

BL9 6 – Birtle, 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 8736

Males	4356
Females	4380
Aged 0 to 15	1737
Aged 16 to 74	6331
Age 75 and over	668

Profile

Marital status (all people aged 16 and over)

Single (never married)	2660
Married	2817
In a registered same-sex civil partnership	20
Separated	232
Divorced	710
Widowed	560

Composition (all households)

One person households	1415
Married couple households	1051
Cohabiting couple households	489
Lone parent households: with dependent children	345
Lone parent households: with non-dependent children only	162
All other households	211

Leaflet Distribution Ethnicity and Religion Targeting

People in Birtle, 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	7908
Black	106
Asian	489
Arab	39
Mixed	146
Other	48

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 6, Birtle, Bury.

Religion (all people)

Christian	5789
Muslim	510
Jewish	24
Hindu	9
Sikh	7
Buddhist	18
Other religion	21
No religion	1813
Religion not stated	545

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	916
Day-to-day activities limited a little	932
Day-to-day activities not limited	6888
Day-to-day activities limited a lot: Age 16 to 64	440
Day-to-day activities limited a little: Age 16 to 64	517
Day-to-day activities not limited: Age 16 to 64	4656
Very good health	3832
Good health	2966
Fair health	1324
Bad health	472
Very bad health	142
Provides no unpaid care	7790
Provides 1 to 19 hours unpaid care a week	560
Provides 20 to 49 hours unpaid care a week	140
Provides 50 or more hours unpaid care a week	246

Leaflet Distribution Work Targeting

Knowing if the target audience in BL9 6 Birtle, 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 Birtle, Bury relating to employment and work.

Economically active

Employee: Part-time	887
Employee: Full-time	2465
Self-employed with employees: Part-time	20
Self-employed with employees: Full-time	101
Self-employed without employees: Part-time	126
Self-employed without employees: Full-time	241
Unemployed	337
Full-time student	155

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1087
Level 2 qualifications	1172
Apprenticeship	255
Level 3 qualifications	850
Level 4 qualifications and above	1381
No qualifications	1917
Other qualifications	337



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