

BL7 0 – Edgworth, 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 3180

Males	1549
Females	1631
Aged 0 to 15	550
Aged 16 to 74	2422
Age 75 and over	208

Profile

Marital status (all people aged 16 and over)

Single (never married)	600
Married	1611
In a registered same-sex civil partnership	4
Separated	47
Divorced	220
Widowed	148

Composition (all households)

One person households	306
Married couple households	616
Cohabiting couple households	112
Lone parent households: with dependent children	55
Lone parent households: with non-dependent children only	34
All other households	55

Leaflet Distribution Ethnicity and Religion Targeting

People in Edgworth, 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	3142
Black	2
Asian	15
Arab	0
Mixed	20
Other	1

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 BL7 0, Edgworth, Bolton.

Religion (all people)

Christian	2270
Muslim	19
Jewish	3
Hindu	0
Sikh	1
Buddhist	4
Other religion	11
No religion	679
Religion not stated	193

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	160
Day-to-day activities limited a little	256
Day-to-day activities not limited	2764
Day-to-day activities limited a lot: Age 16 to 64	70
Day-to-day activities limited a little: Age 16 to 64	118
Day-to-day activities not limited: Age 16 to 64	1874
Very good health	1815
Good health	959
Fair health	314
Bad health	80
Very bad health	12
Provides no unpaid care	2786
Provides 1 to 19 hours unpaid care a week	302
Provides 20 to 49 hours unpaid care a week	41
Provides 50 or more hours unpaid care a week	51

Leaflet Distribution Work Targeting

Knowing if the target audience in BL7 0 Edgworth, 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 Edgworth, Bolton relating to employment and work.

Economically active

Employee: Part-time	315
Employee: Full-time	964
Self-employed with employees: Part-time	20
Self-employed with employees: Full-time	105
Self-employed without employees: Part-time	89
Self-employed without employees: Full-time	155
Unemployed	49
Full-time student	56

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	223
Level 2 qualifications	406
Apprenticeship	95
Level 3 qualifications	316
Level 4 qualifications and above	1188
No qualifications	324
Other qualifications	78



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