

OL1 4 – Moorside, 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 9329

Males	4497
Females	4832
Aged 0 to 15	2412
Aged 16 to 74	6509
Age 75 and over	408

Profile

Marital status (all people aged 16 and over)

Single (never married)	2900
Married	2514
In a registered same-sex civil partnership	8
Separated	294
Divorced	785
Widowed	416

Composition (all households)

One person households	1145
Married couple households	1007
Cohabiting couple households	544
Lone parent households: with dependent children	609
Lone parent households: with non-dependent children only	170
All other households	174

Leaflet Distribution Ethnicity and Religion Targeting

People in Moorside, 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	8728
Black	179
Asian	143
Arab	3
Mixed	267
Other	9

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 4, Moorside, Oldham.

Religion (all people)

Christian	6257
Muslim	105
Jewish	7
Hindu	12
Sikh	7
Buddhist	13
Other religion	15
No religion	2350
Religion not stated	563

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	957
Day-to-day activities limited a little	793
Day-to-day activities not limited	7579
Day-to-day activities limited a lot: Age 16 to 64	532
Day-to-day activities limited a little: Age 16 to 64	519
Day-to-day activities not limited: Age 16 to 64	4896
Very good health	4368
Good health	2980
Fair health	1288
Bad health	550
Very bad health	143
Provides no unpaid care	8450
Provides 1 to 19 hours unpaid care a week	496
Provides 20 to 49 hours unpaid care a week	138
Provides 50 or more hours unpaid care a week	245

Leaflet Distribution Work Targeting

Knowing if the target audience in OL1 4 Moorside, 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 Moorside, Oldham relating to employment and work.

Economically active

Employee: Part-time	887
Employee: Full-time	2638
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	87
Self-employed without employees: Part-time	86
Self-employed without employees: Full-time	243
Unemployed	491
Full-time student	169

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1086
Level 2 qualifications	1224
Apprenticeship	268
Level 3 qualifications	858
Level 4 qualifications and above	930
No qualifications	2196
Other qualifications	355



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