

BL6 6 – Wallsuches, 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 6889

Males	3373
Females	3516
Aged 0 to 15	1179
Aged 16 to 74	5223
Age 75 and over	487

Profile

Marital status (all people aged 16 and over)

Single (never married)	1731
Married	2894
In a registered same-sex civil partnership	18
Separated	134
Divorced	556
Widowed	377

Composition (all households)

One person households	920
Married couple households	1118
Cohabiting couple households	326
Lone parent households: with dependent children	183
Lone parent households: with non-dependent children only	111
All other households	140

Leaflet Distribution Ethnicity and Religion Targeting

People in Wallsuches, 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	6579
Black	29
Asian	186
Arab	0
Mixed	83
Other	12

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 6, Wallsuches, Horwich, Bolton.

Religion (all people)

Christian	4887
Muslim	64
Jewish	3
Hindu	90
Sikh	2
Buddhist	11
Other religion	22
No religion	1395
Religion not stated	415

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	562
Day-to-day activities limited a little	683
Day-to-day activities not limited	5644
Day-to-day activities limited a lot: Age 16 to 64	281
Day-to-day activities limited a little: Age 16 to 64	311
Day-to-day activities not limited: Age 16 to 64	3938
Very good health	3319
Good health	2327
Fair health	887
Bad health	291
Very bad health	65
Provides no unpaid care	6084
Provides 1 to 19 hours unpaid care a week	534
Provides 20 to 49 hours unpaid care a week	104
Provides 50 or more hours unpaid care a week	167

Leaflet Distribution Work Targeting

Knowing if the target audience in BL6 6 Wallsuches, 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 Wallsuches, Horwich, Bolton relating to employment and work.

Economically active

Employee: Part-time	743
Employee: Full-time	2212
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	91
Self-employed without employees: Part-time	95
Self-employed without employees: Full-time	215
Unemployed	196
Full-time student	147

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	719
Level 2 qualifications	869
Apprenticeship	299
Level 3 qualifications	719
Level 4 qualifications and above	1847
No qualifications	1041
Other qualifications	216



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