

BL4 7 - Moses Gate, 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 6773

Males	3337
Females	3436
Aged 0 to 15	1423
Aged 16 to 74	4974
Age 75 and over	376

Profile

Marital status (all people aged 16 and over)

Single (never married)	2081
Married	2034
In a registered same-sex civil partnership	13
Separated	191
Divorced	652
Widowed	379

Composition (all households)

One person households	1163
Married couple households	773
Cohabiting couple households	336
Lone parent households: with dependent children	325
Lone parent households: with non-dependent children only	124
All other households	197

Leaflet Distribution Ethnicity and Religion Targeting

People in Moses Gate, 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	5725
Black	62
Asian	825
Arab	18
Mixed	109
Other	34

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 BL4 7, Moses Gate, Bolton.

Religion (all people)

Christian	4136
Muslim	744
Jewish	4
Hindu	62
Sikh	1
Buddhist	20
Other religion	11
No religion	1411
Religion not stated	384

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	820
Day-to-day activities limited a little	699
Day-to-day activities not limited	5254
Day-to-day activities limited a lot: Age 16 to 64	461
Day-to-day activities limited a little: Age 16 to 64	416
Day-to-day activities not limited: Age 16 to 64	3598
Very good health	2812
Good health	2288
Fair health	1106
Bad health	437
Very bad health	130
Provides no unpaid care	6051
Provides 1 to 19 hours unpaid care a week	373
Provides 20 to 49 hours unpaid care a week	121
Provides 50 or more hours unpaid care a week	228

Leaflet Distribution Work Targeting

Knowing if the target audience in BL4 7 Moses Gate, 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 Moses Gate, Bolton relating to employment and work.

Economically active

Employee: Part-time	670
Employee: Full-time	1779
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	49
Self-employed without employees: Part-time	100
Self-employed without employees: Full-time	188
Unemployed	359
Full-time student	112

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	893
Level 2 qualifications	923
Apprenticeship	197
Level 3 qualifications	602
Level 4 qualifications and above	694
No qualifications	1755
Other qualifications	286



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