

M22 9 - Mottershead 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 9610

Males	4484
Females	5126
Aged 0 to 15	2506
Aged 16 to 74	6629
Age 75 and over	475

## Profile

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

Single (never married)	3405
Married	2124
In a registered same-sex civil partnership	11
Separated	280
Divorced	799
Widowed	485

#### Composition (all households)

One person households	1267
Married couple households	770
Cohabiting couple households	430
Lone parent households: with dependent children	738
Lone parent households: with non-dependent children only	228
All other households	415

# Leaflet Distribution Ethnicity and Religion Targeting

People in Mottershead 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	8041
Black	481
Asian	547
Arab	46
Mixed	420
Other	75

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 9, Mottershead Road, Manchester.

## Religion (all people)

Christian	5664
Muslim	305
Jewish	20
Hindu	117
Sikh	5
Buddhist	41
Other religion	18
No religion	2809
Religion not stated	631

## 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	1318
Day-to-day activities limited a little	970
Day-to-day activities not limited	7322
Day-to-day activities limited a lot: Age 16 to 64	794
Day-to-day activities limited a little: Age 16 to 64	625
Day-to-day activities not limited: Age 16 to 64	4687
Very good health	4119
Good health	3052
Fair health	1493
Bad health	700
Very bad health	246
Provides no unpaid care	8714
Provides 1 to 19 hours unpaid care a week	370
Provides 20 to 49 hours unpaid care a week	187
Provides 50 or more hours unpaid care a week	339

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M22 9 Mottershead 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 Mottershead Road, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	828
Employee: Full-time	2164
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	46
Self-employed without employees: Part-time	71
Self-employed without employees: Full-time	113
Unemployed	606
Full-time student	217

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1231
Level 2 qualifications	1125
Apprenticeship	117
Level 3 qualifications	558
Level 4 qualifications and above	778
No qualifications	2807
Other qualifications	488



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