

M26 1 – Prestolee, 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 10423

Males	5118
Females	5305
Aged 0 to 15	2319
Aged 16 to 74	7775
Age 75 and over	329

Profile

Marital status (all people aged 16 and over)

Single (never married)	3226
Married	3309
In a registered same-sex civil partnership	19
Separated	285
Divorced	901
Widowed	364

Composition (all households)

One person households	1437
Married couple households	1392
Cohabiting couple households	667
Lone parent households: with dependent children	500
Lone parent households: with non-dependent children only	161
All other households	195

Leaflet Distribution Ethnicity and Religion Targeting

People in Prestolee, 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	9750
Black	98
Asian	315
Arab	13
Mixed	206
Other	41

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 M26 1, Prestolee, Manchester.

Religion (all people)

Christian	6631
Muslim	181
Jewish	502
Hindu	55
Sikh	5
Buddhist	30
Other religion	27
No religion	2377
Religion not stated	615

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	723
Day-to-day activities limited a little	832
Day-to-day activities not limited	8868
Day-to-day activities limited a lot: Age 16 to 64	447
Day-to-day activities limited a little: Age 16 to 64	524
Day-to-day activities not limited: Age 16 to 64	6196
Very good health	5358
Good health	3408
Fair health	1134
Bad health	422
Very bad health	101
Provides no unpaid care	9436
Provides 1 to 19 hours unpaid care a week	624
Provides 20 to 49 hours unpaid care a week	151
Provides 50 or more hours unpaid care a week	212

Leaflet Distribution Work Targeting

Knowing if the target audience in M26 1 Prestolee,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 Prestolee,Manchester relating to employment and work.

Economically active

Employee: Part-time	1020
Employee: Full-time	3552
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	130
Self-employed without employees: Part-time	145
Self-employed without employees: Full-time	376
Unemployed	417
Full-time student	216

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1352
Level 2 qualifications	1480
Apprenticeship	282
Level 3 qualifications	1153
Level 4 qualifications and above	1820
No qualifications	1745
Other qualifications	272



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