

BL3 1 - Little Lever, 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 12315

Males	6026
Females	6289
Aged 0 to 15	2305
Aged 16 to 74	9248
Age 75 and over	762

Profile

Marital status (all people aged 16 and over)

Single (never married)	3061
Married	4993
In a registered same-sex civil partnership	14
Separated	270
Divorced	937
Widowed	735

Composition (all households)

One person households	1456
Married couple households	1935
Cohabiting couple households	501
Lone parent households: with dependent children	412
Lone parent households: with non-dependent children only	217
All other households	296

Leaflet Distribution Ethnicity and Religion Targeting

People in Little Lever, 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	11748
Black	57
Asian	287
Arab	20
Mixed	181
Other	22

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 BL3 1, Little Lever, Bolton.

Religion (all people)

Christian	9120
Muslim	208
Jewish	15
Hindu	81
Sikh	0
Buddhist	22
Other religion	55
No religion	2095
Religion not stated	719

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	1254
Day-to-day activities limited a little	1282
Day-to-day activities not limited	9779
Day-to-day activities limited a lot: Age 16 to 64	586
Day-to-day activities limited a little: Age 16 to 64	691
Day-to-day activities not limited: Age 16 to 64	6662
Very good health	5511
Good health	4239
Fair health	1758
Bad health	623
Very bad health	184
Provides no unpaid care	10811
Provides 1 to 19 hours unpaid care a week	873
Provides 20 to 49 hours unpaid care a week	233
Provides 50 or more hours unpaid care a week	398

Leaflet Distribution Work Targeting

Knowing if the target audience in BL3 1 Little Lever, 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 Little Lever, Bolton relating to employment and work.

Economically active

Employee: Part-time	1326
Employee: Full-time	3805
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	134
Self-employed without employees: Part-time	159
Self-employed without employees: Full-time	386
Unemployed	338
Full-time student	210

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1539
Level 2 qualifications	1748
Apprenticeship	566
Level 3 qualifications	1391
Level 4 qualifications and above	1772
No qualifications	2571
Other qualifications	423



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