

# OL14 8 – Cornholme, 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 4159

Males	1970
Females	2189
Aged 0 to 15	767
Aged 16 to 74	3067
Age 75 and over	325

## Profile

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

Single (never married)	1127
Married	1485
In a registered same-sex civil partnership	10
Separated	99
Divorced	420
Widowed	251

#### Composition (all households)

One person households	616
Married couple households	566
Cohabiting couple households	228
Lone parent households: with dependent children	149
Lone parent households: with non-dependent children only	50
All other households	117

## Leaflet Distribution Ethnicity and Religion Targeting

People in Cornholme, 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	4062
Black	13
Asian	30
Arab	0
Mixed	50
Other	4

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 8, Cornholme, Todmorden.

### Religion (all people)

Christian	2290
Muslim	18
Jewish	13
Hindu	3
Sikh	0
Buddhist	12
Other religion	51
No religion	1459
Religion not stated	313

## 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	381
Day-to-day activities limited a little	483
Day-to-day activities not limited	3295
Day-to-day activities limited a lot: Age 16 to 64	193
Day-to-day activities limited a little: Age 16 to 64	247
Day-to-day activities not limited: Age 16 to 64	2241
Very good health	1885
Good health	1375
Fair health	607
Bad health	216
Very bad health	76
Provides no unpaid care	3721
Provides 1 to 19 hours unpaid care a week	320
Provides 20 to 49 hours unpaid care a week	54
Provides 50 or more hours unpaid care a week	64

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL14 8 Cornholme, 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 Cornholme, Todmorden relating to employment and work.**

### Economically active

Employee: Part-time	441
Employee: Full-time	1122
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	55
Self-employed without employees: Part-time	88
Self-employed without employees: Full-time	221
Unemployed	138
Full-time student	72

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	434
Level 2 qualifications	520
Apprenticeship	157
Level 3 qualifications	399
Level 4 qualifications and above	1078
No qualifications	691
Other qualifications	113



Manchester's Best Leaflet Delivery Service

[WWW.WEDELIVERALL.CO.UK](http://WWW.WEDELIVERALL.CO.UK)