

## OL13 8 – Sharneyford, 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 4440**

Males	2199
Females	2241
Aged 0 to 15	854
Aged 16 to 74	3318
Age 75 and over	268

### Profile

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

Single (never married)	1202
Married	1660
In a registered same-sex civil partnership	12
Separated	124
Divorced	371
Widowed	217

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

One person households	563
Married couple households	659
Cohabiting couple households	239
Lone parent households: with dependent children	138
Lone parent households: with non-dependent children only	53
All other households	103

## Leaflet Distribution Ethnicity and Religion Targeting

People in Sharneyford, 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	4355
Black	8
Asian	49
Arab	0
Mixed	27
Other	1

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 8, Sharneyford, Bacup.

### Religion (all people)

Christian	2850
Muslim	23
Jewish	4
Hindu	0
Sikh	0
Buddhist	15
Other religion	16
No religion	1252
Religion not stated	280

## 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	474
Day-to-day activities limited a little	403
Day-to-day activities not limited	3563
Day-to-day activities limited a lot: Age 16 to 64	254
Day-to-day activities limited a little: Age 16 to 64	232
Day-to-day activities not limited: Age 16 to 64	2485
Very good health	1996
Good health	1528
Fair health	605
Bad health	241
Very bad health	70
Provides no unpaid care	3931
Provides 1 to 19 hours unpaid care a week	335
Provides 20 to 49 hours unpaid care a week	65
Provides 50 or more hours unpaid care a week	109

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL13 8 Sharneyford,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 Sharneyford,Bacup relating to employment and work.**

### Economically active

Employee: Part-time	443
Employee: Full-time	1343
Self-employed with employees: Part-time	7
Self-employed with employees: Full-time	60
Self-employed without employees: Part-time	86
Self-employed without employees: Full-time	194
Unemployed	153
Full-time student	86

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	496
Level 2 qualifications	587
Apprenticeship	142
Level 3 qualifications	476
Level 4 qualifications and above	854
No qualifications	914
Other qualifications	117



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