

OL11 2 – Castleton, 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 10601

Males	5034
Females	5567
Aged 0 to 15	2386
Aged 16 to 74	7566
Age 75 and over	649

Profile

Marital status (all people aged 16 and over)

Single (never married)	3277
Married	3062
In a registered same-sex civil partnership	20
Separated	297
Divorced	970
Widowed	589

Composition (all households)

One person households	1640
Married couple households	1138
Cohabiting couple households	540
Lone parent households: with dependent children	577
Lone parent households: with non-dependent children only	221
All other households	256

Leaflet Distribution Ethnicity and Religion Targeting

People in Castleton, 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	9355
Black	255
Asian	741
Arab	9
Mixed	213
Other	28

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 2, Castleton, Rochdale.

Religion (all people)

Christian	6697
Muslim	682
Jewish	10
Hindu	42
Sikh	4
Buddhist	18
Other religion	30
No religion	2466
Religion not stated	652

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	1303
Day-to-day activities limited a little	1173
Day-to-day activities not limited	8125
Day-to-day activities limited a lot: Age 16 to 64	742
Day-to-day activities limited a little: Age 16 to 64	668
Day-to-day activities not limited: Age 16 to 64	5290
Very good health	4448
Good health	3470
Fair health	1692
Bad health	775
Very bad health	216
Provides no unpaid care	9419
Provides 1 to 19 hours unpaid care a week	584
Provides 20 to 49 hours unpaid care a week	222
Provides 50 or more hours unpaid care a week	376

Leaflet Distribution Work Targeting

Knowing if the target audience in OL11 2 Castleton, 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 Castleton, Rochdale relating to employment and work.

Economically active

Employee: Part-time	1015
Employee: Full-time	2400
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	84
Self-employed without employees: Part-time	97
Self-employed without employees: Full-time	237
Unemployed	666
Full-time student	213

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1278
Level 2 qualifications	1405
Apprenticeship	317
Level 3 qualifications	861
Level 4 qualifications and above	1111
No qualifications	2741
Other qualifications	502



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