

BL8 2 – Starling, 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 10344

Males	5009
Females	5335
Aged 0 to 15	1695
Aged 16 to 74	7653
Age 75 and over	996

Profile

Marital status (all people aged 16 and over)

Single (never married)	2292
Married	4655
In a registered same-sex civil partnership	4
Separated	208
Divorced	752
Widowed	738

Composition (all households)

One person households	1338
Married couple households	1642
Cohabiting couple households	333
Lone parent households: with dependent children	264
Lone parent households: with non-dependent children only	149
All other households	176

Leaflet Distribution Ethnicity and Religion Targeting

People in Starling, 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	9708
Black	54
Asian	426
Arab	16
Mixed	123
Other	17

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 2, Starling, Bury.

Religion (all people)

Christian	7557
Muslim	279
Jewish	37
Hindu	40
Sikh	5
Buddhist	21
Other religion	24
No religion	1759
Religion not stated	622

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	937
Day-to-day activities limited a little	1157
Day-to-day activities not limited	8250
Day-to-day activities limited a lot: Age 16 to 64	391
Day-to-day activities limited a little: Age 16 to 64	488
Day-to-day activities not limited: Age 16 to 64	5479
Very good health	4652
Good health	3597
Fair health	1573
Bad health	407
Very bad health	115
Provides no unpaid care	9153
Provides 1 to 19 hours unpaid care a week	808
Provides 20 to 49 hours unpaid care a week	143
Provides 50 or more hours unpaid care a week	240

Leaflet Distribution Work Targeting

Knowing if the target audience in BL8 2 Starling,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 Starling,Bury relating to employment and work.

Economically active

Employee: Part-time	1020
Employee: Full-time	3036
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	136
Self-employed without employees: Part-time	163
Self-employed without employees: Full-time	315
Unemployed	253
Full-time student	187

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1099
Level 2 qualifications	1512
Apprenticeship	358
Level 3 qualifications	1110
Level 4 qualifications and above	2336
No qualifications	1854
Other qualifications	380



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