

## BL1 5 - Markland Hill,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 12151

Males	5890
Females	6261
Aged 0 to 15	2454
Aged 16 to 74	8564
Age 75 and over	1133

### Profile

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

Single (never married)	2859
Married	4976
In a registered same-sex civil partnership	23
Separated	215
Divorced	858
Widowed	766

#### Composition (all households)

One person households	1405
Married couple households	1862
Cohabiting couple households	454
Lone parent households: with dependent children	349
Lone parent households: with non-dependent children only	194
All other households	243

# Leaflet Distribution Ethnicity and Religion Targeting

People in Markland Hill, 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	10825
Black	176
Asian	865
Arab	21
Mixed	239
Other	25

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 5, Markland Hill, Bolton.

## Religion (all people)

Christian	8359
Muslim	440
Jewish	9
Hindu	379
Sikh	7
Buddhist	22
Other religion	37
No religion	2197
Religion not stated	701

## 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	1060
Day-to-day activities limited a little	1163
Day-to-day activities not limited	9928
Day-to-day activities limited a lot: Age 16 to 64	441
Day-to-day activities limited a little: Age 16 to 64	537
Day-to-day activities not limited: Age 16 to 64	6482
Very good health	5974
Good health	4036
Fair health	1505
Bad health	512
Very bad health	124
Provides no unpaid care	10680
Provides 1 to 19 hours unpaid care a week	946
Provides 20 to 49 hours unpaid care a week	187
Provides 50 or more hours unpaid care a week	338

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL1 5 Markland Hill,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 Markland Hill,Bolton relating to employment and work.**

### Economically active

Employee: Part-time	1162
Employee: Full-time	3176
Self-employed with employees: Part-time	40
Self-employed with employees: Full-time	275
Self-employed without employees: Part-time	248
Self-employed without employees: Full-time	393
Unemployed	358
Full-time student	254

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1155
Level 2 qualifications	1450
Apprenticeship	370
Level 3 qualifications	1035
Level 4 qualifications and above	3451
No qualifications	1881
Other qualifications	355



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