

BL8 4 - Holcombe Brook, 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 4413

Males	2292
Females	2121
Aged 0 to 15	773
Aged 16 to 74	3279
Age 75 and over	361

Profile

Marital status (all people aged 16 and over)

Single (never married)	906
Married	2212
In a registered same-sex civil partnership	4
Separated	49
Divorced	236
Widowed	233

Composition (all households)

One person households	393
Married couple households	816
Cohabiting couple households	127
Lone parent households: with dependent children	66
Lone parent households: with non-dependent children only	46
All other households	50

Leaflet Distribution Ethnicity and Religion Targeting

People in Holcombe Brook, 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	4118
Black	19
Asian	193
Arab	2
Mixed	79
Other	2

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 4, Holcombe Brook, Bury.

Religion (all people)

Christian	3202
Muslim	236
Jewish	16
Hindu	6
Sikh	2
Buddhist	5
Other religion	5
No religion	711
Religion not stated	230

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	245
Day-to-day activities limited a little	415
Day-to-day activities not limited	3753
Day-to-day activities limited a lot: Age 16 to 64	84
Day-to-day activities limited a little: Age 16 to 64	152
Day-to-day activities not limited: Age 16 to 64	2496
Very good health	2399
Good health	1384
Fair health	485
Bad health	116
Very bad health	29
Provides no unpaid care	3858
Provides 1 to 19 hours unpaid care a week	400
Provides 20 to 49 hours unpaid care a week	56
Provides 50 or more hours unpaid care a week	99

Leaflet Distribution Work Targeting

Knowing if the target audience in BL8 4 Holcombe Brook, 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 Holcombe Brook, Bury relating to employment and work.

Economically active

Employee: Part-time	464
Employee: Full-time	1257
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	110
Self-employed without employees: Part-time	84
Self-employed without employees: Full-time	143
Unemployed	58
Full-time student	68

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	386
Level 2 qualifications	629
Apprenticeship	126
Level 3 qualifications	445
Level 4 qualifications and above	1483
No qualifications	448
Other qualifications	123



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