

OL14 7 - Clough Foot, 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 3073

Males	1493
Females	1580
Aged 0 to 15	573
Aged 16 to 74	2251
Age 75 and over	249

Profile

Marital status (all people aged 16 and over)

Single (never married)	862
Married	1043
In a registered same-sex civil partnership	17
Separated	81
Divorced	279
Widowed	218

Composition (all households)

One person households	478
Married couple households	426
Cohabiting couple households	195
Lone parent households: with dependent children	82
Lone parent households: with non-dependent children only	47
All other households	70

Leaflet Distribution Ethnicity and Religion Targeting

People in Clough Foot, 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	3002
Black	7
Asian	31
Arab	1
Mixed	30
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 OL14 7, Clough Foot, Todmorden.

Religion (all people)

Christian	1704
Muslim	27
Jewish	2
Hindu	0
Sikh	2
Buddhist	16
Other religion	30
No religion	1013
Religion not stated	279

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	290
Day-to-day activities limited a little	352
Day-to-day activities not limited	2431
Day-to-day activities limited a lot: Age 16 to 64	142
Day-to-day activities limited a little: Age 16 to 64	192
Day-to-day activities not limited: Age 16 to 64	1678
Very good health	1395
Good health	1007
Fair health	484
Bad health	143
Very bad health	44
Provides no unpaid care	2726
Provides 1 to 19 hours unpaid care a week	236
Provides 20 to 49 hours unpaid care a week	43
Provides 50 or more hours unpaid care a week	68

Leaflet Distribution Work Targeting

Knowing if the target audience in OL14 7 Clough Foot, 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 Clough Foot, Todmorden relating to employment and work.

Economically active

Employee: Part-time	295
Employee: Full-time	910
Self-employed with employees: Part-time	5
Self-employed with employees: Full-time	52
Self-employed without employees: Part-time	63
Self-employed without employees: Full-time	149
Unemployed	98
Full-time student	43

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	281
Level 2 qualifications	349
Apprenticeship	102
Level 3 qualifications	340
Level 4 qualifications and above	798
No qualifications	528
Other qualifications	102



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