

## M25 1 - Rectory Green, Prestwich, 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 7724

Males	3824
Females	3900
Aged 0 to 15	1336
Aged 16 to 74	5816
Age 75 and over	572

### Profile

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

Single (never married)	2538
Married	2434
In a registered same-sex civil partnership	32
Separated	217
Divorced	684
Widowed	483

#### Composition (all households)

One person households	1444
Married couple households	941
Cohabiting couple households	439
Lone parent households: with dependent children	286
Lone parent households: with non-dependent children only	129
All other households	223

## Leaflet Distribution Ethnicity and Religion Targeting

**People in Rectory Green, Prestwich, 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	6861
Black	124
Asian	468
Arab	22
Mixed	193
Other	56

**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 M25 1, Rectory Green, Prestwich, Manchester.**

### **Religion (all people)**

Christian	4524
Muslim	318
Jewish	412
Hindu	70
Sikh	19
Buddhist	43
Other religion	14
No religion	1819
Religion not stated	505

## 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	739
Day-to-day activities limited a little	737
Day-to-day activities not limited	6248
Day-to-day activities limited a lot: Age 16 to 64	357
Day-to-day activities limited a little: Age 16 to 64	397
Day-to-day activities not limited: Age 16 to 64	4432
Very good health	3549
Good health	2612
Fair health	1073
Bad health	379
Very bad health	111
Provides no unpaid care	6920
Provides 1 to 19 hours unpaid care a week	542
Provides 20 to 49 hours unpaid care a week	101
Provides 50 or more hours unpaid care a week	161

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M25 1 Rectory Green, Prestwich, 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 Rectory Green, Prestwich, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	739
Employee: Full-time	2562
Self-employed with employees: Part-time	23
Self-employed with employees: Full-time	88
Self-employed without employees: Part-time	130
Self-employed without employees: Full-time	268
Unemployed	274
Full-time student	161

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	825
Level 2 qualifications	923
Apprenticeship	188
Level 3 qualifications	738
Level 4 qualifications and above	2015
No qualifications	1382
Other qualifications	317



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