

BL5 1 - Over Hulton, 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 2664

Males	1291
Females	1373
Aged 0 to 15	386
Aged 16 to 74	1960
Age 75 and over	318

Profile

Marital status (all people aged 16 and over)

Single (never married)	467
Married	1370
In a registered same-sex civil partnership	5
Separated	39
Divorced	166
Widowed	231

Composition (all households)

One person households	316
Married couple households	465
Cohabiting couple households	84
Lone parent households: with dependent children	42
Lone parent households: with non-dependent children only	36
All other households	42

Leaflet Distribution Ethnicity and Religion Targeting

People in Over Hulton, 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	2554
Black	13
Asian	66
Arab	2
Mixed	24
Other	5

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 BL5 1, Over Hulton, Bolton.

Religion (all people)

Christian	2136
Muslim	27
Jewish	0
Hindu	36
Sikh	1
Buddhist	4
Other religion	5
No religion	291
Religion not stated	164

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	278
Day-to-day activities limited a little	318
Day-to-day activities not limited	2068
Day-to-day activities limited a lot: Age 16 to 64	90
Day-to-day activities limited a little: Age 16 to 64	109
Day-to-day activities not limited: Age 16 to 64	1321
Very good health	1191
Good health	904
Fair health	402
Bad health	134
Very bad health	33
Provides no unpaid care	2269
Provides 1 to 19 hours unpaid care a week	242
Provides 20 to 49 hours unpaid care a week	55
Provides 50 or more hours unpaid care a week	98

Leaflet Distribution Work Targeting

Knowing if the target audience in BL5 1 Over Hulton, 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 Over Hulton, Bolton relating to employment and work.

Economically active

Employee: Part-time	226
Employee: Full-time	689
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	47
Self-employed without employees: Part-time	57
Self-employed without employees: Full-time	119
Unemployed	48
Full-time student	43

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	304
Level 2 qualifications	331
Apprenticeship	137
Level 3 qualifications	248
Level 4 qualifications and above	656
No qualifications	508
Other qualifications	94



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