

BL1 1 - Bank Street, 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 413

Males	264
Females	149
Aged 0 to 15	31
Aged 16 to 74	361
Age 75 and over	21

## Profile

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

Single (never married)	241
Married	77
In a registered same-sex civil partnership	0
Separated	16
Divorced	31
Widowed	17

#### Composition (all households)

One person households	121
Married couple households	25
Cohabiting couple households	24
Lone parent households: with dependent children	6
Lone parent households: with non-dependent children only	4
All other households	32

# Leaflet Distribution Ethnicity and Religion Targeting

People in Bank Street, 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	326
Black	12
Asian	60
Arab	1
Mixed	12
Other	2

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 BL1 1, Bank Street, Bolton.

## Religion (all people)

Christian	212
Muslim	29
Jewish	0
Hindu	13
Sikh	0
Buddhist	1
Other religion	13
No religion	127
Religion not stated	18

## 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	33
Day-to-day activities limited a little	48
Day-to-day activities not limited	332
Day-to-day activities limited a lot: Age 16 to 64	16
Day-to-day activities limited a little: Age 16 to 64	32
Day-to-day activities not limited: Age 16 to 64	295
Very good health	138
Good health	185
Fair health	67
Bad health	15
Very bad health	8
Provides no unpaid care	387
Provides 1 to 19 hours unpaid care a week	15
Provides 20 to 49 hours unpaid care a week	3
Provides 50 or more hours unpaid care a week	8

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL1 1 Bank Street, 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 Bank Street, Bolton relating to employment and work.**

### Economically active

Employee: Part-time	29
Employee: Full-time	161
Self-employed with employees: Part-time	1
Self-employed with employees: Full-time	5
Self-employed without employees: Part-time	2
Self-employed without employees: Full-time	12
Unemployed	40
Full-time student	29

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	51
Level 2 qualifications	48
Apprenticeship	10
Level 3 qualifications	59
Level 4 qualifications and above	118
No qualifications	71
Other qualifications	25



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