

## M41 6 – Flixton, 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 7841

Males	3809
Females	4032
Aged 0 to 15	1419
Aged 16 to 74	5663
Age 75 and over	759

### Profile

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

Single (never married)	1861
Married	3266
In a registered same-sex civil partnership	6
Separated	156
Divorced	611
Widowed	522

#### Composition (all households)

One person households	978
Married couple households	1220
Cohabiting couple households	297
Lone parent households: with dependent children	201
Lone parent households: with non-dependent children only	150
All other households	169

# Leaflet Distribution Ethnicity and Religion Targeting

People in Flixton, 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	7540
Black	51
Asian	110
Arab	13
Mixed	121
Other	6

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 M41 6, Flixton, Manchester.

## Religion (all people)

Christian	5863
Muslim	59
Jewish	10
Hindu	8
Sikh	0
Buddhist	27
Other religion	16
No religion	1399
Religion not stated	459

## 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	764
Day-to-day activities limited a little	883
Day-to-day activities not limited	6194
Day-to-day activities limited a lot: Age 16 to 64	334
Day-to-day activities limited a little: Age 16 to 64	383
Day-to-day activities not limited: Age 16 to 64	4145
Very good health	3694
Good health	2520
Fair health	1157
Bad health	387
Very bad health	83
Provides no unpaid care	6924
Provides 1 to 19 hours unpaid care a week	556
Provides 20 to 49 hours unpaid care a week	120
Provides 50 or more hours unpaid care a week	241

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M41 6 Flixton, 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 Flixton, Manchester relating to employment and work.**

### Economically active

Employee: Part-time	824
Employee: Full-time	2397
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	103
Self-employed without employees: Part-time	104
Self-employed without employees: Full-time	264
Unemployed	156
Full-time student	163

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	928
Level 2 qualifications	1084
Apprenticeship	316
Level 3 qualifications	880
Level 4 qualifications and above	1554
No qualifications	1404
Other qualifications	256



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