

BL2 2 - Tonge Fold, 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 8402

Males	4012
Females	4390
Aged 0 to 15	1707
Aged 16 to 74	6090
Age 75 and over	605

Profile

Marital status (all people aged 16 and over)

Single (never married)	2759
Married	2345
In a registered same-sex civil partnership	12
Separated	229
Divorced	765
Widowed	585

Composition (all households)

One person households	1425
Married couple households	874
Cohabiting couple households	467
Lone parent households: with dependent children	448
Lone parent households: with non-dependent children only	180
All other households	215

Leaflet Distribution Ethnicity and Religion Targeting

People in Tonge Fold, 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	7879
Black	135
Asian	201
Arab	14
Mixed	152
Other	21

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 BL2 2, Tonge Fold, Bolton.

Religion (all people)

Christian	5735
Muslim	143
Jewish	8
Hindu	33
Sikh	7
Buddhist	23
Other religion	34
No religion	1884
Religion not stated	535

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	1049
Day-to-day activities limited a little	875
Day-to-day activities not limited	6478
Day-to-day activities limited a lot: Age 16 to 64	552
Day-to-day activities limited a little: Age 16 to 64	508
Day-to-day activities not limited: Age 16 to 64	4326
Very good health	3459
Good health	2835
Fair health	1392
Bad health	522
Very bad health	194
Provides no unpaid care	7516
Provides 1 to 19 hours unpaid care a week	436
Provides 20 to 49 hours unpaid care a week	146
Provides 50 or more hours unpaid care a week	304

Leaflet Distribution Work Targeting

Knowing if the target audience in BL2 2 Tonge Fold, 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 Tonge Fold, Bolton relating to employment and work.

Economically active

Employee: Part-time	848
Employee: Full-time	2111
Self-employed with employees: Part-time	9
Self-employed with employees: Full-time	50
Self-employed without employees: Part-time	81
Self-employed without employees: Full-time	209
Unemployed	407
Full-time student	146

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1047
Level 2 qualifications	1114
Apprenticeship	286
Level 3 qualifications	756
Level 4 qualifications and above	822
No qualifications	2376
Other qualifications	294



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