

M25 3 – 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 3268

Males	1569
Females	1699
Aged 0 to 15	565
Aged 16 to 74	2442
Age 75 and over	261

Profile

Marital status (all people aged 16 and over)

Single (never married)	1050
Married	1076
In a registered same-sex civil partnership	14
Separated	89
Divorced	254
Widowed	220

Composition (all households)

One person households	565
Married couple households	440
Cohabiting couple households	172
Lone parent households: with dependent children	107
Lone parent households: with non-dependent children only	57
All other households	89

Leaflet Distribution Ethnicity and Religion Targeting

People in 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	3013
Black	38
Asian	100
Arab	5
Mixed	96
Other	16

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 3, Prestwich, Manchester.

Religion (all people)

Christian	1933
Muslim	89
Jewish	111
Hindu	17
Sikh	1
Buddhist	9
Other religion	8
No religion	867
Religion not stated	233

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	328
Day-to-day activities limited a little	312
Day-to-day activities not limited	2628
Day-to-day activities limited a lot: Age 16 to 64	154
Day-to-day activities limited a little: Age 16 to 64	171
Day-to-day activities not limited: Age 16 to 64	1870
Very good health	1559
Good health	1022
Fair health	483
Bad health	159
Very bad health	45
Provides no unpaid care	2946
Provides 1 to 19 hours unpaid care a week	210
Provides 20 to 49 hours unpaid care a week	45
Provides 50 or more hours unpaid care a week	67

Leaflet Distribution Work Targeting

Knowing if the target audience in M25 3 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 Prestwich, Manchester relating to employment and work.

Economically active

Employee: Part-time	323
Employee: Full-time	1057
Self-employed with employees: Part-time	5
Self-employed with employees: Full-time	45
Self-employed without employees: Part-time	61
Self-employed without employees: Full-time	117
Unemployed	99
Full-time student	54

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	285
Level 2 qualifications	407
Apprenticeship	65
Level 3 qualifications	305
Level 4 qualifications and above	991
No qualifications	546
Other qualifications	104



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