

BL2 5 – Ainsworth, 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 9312

Males	4449
Females	4863
Aged 0 to 15	2150
Aged 16 to 74	6484
Age 75 and over	678

Profile

Marital status (all people aged 16 and over)

Single (never married)	2745
Married	2699
In a registered same-sex civil partnership	26
Separated	253
Divorced	861
Widowed	578

Composition (all households)

One person households	1348
Married couple households	1000
Cohabiting couple households	457
Lone parent households: with dependent children	504
Lone parent households: with non-dependent children only	197
All other households	241

Leaflet Distribution Ethnicity and Religion Targeting

People in Ainsworth, 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	8767
Black	224
Asian	155
Arab	7
Mixed	131
Other	28

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 5, Ainsworth, Bolton.

Religion (all people)

Christian	6192
Muslim	100
Jewish	21
Hindu	27
Sikh	8
Buddhist	14
Other religion	28
No religion	2331
Religion not stated	591

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	1236
Day-to-day activities limited a little	963
Day-to-day activities not limited	7113
Day-to-day activities limited a lot: Age 16 to 64	652
Day-to-day activities limited a little: Age 16 to 64	553
Day-to-day activities not limited: Age 16 to 64	4504
Very good health	3874
Good health	3072
Fair health	1559
Bad health	638
Very bad health	169
Provides no unpaid care	8235
Provides 1 to 19 hours unpaid care a week	524
Provides 20 to 49 hours unpaid care a week	190
Provides 50 or more hours unpaid care a week	363

Leaflet Distribution Work Targeting

Knowing if the target audience in BL2 5 Ainsworth,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 Ainsworth,Bolton relating to employment and work.

Economically active

Employee: Part-time	902
Employee: Full-time	2070
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	72
Self-employed without employees: Part-time	100
Self-employed without employees: Full-time	197
Unemployed	497
Full-time student	168

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1122
Level 2 qualifications	1202
Apprenticeship	264
Level 3 qualifications	760
Level 4 qualifications and above	1013
No qualifications	2432
Other qualifications	369



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