

BL9 9 – Grigg, 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 10898

Males	5380
Females	5518
Aged 0 to 15	2356
Aged 16 to 74	7862
Age 75 and over	680

Profile

Marital status (all people aged 16 and over)

Single (never married)	2913
Married	3843
In a registered same-sex civil partnership	14
Separated	282
Divorced	905
Widowed	585

Composition (all households)

One person households	1534
Married couple households	1414
Cohabiting couple households	426
Lone parent households: with dependent children	376
Lone parent households: with non-dependent children only	182
All other households	325

Leaflet Distribution Ethnicity and Religion Targeting

People in Grigg, 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	8055
Black	109
Asian	2387
Arab	49
Mixed	240
Other	58

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 9, Grigg, Bury.

Religion (all people)

Christian	6151
Muslim	2264
Jewish	110
Hindu	25
Sikh	16
Buddhist	13
Other religion	29
No religion	1659
Religion not stated	631

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	1016
Day-to-day activities limited a little	1056
Day-to-day activities not limited	8826
Day-to-day activities limited a lot: Age 16 to 64	526
Day-to-day activities limited a little: Age 16 to 64	599
Day-to-day activities not limited: Age 16 to 64	5948
Very good health	4856
Good health	3762
Fair health	1577
Bad health	560
Very bad health	143
Provides no unpaid care	9856
Provides 1 to 19 hours unpaid care a week	592
Provides 20 to 49 hours unpaid care a week	170
Provides 50 or more hours unpaid care a week	280

Leaflet Distribution Work Targeting

Knowing if the target audience in BL9 9 Grigg, 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 Grigg, Bury relating to employment and work.

Economically active

Employee: Part-time	1088
Employee: Full-time	2972
Self-employed with employees: Part-time	41
Self-employed with employees: Full-time	134
Self-employed without employees: Part-time	164
Self-employed without employees: Full-time	296
Unemployed	378
Full-time student	251

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1212
Level 2 qualifications	1435
Apprenticeship	262
Level 3 qualifications	984
Level 4 qualifications and above	1757
No qualifications	2256
Other qualifications	636



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