

## BL5 2 – Westhoughton, 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 12536**

Males	6155
Females	6381
Aged 0 to 15	2591
Aged 16 to 74	9370
Age 75 and over	575

### Profile

#### **Marital status (all people aged 16 and over)**

Single (never married)	3042
Married	5093
In a registered same-sex civil partnership	20
Separated	255
Divorced	1012
Widowed	523

#### **Composition (all households)**

One person households	1266
Married couple households	2118
Cohabiting couple households	552
Lone parent households: with dependent children	399
Lone parent households: with non-dependent children only	185
All other households	236

# Leaflet Distribution Ethnicity and Religion Targeting

People in Westhoughton, 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	12038
Black	42
Asian	237
Arab	2
Mixed	198
Other	19

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 2, Westhoughton, Bolton.

## Religion (all people)

Christian	9214
Muslim	98
Jewish	4
Hindu	104
Sikh	8
Buddhist	20
Other religion	33
No religion	2370
Religion not stated	685

## 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	1043
Day-to-day activities limited a little	1092
Day-to-day activities not limited	10401
Day-to-day activities limited a lot: Age 16 to 64	543
Day-to-day activities limited a little: Age 16 to 64	654
Day-to-day activities not limited: Age 16 to 64	7270
Very good health	6004
Good health	4315
Fair health	1546
Bad health	552
Very bad health	119
Provides no unpaid care	11140
Provides 1 to 19 hours unpaid care a week	890
Provides 20 to 49 hours unpaid care a week	163
Provides 50 or more hours unpaid care a week	343

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL5 2 Westhoughton, 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 Westhoughton, Bolton relating to employment and work.**

### Economically active

Employee: Part-time	1333
Employee: Full-time	4060
Self-employed with employees: Part-time	39
Self-employed with employees: Full-time	168
Self-employed without employees: Part-time	159
Self-employed without employees: Full-time	440
Unemployed	351
Full-time student	287

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1484
Level 2 qualifications	1822
Apprenticeship	461
Level 3 qualifications	1356
Level 4 qualifications and above	2397
No qualifications	2091
Other qualifications	334



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