

BL3 6 - Swan Lane, 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 5470

Males	2845
Females	2625
Aged 0 to 15	1241
Aged 16 to 74	3900
Age 75 and over	329

Profile

Marital status (all people aged 16 and over)

Single (never married)	1548
Married	1876
In a registered same-sex civil partnership	4
Separated	119
Divorced	304
Widowed	378

Composition (all households)

One person households	727
Married couple households	610
Cohabiting couple households	96
Lone parent households: with dependent children	139
Lone parent households: with non-dependent children only	87
All other households	222

Leaflet Distribution Ethnicity and Religion Targeting

People in Swan Lane, 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	1687
Black	230
Asian	3322
Arab	30
Mixed	122
Other	79

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 6, Swan Lane, Bolton.

Religion (all people)

Christian	1392
Muslim	2872
Jewish	0
Hindu	411
Sikh	1
Buddhist	13
Other religion	3
No religion	472
Religion not stated	306

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	718
Day-to-day activities limited a little	542
Day-to-day activities not limited	4210
Day-to-day activities limited a lot: Age 16 to 64	347
Day-to-day activities limited a little: Age 16 to 64	353
Day-to-day activities not limited: Age 16 to 64	2839
Very good health	2360
Good health	1764
Fair health	837
Bad health	389
Very bad health	120
Provides no unpaid care	4951
Provides 1 to 19 hours unpaid care a week	276
Provides 20 to 49 hours unpaid care a week	102
Provides 50 or more hours unpaid care a week	141

Leaflet Distribution Work Targeting

Knowing if the target audience in BL3 6 Swan Lane,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 Swan Lane,Bolton relating to employment and work.

Economically active

Employee: Part-time	520
Employee: Full-time	869
Self-employed with employees: Part-time	34
Self-employed with employees: Full-time	49
Self-employed without employees: Part-time	86
Self-employed without employees: Full-time	104
Unemployed	221
Full-time student	231

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	529
Level 2 qualifications	476
Apprenticeship	71
Level 3 qualifications	453
Level 4 qualifications and above	654
No qualifications	1569
Other qualifications	477



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