

BL7 9 – Egerton, 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 11092

Males	5440
Females	5652
Aged 0 to 15	1943
Aged 16 to 74	8306
Age 75 and over	843

Profile

Marital status (all people aged 16 and over)

Single (never married)	2432
Married	5037
In a registered same-sex civil partnership	17
Separated	223
Divorced	846
Widowed	594

Composition (all households)

One person households	1273
Married couple households	1891
Cohabiting couple households	462
Lone parent households: with dependent children	261
Lone parent households: with non-dependent children only	154
All other households	172

Leaflet Distribution Ethnicity and Religion Targeting

People in Egerton, 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	10827
Black	16
Asian	109
Arab	4
Mixed	119
Other	17

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 9, Egerton, Bolton.

Religion (all people)

Christian	8305
Muslim	62
Jewish	14
Hindu	45
Sikh	0
Buddhist	8
Other religion	27
No religion	1962
Religion not stated	669

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	767
Day-to-day activities limited a little	970
Day-to-day activities not limited	9355
Day-to-day activities limited a lot: Age 16 to 64	304
Day-to-day activities limited a little: Age 16 to 64	435
Day-to-day activities not limited: Age 16 to 64	6290
Very good health	5668
Good health	3661
Fair health	1295
Bad health	358
Very bad health	110
Provides no unpaid care	9686
Provides 1 to 19 hours unpaid care a week	1015
Provides 20 to 49 hours unpaid care a week	125
Provides 50 or more hours unpaid care a week	266

Leaflet Distribution Work Targeting

Knowing if the target audience in BL7 9 Egerton, 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 Egerton, Bolton relating to employment and work.

Economically active

Employee: Part-time	1176
Employee: Full-time	3424
Self-employed with employees: Part-time	32
Self-employed with employees: Full-time	213
Self-employed without employees: Part-time	218
Self-employed without employees: Full-time	433
Unemployed	194
Full-time student	247

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1008
Level 2 qualifications	1488
Apprenticeship	454
Level 3 qualifications	1173
Level 4 qualifications and above	3380
No qualifications	1364
Other qualifications	282



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK