

BL3 5 – Gilnow, 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 7974

Males	4083
Females	3891
Aged 0 to 15	2076
Aged 16 to 74	5512
Age 75 and over	386

Profile

Marital status (all people aged 16 and over)

Single (never married)	2044
Married	2723
In a registered same-sex civil partnership	7
Separated	173
Divorced	512
Widowed	439

Composition (all households)

One person households	1124
Married couple households	951
Cohabiting couple households	156
Lone parent households: with dependent children	265
Lone parent households: with non-dependent children only	112
All other households	310

Leaflet Distribution Ethnicity and Religion Targeting

People in Gilnow, 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	2835
Black	559
Asian	4097
Arab	115
Mixed	242
Other	126

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 5, Gilnow, Bolton.

Religion (all people)

Christian	2351
Muslim	3826
Jewish	5
Hindu	614
Sikh	11
Buddhist	27
Other religion	11
No religion	699
Religion not stated	430

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	884
Day-to-day activities limited a little	844
Day-to-day activities not limited	6246
Day-to-day activities limited a lot: Age 16 to 64	514
Day-to-day activities limited a little: Age 16 to 64	533
Day-to-day activities not limited: Age 16 to 64	3979
Very good health	3505
Good health	2584
Fair health	1190
Bad health	553
Very bad health	142
Provides no unpaid care	7164
Provides 1 to 19 hours unpaid care a week	422
Provides 20 to 49 hours unpaid care a week	155
Provides 50 or more hours unpaid care a week	233

Leaflet Distribution Work Targeting

Knowing if the target audience in BL3 5 Gilnow, 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 Gilnow, Bolton relating to employment and work.

Economically active

Employee: Part-time	821
Employee: Full-time	1318
Self-employed with employees: Part-time	50
Self-employed with employees: Full-time	65
Self-employed without employees: Part-time	103
Self-employed without employees: Full-time	156
Unemployed	402
Full-time student	237

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	823
Level 2 qualifications	721
Apprenticeship	115
Level 3 qualifications	549
Level 4 qualifications and above	868
No qualifications	2172
Other qualifications	650



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