

M27 4 - Gladstone Street, Pendlebury, 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 5269

Males	2554
Females	2715
Aged 0 to 15	935
Aged 16 to 74	3865
Age 75 and over	469

Profile

Marital status (all people aged 16 and over)

Single (never married)	1555
Married	1794
In a registered same-sex civil partnership	18
Separated	140
Divorced	442
Widowed	385

Composition (all households)

One person households	748
Married couple households	694
Cohabiting couple households	294
Lone parent households: with dependent children	204
Lone parent households: with non-dependent children only	103
All other households	118

Leaflet Distribution Ethnicity and Religion Targeting

People in Gladstone Street, Pendlebury, 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	5034
Black	40
Asian	113
Arab	9
Mixed	70
Other	3

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 M27 4, Gladstone Street, Pendlebury, Manchester.

Religion (all people)

Christian	3781
Muslim	32
Jewish	15
Hindu	8
Sikh	1
Buddhist	15
Other religion	21
No religion	1099
Religion not stated	297

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	634
Day-to-day activities limited a little	572
Day-to-day activities not limited	4063
Day-to-day activities limited a lot: Age 16 to 64	263
Day-to-day activities limited a little: Age 16 to 64	287
Day-to-day activities not limited: Age 16 to 64	2871
Very good health	2249
Good health	1823
Fair health	756
Bad health	343
Very bad health	98
Provides no unpaid care	4716
Provides 1 to 19 hours unpaid care a week	310
Provides 20 to 49 hours unpaid care a week	90
Provides 50 or more hours unpaid care a week	153

Leaflet Distribution Work Targeting

Knowing if the target audience in M27 4 Gladstone Street, Pendlebury, 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 Gladstone Street, Pendlebury, Manchester relating to employment and work.

Economically active

Employee: Part-time	538
Employee: Full-time	1712
Self-employed with employees: Part-time	9
Self-employed with employees: Full-time	45
Self-employed without employees: Part-time	53
Self-employed without employees: Full-time	144
Unemployed	158
Full-time student	113

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	642
Level 2 qualifications	732
Apprenticeship	213
Level 3 qualifications	549
Level 4 qualifications and above	766
No qualifications	1229
Other qualifications	203



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