

## OL12 6 – Shawclough, 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 12152**

Males	6108
Females	6044
Aged 0 to 15	2546
Aged 16 to 74	8884
Age 75 and over	722

### Profile

#### **Marital status (all people aged 16 and over)**

Single (never married)	3395
Married	4352
In a registered same-sex civil partnership	14
Separated	324
Divorced	914
Widowed	607

#### **Composition (all households)**

One person households	1969
Married couple households	1561
Cohabiting couple households	438
Lone parent households: with dependent children	363
Lone parent households: with non-dependent children only	149
All other households	352

## Leaflet Distribution Ethnicity and Religion Targeting

People in Shawclough, 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	7890
Black	301
Asian	3560
Arab	51
Mixed	256
Other	94

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 6, Shawclough, Rochdale.

### Religion (all people)

Christian	5862
Muslim	3433
Jewish	9
Hindu	83
Sikh	14
Buddhist	17
Other religion	25
No religion	2038
Religion not stated	671

## 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	1289
Day-to-day activities limited a little	1269
Day-to-day activities not limited	9594
Day-to-day activities limited a lot: Age 16 to 64	715
Day-to-day activities limited a little: Age 16 to 64	791
Day-to-day activities not limited: Age 16 to 64	6478
Very good health	5152
Good health	4207
Fair health	1829
Bad health	737
Very bad health	227
Provides no unpaid care	10822
Provides 1 to 19 hours unpaid care a week	808
Provides 20 to 49 hours unpaid care a week	229
Provides 50 or more hours unpaid care a week	293

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL12 6 Shawclough, 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 Shawclough, Rochdale relating to employment and work.**

### Economically active

Employee: Part-time	1158
Employee: Full-time	2873
Self-employed with employees: Part-time	53
Self-employed with employees: Full-time	127
Self-employed without employees: Part-time	194
Self-employed without employees: Full-time	372
Unemployed	634
Full-time student	289

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1367
Level 2 qualifications	1477
Apprenticeship	312
Level 3 qualifications	1015
Level 4 qualifications and above	2032
No qualifications	2687
Other qualifications	716



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