

BL9 8 – Unsworth, 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 9409

Males	4605
Females	4804
Aged 0 to 15	1620
Aged 16 to 74	6924
Age 75 and over	865

Profile

Marital status (all people aged 16 and over)

Single (never married)	2083
Married	4306
In a registered same-sex civil partnership	6
Separated	186
Divorced	578
Widowed	630

Composition (all households)

One person households	1074
Married couple households	1567
Cohabiting couple households	287
Lone parent households: with dependent children	194
Lone parent households: with non-dependent children only	169
All other households	180

Leaflet Distribution Ethnicity and Religion Targeting

People in Unsworth, 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	8759
Black	39
Asian	455
Arab	3
Mixed	128
Other	25

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 8, Unsworth, Bury.

Religion (all people)

Christian	6328
Muslim	334
Jewish	758
Hindu	59
Sikh	17
Buddhist	16
Other religion	20
No religion	1378
Religion not stated	499

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	768
Day-to-day activities limited a little	938
Day-to-day activities not limited	7703
Day-to-day activities limited a lot: Age 16 to 64	303
Day-to-day activities limited a little: Age 16 to 64	409
Day-to-day activities not limited: Age 16 to 64	5047
Very good health	4483
Good health	3158
Fair health	1286
Bad health	386
Very bad health	96
Provides no unpaid care	8171
Provides 1 to 19 hours unpaid care a week	802
Provides 20 to 49 hours unpaid care a week	148
Provides 50 or more hours unpaid care a week	288

Leaflet Distribution Work Targeting

Knowing if the target audience in BL9 8 Unsworth,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 Unsworth,Bury relating to employment and work.

Economically active

Employee: Part-time	995
Employee: Full-time	2731
Self-employed with employees: Part-time	24
Self-employed with employees: Full-time	145
Self-employed without employees: Part-time	180
Self-employed without employees: Full-time	391
Unemployed	205
Full-time student	188

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1012
Level 2 qualifications	1387
Apprenticeship	351
Level 3 qualifications	964
Level 4 qualifications and above	2146
No qualifications	1572
Other qualifications	357



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