

OL11 4 – Sudden, 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 7025

Males	3446
Females	3579
Aged 0 to 15	1503
Aged 16 to 74	4860
Age 75 and over	662

Profile

Marital status (all people aged 16 and over)

Single (never married)	1827
Married	2521
In a registered same-sex civil partnership	5
Separated	192
Divorced	485
Widowed	492

Composition (all households)

One person households	1082
Married couple households	808
Cohabiting couple households	225
Lone parent households: with dependent children	243
Lone parent households: with non-dependent children only	102
All other households	216

Leaflet Distribution Ethnicity and Religion Targeting

People in Sudden, 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	4739
Black	273
Asian	1770
Arab	26
Mixed	164
Other	53

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 4, Sudden, Rochdale.

Religion (all people)

Christian	3635
Muslim	1789
Jewish	17
Hindu	18
Sikh	1
Buddhist	16
Other religion	9
No religion	1146
Religion not stated	394

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	800
Day-to-day activities limited a little	774
Day-to-day activities not limited	5451
Day-to-day activities limited a lot: Age 16 to 64	340
Day-to-day activities limited a little: Age 16 to 64	412
Day-to-day activities not limited: Age 16 to 64	3497
Very good health	2911
Good health	2402
Fair health	1148
Bad health	440
Very bad health	124
Provides no unpaid care	6313
Provides 1 to 19 hours unpaid care a week	430
Provides 20 to 49 hours unpaid care a week	113
Provides 50 or more hours unpaid care a week	169

Leaflet Distribution Work Targeting

Knowing if the target audience in OL11 4 Sudden,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 Sudden,Rochdale relating to employment and work.

Economically active

Employee: Part-time	603
Employee: Full-time	1456
Self-employed with employees: Part-time	21
Self-employed with employees: Full-time	109
Self-employed without employees: Part-time	112
Self-employed without employees: Full-time	189
Unemployed	340
Full-time student	170

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	714
Level 2 qualifications	770
Apprenticeship	161
Level 3 qualifications	535
Level 4 qualifications and above	1239
No qualifications	1680
Other qualifications	423



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