

OL1 3 - High Street, Oldham

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 3686

Males	1818
Females	1868
Aged 0 to 15	934
Aged 16 to 74	2553
Age 75 and over	199

Profile

Marital status (all people aged 16 and over)

Single (never married)	1276
Married	761
In a registered same-sex civil partnership	2
Separated	159
Divorced	361
Widowed	193

Composition (all households)

One person households	727
Married couple households	263
Cohabiting couple households	153
Lone parent households: with dependent children	244
Lone parent households: with non-dependent children only	95
All other households	129

Leaflet Distribution Ethnicity and Religion Targeting

People in High Street, Oldham 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	2893
Black	241
Asian	366
Arab	10
Mixed	163
Other	13

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 OL1 3, High Street, Oldham.

Religion (all people)

Christian	2262
Muslim	368
Jewish	2
Hindu	17
Sikh	4
Buddhist	5
Other religion	9
No religion	791
Religion not stated	228

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	475
Day-to-day activities limited a little	458
Day-to-day activities not limited	2753
Day-to-day activities limited a lot: Age 16 to 64	291
Day-to-day activities limited a little: Age 16 to 64	301
Day-to-day activities not limited: Age 16 to 64	1739
Very good health	1396
Good health	1213
Fair health	709
Bad health	306
Very bad health	62
Provides no unpaid care	3350
Provides 1 to 19 hours unpaid care a week	160
Provides 20 to 49 hours unpaid care a week	50
Provides 50 or more hours unpaid care a week	126

Leaflet Distribution Work Targeting

Knowing if the target audience in OL1 3 High Street, Oldham 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 High Street, Oldham relating to employment and work.

Economically active

Employee: Part-time	344
Employee: Full-time	677
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	19
Self-employed without employees: Part-time	18
Self-employed without employees: Full-time	41
Unemployed	278
Full-time student	91

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	442
Level 2 qualifications	384
Apprenticeship	72
Level 3 qualifications	237
Level 4 qualifications and above	224
No qualifications	1201
Other qualifications	192



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