

## M22 8 - Greenwood 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 4842

Males	2318
Females	2524
Aged 0 to 15	1376
Aged 16 to 74	3323
Age 75 and over	143

### Profile

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

Single (never married)	1744
Married	1101
In a registered same-sex civil partnership	2
Separated	153
Divorced	320
Widowed	146

#### Composition (all households)

One person households	440
Married couple households	414
Cohabiting couple households	263
Lone parent households: with dependent children	343
Lone parent households: with non-dependent children only	104
All other households	226

# Leaflet Distribution Ethnicity and Religion Targeting

People in Greenwood 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	3974
Black	302
Asian	288
Arab	28
Mixed	205
Other	45

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 8, Greenwood Road, Manchester.

## Religion (all people)

Christian	2943
Muslim	151
Jewish	7
Hindu	14
Sikh	5
Buddhist	16
Other religion	11
No religion	1419
Religion not stated	276

## 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	519
Day-to-day activities limited a little	382
Day-to-day activities not limited	3941
Day-to-day activities limited a lot: Age 16 to 64	337
Day-to-day activities limited a little: Age 16 to 64	269
Day-to-day activities not limited: Age 16 to 64	2523
Very good health	2266
Good health	1598
Fair health	598
Bad health	277
Very bad health	103
Provides no unpaid care	4350
Provides 1 to 19 hours unpaid care a week	202
Provides 20 to 49 hours unpaid care a week	104
Provides 50 or more hours unpaid care a week	186

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M22 8 Greenwood 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 Greenwood Road, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	445
Employee: Full-time	1192
Self-employed with employees: Part-time	5
Self-employed with employees: Full-time	18
Self-employed without employees: Part-time	40
Self-employed without employees: Full-time	77
Unemployed	287
Full-time student	104

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	589
Level 2 qualifications	557
Apprenticeship	62
Level 3 qualifications	374
Level 4 qualifications and above	436
No qualifications	1197
Other qualifications	251



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