

M32 9 - Chester Road, Stretford, 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 11120

Males	5384
Females	5736
Aged 0 to 15	2326
Aged 16 to 74	8023
Age 75 and over	771

Profile

Marital status (all people aged 16 and over)

Single (never married)	3351
Married	3701
In a registered same-sex civil partnership	11
Separated	253
Divorced	895
Widowed	583

Composition (all households)

One person households	1530
Married couple households	1397
Cohabiting couple households	464
Lone parent households: with dependent children	467
Lone parent households: with non-dependent children only	240
All other households	331

Leaflet Distribution Ethnicity and Religion Targeting

People in Chester Road, Stretford, 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	8957
Black	570
Asian	1096
Arab	49
Mixed	386
Other	62

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 9, Chester Road, Stretford, Manchester.

Religion (all people)

Christian	7170
Muslim	770
Jewish	14
Hindu	51
Sikh	203
Buddhist	28
Other religion	30
No religion	2205
Religion not stated	649

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	1037
Day-to-day activities limited a little	1078
Day-to-day activities not limited	9005
Day-to-day activities limited a lot: Age 16 to 64	560
Day-to-day activities limited a little: Age 16 to 64	599
Day-to-day activities not limited: Age 16 to 64	6070
Very good health	5181
Good health	3620
Fair health	1562
Bad health	596
Very bad health	161
Provides no unpaid care	9940
Provides 1 to 19 hours unpaid care a week	729
Provides 20 to 49 hours unpaid care a week	179
Provides 50 or more hours unpaid care a week	272

Leaflet Distribution Work Targeting

Knowing if the target audience in M32 9 Chester Road,Stretford,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 Chester Road,Stretford,Manchester relating to employment and work.

Economically active

Employee: Part-time	1117
Employee: Full-time	3456
Self-employed with employees: Part-time	30
Self-employed with employees: Full-time	86
Self-employed without employees: Part-time	150
Self-employed without employees: Full-time	303
Unemployed	382
Full-time student	263

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1390
Level 2 qualifications	1516
Apprenticeship	322
Level 3 qualifications	1061
Level 4 qualifications and above	1944
No qualifications	2094
Other qualifications	467



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