

## M6 8 - Little Bolton, Salford 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 9093

Males	4435
Females	4658
Aged 0 to 15	1465
Aged 16 to 74	6642
Age 75 and over	986

### Profile

#### Marital status (all people aged 16 and over)

Single (never married)	2901
Married	3076
In a registered same-sex civil partnership	28
Separated	223
Divorced	613
Widowed	787

#### Composition (all households)

One person households	1573
Married couple households	1109
Cohabiting couple households	348
Lone parent households: with dependent children	290
Lone parent households: with non-dependent children only	175
All other households	284

## Leaflet Distribution Ethnicity and Religion Targeting

People in Little Bolton, Salford 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	8249
Black	162
Asian	488
Arab	40
Mixed	133
Other	21

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 M6 8, Little Bolton, Salford.

### Religion (all people)

Christian	6593
Muslim	174
Jewish	14
Hindu	57
Sikh	2
Buddhist	33
Other religion	18
No religion	1647
Religion not stated	555

## 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	1209
Day-to-day activities limited a little	1011
Day-to-day activities not limited	6873
Day-to-day activities limited a lot: Age 16 to 64	449
Day-to-day activities limited a little: Age 16 to 64	490
Day-to-day activities not limited: Age 16 to 64	4832
Very good health	3933
Good health	2953
Fair health	1432
Bad health	592
Very bad health	183
Provides no unpaid care	8076
Provides 1 to 19 hours unpaid care a week	613
Provides 20 to 49 hours unpaid care a week	157
Provides 50 or more hours unpaid care a week	247

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M6 8 Little Bolton, Salford 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 Little Bolton, Salford relating to employment and work.**

### Economically active

Employee: Part-time	833
Employee: Full-time	2735
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	66
Self-employed without employees: Part-time	96
Self-employed without employees: Full-time	291
Unemployed	251
Full-time student	313

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1015
Level 2 qualifications	1103
Apprenticeship	304
Level 3 qualifications	964
Level 4 qualifications and above	1774
No qualifications	2100
Other qualifications	368



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