

OL13 0 - Nun Hills, Bacup

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 3834

Males	1878
Females	1956
Aged 0 to 15	770
Aged 16 to 74	2768
Age 75 and over	296

Profile

Marital status (all people aged 16 and over)

Single (never married)	1099
Married	1197
In a registered same-sex civil partnership	6
Separated	111
Divorced	391
Widowed	260

Composition (all households)

One person households	647
Married couple households	445
Cohabiting couple households	225
Lone parent households: with dependent children	151
Lone parent households: with non-dependent children only	56
All other households	99

Leaflet Distribution Ethnicity and Religion Targeting

People in Nun Hills, Bacup 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	3721
Black	5
Asian	65
Arab	1
Mixed	40
Other	2

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 OL13 0, Nun Hills, Bacup.

Religion (all people)

Christian	2427
Muslim	29
Jewish	11
Hindu	0
Sikh	0
Buddhist	13
Other religion	12
No religion	1111
Religion not stated	231

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	472
Day-to-day activities limited a little	372
Day-to-day activities not limited	2990
Day-to-day activities limited a lot: Age 16 to 64	220
Day-to-day activities limited a little: Age 16 to 64	198
Day-to-day activities not limited: Age 16 to 64	2011
Very good health	1696
Good health	1232
Fair health	607
Bad health	243
Very bad health	56
Provides no unpaid care	3411
Provides 1 to 19 hours unpaid care a week	253
Provides 20 to 49 hours unpaid care a week	66
Provides 50 or more hours unpaid care a week	104

Leaflet Distribution Work Targeting

Knowing if the target audience in OL13 0 Nun Hills,Bacup 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 Nun Hills,Bacup relating to employment and work.

Economically active

Employee: Part-time	381
Employee: Full-time	992
Self-employed with employees: Part-time	8
Self-employed with employees: Full-time	37
Self-employed without employees: Part-time	52
Self-employed without employees: Full-time	153
Unemployed	160
Full-time student	71

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	449
Level 2 qualifications	553
Apprenticeship	120
Level 3 qualifications	348
Level 4 qualifications and above	562
No qualifications	922
Other qualifications	110



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