

M27 5 – Overdale, 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 8481

Males	4105
Females	4376
Aged 0 to 15	1723
Aged 16 to 74	6142
Age 75 and over	616

Profile

Marital status (all people aged 16 and over)

Single (never married)	2379
Married	3013
In a registered same-sex civil partnership	18
Separated	197
Divorced	651
Widowed	500

Composition (all households)

One person households	1037
Married couple households	1152
Cohabiting couple households	421
Lone parent households: with dependent children	357
Lone parent households: with non-dependent children only	159
All other households	186

Leaflet Distribution Ethnicity and Religion Targeting

People in Overdale, 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	7984
Black	134
Asian	197
Arab	27
Mixed	115
Other	24

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 5, Overdale, Swinton, Manchester.

Religion (all people)

Christian	6205
Muslim	81
Jewish	17
Hindu	51
Sikh	0
Buddhist	32
Other religion	21
No religion	1628
Religion not stated	446

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	864
Day-to-day activities limited a little	800
Day-to-day activities not limited	6817
Day-to-day activities limited a lot: Age 16 to 64	407
Day-to-day activities limited a little: Age 16 to 64	393
Day-to-day activities not limited: Age 16 to 64	4598
Very good health	3926
Good health	2848
Fair health	1160
Bad health	413
Very bad health	134
Provides no unpaid care	7497
Provides 1 to 19 hours unpaid care a week	594
Provides 20 to 49 hours unpaid care a week	156
Provides 50 or more hours unpaid care a week	234

Leaflet Distribution Work Targeting

Knowing if the target audience in M27 5 Overdale,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 Overdale,Swinton,Manchester relating to employment and work.

Economically active

Employee: Part-time	808
Employee: Full-time	2627
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	62
Self-employed without employees: Part-time	102
Self-employed without employees: Full-time	269
Unemployed	276
Full-time student	190

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1057
Level 2 qualifications	1173
Apprenticeship	299
Level 3 qualifications	819
Level 4 qualifications and above	1393
No qualifications	1735
Other qualifications	282



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