

OL13 9 – Britannia, 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 6825

Males	3356
Females	3469
Aged 0 to 15	1448
Aged 16 to 74	5000
Age 75 and over	377

Profile

Marital status (all people aged 16 and over)

Single (never married)	1835
Married	2401
In a registered same-sex civil partnership	9
Separated	198
Divorced	588
Widowed	346

Composition (all households)

One person households	860
Married couple households	933
Cohabiting couple households	400
Lone parent households: with dependent children	273
Lone parent households: with non-dependent children only	104
All other households	155

Leaflet Distribution Ethnicity and Religion Targeting

People in Britannia, 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	6675
Black	12
Asian	84
Arab	1
Mixed	52
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 9, Britannia, Bacup.

Religion (all people)

Christian	4337
Muslim	34
Jewish	1
Hindu	9
Sikh	0
Buddhist	11
Other religion	32
No religion	2025
Religion not stated	376

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	749
Day-to-day activities limited a little	753
Day-to-day activities not limited	5323
Day-to-day activities limited a lot: Age 16 to 64	408
Day-to-day activities limited a little: Age 16 to 64	439
Day-to-day activities not limited: Age 16 to 64	3595
Very good health	3043
Good health	2259
Fair health	1029
Bad health	384
Very bad health	110
Provides no unpaid care	6018
Provides 1 to 19 hours unpaid care a week	442
Provides 20 to 49 hours unpaid care a week	114
Provides 50 or more hours unpaid care a week	251

Leaflet Distribution Work Targeting

Knowing if the target audience in OL13 9 Britannia, 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 Britannia, Bacup relating to employment and work.

Economically active

Employee: Part-time	700
Employee: Full-time	1843
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	79
Self-employed without employees: Part-time	127
Self-employed without employees: Full-time	206
Unemployed	280
Full-time student	116

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	836
Level 2 qualifications	886
Apprenticeship	209
Level 3 qualifications	730
Level 4 qualifications and above	986
No qualifications	1529
Other qualifications	201



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