

M25 2 - Polefield Hall Rd, 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 3842

Males	1870
Females	1972
Aged 0 to 15	774
Aged 16 to 74	2792
Age 75 and over	276

## Profile

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

Single (never married)	1118
Married	1428
In a registered same-sex civil partnership	4
Separated	73
Divorced	245
Widowed	200

#### Composition (all households)

One person households	392
Married couple households	563
Cohabiting couple households	150
Lone parent households: with dependent children	122
Lone parent households: with non-dependent children only	80
All other households	76

# Leaflet Distribution Ethnicity and Religion Targeting

People in Polefield Hall Rd, 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	3420
Black	55
Asian	244
Arab	33
Mixed	68
Other	22

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 2, Polefield Hall Rd, Prestwich, Manchester.

## Religion (all people)

Christian	2524
Muslim	231
Jewish	131
Hindu	14
Sikh	9
Buddhist	9
Other religion	10
No religion	735
Religion not stated	179

## 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	384
Day-to-day activities limited a little	364
Day-to-day activities not limited	3094
Day-to-day activities limited a lot: Age 16 to 64	218
Day-to-day activities limited a little: Age 16 to 64	197
Day-to-day activities not limited: Age 16 to 64	2075
Very good health	1815
Good health	1291
Fair health	523
Bad health	165
Very bad health	48
Provides no unpaid care	3392
Provides 1 to 19 hours unpaid care a week	271
Provides 20 to 49 hours unpaid care a week	65
Provides 50 or more hours unpaid care a week	114

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M25 2 Polefield Hall Rd, 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 Polefield Hall Rd, Prestwich, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	421
Employee: Full-time	1047
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	47
Self-employed without employees: Part-time	63
Self-employed without employees: Full-time	126
Unemployed	120
Full-time student	93

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	433
Level 2 qualifications	560
Apprenticeship	110
Level 3 qualifications	395
Level 4 qualifications and above	716
No qualifications	717
Other qualifications	137



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