

## M29 8 - Tyldesley North, 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 9441

Males	4668
Females	4773
Aged 0 to 15	1785
Aged 16 to 74	7060
Age 75 and over	596

### Profile

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

Single (never married)	2776
Married	3195
In a registered same-sex civil partnership	11
Separated	238
Divorced	898
Widowed	538

#### Composition (all households)

One person households	1388
Married couple households	1249
Cohabiting couple households	548
Lone parent households: with dependent children	414
Lone parent households: with non-dependent children only	183
All other households	177

# Leaflet Distribution Ethnicity and Religion Targeting

People in Tyldesley North, 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	9141
Black	88
Asian	99
Arab	16
Mixed	89
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 M29 8, Tyldesley North, Manchester.

## Religion (all people)

Christian	6974
Muslim	54
Jewish	1
Hindu	12
Sikh	0
Buddhist	18
Other religion	24
No religion	1819
Religion not stated	539

## 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	983
Day-to-day activities not limited	7439
Day-to-day activities limited a lot: Age 16 to 64	540
Day-to-day activities limited a little: Age 16 to 64	563
Day-to-day activities not limited: Age 16 to 64	5174
Very good health	4242
Good health	3096
Fair health	1396
Bad health	556
Very bad health	151
Provides no unpaid care	8414
Provides 1 to 19 hours unpaid care a week	595
Provides 20 to 49 hours unpaid care a week	164
Provides 50 or more hours unpaid care a week	268

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M29 8 Tyldesley North,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 North,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	913
Employee: Full-time	2904
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	114
Self-employed without employees: Part-time	137
Self-employed without employees: Full-time	310
Unemployed	375
Full-time student	205

# Leaflet Distribution Education Targeting

**All Levels**

Level 1 qualifications	1255
Level 2 qualifications	1381
Apprenticeship	347
Level 3 qualifications	956
Level 4 qualifications and above	1384
No qualifications	2024
Other qualifications	309



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