

## M14 6 – Fallowfield, 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 19997

Males	9746
Females	10251
Aged 0 to 15	1116
Aged 16 to 74	18441
Age 75 and over	440

### Profile

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

Single (never married)	16003
Married	1804
In a registered same-sex civil partnership	21
Separated	204
Divorced	476
Widowed	373

#### Composition (all households)

One person households	1566
Married couple households	607
Cohabiting couple households	395
Lone parent households: with dependent children	189
Lone parent households: with non-dependent children only	140
All other households	2583

# Leaflet Distribution Ethnicity and Religion Targeting

People in Fallowfield, 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	15646
Black	513
Asian	2362
Arab	356
Mixed	867
Other	253

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 M14 6, Fallowfield, Manchester.

**Religion (all people)**

Christian	7678
Muslim	1837
Jewish	279
Hindu	289
Sikh	96
Buddhist	104
Other religion	108
No religion	8138
Religion not stated	1468

## 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	693
Day-to-day activities limited a little	992
Day-to-day activities not limited	18312
Day-to-day activities limited a lot: Age 16 to 64	374
Day-to-day activities limited a little: Age 16 to 64	697
Day-to-day activities not limited: Age 16 to 64	16935
Very good health	12063
Good health	5891
Fair health	1464
Bad health	435
Very bad health	144
Provides no unpaid care	19177
Provides 1 to 19 hours unpaid care a week	525
Provides 20 to 49 hours unpaid care a week	109
Provides 50 or more hours unpaid care a week	186

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M14 6 Fallowfield, 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 Fallowfield, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	765
Employee: Full-time	2487
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	68
Self-employed without employees: Part-time	132
Self-employed without employees: Full-time	183
Unemployed	458
Full-time student	4299

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	651
Level 2 qualifications	1363
Apprenticeship	112
Level 3 qualifications	10911
Level 4 qualifications and above	3829
No qualifications	1325
Other qualifications	690



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