

M28 0 - Worsley 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 5697

Males	2745
Females	2952
Aged 0 to 15	1178
Aged 16 to 74	4136
Age 75 and over	383

Profile

Marital status (all people aged 16 and over)

Single (never married)	1710
Married	1863
In a registered same-sex civil partnership	12
Separated	166
Divorced	433
Widowed	335

Composition (all households)

One person households	762
Married couple households	688
Cohabiting couple households	294
Lone parent households: with dependent children	293
Lone parent households: with non-dependent children only	110
All other households	153

Leaflet Distribution Ethnicity and Religion Targeting

People in Worsley 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	5372
Black	114
Asian	119
Arab	1
Mixed	83
Other	8

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 M28 0, Worsley Manchester.

Religion (all people)

Christian	3953
Muslim	61
Jewish	5
Hindu	26
Sikh	2
Buddhist	13
Other religion	12
No religion	1293
Religion not stated	332

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	830
Day-to-day activities limited a little	593
Day-to-day activities not limited	4274
Day-to-day activities limited a lot: Age 16 to 64	427
Day-to-day activities limited a little: Age 16 to 64	340
Day-to-day activities not limited: Age 16 to 64	2862
Very good health	2469
Good health	1809
Fair health	870
Bad health	409
Very bad health	140
Provides no unpaid care	5028
Provides 1 to 19 hours unpaid care a week	356
Provides 20 to 49 hours unpaid care a week	93
Provides 50 or more hours unpaid care a week	220

Leaflet Distribution Work Targeting

Knowing if the target audience in M28 0 Worsley 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 Worsley Manchester relating to employment and work.

Economically active

Employee: Part-time	485
Employee: Full-time	1545
Self-employed with employees: Part-time	8
Self-employed with employees: Full-time	45
Self-employed without employees: Part-time	48
Self-employed without employees: Full-time	151
Unemployed	284
Full-time student	131

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	736
Level 2 qualifications	773
Apprenticeship	195
Level 3 qualifications	512
Level 4 qualifications and above	751
No qualifications	1338
Other qualifications	214



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