

BL8 3 – Tottington, 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 8287

Males	4035
Females	4252
Aged 0 to 15	1630
Aged 16 to 74	6066
Age 75 and over	591

Profile

Marital status (all people aged 16 and over)

Single (never married)	1889
Married	3491
In a registered same-sex civil partnership	1
Separated	163
Divorced	640
Widowed	473

Composition (all households)

One person households	821
Married couple households	1396
Cohabiting couple households	397
Lone parent households: with dependent children	244
Lone parent households: with non-dependent children only	118
All other households	109

Leaflet Distribution Ethnicity and Religion Targeting

People in Tottington, 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	8058
Black	14
Asian	115
Arab	1
Mixed	93
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 BL8 3, Tottington, Bury.

Religion (all people)

Christian	6156
Muslim	54
Jewish	22
Hindu	21
Sikh	5
Buddhist	13
Other religion	16
No religion	1499
Religion not stated	501

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	662
Day-to-day activities limited a little	723
Day-to-day activities not limited	6902
Day-to-day activities limited a lot: Age 16 to 64	277
Day-to-day activities limited a little: Age 16 to 64	349
Day-to-day activities not limited: Age 16 to 64	4690
Very good health	4285
Good health	2670
Fair health	921
Bad health	335
Very bad health	76
Provides no unpaid care	7460
Provides 1 to 19 hours unpaid care a week	579
Provides 20 to 49 hours unpaid care a week	92
Provides 50 or more hours unpaid care a week	156

Leaflet Distribution Work Targeting

Knowing if the target audience in BL8 3 Tottington, 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 Tottington, Bury relating to employment and work.

Economically active

Employee: Part-time	898
Employee: Full-time	2695
Self-employed with employees: Part-time	23
Self-employed with employees: Full-time	155
Self-employed without employees: Part-time	146
Self-employed without employees: Full-time	331
Unemployed	156
Full-time student	174

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	856
Level 2 qualifications	1144
Apprenticeship	283
Level 3 qualifications	938
Level 4 qualifications and above	2010
No qualifications	1198
Other qualifications	228



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