

## BL1 3 – Halliwell, 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 9919

Males	4979
Females	4940
Aged 0 to 15	2316
Aged 16 to 74	7032
Age 75 and over	571

### Profile

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

Single (never married)	2904
Married	3053
In a registered same-sex civil partnership	10
Separated	248
Divorced	857
Widowed	531

#### Composition (all households)

One person households	1690
Married couple households	1113
Cohabiting couple households	406
Lone parent households: with dependent children	413
Lone parent households: with non-dependent children only	171
All other households	301

## Leaflet Distribution Ethnicity and Religion Targeting

**People in Halliwell, 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	6170
Black	232
Asian	3165
Arab	57
Mixed	247
Other	48

**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 3, Halliwell, Bolton.**

### **Religion (all people)**

Christian	4695
Muslim	2954
Jewish	2
Hindu	211
Sikh	11
Buddhist	30
Other religion	28
No religion	1388
Religion not stated	600

## 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	1204
Day-to-day activities limited a little	1042
Day-to-day activities not limited	7673
Day-to-day activities limited a lot: Age 16 to 64	667
Day-to-day activities limited a little: Age 16 to 64	667
Day-to-day activities not limited: Age 16 to 64	5022
Very good health	4138
Good health	3315
Fair health	1590
Bad health	677
Very bad health	199
Provides no unpaid care	8866
Provides 1 to 19 hours unpaid care a week	572
Provides 20 to 49 hours unpaid care a week	175
Provides 50 or more hours unpaid care a week	306

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL1 3 Halliwell, 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 Halliwell, Bolton relating to employment and work.**

### Economically active

Employee: Part-time	1006
Employee: Full-time	2158
Self-employed with employees: Part-time	37
Self-employed with employees: Full-time	85
Self-employed without employees: Part-time	135
Self-employed without employees: Full-time	201
Unemployed	470
Full-time student	194

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1108
Level 2 qualifications	1151
Apprenticeship	238
Level 3 qualifications	732
Level 4 qualifications and above	1076
No qualifications	2711
Other qualifications	587



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