

M27 0 - Ringlow Park Road, Swinton, 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 6983

Males	3397
Females	3586
Aged 0 to 15	1335
Aged 16 to 74	5078
Age 75 and over	570

Profile

Marital status (all people aged 16 and over)

Single (never married)	1836
Married	2769
In a registered same-sex civil partnership	15
Separated	137
Divorced	468
Widowed	423

Composition (all households)

One person households	867
Married couple households	1053
Cohabiting couple households	313
Lone parent households: with dependent children	205
Lone parent households: with non-dependent children only	135
All other households	127

Leaflet Distribution Ethnicity and Religion Targeting

People in Ringlow Park Road, Swinton, 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	6664
Black	64
Asian	148
Arab	8
Mixed	94
Other	5

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 M27 0, Ringlow Park Road, Swinton, Manchester.

Religion (all people)

Christian	4969
Muslim	49
Jewish	25
Hindu	43
Sikh	14
Buddhist	20
Other religion	17
No religion	1445
Religion not stated	401

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	586
Day-to-day activities limited a little	695
Day-to-day activities not limited	5702
Day-to-day activities limited a lot: Age 16 to 64	261
Day-to-day activities limited a little: Age 16 to 64	342
Day-to-day activities not limited: Age 16 to 64	3832
Very good health	3451
Good health	2313
Fair health	866
Bad health	274
Very bad health	79
Provides no unpaid care	6147
Provides 1 to 19 hours unpaid care a week	543
Provides 20 to 49 hours unpaid care a week	127
Provides 50 or more hours unpaid care a week	166

Leaflet Distribution Work Targeting

Knowing if the target audience in M27 0 Ringlow Park Road, Swinton, 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 Ringlow Park Road, Swinton, Manchester relating to employment and work.

Economically active

Employee: Part-time	639
Employee: Full-time	2292
Self-employed with employees: Part-time	21
Self-employed with employees: Full-time	89
Self-employed without employees: Part-time	104
Self-employed without employees: Full-time	236
Unemployed	159
Full-time student	167

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	711
Level 2 qualifications	909
Apprenticeship	290
Level 3 qualifications	797
Level 4 qualifications and above	1625
No qualifications	1090
Other qualifications	226



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