

M28 2 – 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 5902

Males	2891
Females	3011
Aged 0 to 15	987
Aged 16 to 74	4256
Age 75 and over	659

Profile

Marital status (all people aged 16 and over)

Single (never married)	1231
Married	2815
In a registered same-sex civil partnership	12
Separated	83
Divorced	350
Widowed	424

Composition (all households)

One person households	698
Married couple households	1030
Cohabiting couple households	241
Lone parent households: with dependent children	87
Lone parent households: with non-dependent children only	68
All other households	87

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	5586
Black	14
Asian	182
Arab	11
Mixed	100
Other	9

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 2, Worsley, Manchester.

Religion (all people)

Christian	4436
Muslim	51
Jewish	9
Hindu	77
Sikh	1
Buddhist	26
Other religion	15
No religion	981
Religion not stated	306

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	423
Day-to-day activities limited a little	568
Day-to-day activities not limited	4911
Day-to-day activities limited a lot: Age 16 to 64	116
Day-to-day activities limited a little: Age 16 to 64	185
Day-to-day activities not limited: Age 16 to 64	3272
Very good health	3119
Good health	1840
Fair health	686
Bad health	193
Very bad health	64
Provides no unpaid care	5219
Provides 1 to 19 hours unpaid care a week	516
Provides 20 to 49 hours unpaid care a week	61
Provides 50 or more hours unpaid care a week	106

Leaflet Distribution Work Targeting

Knowing if the target audience in M28 2 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	553
Employee: Full-time	1796
Self-employed with employees: Part-time	31
Self-employed with employees: Full-time	186
Self-employed without employees: Part-time	101
Self-employed without employees: Full-time	267
Unemployed	96
Full-time student	110

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	480
Level 2 qualifications	702
Apprenticeship	201
Level 3 qualifications	563
Level 4 qualifications and above	2104
No qualifications	708
Other qualifications	157



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