

## M32 0 - Gorse Hill, 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 10553

Males	5251
Females	5302
Aged 0 to 15	2318
Aged 16 to 74	7718
Age 75 and over	517

### Profile

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

Single (never married)	3694
Married	3033
In a registered same-sex civil partnership	22
Separated	252
Divorced	746
Widowed	488

#### Composition (all households)

One person households	1426
Married couple households	1188
Cohabiting couple households	519
Lone parent households: with dependent children	532
Lone parent households: with non-dependent children only	246
All other households	413

# Leaflet Distribution Ethnicity and Religion Targeting

People in Gorse Hill, 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	7666
Black	813
Asian	1318
Arab	61
Mixed	639
Other	56

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 M32 0, Gorse Hill, Manchester.

## Religion (all people)

Christian	6087
Muslim	998
Jewish	8
Hindu	93
Sikh	240
Buddhist	40
Other religion	34
No religion	2306
Religion not stated	747

## 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	914
Day-to-day activities limited a little	956
Day-to-day activities not limited	8683
Day-to-day activities limited a lot: Age 16 to 64	527
Day-to-day activities limited a little: Age 16 to 64	568
Day-to-day activities not limited: Age 16 to 64	6019
Very good health	5011
Good health	3529
Fair health	1372
Bad health	504
Very bad health	137
Provides no unpaid care	9536
Provides 1 to 19 hours unpaid care a week	626
Provides 20 to 49 hours unpaid care a week	165
Provides 50 or more hours unpaid care a week	226

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M32 0 Gorse Hill,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 Gorse Hill,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	1069
Employee: Full-time	3432
Self-employed with employees: Part-time	19
Self-employed with employees: Full-time	82
Self-employed without employees: Part-time	143
Self-employed without employees: Full-time	271
Unemployed	432
Full-time student	255

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1280
Level 2 qualifications	1414
Apprenticeship	259
Level 3 qualifications	986
Level 4 qualifications and above	1993
No qualifications	1840
Other qualifications	463



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