

BL4 9 - New Ury, 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 8372

Males	4057
Females	4315
Aged 0 to 15	1872
Aged 16 to 74	5970
Age 75 and over	530

Profile

Marital status (all people aged 16 and over)

Single (never married)	2760
Married	2236
In a registered same-sex civil partnership	12
Separated	218
Divorced	757
Widowed	517

Composition (all households)

One person households	1384
Married couple households	840
Cohabiting couple households	480
Lone parent households: with dependent children	428
Lone parent households: with non-dependent children only	184
All other households	207

Leaflet Distribution Ethnicity and Religion Targeting

People in New Ury, 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	7789
Black	95
Asian	289
Arab	10
Mixed	162
Other	27

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 9, New Ury, Bolton.

Religion (all people)

Christian	5568
Muslim	167
Jewish	0
Hindu	63
Sikh	0
Buddhist	20
Other religion	20
No religion	2043
Religion not stated	491

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	1104
Day-to-day activities limited a little	932
Day-to-day activities not limited	6336
Day-to-day activities limited a lot: Age 16 to 64	575
Day-to-day activities limited a little: Age 16 to 64	555
Day-to-day activities not limited: Age 16 to 64	4176
Very good health	3458
Good health	2750
Fair health	1372
Bad health	618
Very bad health	174
Provides no unpaid care	7489
Provides 1 to 19 hours unpaid care a week	410
Provides 20 to 49 hours unpaid care a week	152
Provides 50 or more hours unpaid care a week	321

Leaflet Distribution Work Targeting

Knowing if the target audience in BL4 9 New Ury, 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 New Ury, Bolton relating to employment and work.

Economically active

Employee: Part-time	787
Employee: Full-time	2107
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	55
Self-employed without employees: Part-time	64
Self-employed without employees: Full-time	162
Unemployed	482
Full-time student	160

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1105
Level 2 qualifications	1101
Apprenticeship	265
Level 3 qualifications	695
Level 4 qualifications and above	732
No qualifications	2336
Other qualifications	266



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