

BL4 8 – Kearsley, 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 8127

Males	3936
Females	4191
Aged 0 to 15	1597
Aged 16 to 74	5827
Age 75 and over	703

Profile

Marital status (all people aged 16 and over)

Single (never married)	2347
Married	2747
In a registered same-sex civil partnership	4
Separated	191
Divorced	654
Widowed	587

Composition (all households)

One person households	1150
Married couple households	997
Cohabiting couple households	383
Lone parent households: with dependent children	344
Lone parent households: with non-dependent children only	142
All other households	199

Leaflet Distribution Ethnicity and Religion Targeting

People in Kearsley, 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	7769
Black	61
Asian	168
Arab	11
Mixed	103
Other	15

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 8, Kearsley, Bolton.

Religion (all people)

Christian	6056
Muslim	79
Jewish	16
Hindu	15
Sikh	4
Buddhist	22
Other religion	21
No religion	1523
Religion not stated	391

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	978
Day-to-day activities limited a little	821
Day-to-day activities not limited	6328
Day-to-day activities limited a lot: Age 16 to 64	417
Day-to-day activities limited a little: Age 16 to 64	440
Day-to-day activities not limited: Age 16 to 64	4201
Very good health	3558
Good health	2684
Fair health	1262
Bad health	486
Very bad health	137
Provides no unpaid care	7289
Provides 1 to 19 hours unpaid care a week	498
Provides 20 to 49 hours unpaid care a week	129
Provides 50 or more hours unpaid care a week	211

Leaflet Distribution Work Targeting

Knowing if the target audience in BL4 8 Kearsley, 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 Kearsley, Bolton relating to employment and work.

Economically active

Employee: Part-time	793
Employee: Full-time	2301
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	77
Self-employed without employees: Part-time	82
Self-employed without employees: Full-time	221
Unemployed	312
Full-time student	174

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1095
Level 2 qualifications	1129
Apprenticeship	319
Level 3 qualifications	785
Level 4 qualifications and above	958
No qualifications	1988
Other qualifications	256



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