

## BL1 2 - Gaskel 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 4243

Males	2241
Females	2002
Aged 0 to 15	846
Aged 16 to 74	3175
Age 75 and over	222

### Profile

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

Single (never married)	1653
Married	899
In a registered same-sex civil partnership	5
Separated	139
Divorced	453
Widowed	248

#### Composition (all households)

One person households	1108
Married couple households	356
Cohabiting couple households	157
Lone parent households: with dependent children	209
Lone parent households: with non-dependent children only	75
All other households	177

# Leaflet Distribution Ethnicity and Religion Targeting

People in Gaskel 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	2815
Black	265
Asian	889
Arab	39
Mixed	144
Other	91

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 2, Gaskel Street, Bolton.

## Religion (all people)

Christian	2006
Muslim	925
Jewish	2
Hindu	77
Sikh	3
Buddhist	22
Other religion	13
No religion	875
Religion not stated	320

## 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	677
Day-to-day activities limited a little	509
Day-to-day activities not limited	3057
Day-to-day activities limited a lot: Age 16 to 64	438
Day-to-day activities limited a little: Age 16 to 64	349
Day-to-day activities not limited: Age 16 to 64	2129
Very good health	1559
Good health	1431
Fair health	771
Bad health	373
Very bad health	109
Provides no unpaid care	3891
Provides 1 to 19 hours unpaid care a week	175
Provides 20 to 49 hours unpaid care a week	54
Provides 50 or more hours unpaid care a week	123

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL1 2 Gaskel 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 Gaskel Street,Bolton relating to employment and work.**

### Economically active

Employee: Part-time	349
Employee: Full-time	838
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	33
Self-employed without employees: Part-time	47
Self-employed without employees: Full-time	67
Unemployed	262
Full-time student	116

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	522
Level 2 qualifications	428
Apprenticeship	87
Level 3 qualifications	342
Level 4 qualifications and above	473
No qualifications	1255
Other qualifications	290



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