	410

Composition (all households)

One person households	1069
Married couple households	729
Cohabiting couple households	339
Lone parent households: with dependent children	309
Lone parent households: with non-dependent children only	142
All other households	211

Leaflet Distribution Ethnicity and Religion Targeting

People in Moss Nook, 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	5834
Black	118
Asian	285
Arab	33
Mixed	197
Other	24

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 5, Moss Nook, Manchester.

Religion (all people)

Christian	4354
Muslim	199
Jewish	10
Hindu	40
Sikh	12
Buddhist	9
Other religion	17
No religion	1460
Religion not stated	390

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	847
Day-to-day activities limited a little	641
Day-to-day activities not limited	5003
Day-to-day activities limited a lot: Age 16 to 64	432
Day-to-day activities limited a little: Age 16 to 64	388
Day-to-day activities not limited: Age 16 to 64	3503
Very good health	2693
Good health	2177
Fair health	1017
Bad health	451
Very bad health	153
Provides no unpaid care	5721
Provides 1 to 19 hours unpaid care a week	410
Provides 20 to 49 hours unpaid care a week	122
Provides 50 or more hours unpaid care a week	238

Leaflet Distribution Work Targeting

Knowing if the target audience in M22 5 Moss Nook, 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 Nook, Manchester relating to employment and work.

Economically active

Employee: Part-time	692
Employee: Full-time	1876
Self-employed with employees: Part-time	9
Self-employed with employees: Full-time	49
Self-employed without employees: Part-time	73
Self-employed without employees: Full-time	177
Unemployed	283
Full-time student	131

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	917
Level 2 qualifications	878
Apprenticeship	157
Level 3 qualifications	552
Level 4 qualifications and above	777
No qualifications	1695
Other qualifications	298



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