

## BL1 6 - Broad O'th'lane, 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 8641

Males	4206
Females	4435
Aged 0 to 15	1610
Aged 16 to 74	6316
Age 75 and over	715

### Profile

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

Single (never married)	2348
Married	3255
In a registered same-sex civil partnership	8
Separated	205
Divorced	653
Widowed	562

#### Composition (all households)

One person households	1182
Married couple households	1221
Cohabiting couple households	388
Lone parent households: with dependent children	289
Lone parent households: with non-dependent children only	151
All other households	204

# Leaflet Distribution Ethnicity and Religion Targeting

People in Broad O'th'lane, 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	7823
Black	66
Asian	561
Arab	15
Mixed	163
Other	13

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 6, Broad O'th'lane, Bolton.

## Religion (all people)

Christian	5963
Muslim	448
Jewish	4
Hindu	93
Sikh	1
Buddhist	14
Other religion	25
No religion	1573
Religion not stated	520

## 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	809
Day-to-day activities limited a little	863
Day-to-day activities not limited	6969
Day-to-day activities limited a lot: Age 16 to 64	340
Day-to-day activities limited a little: Age 16 to 64	427
Day-to-day activities not limited: Age 16 to 64	4789
Very good health	3947
Good health	2976
Fair health	1196
Bad health	423
Very bad health	99
Provides no unpaid care	7682
Provides 1 to 19 hours unpaid care a week	603
Provides 20 to 49 hours unpaid care a week	130
Provides 50 or more hours unpaid care a week	226

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL1 6 Broad O'th'lane,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 Broad O'th'lane,Bolton relating to employment and work.**

### Economically active

Employee: Part-time	894
Employee: Full-time	2573
Self-employed with employees: Part-time	12
Self-employed with employees: Full-time	107
Self-employed without employees: Part-time	156
Self-employed without employees: Full-time	287
Unemployed	232
Full-time student	193

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1007
Level 2 qualifications	1167
Apprenticeship	321
Level 3 qualifications	924
Level 4 qualifications and above	1727
No qualifications	1606
Other qualifications	279



Manchester’s Best Leaflet Delivery Service

[WWW.WEDELIVERALL.CO.UK](http://WWW.WEDELIVERALL.CO.UK)