

M23 1 - Westage Gardens, 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 8338

Males	4104
Females	4234
Aged 0 to 15	1916
Aged 16 to 74	5914
Age 75 and over	508

Profile

Marital status (all people aged 16 and over)

Single (never married)	2877
Married	2204
In a registered same-sex civil partnership	23
Separated	258
Divorced	632
Widowed	428

Composition (all households)

One person households	1238
Married couple households	845
Cohabiting couple households	468
Lone parent households: with dependent children	455
Lone parent households: with non-dependent children only	152
All other households	276

Leaflet Distribution Ethnicity and Religion Targeting

People in Westage Gardens, 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	7024
Black	352
Asian	494
Arab	66
Mixed	370
Other	32

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 M23 1, Westage Gardens, Manchester.

Religion (all people)

Christian	5322
Muslim	310
Jewish	14
Hindu	49
Sikh	19
Buddhist	30
Other religion	15
No religion	2016
Religion not stated	563

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	913
Day-to-day activities limited a little	793
Day-to-day activities not limited	6632
Day-to-day activities limited a lot: Age 16 to 64	476
Day-to-day activities limited a little: Age 16 to 64	478
Day-to-day activities not limited: Age 16 to 64	4466
Very good health	3875
Good health	2633
Fair health	1198
Bad health	487
Very bad health	145
Provides no unpaid care	7536
Provides 1 to 19 hours unpaid care a week	418
Provides 20 to 49 hours unpaid care a week	124
Provides 50 or more hours unpaid care a week	260

Leaflet Distribution Work Targeting

Knowing if the target audience in M23 1 Westage Gardens,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 Westage Gardens,Manchester relating to employment and work.

Economically active

Employee: Part-time	809
Employee: Full-time	2395
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	55
Self-employed without employees: Part-time	79
Self-employed without employees: Full-time	177
Unemployed	341
Full-time student	226

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1113
Level 2 qualifications	1044
Apprenticeship	186
Level 3 qualifications	707
Level 4 qualifications and above	1144
No qualifications	1890
Other qualifications	338



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