

## BL2 1 - Darcy Lever, Bolton

### 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 3922

Males	2008
Females	1914
Aged 0 to 15	631
Aged 16 to 74	2922
Age 75 and over	369

### Profile

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

Single (never married)	1290
Married	1302
In a registered same-sex civil partnership	2
Separated	105
Divorced	333
Widowed	259

#### Composition (all households)

One person households	722
Married couple households	422
Cohabiting couple households	131
Lone parent households: with dependent children	115
Lone parent households: with non-dependent children only	48
All other households	143

## Leaflet Distribution Ethnicity and Religion Targeting

**People in Darcy Lever, Bolton 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	2708
Black	151
Asian	931
Arab	23
Mixed	84
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 BL2 1, Darcy Lever, Bolton.**

### **Religion (all people)**

Christian	2121
Muslim	624
Jewish	2
Hindu	260
Sikh	1
Buddhist	22
Other religion	13
No religion	649
Religion not stated	230

## 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	457
Day-to-day activities limited a little	429
Day-to-day activities not limited	3036
Day-to-day activities limited a lot: Age 16 to 64	186
Day-to-day activities limited a little: Age 16 to 64	230
Day-to-day activities not limited: Age 16 to 64	2217
Very good health	1522
Good health	1411
Fair health	672
Bad health	244
Very bad health	73
Provides no unpaid care	3514
Provides 1 to 19 hours unpaid care a week	232
Provides 20 to 49 hours unpaid care a week	63
Provides 50 or more hours unpaid care a week	113

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL2 1 Darcy Lever, Bolton 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 Darcy Lever, Bolton relating to employment and work.**

### Economically active

Employee: Part-time	340
Employee: Full-time	970
Self-employed with employees: Part-time	8
Self-employed with employees: Full-time	28
Self-employed without employees: Part-time	60
Self-employed without employees: Full-time	102
Unemployed	185
Full-time student	194

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	436
Level 2 qualifications	444
Apprenticeship	120
Level 3 qualifications	434
Level 4 qualifications and above	610
No qualifications	950
Other qualifications	297



Manchester’s Best Leaflet Delivery Service

[WWW.WEDELIVERALL.CO.UK](http://WWW.WEDELIVERALL.CO.UK)