

M40 3 - The Fairway, 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 7424

Males	3561
Females	3863
Aged 0 to 15	1310
Aged 16 to 74	5589
Age 75 and over	525

Profile

Marital status (all people aged 16 and over)

Single (never married)	2435
Married	2493
In a registered same-sex civil partnership	13
Separated	198
Divorced	517
Widowed	458

Composition (all households)

One person households	871
Married couple households	927
Cohabiting couple households	356
Lone parent households: with dependent children	330
Lone parent households: with non-dependent children only	160
All other households	227

Leaflet Distribution Ethnicity and Religion Targeting

People in The Fairway, 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	6624
Black	270
Asian	318
Arab	20
Mixed	176
Other	16

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 M40 3, The Fairway, Manchester.

Religion (all people)

Christian	5207
Muslim	168
Jewish	6
Hindu	76
Sikh	13
Buddhist	27
Other religion	20
No religion	1444
Religion not stated	463

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	868
Day-to-day activities limited a little	795
Day-to-day activities not limited	5761
Day-to-day activities limited a lot: Age 16 to 64	446
Day-to-day activities limited a little: Age 16 to 64	436
Day-to-day activities not limited: Age 16 to 64	4052
Very good health	3099
Good health	2572
Fair health	1149
Bad health	473
Very bad health	131
Provides no unpaid care	6534
Provides 1 to 19 hours unpaid care a week	503
Provides 20 to 49 hours unpaid care a week	150
Provides 50 or more hours unpaid care a week	237

Leaflet Distribution Work Targeting

Knowing if the target audience in M40 3 The Fairway, 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 The Fairway, Manchester relating to employment and work.

Economically active

Employee: Part-time	709
Employee: Full-time	2212
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	74
Self-employed without employees: Part-time	102
Self-employed without employees: Full-time	193
Unemployed	287
Full-time student	162

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1044
Level 2 qualifications	1026
Apprenticeship	229
Level 3 qualifications	755
Level 4 qualifications and above	1023
No qualifications	1740
Other qualifications	297



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