

BL2 3 – Bradshaw, 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 8526

Males	4099
Females	4427
Aged 0 to 15	1415
Aged 16 to 74	6234
Age 75 and over	877

Profile

Marital status (all people aged 16 and over)

Single (never married)	1817
Married	3885
In a registered same-sex civil partnership	8
Separated	172
Divorced	608
Widowed	621

Composition (all households)

One person households	1070
Married couple households	1391
Cohabiting couple households	313
Lone parent households: with dependent children	214
Lone parent households: with non-dependent children only	125
All other households	134

Leaflet Distribution Ethnicity and Religion Targeting

People in Bradshaw, 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	8276
Black	36
Asian	122
Arab	2
Mixed	79
Other	11

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 3, Bradshaw, Bolton.

Religion (all people)

Christian	6649
Muslim	59
Jewish	4
Hindu	31
Sikh	1
Buddhist	14
Other religion	11
No religion	1287
Religion not stated	470

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	750
Day-to-day activities limited a little	868
Day-to-day activities not limited	6908
Day-to-day activities limited a lot: Age 16 to 64	269
Day-to-day activities limited a little: Age 16 to 64	348
Day-to-day activities not limited: Age 16 to 64	4509
Very good health	3974
Good health	2987
Fair health	1139
Bad health	344
Very bad health	82
Provides no unpaid care	7410
Provides 1 to 19 hours unpaid care a week	738
Provides 20 to 49 hours unpaid care a week	128
Provides 50 or more hours unpaid care a week	250

Leaflet Distribution Work Targeting

Knowing if the target audience in BL2 3 Bradshaw,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 Bradshaw,Bolton relating to employment and work.

Economically active

Employee: Part-time	898
Employee: Full-time	2426
Self-employed with employees: Part-time	30
Self-employed with employees: Full-time	129
Self-employed without employees: Part-time	140
Self-employed without employees: Full-time	272
Unemployed	175
Full-time student	160

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	908
Level 2 qualifications	1100
Apprenticeship	408
Level 3 qualifications	899
Level 4 qualifications and above	2120
No qualifications	1399
Other qualifications	277



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