

M26 3 - Winchester Road, Radcliffe, 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 10015

Males	4922
Females	5093
Aged 0 to 15	1895
Aged 16 to 74	7498
Age 75 and over	622

Profile

Marital status (all people aged 16 and over)

Single (never married)	2766
Married	3663
In a registered same-sex civil partnership	22
Separated	230
Divorced	863
Widowed	576

Composition (all households)

One person households	1439
Married couple households	1459
Cohabiting couple households	509
Lone parent households: with dependent children	347
Lone parent households: with non-dependent children only	165
All other households	197

Leaflet Distribution Ethnicity and Religion Targeting

People in Winchester Road, Radcliffe, 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	9432
Black	79
Asian	306
Arab	9
Mixed	158
Other	31

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 3, Winchester Road, Radcliffe, Manchester.

Religion (all people)

Christian	7021
Muslim	183
Jewish	69
Hindu	53
Sikh	17
Buddhist	17
Other religion	30
No religion	2099
Religion not stated	526

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	1054
Day-to-day activities limited a little	1073
Day-to-day activities not limited	7888
Day-to-day activities limited a lot: Age 16 to 64	512
Day-to-day activities limited a little: Age 16 to 64	619
Day-to-day activities not limited: Age 16 to 64	5497
Very good health	4323
Good health	3484
Fair health	1469
Bad health	599
Very bad health	140
Provides no unpaid care	8948
Provides 1 to 19 hours unpaid care a week	640
Provides 20 to 49 hours unpaid care a week	155
Provides 50 or more hours unpaid care a week	272

Leaflet Distribution Work Targeting

Knowing if the target audience in M26 3 Winchester Road, Radcliffe, 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 Winchester Road, Radcliffe, Manchester relating to employment and work.

Economically active

Employee: Part-time	1041
Employee: Full-time	3102
Self-employed with employees: Part-time	27
Self-employed with employees: Full-time	101
Self-employed without employees: Part-time	103
Self-employed without employees: Full-time	292
Unemployed	339
Full-time student	172

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1351
Level 2 qualifications	1540
Apprenticeship	351
Level 3 qualifications	1014
Level 4 qualifications and above	1453
No qualifications	2105
Other qualifications	306



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