

BL4 0 – Highfield, 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 10178

Males	4981
Females	5197
Aged 0 to 15	2293
Aged 16 to 74	7238
Age 75 and over	647

Profile

Marital status (all people aged 16 and over)

Single (never married)	2835
Married	3471
In a registered same-sex civil partnership	24
Separated	229
Divorced	757
Widowed	569

Composition (all households)

One person households	1059
Married couple households	1305
Cohabiting couple households	458
Lone parent households: with dependent children	438
Lone parent households: with non-dependent children only	196
All other households	250

Leaflet Distribution Ethnicity and Religion Targeting

People in Highfield, 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	8926
Black	148
Asian	893
Arab	17
Mixed	155
Other	39

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 BL4 0, Highfield, Bolton.

Religion (all people)

Christian	6905
Muslim	495
Jewish	4
Hindu	184
Sikh	0
Buddhist	14
Other religion	25
No religion	2016
Religion not stated	535

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	1182
Day-to-day activities limited a little	1011
Day-to-day activities not limited	7985
Day-to-day activities limited a lot: Age 16 to 64	609
Day-to-day activities limited a little: Age 16 to 64	620
Day-to-day activities not limited: Age 16 to 64	5245
Very good health	4494
Good health	3415
Fair health	1496
Bad health	625
Very bad health	148
Provides no unpaid care	8990
Provides 1 to 19 hours unpaid care a week	616
Provides 20 to 49 hours unpaid care a week	206
Provides 50 or more hours unpaid care a week	366

Leaflet Distribution Work Targeting

Knowing if the target audience in BL4 0 Highfield, 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 Highfield, Bolton relating to employment and work.

Economically active

Employee: Part-time	1010
Employee: Full-time	2814
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	83
Self-employed without employees: Part-time	126
Self-employed without employees: Full-time	256
Unemployed	364
Full-time student	237

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1182
Level 2 qualifications	1465
Apprenticeship	346
Level 3 qualifications	1019
Level 4 qualifications and above	1276
No qualifications	2220
Other qualifications	377



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