

## BL1 7 - Astley Bridge, 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 8374

Males	4164
Females	4210
Aged 0 to 15	1600
Aged 16 to 74	6161
Age 75 and over	613

### Profile

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

Single (never married)	1975
Married	3638
In a registered same-sex civil partnership	10
Separated	152
Divorced	579
Widowed	420

#### Composition (all households)

One person households	1010
Married couple households	1415
Cohabiting couple households	351
Lone parent households: with dependent children	189
Lone parent households: with non-dependent children only	84
All other households	164

# Leaflet Distribution Ethnicity and Religion Targeting

People in Astley Bridge, 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	7584
Black	65
Asian	565
Arab	20
Mixed	124
Other	16

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 7, Astley Bridge, Bolton.

## Religion (all people)

Christian	5951
Muslim	466
Jewish	7
Hindu	77
Sikh	0
Buddhist	21
Other religion	11
No religion	1442
Religion not stated	399

## 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	580
Day-to-day activities limited a little	704
Day-to-day activities not limited	7090
Day-to-day activities limited a lot: Age 16 to 64	219
Day-to-day activities limited a little: Age 16 to 64	340
Day-to-day activities not limited: Age 16 to 64	4867
Very good health	4397
Good health	2711
Fair health	941
Bad health	273
Very bad health	52
Provides no unpaid care	7444
Provides 1 to 19 hours unpaid care a week	651
Provides 20 to 49 hours unpaid care a week	105
Provides 50 or more hours unpaid care a week	174

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL1 7 Astley Bridge,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 Astley Bridge,Bolton relating to employment and work.**

### Economically active

Employee: Part-time	835
Employee: Full-time	2670
Self-employed with employees: Part-time	37
Self-employed with employees: Full-time	146
Self-employed without employees: Part-time	147
Self-employed without employees: Full-time	332
Unemployed	192
Full-time student	200

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	911
Level 2 qualifications	1099
Apprenticeship	304
Level 3 qualifications	950
Level 4 qualifications and above	2231
No qualifications	1058
Other qualifications	221



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