

## M25 9 – Rainsough, 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 7663

Males	3687
Females	3976
Aged 0 to 15	1436
Aged 16 to 74	5498
Age 75 and over	729

### Profile

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

Single (never married)	2035
Married	2926
In a registered same-sex civil partnership	26
Separated	163
Divorced	533
Widowed	544

#### Composition (all households)

One person households	1022
Married couple households	1115
Cohabiting couple households	280
Lone parent households: with dependent children	233
Lone parent households: with non-dependent children only	129
All other households	198

# Leaflet Distribution Ethnicity and Religion Targeting

People in Rainsough, 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	6735
Black	134
Asian	566
Arab	14
Mixed	166
Other	48

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 9, Rainsough, Manchester.

## Religion (all people)

Christian	4186
Muslim	408
Jewish	1094
Hindu	41
Sikh	25
Buddhist	27
Other religion	12
No religion	1392
Religion not stated	478

## 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	731
Day-to-day activities limited a little	848
Day-to-day activities not limited	6084
Day-to-day activities limited a lot: Age 16 to 64	312
Day-to-day activities limited a little: Age 16 to 64	418
Day-to-day activities not limited: Age 16 to 64	4161
Very good health	3571
Good health	2481
Fair health	1144
Bad health	377
Very bad health	90
Provides no unpaid care	6796
Provides 1 to 19 hours unpaid care a week	545
Provides 20 to 49 hours unpaid care a week	117
Provides 50 or more hours unpaid care a week	205

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M25 9 Rainsough, 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 Rainsough, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	767
Employee: Full-time	2264
Self-employed with employees: Part-time	24
Self-employed with employees: Full-time	145
Self-employed without employees: Part-time	157
Self-employed without employees: Full-time	273
Unemployed	253
Full-time student	168

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	776
Level 2 qualifications	1000
Apprenticeship	196
Level 3 qualifications	705
Level 4 qualifications and above	1876
No qualifications	1348
Other qualifications	326



Manchester’s Best Leaflet Delivery Service

[WWW.WEDELIVERALL.CO.UK](http://WWW.WEDELIVERALL.CO.UK)