

OL15 8 - 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 5463

Males	2700
Females	2763
Aged 0 to 15	1061
Aged 16 to 74	4058
Age 75 and over	344

Profile

Marital status (all people aged 16 and over)

Single (never married)	1267
Married	2314
In a registered same-sex civil partnership	6
Separated	125
Divorced	397
Widowed	293

Composition (all households)

One person households	614
Married couple households	929
Cohabiting couple households	271
Lone parent households: with dependent children	136
Lone parent households: with non-dependent children only	67
All other households	99

Leaflet Distribution Ethnicity and Religion Targeting

People in 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	5293
Black	25
Asian	95
Arab	1
Mixed	46
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 OL15 8, Littleborough.

Religion (all people)

Christian	3863
Muslim	40
Jewish	1
Hindu	8
Sikh	0
Buddhist	11
Other religion	21
No religion	1205
Religion not stated	314

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	414
Day-to-day activities limited a little	506
Day-to-day activities not limited	4543
Day-to-day activities limited a lot: Age 16 to 64	186
Day-to-day activities limited a little: Age 16 to 64	273
Day-to-day activities not limited: Age 16 to 64	3135
Very good health	2753
Good health	1759
Fair health	693
Bad health	219
Very bad health	39
Provides no unpaid care	4836
Provides 1 to 19 hours unpaid care a week	436
Provides 20 to 49 hours unpaid care a week	55
Provides 50 or more hours unpaid care a week	136

Leaflet Distribution Work Targeting

Knowing if the target audience in OL15 8 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 Littleborough relating to employment and work.

Economically active

Employee: Part-time	579
Employee: Full-time	1790
Self-employed with employees: Part-time	12
Self-employed with employees: Full-time	67
Self-employed without employees: Part-time	86
Self-employed without employees: Full-time	203
Unemployed	128
Full-time student	106

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	555
Level 2 qualifications	781
Apprenticeship	207
Level 3 qualifications	641
Level 4 qualifications and above	1144
No qualifications	918
Other qualifications	156



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK