

## M35 0 – 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 11288**

Males	5420
Females	5868
Aged 0 to 15	2132
Aged 16 to 74	8113
Age 75 and over	1043

### Profile

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

Single (never married)	3190
Married	3898
In a registered same-sex civil partnership	16
Separated	259
Divorced	875
Widowed	918

#### **Composition (all households)**

One person households	1609
Married couple households	1382
Cohabiting couple households	531
Lone parent households: with dependent children	501
Lone parent households: with non-dependent children only	235
All other households	246

# Leaflet Distribution Ethnicity and Religion Targeting

People in 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	10745
Black	125
Asian	176
Arab	8
Mixed	220
Other	14

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 0, Failsworth, Manchester.

## Religion (all people)

Christian	8424
Muslim	85
Jewish	4
Hindu	12
Sikh	5
Buddhist	29
Other religion	16
No religion	2081
Religion not stated	632

## 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	1330
Day-to-day activities limited a little	1193
Day-to-day activities not limited	8765
Day-to-day activities limited a lot: Age 16 to 64	538
Day-to-day activities limited a little: Age 16 to 64	561
Day-to-day activities not limited: Age 16 to 64	5775
Very good health	4744
Good health	3838
Fair health	1798
Bad health	712
Very bad health	196
Provides no unpaid care	9967
Provides 1 to 19 hours unpaid care a week	738
Provides 20 to 49 hours unpaid care a week	218
Provides 50 or more hours unpaid care a week	365

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M35 0 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 Failsworth,Manchester relating to employment and work.**

### Economically active

Employee: Part-time	1105
Employee: Full-time	3296
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	102
Self-employed without employees: Part-time	81
Self-employed without employees: Full-time	316
Unemployed	373
Full-time student	203

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1415
Level 2 qualifications	1619
Apprenticeship	421
Level 3 qualifications	1092
Level 4 qualifications and above	1218
No qualifications	2929
Other qualifications	462



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