

OL15 0 - Little Clegg, Littleborough

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 3973

Males	1876
Females	2097
Aged 0 to 15	620
Aged 16 to 74	2983
Age 75 and over	370

Profile

Marital status (all people aged 16 and over)

Single (never married)	893
Married	1741
In a registered same-sex civil partnership	4
Separated	77
Divorced	332
Widowed	306

Composition (all households)

One person households	464
Married couple households	668
Cohabiting couple households	170
Lone parent households: with dependent children	85
Lone parent households: with non-dependent children only	56
All other households	82

Leaflet Distribution Ethnicity and Religion Targeting

People in Little Clegg, Littleborough 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	3888
Black	6
Asian	41
Arab	2
Mixed	34
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 OL15 0, Little Clegg, Littleborough.

Religion (all people)

Christian	2757
Muslim	16
Jewish	0
Hindu	6
Sikh	1
Buddhist	4
Other religion	10
No religion	933
Religion not stated	246

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	377
Day-to-day activities limited a little	470
Day-to-day activities not limited	3126
Day-to-day activities limited a lot: Age 16 to 64	157
Day-to-day activities limited a little: Age 16 to 64	199
Day-to-day activities not limited: Age 16 to 64	2152
Very good health	1764
Good health	1375
Fair health	625
Bad health	169
Very bad health	40
Provides no unpaid care	3489
Provides 1 to 19 hours unpaid care a week	341
Provides 20 to 49 hours unpaid care a week	49
Provides 50 or more hours unpaid care a week	94

Leaflet Distribution Work Targeting

Knowing if the target audience in OL15 0 Little Clegg, Littleborough 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 Little Clegg, Littleborough relating to employment and work.

Economically active

Employee: Part-time	374
Employee: Full-time	1253
Self-employed with employees: Part-time	6
Self-employed with employees: Full-time	59
Self-employed without employees: Part-time	59
Self-employed without employees: Full-time	134
Unemployed	98
Full-time student	59

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	410
Level 2 qualifications	511
Apprenticeship	161
Level 3 qualifications	423
Level 4 qualifications and above	970
No qualifications	737
Other qualifications	141



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