

BL3 3 – Lever-Edge, 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 14867

Males	7287
Females	7580
Aged 0 to 15	3820
Aged 16 to 74	10231
Age 75 and over	816

Profile

Marital status (all people aged 16 and over)

Single (never married)	3810
Married	5133
In a registered same-sex civil partnership	19
Separated	340
Divorced	974
Widowed	771

Composition (all households)

One person households	1682
Married couple households	1951
Cohabiting couple households	548
Lone parent households: with dependent children	565
Lone parent households: with non-dependent children only	227
All other households	399

Leaflet Distribution Ethnicity and Religion Targeting

People in Lever-Edge, 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	8875
Black	491
Asian	4934
Arab	77
Mixed	377
Other	113

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 3, Lever-Edge, Bolton.

Religion (all people)

Christian	7141
Muslim	4463
Jewish	1
Hindu	659
Sikh	19
Buddhist	21
Other religion	33
No religion	1755
Religion not stated	775

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	1472
Day-to-day activities limited a little	1357
Day-to-day activities not limited	12038
Day-to-day activities limited a lot: Age 16 to 64	766
Day-to-day activities limited a little: Age 16 to 64	796
Day-to-day activities not limited: Age 16 to 64	7670
Very good health	6768
Good health	5075
Fair health	2055
Bad health	752
Very bad health	217
Provides no unpaid care	13445
Provides 1 to 19 hours unpaid care a week	727
Provides 20 to 49 hours unpaid care a week	293
Provides 50 or more hours unpaid care a week	402

Leaflet Distribution Work Targeting

Knowing if the target audience in BL3 3 Lever-Edge,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 Lever-Edge,Bolton relating to employment and work.

Economically active

Employee: Part-time	1514
Employee: Full-time	3231
Self-employed with employees: Part-time	41
Self-employed with employees: Full-time	137
Self-employed without employees: Part-time	195
Self-employed without employees: Full-time	393
Unemployed	601
Full-time student	338

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1602
Level 2 qualifications	1696
Apprenticeship	410
Level 3 qualifications	1186
Level 4 qualifications and above	1648
No qualifications	3641
Other qualifications	864



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