

OL14 5 - Todmorden

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 4630

Males	2238
Females	2392
Aged 0 to 15	820
Aged 16 to 74	3405
Age 75 and over	405

Profile

Marital status (all people aged 16 and over)

Single (never married)	1444
Married	1428
In a registered same-sex civil partnership	17
Separated	131
Divorced	487
Widowed	303

Composition (all households)

One person households	859
Married couple households	509
Cohabiting couple households	244
Lone parent households: with dependent children	186
Lone parent households: with non-dependent children only	72
All other households	161

Leaflet Distribution Ethnicity and Religion Targeting

People in Todmorden 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	4150
Black	9
Asian	392
Arab	2
Mixed	74
Other	3

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 OL14 5, Todmorden.

Religion (all people)

Christian	2291
Muslim	363
Jewish	5
Hindu	4
Sikh	2
Buddhist	24
Other religion	31
No religion	1525
Religion not stated	385

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	498
Day-to-day activities limited a little	560
Day-to-day activities not limited	3572
Day-to-day activities limited a lot: Age 16 to 64	270
Day-to-day activities limited a little: Age 16 to 64	294
Day-to-day activities not limited: Age 16 to 64	2460
Very good health	1891
Good health	1595
Fair health	775
Bad health	299
Very bad health	70
Provides no unpaid care	4149
Provides 1 to 19 hours unpaid care a week	303
Provides 20 to 49 hours unpaid care a week	74
Provides 50 or more hours unpaid care a week	104

Leaflet Distribution Work Targeting

Knowing if the target audience in OL14 5 Todmorden 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 Todmorden relating to employment and work.

Economically active

Employee: Part-time	520
Employee: Full-time	1126
Self-employed with employees: Part-time	7
Self-employed with employees: Full-time	43
Self-employed without employees: Part-time	101
Self-employed without employees: Full-time	149
Unemployed	202
Full-time student	51

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	518
Level 2 qualifications	591
Apprenticeship	156
Level 3 qualifications	398
Level 4 qualifications and above	920
No qualifications	1058
Other qualifications	169



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