

OL14 6 - Walsden, 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 3619

Males	1765
Females	1854
Aged 0 to 15	632
Aged 16 to 74	2710
Age 75 and over	277

Profile

Marital status (all people aged 16 and over)

Single (never married)	925
Married	1464
In a registered same-sex civil partnership	22
Separated	79
Divorced	299
Widowed	198

Composition (all households)

One person households	445
Married couple households	573
Cohabiting couple households	208
Lone parent households: with dependent children	93
Lone parent households: with non-dependent children only	45
All other households	90

Leaflet Distribution Ethnicity and Religion Targeting

People in Walsden, 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	3556
Black	3
Asian	25
Arab	0
Mixed	34
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 OL14 6, Walsden, Todmorden.

Religion (all people)

Christian	2131
Muslim	12
Jewish	2
Hindu	4
Sikh	1
Buddhist	11
Other religion	40
No religion	1100
Religion not stated	318

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	325
Day-to-day activities limited a little	356
Day-to-day activities not limited	2938
Day-to-day activities limited a lot: Age 16 to 64	146
Day-to-day activities limited a little: Age 16 to 64	206
Day-to-day activities not limited: Age 16 to 64	2026
Very good health	1653
Good health	1281
Fair health	490
Bad health	160
Very bad health	35
Provides no unpaid care	3185
Provides 1 to 19 hours unpaid care a week	315
Provides 20 to 49 hours unpaid care a week	35
Provides 50 or more hours unpaid care a week	84

Leaflet Distribution Work Targeting

Knowing if the target audience in OL14 6 Walsden, 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 Walsden, Todmorden relating to employment and work.

Economically active

Employee: Part-time	419
Employee: Full-time	994
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	74
Self-employed without employees: Part-time	80
Self-employed without employees: Full-time	191
Unemployed	106
Full-time student	61

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	353
Level 2 qualifications	454
Apprenticeship	143
Level 3 qualifications	395
Level 4 qualifications and above	952
No qualifications	583
Other qualifications	107



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