

M23 2 - Rowarth 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 5909

Males	2794
Females	3115
Aged 0 to 15	1317
Aged 16 to 74	4193
Age 75 and over	399

Profile

Marital status (all people aged 16 and over)

Single (never married)	2024
Married	1486
In a registered same-sex civil partnership	2
Separated	190
Divorced	511
Widowed	379

Composition (all households)

One person households	921
Married couple households	570
Cohabiting couple households	284
Lone parent households: with dependent children	318
Lone parent households: with non-dependent children only	156
All other households	208

Leaflet Distribution Ethnicity and Religion Targeting

People in Rowarth 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	5079
Black	229
Asian	283
Arab	37
Mixed	247
Other	34

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 2, Rowarth Road, Manchester.

Religion (all people)

Christian	3844
Muslim	123
Jewish	13
Hindu	29
Sikh	7
Buddhist	18
Other religion	16
No religion	1464
Religion not stated	395

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	830
Day-to-day activities limited a little	618
Day-to-day activities not limited	4461
Day-to-day activities limited a lot: Age 16 to 64	450
Day-to-day activities limited a little: Age 16 to 64	369
Day-to-day activities not limited: Age 16 to 64	3002
Very good health	2503
Good health	1947
Fair health	868
Bad health	453
Very bad health	138
Provides no unpaid care	5274
Provides 1 to 19 hours unpaid care a week	314
Provides 20 to 49 hours unpaid care a week	115
Provides 50 or more hours unpaid care a week	206

Leaflet Distribution Work Targeting

Knowing if the target audience in M23 2 Rowarth 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 Rowarth Road,Manchester relating to employment and work.

Economically active

Employee: Part-time	643
Employee: Full-time	1635
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	34
Self-employed without employees: Part-time	39
Self-employed without employees: Full-time	91
Unemployed	251
Full-time student	129

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	806
Level 2 qualifications	740
Apprenticeship	128
Level 3 qualifications	444
Level 4 qualifications and above	658
No qualifications	1584
Other qualifications	232



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