

BL1 8 - Bank Top, 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 10965

Males	5451
Females	5514
Aged 0 to 15	2553
Aged 16 to 74	7728
Age 75 and over	684

Profile

Marital status (all people aged 16 and over)

Single (never married)	3022
Married	3756
In a registered same-sex civil partnership	21
Separated	250
Divorced	791
Widowed	572

Composition (all households)

One person households	1551
Married couple households	1333
Cohabiting couple households	416
Lone parent households: with dependent children	343
Lone parent households: with non-dependent children only	158
All other households	370

Leaflet Distribution Ethnicity and Religion Targeting

People in Bank Top, 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	6495
Black	240
Asian	3871
Arab	44
Mixed	275
Other	40

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 8, Bank Top, Bolton.

Religion (all people)

Christian	4911
Muslim	3765
Jewish	2
Hindu	68
Sikh	0
Buddhist	28
Other religion	40
No religion	1572
Religion not stated	579

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	1119
Day-to-day activities limited a little	1058
Day-to-day activities not limited	8788
Day-to-day activities limited a lot: Age 16 to 64	604
Day-to-day activities limited a little: Age 16 to 64	643
Day-to-day activities not limited: Age 16 to 64	5806
Very good health	4962
Good health	3671
Fair health	1547
Bad health	604
Very bad health	181
Provides no unpaid care	9831
Provides 1 to 19 hours unpaid care a week	622
Provides 20 to 49 hours unpaid care a week	181
Provides 50 or more hours unpaid care a week	331

Leaflet Distribution Work Targeting

Knowing if the target audience in BL1 8 Bank Top, 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 Bank Top, Bolton relating to employment and work.

Economically active

Employee: Part-time	1116
Employee: Full-time	2610
Self-employed with employees: Part-time	54
Self-employed with employees: Full-time	109
Self-employed without employees: Part-time	156
Self-employed without employees: Full-time	280
Unemployed	422
Full-time student	249

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1305
Level 2 qualifications	1199
Apprenticeship	262
Level 3 qualifications	957
Level 4 qualifications and above	1510
No qualifications	2629
Other qualifications	550



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