

M27 9 – Wardley, 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 6167

Males	3031
Females	3136
Aged 0 to 15	1222
Aged 16 to 74	4428
Age 75 and over	517

Profile

Marital status (all people aged 16 and over)

Single (never married)	1698
Married	2255
In a registered same-sex civil partnership	5
Separated	144
Divorced	448
Widowed	395

Composition (all households)

One person households	806
Married couple households	771
Cohabiting couple households	294
Lone parent households: with dependent children	301
Lone parent households: with non-dependent children only	114
All other households	129

Leaflet Distribution Ethnicity and Religion Targeting

People in Wardley, 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	5785
Black	118
Asian	166
Arab	5
Mixed	82
Other	11

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 9, Wardley, Manchester.

Religion (all people)

Christian	4495
Muslim	84
Jewish	5
Hindu	31
Sikh	0
Buddhist	15
Other religion	18
No religion	1182
Religion not stated	337

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	632
Day-to-day activities limited a little	642
Day-to-day activities not limited	4893
Day-to-day activities limited a lot: Age 16 to 64	250
Day-to-day activities limited a little: Age 16 to 64	300
Day-to-day activities not limited: Age 16 to 64	3199
Very good health	2605
Good health	2269
Fair health	885
Bad health	331
Very bad health	77
Provides no unpaid care	5499
Provides 1 to 19 hours unpaid care a week	380
Provides 20 to 49 hours unpaid care a week	102
Provides 50 or more hours unpaid care a week	186

Leaflet Distribution Work Targeting

Knowing if the target audience in M27 9 Wardley,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 Wardley,Manchester relating to employment and work.

Economically active

Employee: Part-time	556
Employee: Full-time	1820
Self-employed with employees: Part-time	12
Self-employed with employees: Full-time	41
Self-employed without employees: Part-time	54
Self-employed without employees: Full-time	175
Unemployed	208
Full-time student	121

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	759
Level 2 qualifications	890
Apprenticeship	259
Level 3 qualifications	581
Level 4 qualifications and above	794
No qualifications	1428
Other qualifications	234



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