

OL15 9 – Clough, 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 5025

Males	2475
Females	2550
Aged 0 to 15	968
Aged 16 to 74	3674
Age 75 and over	383

Profile

Marital status (all people aged 16 and over)

Single (never married)	1416
Married	1758
In a registered same-sex civil partnership	3
Separated	131
Divorced	446
Widowed	303

Composition (all households)

One person households	695
Married couple households	692
Cohabiting couple households	295
Lone parent households: with dependent children	197
Lone parent households: with non-dependent children only	95
All other households	101

Leaflet Distribution Ethnicity and Religion Targeting

People in Clough, 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	4919
Black	10
Asian	33
Arab	0
Mixed	55
Other	8

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 9, Clough, Littleborough.

Religion (all people)

Christian	3446
Muslim	18
Jewish	4
Hindu	7
Sikh	0
Buddhist	6
Other religion	18
No religion	1209
Religion not stated	317

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	493
Day-to-day activities limited a little	502
Day-to-day activities not limited	4030
Day-to-day activities limited a lot: Age 16 to 64	225
Day-to-day activities limited a little: Age 16 to 64	264
Day-to-day activities not limited: Age 16 to 64	2764
Very good health	2359
Good health	1641
Fair health	719
Bad health	247
Very bad health	59
Provides no unpaid care	4424
Provides 1 to 19 hours unpaid care a week	368
Provides 20 to 49 hours unpaid care a week	87
Provides 50 or more hours unpaid care a week	146

Leaflet Distribution Work Targeting

Knowing if the target audience in OL15 9 Clough, 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 Clough, Littleborough relating to employment and work.

Economically active

Employee: Part-time	463
Employee: Full-time	1565
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	68
Self-employed without employees: Part-time	65
Self-employed without employees: Full-time	157
Unemployed	191
Full-time student	83

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	544
Level 2 qualifications	651
Apprenticeship	173
Level 3 qualifications	547
Level 4 qualifications and above	1003
No qualifications	998
Other qualifications	141



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