

BL1 4 – Heaton, 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 9093

Males	4656
Females	4437
Aged 0 to 15	1880
Aged 16 to 74	6644
Age 75 and over	569

Profile

Marital status (all people aged 16 and over)

Single (never married)	2955
Married	2798
In a registered same-sex civil partnership	7
Separated	260
Divorced	713
Widowed	480

Composition (all households)

One person households	1611
Married couple households	958
Cohabiting couple households	370
Lone parent households: with dependent children	321
Lone parent households: with non-dependent children only	128
All other households	384

Leaflet Distribution Ethnicity and Religion Targeting

People in Heaton, 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	5813
Black	284
Asian	2671
Arab	47
Mixed	212
Other	66

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 4, Heaton, Bolton.

Religion (all people)

Christian	4032
Muslim	2102
Jewish	7
Hindu	556
Sikh	5
Buddhist	41
Other religion	33
No religion	1742
Religion not stated	575

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	883
Day-to-day activities limited a little	904
Day-to-day activities not limited	7306
Day-to-day activities limited a lot: Age 16 to 64	451
Day-to-day activities limited a little: Age 16 to 64	527
Day-to-day activities not limited: Age 16 to 64	5090
Very good health	4010
Good health	3078
Fair health	1355
Bad health	536
Very bad health	114
Provides no unpaid care	8188
Provides 1 to 19 hours unpaid care a week	536
Provides 20 to 49 hours unpaid care a week	138
Provides 50 or more hours unpaid care a week	231

Leaflet Distribution Work Targeting

Knowing if the target audience in BL1 4 Heaton, 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 Heaton, Bolton relating to employment and work.

Economically active

Employee: Part-time	805
Employee: Full-time	2340
Self-employed with employees: Part-time	26
Self-employed with employees: Full-time	117
Self-employed without employees: Part-time	155
Self-employed without employees: Full-time	266
Unemployed	448
Full-time student	269

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	974
Level 2 qualifications	1071
Apprenticeship	204
Level 3 qualifications	909
Level 4 qualifications and above	1617
No qualifications	1891
Other qualifications	547



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