

## BL9 7 - Heap Bridge, 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 9964

Males	4917
Females	5047
Aged 0 to 15	2118
Aged 16 to 74	7239
Age 75 and over	607

### Profile

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

Single (never married)	2962
Married	3167
In a registered same-sex civil partnership	17
Separated	311
Divorced	848
Widowed	541

#### Composition (all households)

One person households	1474
Married couple households	1201
Cohabiting couple households	484
Lone parent households: with dependent children	434
Lone parent households: with non-dependent children only	192
All other households	281

# Leaflet Distribution Ethnicity and Religion Targeting

People in Heap Bridge, 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	7883
Black	161
Asian	1631
Arab	45
Mixed	211
Other	33

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 7, Heap Bridge, Bury.

## Religion (all people)

Christian	5963
Muslim	1429
Jewish	14
Hindu	60
Sikh	7
Buddhist	38
Other religion	20
No religion	1855
Religion not stated	578

## 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	1131
Day-to-day activities limited a little	1015
Day-to-day activities not limited	7818
Day-to-day activities limited a lot: Age 16 to 64	613
Day-to-day activities limited a little: Age 16 to 64	605
Day-to-day activities not limited: Age 16 to 64	5307
Very good health	4208
Good health	3404
Fair health	1579
Bad health	602
Very bad health	171
Provides no unpaid care	8955
Provides 1 to 19 hours unpaid care a week	559
Provides 20 to 49 hours unpaid care a week	145
Provides 50 or more hours unpaid care a week	305

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL9 7 Heap Bridge, 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 Heap Bridge, Bury relating to employment and work.**

### Economically active

Employee: Part-time	1023
Employee: Full-time	2568
Self-employed with employees: Part-time	34
Self-employed with employees: Full-time	94
Self-employed without employees: Part-time	150
Self-employed without employees: Full-time	285
Unemployed	484
Full-time student	170

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1257
Level 2 qualifications	1349
Apprenticeship	226
Level 3 qualifications	843
Level 4 qualifications and above	1206
No qualifications	2476
Other qualifications	489



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