

M43 7 - Hampshire Road, Droylsden, 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 13450

Males	6495
Females	6955
Aged 0 to 15	2527
Aged 16 to 74	10037
Age 75 and over	886

Profile

Marital status (all people aged 16 and over)

Single (never married)	3857
Married	4964
In a registered same-sex civil partnership	16
Separated	292
Divorced	1000
Widowed	794

Composition (all households)

One person households	1687
Married couple households	1915
Cohabiting couple households	657
Lone parent households: with dependent children	515
Lone parent households: with non-dependent children only	249
All other households	290

Leaflet Distribution Ethnicity and Religion Targeting

People in Hampshire Road, Droylsden, 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	12827
Black	105
Asian	299
Arab	3
Mixed	207
Other	9

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 M43 7, Hampshire Road, Droylsden, Manchester.

Religion (all people)

Christian	9886
Muslim	132
Jewish	2
Hindu	62
Sikh	4
Buddhist	31
Other religion	24
No religion	2622
Religion not stated	687

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	1365
Day-to-day activities limited a little	1387
Day-to-day activities not limited	10698
Day-to-day activities limited a lot: Age 16 to 64	678
Day-to-day activities limited a little: Age 16 to 64	727
Day-to-day activities not limited: Age 16 to 64	7452
Very good health	5878
Good health	4597
Fair health	2055
Bad health	718
Very bad health	202
Provides no unpaid care	11919
Provides 1 to 19 hours unpaid care a week	909
Provides 20 to 49 hours unpaid care a week	226
Provides 50 or more hours unpaid care a week	396

Leaflet Distribution Work Targeting

Knowing if the target audience in M43 7 Hampshire Road,Droylsden,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 Hampshire Road,Droylsden,Manchester relating to employment and work.

Economically active

Employee: Part-time	1374
Employee: Full-time	4336
Self-employed with employees: Part-time	25
Self-employed with employees: Full-time	124
Self-employed without employees: Part-time	149
Self-employed without employees: Full-time	431
Unemployed	441
Full-time student	270

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1889
Level 2 qualifications	1946
Apprenticeship	544
Level 3 qualifications	1347
Level 4 qualifications and above	1548
No qualifications	3266
Other qualifications	383



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