

OL11 5 – Bamford, 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 12168

Males	6004
Females	6164
Aged 0 to 15	2314
Aged 16 to 74	8864
Age 75 and over	990

Profile

Marital status (all people aged 16 and over)

Single (never married)	2718
Married	5394
In a registered same-sex civil partnership	16
Separated	233
Divorced	784
Widowed	709

Composition (all households)

One person households	1249
Married couple households	1932
Cohabiting couple households	411
Lone parent households: with dependent children	259
Lone parent households: with non-dependent children only	157
All other households	293

Leaflet Distribution Ethnicity and Religion Targeting

People in Bamford, 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	10064
Black	54
Asian	1822
Arab	18
Mixed	172
Other	38

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 5, Bamford, Rochdale.

Religion (all people)

Christian	7647
Muslim	1583
Jewish	14
Hindu	95
Sikh	4
Buddhist	36
Other religion	25
No religion	2090
Religion not stated	674

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	983
Day-to-day activities limited a little	1189
Day-to-day activities not limited	9996
Day-to-day activities limited a lot: Age 16 to 64	429
Day-to-day activities limited a little: Age 16 to 64	556
Day-to-day activities not limited: Age 16 to 64	6665
Very good health	5991
Good health	3976
Fair health	1610
Bad health	475
Very bad health	116
Provides no unpaid care	10713
Provides 1 to 19 hours unpaid care a week	1018
Provides 20 to 49 hours unpaid care a week	164
Provides 50 or more hours unpaid care a week	273

Leaflet Distribution Work Targeting

Knowing if the target audience in OL11 5 Bamford,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 Bamford,Rochdale relating to employment and work.

Economically active

Employee: Part-time	1174
Employee: Full-time	3312
Self-employed with employees: Part-time	63
Self-employed with employees: Full-time	309
Self-employed without employees: Part-time	242
Self-employed without employees: Full-time	432
Unemployed	304
Full-time student	232

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1209
Level 2 qualifications	1527
Apprenticeship	352
Level 3 qualifications	1155
Level 4 qualifications and above	3287
No qualifications	1854
Other qualifications	470



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