

M35 9 – Hollinwood, Failsworth, 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 9392

Males	4572
Females	4820
Aged 0 to 15	1739
Aged 16 to 74	7004
Age 75 and over	649

Profile

Marital status (all people aged 16 and over)

Single (never married)	2640
Married	3555
In a registered same-sex civil partnership	8
Separated	204
Divorced	671
Widowed	575

Composition (all households)

One person households	1176
Married couple households	1383
Cohabiting couple households	468
Lone parent households: with dependent children	362
Lone parent households: with non-dependent children only	148
All other households	187

Leaflet Distribution Ethnicity and Religion Targeting

People in Hollinwood, Failsworth, 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	8998
Black	44
Asian	206
Arab	3
Mixed	131
Other	10

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 M35 9, Hollinwood, Failsworth, Manchester.

Religion (all people)

Christian	7081
Muslim	103
Jewish	7
Hindu	20
Sikh	0
Buddhist	15
Other religion	25
No religion	1649
Religion not stated	492

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	845
Day-to-day activities limited a little	845
Day-to-day activities not limited	7702
Day-to-day activities limited a lot: Age 16 to 64	370
Day-to-day activities limited a little: Age 16 to 64	397
Day-to-day activities not limited: Age 16 to 64	5379
Very good health	4451
Good health	3128
Fair health	1267
Bad health	428
Very bad health	118
Provides no unpaid care	8395
Provides 1 to 19 hours unpaid care a week	627
Provides 20 to 49 hours unpaid care a week	152
Provides 50 or more hours unpaid care a week	218

Leaflet Distribution Work Targeting

Knowing if the target audience in M35 9 Hollinwood,Failsworth,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 Hollinwood,Failsworth,Manchester relating to employment and work.

Economically active

Employee: Part-time	973
Employee: Full-time	3023
Self-employed with employees: Part-time	12
Self-employed with employees: Full-time	133
Self-employed without employees: Part-time	122
Self-employed without employees: Full-time	350
Unemployed	261
Full-time student	229

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1281
Level 2 qualifications	1408
Apprenticeship	386
Level 3 qualifications	1007
Level 4 qualifications and above	1256
No qualifications	1981
Other qualifications	334



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