

## BL9 5 - Walmersley, 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 6689

Males	3290
Females	3399
Aged 0 to 15	1306
Aged 16 to 74	4852
Age 75 and over	531

### Profile

#### Marital status (all people aged 16 and over)

Single (never married)	1843
Married	2458
In a registered same-sex civil partnership	6
Separated	184
Divorced	480
Widowed	412

#### Composition (all households)

One person households	834
Married couple households	885
Cohabiting couple households	270
Lone parent households: with dependent children	230
Lone parent households: with non-dependent children only	91
All other households	179

## Leaflet Distribution Ethnicity and Religion Targeting

People in Walmersley, 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	5448
Black	103
Asian	979
Arab	13
Mixed	133
Other	13

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 5, Walmersley, Bury.

### Religion (all people)

Christian	4043
Muslim	904
Jewish	15
Hindu	21
Sikh	2
Buddhist	11
Other religion	19
No religion	1266
Religion not stated	408

## 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	742
Day-to-day activities limited a little	693
Day-to-day activities not limited	5254
Day-to-day activities limited a lot: Age 16 to 64	339
Day-to-day activities limited a little: Age 16 to 64	386
Day-to-day activities not limited: Age 16 to 64	3546
Very good health	2965
Good health	2275
Fair health	988
Bad health	363
Very bad health	98
Provides no unpaid care	5940
Provides 1 to 19 hours unpaid care a week	458
Provides 20 to 49 hours unpaid care a week	106
Provides 50 or more hours unpaid care a week	185

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL9 5 Walmersley, 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 Walmersley, Bury relating to employment and work.**

### Economically active

Employee: Part-time	666
Employee: Full-time	1733
Self-employed with employees: Part-time	28
Self-employed with employees: Full-time	79
Self-employed without employees: Part-time	125
Self-employed without employees: Full-time	190
Unemployed	284
Full-time student	128

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	763
Level 2 qualifications	880
Apprenticeship	166
Level 3 qualifications	589
Level 4 qualifications and above	1292
No qualifications	1415
Other qualifications	278



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