

## M29 7 - Tyldesley South, 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 13455

Males	6779
Females	6676
Aged 0 to 15	2504
Aged 16 to 74	10363
Age 75 and over	588

### Profile

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

Single (never married)	3323
Married	5967
In a registered same-sex civil partnership	17
Separated	210
Divorced	932
Widowed	502

#### Composition (all households)

One person households	1203
Married couple households	2446
Cohabiting couple households	586
Lone parent households: with dependent children	346
Lone parent households: with non-dependent children only	199
All other households	226

# Leaflet Distribution Ethnicity and Religion Targeting

People in Tyldesley South, 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	13041
Black	74
Asian	151
Arab	13
Mixed	155
Other	21

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 M29 7, Tyldesley South, Manchester.

## Religion (all people)

Christian	10221
Muslim	51
Jewish	7
Hindu	45
Sikh	2
Buddhist	31
Other religion	25
No religion	2233
Religion not stated	840

## 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	978
Day-to-day activities limited a little	1157
Day-to-day activities not limited	11320
Day-to-day activities limited a lot: Age 16 to 64	483
Day-to-day activities limited a little: Age 16 to 64	646
Day-to-day activities not limited: Age 16 to 64	8068
Very good health	6794
Good health	4498
Fair health	1529
Bad health	490
Very bad health	144
Provides no unpaid care	11973
Provides 1 to 19 hours unpaid care a week	931
Provides 20 to 49 hours unpaid care a week	217
Provides 50 or more hours unpaid care a week	334

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M29 7 Tyldesley South,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 Tyldesley South,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	1423
Employee: Full-time	4698
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	169
Self-employed without employees: Part-time	246
Self-employed without employees: Full-time	497
Unemployed	318
Full-time student	336

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1688
Level 2 qualifications	1973
Apprenticeship	536
Level 3 qualifications	1587
Level 4 qualifications and above	2825
No qualifications	1957
Other qualifications	385



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