

OL12 0 – Syke, 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 5407

Males	2606
Females	2801
Aged 0 to 15	1433
Aged 16 to 74	3685
Age 75 and over	289

Profile

Marital status (all people aged 16 and over)

Single (never married)	1471
Married	1711
In a registered same-sex civil partnership	5
Separated	147
Divorced	401
Widowed	239

Composition (all households)

One person households	639
Married couple households	629
Cohabiting couple households	232
Lone parent households: with dependent children	265
Lone parent households: with non-dependent children only	103
All other households	161

Leaflet Distribution Ethnicity and Religion Targeting

People in Syke, 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	3702
Black	65
Asian	1466
Arab	9
Mixed	141
Other	24

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 OL12 0, Syke, Rochdale.

Religion (all people)

Christian	2786
Muslim	1279
Jewish	1
Hindu	46
Sikh	1
Buddhist	16
Other religion	12
No religion	966
Religion not stated	300

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	539
Day-to-day activities limited a little	525
Day-to-day activities not limited	4343
Day-to-day activities limited a lot: Age 16 to 64	314
Day-to-day activities limited a little: Age 16 to 64	307
Day-to-day activities not limited: Age 16 to 64	2735
Very good health	2303
Good health	1909
Fair health	776
Bad health	337
Very bad health	82
Provides no unpaid care	4869
Provides 1 to 19 hours unpaid care a week	293
Provides 20 to 49 hours unpaid care a week	102
Provides 50 or more hours unpaid care a week	143

Leaflet Distribution Work Targeting

Knowing if the target audience in OL12 0 Syke, 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 Syke, Rochdale relating to employment and work.

Economically active

Employee: Part-time	527
Employee: Full-time	1205
Self-employed with employees: Part-time	18
Self-employed with employees: Full-time	46
Self-employed without employees: Part-time	78
Self-employed without employees: Full-time	127
Unemployed	262
Full-time student	111

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	554
Level 2 qualifications	655
Apprenticeship	131
Level 3 qualifications	470
Level 4 qualifications and above	577
No qualifications	1306
Other qualifications	281



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