

## M44 5 – Glazebrook, 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 7432

Males	3616
Females	3816
Aged 0 to 15	1530
Aged 16 to 74	5373
Age 75 and over	529

### Profile

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

Single (never married)	2161
Married	2465
In a registered same-sex civil partnership	6
Separated	187
Divorced	670
Widowed	413

#### Composition (all households)

One person households	976
Married couple households	930
Cohabiting couple households	373
Lone parent households: with dependent children	358
Lone parent households: with non-dependent children only	141
All other households	184

# Leaflet Distribution Ethnicity and Religion Targeting

People in Glazebrook, 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	7167
Black	44
Asian	117
Arab	8
Mixed	89
Other	7

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 M44 5, Glazebrook, Manchester.

## Religion (all people)

Christian	5215
Muslim	58
Jewish	21
Hindu	29
Sikh	10
Buddhist	20
Other religion	17
No religion	1655
Religion not stated	407

## 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	818
Day-to-day activities limited a little	786
Day-to-day activities not limited	5828
Day-to-day activities limited a lot: Age 16 to 64	407
Day-to-day activities limited a little: Age 16 to 64	403
Day-to-day activities not limited: Age 16 to 64	3914
Very good health	3162
Good health	2595
Fair health	1128
Bad health	438
Very bad health	109
Provides no unpaid care	6631
Provides 1 to 19 hours unpaid care a week	404
Provides 20 to 49 hours unpaid care a week	132
Provides 50 or more hours unpaid care a week	265

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M44 5 Glazebrook, 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 Glazebrook, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	736
Employee: Full-time	2302
Self-employed with employees: Part-time	8
Self-employed with employees: Full-time	54
Self-employed without employees: Part-time	80
Self-employed without employees: Full-time	204
Unemployed	242
Full-time student	135

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1129
Level 2 qualifications	1043
Apprenticeship	226
Level 3 qualifications	690
Level 4 qualifications and above	766
No qualifications	1816
Other qualifications	232



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