

## BL3 4 – Deane, 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 14244**

Males	7175
Females	7069
Aged 0 to 15	3262
Aged 16 to 74	10004
Age 75 and over	978

### Profile

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

Single (never married)	3505
Married	5433
In a registered same-sex civil partnership	21
Separated	280
Divorced	950
Widowed	793

#### **Composition (all households)**

One person households	1891
Married couple households	1879
Cohabiting couple households	451
Lone parent households: with dependent children	438
Lone parent households: with non-dependent children only	200
All other households	454

## Leaflet Distribution Ethnicity and Religion Targeting

**People in Deane, 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	9266
Black	384
Asian	4167
Arab	70
Mixed	260
Other	97

**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 BL3 4, Deane, Bolton.**

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

Christian	7322
Muslim	3605
Jewish	7
Hindu	644
Sikh	7
Buddhist	31
Other religion	22
No religion	1869
Religion not stated	737

## 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	1412
Day-to-day activities limited a little	1401
Day-to-day activities not limited	11431
Day-to-day activities limited a lot: Age 16 to 64	688
Day-to-day activities limited a little: Age 16 to 64	736
Day-to-day activities not limited: Age 16 to 64	7323
Very good health	6411
Good health	4820
Fair health	2080
Bad health	722
Very bad health	211
Provides no unpaid care	12671
Provides 1 to 19 hours unpaid care a week	893
Provides 20 to 49 hours unpaid care a week	248
Provides 50 or more hours unpaid care a week	432

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL3 4 Deane,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 Deane,Bolton relating to employment and work.**

### Economically active

Employee: Part-time	1400
Employee: Full-time	3262
Self-employed with employees: Part-time	55
Self-employed with employees: Full-time	197
Self-employed without employees: Part-time	228
Self-employed without employees: Full-time	351
Unemployed	533
Full-time student	338

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1458
Level 2 qualifications	1555
Apprenticeship	441
Level 3 qualifications	1237
Level 4 qualifications and above	2482
No qualifications	3084
Other qualifications	725



Manchester's Best Leaflet Delivery Service

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