

BL6 4 – Lostock, 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 5996

Males	3017
Females	2979
Aged 0 to 15	1102
Aged 16 to 74	4478
Age 75 and over	416

Profile

Marital status (all people aged 16 and over)

Single (never married)	1196
Married	2964
In a registered same-sex civil partnership	7
Separated	101
Divorced	342
Widowed	284

Composition (all households)

One person households	463
Married couple households	1106
Cohabiting couple households	217
Lone parent households: with dependent children	105
Lone parent households: with non-dependent children only	71
All other households	113

Leaflet Distribution Ethnicity and Religion Targeting

People in Lostock, 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	5368
Black	54
Asian	443
Arab	5
Mixed	114
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 BL6 4, Lostock, Bolton.

Religion (all people)

Christian	4347
Muslim	230
Jewish	3
Hindu	155
Sikh	9
Buddhist	12
Other religion	9
No religion	862
Religion not stated	369

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	349
Day-to-day activities limited a little	440
Day-to-day activities not limited	5207
Day-to-day activities limited a lot: Age 16 to 64	134
Day-to-day activities limited a little: Age 16 to 64	210
Day-to-day activities not limited: Age 16 to 64	3460
Very good health	3261
Good health	1959
Fair health	595
Bad health	152
Very bad health	29
Provides no unpaid care	5288
Provides 1 to 19 hours unpaid care a week	510
Provides 20 to 49 hours unpaid care a week	80
Provides 50 or more hours unpaid care a week	118

Leaflet Distribution Work Targeting

Knowing if the target audience in BL6 4 Lostock, 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 Lostock, Bolton relating to employment and work.

Economically active

Employee: Part-time	603
Employee: Full-time	1812
Self-employed with employees: Part-time	38
Self-employed with employees: Full-time	193
Self-employed without employees: Part-time	150
Self-employed without employees: Full-time	220
Unemployed	81
Full-time student	116

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	502
Level 2 qualifications	737
Apprenticeship	203
Level 3 qualifications	588
Level 4 qualifications and above	2088
No qualifications	616
Other qualifications	160



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