

OL11 1 - Ashfield Road, Rochdale

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 6705

Males	3368
Females	3337
Aged 0 to 15	1933
Aged 16 to 74	4476
Age 75 and over	296

Profile

Marital status (all people aged 16 and over)

Single (never married)	1619
Married	2380
In a registered same-sex civil partnership	9
Separated	158
Divorced	309
Widowed	297

Composition (all households)

One person households	568
Married couple households	777
Cohabiting couple households	107
Lone parent households: with dependent children	209
Lone parent households: with non-dependent children only	100
All other households	280

Leaflet Distribution Ethnicity and Religion Targeting

People in Ashfield Road, Rochdale 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	1691
Black	105
Asian	4720
Arab	16
Mixed	143
Other	30

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 OL11 1, Ashfield Road, Rochdale.

Religion (all people)

Christian	1248
Muslim	4568
Jewish	0
Hindu	21
Sikh	10
Buddhist	9
Other religion	4
No religion	478
Religion not stated	367

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	695
Day-to-day activities limited a little	675
Day-to-day activities not limited	5335
Day-to-day activities limited a lot: Age 16 to 64	421
Day-to-day activities limited a little: Age 16 to 64	465
Day-to-day activities not limited: Age 16 to 64	3307
Very good health	2847
Good health	2313
Fair health	1029
Bad health	377
Very bad health	139
Provides no unpaid care	6042
Provides 1 to 19 hours unpaid care a week	315
Provides 20 to 49 hours unpaid care a week	144
Provides 50 or more hours unpaid care a week	204

Leaflet Distribution Work Targeting

Knowing if the target audience in OL11 1 Ashfield Road,Rochdale 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 Ashfield Road,Rochdale relating to employment and work.

Economically active

Employee: Part-time	587
Employee: Full-time	964
Self-employed with employees: Part-time	43
Self-employed with employees: Full-time	74
Self-employed without employees: Part-time	148
Self-employed without employees: Full-time	150
Unemployed	320
Full-time student	171

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	689
Level 2 qualifications	640
Apprenticeship	75
Level 3 qualifications	453
Level 4 qualifications and above	742
No qualifications	1582
Other qualifications	591



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