

BL6 5 – Blackrod, Horwich, 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 10071

Males	4965
Females	5106
Aged 0 to 15	1837
Aged 16 to 74	7440
Age 75 and over	794

Profile

Marital status (all people aged 16 and over)

Single (never married)	2476
Married	4074
In a registered same-sex civil partnership	13
Separated	212
Divorced	816
Widowed	643

Composition (all households)

One person households	1234
Married couple households	1555
Cohabiting couple households	525
Lone parent households: with dependent children	285
Lone parent households: with non-dependent children only	150
All other households	194

Leaflet Distribution Ethnicity and Religion Targeting

People in Blackrod, Horwich, 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	9821
Black	26
Asian	106
Arab	5
Mixed	106
Other	7

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 BL6 5, Blackrod, Horwich, Bolton.

Religion (all people)

Christian	7536
Muslim	44
Jewish	1
Hindu	26
Sikh	0
Buddhist	17
Other religion	31
No religion	1845
Religion not stated	571

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	908
Day-to-day activities limited a little	994
Day-to-day activities not limited	8169
Day-to-day activities limited a lot: Age 16 to 64	334
Day-to-day activities limited a little: Age 16 to 64	481
Day-to-day activities not limited: Age 16 to 64	5640
Very good health	4734
Good health	3439
Fair health	1330
Bad health	446
Very bad health	122
Provides no unpaid care	8952
Provides 1 to 19 hours unpaid care a week	713
Provides 20 to 49 hours unpaid care a week	139
Provides 50 or more hours unpaid care a week	267

Leaflet Distribution Work Targeting

Knowing if the target audience in BL6 5 Blackrod, Horwich, 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 Blackrod, Horwich, Bolton relating to employment and work.

Economically active

Employee: Part-time	1103
Employee: Full-time	3294
Self-employed with employees: Part-time	18
Self-employed with employees: Full-time	99
Self-employed without employees: Part-time	151
Self-employed without employees: Full-time	303
Unemployed	230
Full-time student	207

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1124
Level 2 qualifications	1344
Apprenticeship	440
Level 3 qualifications	1051
Level 4 qualifications and above	2135
No qualifications	1837
Other qualifications	303



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