

BL8 1 – Woolfold, Bury

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 12753

Males	6218
Females	6535
Aged 0 to 15	2484
Aged 16 to 74	9457
Age 75 and over	812

Profile

Marital status (all people aged 16 and over)

Single (never married)	3249
Married	5108
In a registered same-sex civil partnership	3
Separated	253
Divorced	992
Widowed	664

Composition (all households)

One person households	1381
Married couple households	1957
Cohabiting couple households	598
Lone parent households: with dependent children	477
Lone parent households: with non-dependent children only	180
All other households	267

Leaflet Distribution Ethnicity and Religion Targeting

People in Woolfold, Bury 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	11920
Black	80
Asian	496
Arab	30
Mixed	218
Other	9

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 BL8 1, Woolfold, Bury.

Religion (all people)

Christian	9053
Muslim	420
Jewish	56
Hindu	32
Sikh	16
Buddhist	23
Other religion	31
No religion	2463
Religion not stated	659

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	940
Day-to-day activities limited a little	1183
Day-to-day activities not limited	10630
Day-to-day activities limited a lot: Age 16 to 64	403
Day-to-day activities limited a little: Age 16 to 64	630
Day-to-day activities not limited: Age 16 to 64	7259
Very good health	6264
Good health	4325
Fair health	1562
Bad health	491
Very bad health	111
Provides no unpaid care	11406
Provides 1 to 19 hours unpaid care a week	852
Provides 20 to 49 hours unpaid care a week	180
Provides 50 or more hours unpaid care a week	315

Leaflet Distribution Work Targeting

Knowing if the target audience in BL8 1 Woolfold,Bury 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 Woolfold,Bury relating to employment and work.

Economically active

Employee: Part-time	1412
Employee: Full-time	4073
Self-employed with employees: Part-time	23
Self-employed with employees: Full-time	154
Self-employed without employees: Part-time	193
Self-employed without employees: Full-time	409
Unemployed	332
Full-time student	268

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1442
Level 2 qualifications	1924
Apprenticeship	395
Level 3 qualifications	1403
Level 4 qualifications and above	2711
No qualifications	2008
Other qualifications	386



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK