

M38 9 – Greenheys, 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 10326

Males	4964
Females	5362
Aged 0 to 15	2477
Aged 16 to 74	7074
Age 75 and over	775

Profile

Marital status (all people aged 16 and over)

Single (never married)	3305
Married	2619
In a registered same-sex civil partnership	15
Separated	279
Divorced	980
Widowed	651

Composition (all households)

One person households	1552
Married couple households	971
Cohabiting couple households	548
Lone parent households: with dependent children	745
Lone parent households: with non-dependent children only	210
All other households	242

Leaflet Distribution Ethnicity and Religion Targeting

People in Greenheys, 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	9819
Black	210
Asian	117
Arab	7
Mixed	165
Other	8

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 M38 9, Greenheys, Manchester.

Religion (all people)

Christian	6958
Muslim	70
Jewish	15
Hindu	25
Sikh	3
Buddhist	22
Other religion	34
No religion	2594
Religion not stated	605

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	1548
Day-to-day activities limited a little	1197
Day-to-day activities not limited	7581
Day-to-day activities limited a lot: Age 16 to 64	815
Day-to-day activities limited a little: Age 16 to 64	721
Day-to-day activities not limited: Age 16 to 64	4836
Very good health	4252
Good health	3242
Fair health	1745
Bad health	828
Very bad health	259
Provides no unpaid care	9171
Provides 1 to 19 hours unpaid care a week	523
Provides 20 to 49 hours unpaid care a week	187
Provides 50 or more hours unpaid care a week	445

Leaflet Distribution Work Targeting

Knowing if the target audience in M38 9 Greenheys, 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 Greenheys, Manchester relating to employment and work.

Economically active

Employee: Part-time	923
Employee: Full-time	2343
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	62
Self-employed without employees: Part-time	70
Self-employed without employees: Full-time	210
Unemployed	584
Full-time student	186

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1385
Level 2 qualifications	1358
Apprenticeship	290
Level 3 qualifications	838
Level 4 qualifications and above	698
No qualifications	2923
Other qualifications	357



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