

BL6 7 – 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 6472

Males	3091
Females	3381
Aged 0 to 15	1143
Aged 16 to 74	4714
Age 75 and over	615

Profile

Marital status (all people aged 16 and over)

Single (never married)	1802
Married	2228
In a registered same-sex civil partnership	9
Separated	148
Divorced	657
Widowed	485

Composition (all households)

One person households	1037
Married couple households	843
Cohabiting couple households	358
Lone parent households: with dependent children	229
Lone parent households: with non-dependent children only	143
All other households	131

Leaflet Distribution Ethnicity and Religion Targeting

People in 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	6330
Black	19
Asian	52
Arab	5
Mixed	57
Other	9

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 7, Horwich, Bolton.

Religion (all people)

Christian	4622
Muslim	23
Jewish	3
Hindu	19
Sikh	0
Buddhist	10
Other religion	23
No religion	1379
Religion not stated	393

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	757
Day-to-day activities limited a little	665
Day-to-day activities not limited	5050
Day-to-day activities limited a lot: Age 16 to 64	310
Day-to-day activities limited a little: Age 16 to 64	334
Day-to-day activities not limited: Age 16 to 64	3486
Very good health	2761
Good health	2246
Fair health	1011
Bad health	367
Very bad health	87
Provides no unpaid care	5738
Provides 1 to 19 hours unpaid care a week	441
Provides 20 to 49 hours unpaid care a week	98
Provides 50 or more hours unpaid care a week	195

Leaflet Distribution Work Targeting

Knowing if the target audience in BL6 7 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 Horwich, Bolton relating to employment and work.

Economically active

Employee: Part-time	686
Employee: Full-time	1949
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	55
Self-employed without employees: Part-time	102
Self-employed without employees: Full-time	201
Unemployed	204
Full-time student	100

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	707
Level 2 qualifications	807
Apprenticeship	309
Level 3 qualifications	650
Level 4 qualifications and above	1229
No qualifications	1441
Other qualifications	186



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