

## BL5 3 – Wingates, 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 11840

Males	5879
Females	5961
Aged 0 to 15	2056
Aged 16 to 74	9001
Age 75 and over	783

### Profile

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

Single (never married)	3007
Married	4905
In a registered same-sex civil partnership	21
Separated	261
Divorced	957
Widowed	633

#### Composition (all households)

One person households	1579
Married couple households	1992
Cohabiting couple households	620
Lone parent households: with dependent children	315
Lone parent households: with non-dependent children only	165
All other households	209

# Leaflet Distribution Ethnicity and Religion Targeting

People in Wingates, 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	11406
Black	27
Asian	257
Arab	7
Mixed	131
Other	12

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 3, Wingates, Bolton.

## Religion (all people)

Christian	8942
Muslim	83
Jewish	8
Hindu	116
Sikh	5
Buddhist	18
Other religion	17
No religion	2009
Religion not stated	642

## 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	998
Day-to-day activities limited a little	1103
Day-to-day activities not limited	9739
Day-to-day activities limited a lot: Age 16 to 64	426
Day-to-day activities limited a little: Age 16 to 64	594
Day-to-day activities not limited: Age 16 to 64	6937
Very good health	5646
Good health	4030
Fair health	1540
Bad health	500
Very bad health	124
Provides no unpaid care	10512
Provides 1 to 19 hours unpaid care a week	886
Provides 20 to 49 hours unpaid care a week	184
Provides 50 or more hours unpaid care a week	258

## Leaflet Distribution Work Targeting

**Knowing if the target audience in BL5 3 Wingates, 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 Wingates, Bolton relating to employment and work.**

### Economically active

Employee: Part-time	1197
Employee: Full-time	4220
Self-employed with employees: Part-time	34
Self-employed with employees: Full-time	160
Self-employed without employees: Part-time	192
Self-employed without employees: Full-time	421
Unemployed	272
Full-time student	255

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1325
Level 2 qualifications	1553
Apprenticeship	488
Level 3 qualifications	1366
Level 4 qualifications and above	2745
No qualifications	1971
Other qualifications	336



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