

## M27 8 - 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 9522

Males	5125
Females	4397
Aged 0 to 15	1905
Aged 16 to 74	7138
Age 75 and over	479

### Profile

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

Single (never married)	3595
Married	2563
In a registered same-sex civil partnership	29
Separated	271
Divorced	728
Widowed	431

#### Composition (all households)

One person households	1258
Married couple households	990
Cohabiting couple households	497
Lone parent households: with dependent children	524
Lone parent households: with non-dependent children only	170
All other households	216

# Leaflet Distribution Ethnicity and Religion Targeting

People in 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	8655
Black	290
Asian	311
Arab	20
Mixed	233
Other	13

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 8, Pendlebury, Manchester.

## Religion (all people)

Christian	6404
Muslim	228
Jewish	44
Hindu	26
Sikh	5
Buddhist	32
Other religion	30
No religion	2192
Religion not stated	561

## 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	1019
Day-to-day activities limited a little	879
Day-to-day activities not limited	7624
Day-to-day activities limited a lot: Age 16 to 64	603
Day-to-day activities limited a little: Age 16 to 64	587
Day-to-day activities not limited: Age 16 to 64	5381
Very good health	4217
Good health	3212
Fair health	1348
Bad health	569
Very bad health	176
Provides no unpaid care	8583
Provides 1 to 19 hours unpaid care a week	535
Provides 20 to 49 hours unpaid care a week	151
Provides 50 or more hours unpaid care a week	253

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M27 8 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 Pendlebury,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	884
Employee: Full-time	2695
Self-employed with employees: Part-time	19
Self-employed with employees: Full-time	53
Self-employed without employees: Part-time	84
Self-employed without employees: Full-time	219
Unemployed	440
Full-time student	237

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1239
Level 2 qualifications	1345
Apprenticeship	264
Level 3 qualifications	883
Level 4 qualifications and above	1143
No qualifications	2399
Other qualifications	344



Manchester's Best Leaflet Delivery Service

[WWW.WEDELIVERALL.CO.UK](http://WWW.WEDELIVERALL.CO.UK)