

## M6 6 – Pendleton, Salford 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 5582

Males	2824
Females	2758
Aged 0 to 15	850
Aged 16 to 74	4504
Age 75 and over	228

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

Single (never married)	3160
Married	875
In a registered same-sex civil partnership	8
Separated	142
Divorced	299
Widowed	248

#### Composition (all households)

One person households	686
Married couple households	302
Cohabiting couple households	203
Lone parent households: with dependent children	300
Lone parent households: with non-dependent children only	94
All other households	237

## Leaflet Distribution Ethnicity and Religion Targeting

People in Pendleton, Salford 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	4592
Black	392
Asian	308
Arab	85
Mixed	185
Other	20

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 M6 6, Pendleton, Salford.

### Religion (all people)

Christian	3225
Muslim	220
Jewish	16
Hindu	47
Sikh	6
Buddhist	54
Other religion	25
No religion	1647
Religion not stated	342

## 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	611
Day-to-day activities limited a little	477
Day-to-day activities not limited	4494
Day-to-day activities limited a lot: Age 16 to 64	371
Day-to-day activities limited a little: Age 16 to 64	328
Day-to-day activities not limited: Age 16 to 64	3543
Very good health	2535
Good health	1829
Fair health	740
Bad health	370
Very bad health	108
Provides no unpaid care	5175
Provides 1 to 19 hours unpaid care a week	176
Provides 20 to 49 hours unpaid care a week	84
<b>Provides 50 or more hours unpaid care a week</b>	

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M6 6 Pendleton, Salford 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 Pendleton, Salford relating to employment and work.**

### Economically active

Employee: Part-time	388
Employee: Full-time	784
Self-employed with employees: Part-time	0
Self-employed with employees: Full-time	22
Self-employed without employees: Part-time	14
Self-employed without employees: Full-time	47
Unemployed	206
Full-time student	977

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	530
Level 2 qualifications	629
Apprenticeship	90
Level 3 qualifications	1274
Level 4 qualifications and above	654
No qualifications	1214
Other qualifications	341



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