

OL11 3 – Marland, 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 9313

Males	4514
Females	4799
Aged 0 to 15	2001
Aged 16 to 74	6587
Age 75 and over	725

Profile

Marital status (all people aged 16 and over)

Single (never married)	2441
Married	3336
In a registered same-sex civil partnership	6
Separated	231
Divorced	647
Widowed	651

Composition (all households)

One person households	1155
Married couple households	1162
Cohabiting couple households	308
Lone parent households: with dependent children	285
Lone parent households: with non-dependent children only	146
All other households	309

Leaflet Distribution Ethnicity and Religion Targeting

People in Marland, 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	5842
Black	78
Asian	3185
Arab	24
Mixed	162
Other	22

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 3, Marland, Rochdale.

Religion (all people)

Christian	4255
Muslim	3050
Jewish	10
Hindu	37
Sikh	3
Buddhist	10
Other religion	12
No religion	1358
Religion not stated	578

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	1216
Day-to-day activities limited a little	1015
Day-to-day activities not limited	7082
Day-to-day activities limited a lot: Age 16 to 64	600
Day-to-day activities limited a little: Age 16 to 64	588
Day-to-day activities not limited: Age 16 to 64	4694
Very good health	3847
Good health	3098
Fair health	1532
Bad health	644
Very bad health	192
Provides no unpaid care	8208
Provides 1 to 19 hours unpaid care a week	617
Provides 20 to 49 hours unpaid care a week	170
Provides 50 or more hours unpaid care a week	318

Leaflet Distribution Work Targeting

Knowing if the target audience in OL11 3 Marland, 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 Marland, Rochdale relating to employment and work.

Economically active

Employee: Part-time	847
Employee: Full-time	2137
Self-employed with employees: Part-time	28
Self-employed with employees: Full-time	100
Self-employed without employees: Part-time	134
Self-employed without employees: Full-time	252
Unemployed	359
Full-time student	193

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	997
Level 2 qualifications	1129
Apprenticeship	244
Level 3 qualifications	849
Level 4 qualifications and above	1281
No qualifications	2252
Other qualifications	560



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