

BL3 2 - Harper Green, 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 9408

Males	4746
Females	4662
Aged 0 to 15	2446
Aged 16 to 74	6499
Age 75 and over	463

Profile

Marital status (all people aged 16 and over)

Single (never married)	2542
Married	3199
In a registered same-sex civil partnership	3
Separated	242
Divorced	537
Widowed	439

Composition (all households)

One person households	1096
Married couple households	1075
Cohabiting couple households	283
Lone parent households: with dependent children	333
Lone parent households: with non-dependent children only	157
All other households	386

Leaflet Distribution Ethnicity and Religion Targeting

People in Harper Green, 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	4932
Black	327
Asian	3825
Arab	34
Mixed	213
Other	77

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 2, Harper Green, Bolton.

Religion (all people)

Christian	3994
Muslim	3065
Jewish	4
Hindu	680
Sikh	3
Buddhist	22
Other religion	21
No religion	1111
Religion not stated	508

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	937
Day-to-day activities limited a little	858
Day-to-day activities not limited	7613
Day-to-day activities limited a lot: Age 16 to 64	531
Day-to-day activities limited a little: Age 16 to 64	541
Day-to-day activities not limited: Age 16 to 64	4924
Very good health	4023
Good health	3362
Fair health	1374
Bad health	511
Very bad health	138
Provides no unpaid care	8457
Provides 1 to 19 hours unpaid care a week	495
Provides 20 to 49 hours unpaid care a week	178
Provides 50 or more hours unpaid care a week	278

Leaflet Distribution Work Targeting

Knowing if the target audience in BL3 2 Harper Green,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 Harper Green,Bolton relating to employment and work.

Economically active

Employee: Part-time	891
Employee: Full-time	1911
Self-employed with employees: Part-time	51
Self-employed with employees: Full-time	98
Self-employed without employees: Part-time	162
Self-employed without employees: Full-time	246
Unemployed	483
Full-time student	275

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1057
Level 2 qualifications	1033
Apprenticeship	212
Level 3 qualifications	717
Level 4 qualifications and above	1115
No qualifications	2206
Other qualifications	622



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