

BL9 0 - 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 2526

Males	1277
Females	1249
Aged 0 to 15	563
Aged 16 to 74	1810
Age 75 and over	153

Profile

Marital status (all people aged 16 and over)

Single (never married)	792
Married	744
In a registered same-sex civil partnership	4
Separated	75
Divorced	203
Widowed	145

Composition (all households)

One person households	409
Married couple households	272
Cohabiting couple households	96
Lone parent households: with dependent children	79
Lone parent households: with non-dependent children only	54
All other households	97

Leaflet Distribution Ethnicity and Religion Targeting

People in 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	1398
Black	34
Asian	995
Arab	3
Mixed	70
Other	26

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 BL9 0, Bury.

Religion (all people)

Christian	983
Muslim	982
Jewish	8
Hindu	3
Sikh	1
Buddhist	5
Other religion	8
No religion	393
Religion not stated	143

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	247
Day-to-day activities limited a little	275
Day-to-day activities not limited	2004
Day-to-day activities limited a lot: Age 16 to 64	139
Day-to-day activities limited a little: Age 16 to 64	173
Day-to-day activities not limited: Age 16 to 64	1353
Very good health	1049
Good health	901
Fair health	397
Bad health	128
Very bad health	51
Provides no unpaid care	2276
Provides 1 to 19 hours unpaid care a week	137
Provides 20 to 49 hours unpaid care a week	53
Provides 50 or more hours unpaid care a week	60

Leaflet Distribution Work Targeting

Knowing if the target audience in BL9 0 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 Bury relating to employment and work.

Economically active

Employee: Part-time	239
Employee: Full-time	607
Self-employed with employees: Part-time	7
Self-employed with employees: Full-time	27
Self-employed without employees: Part-time	58
Self-employed without employees: Full-time	61
Unemployed	106
Full-time student	72

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	280
Level 2 qualifications	284
Apprenticeship	53
Level 3 qualifications	186
Level 4 qualifications and above	385
No qualifications	605
Other qualifications	170



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