

OL12 7 – Shawfield, 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 9936

Males	4758
Females	5178
Aged 0 to 15	2012
Aged 16 to 74	7268
Age 75 and over	656

Profile

Marital status (all people aged 16 and over)

Single (never married)	2469
Married	3933
In a registered same-sex civil partnership	15
Separated	227
Divorced	758
Widowed	522

Composition (all households)

One person households	1115
Married couple households	1497
Cohabiting couple households	427
Lone parent households: with dependent children	353
Lone parent households: with non-dependent children only	141
All other households	233

Leaflet Distribution Ethnicity and Religion Targeting

People in Shawfield, 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	8961
Black	47
Asian	750
Arab	12
Mixed	156
Other	10

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 7, Shawfield, Rochdale.

Religion (all people)

Christian	6456
Muslim	626
Jewish	10
Hindu	34
Sikh	1
Buddhist	23
Other religion	25
No religion	2158
Religion not stated	603

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	728
Day-to-day activities limited a little	968
Day-to-day activities not limited	8240
Day-to-day activities limited a lot: Age 16 to 64	355
Day-to-day activities limited a little: Age 16 to 64	494
Day-to-day activities not limited: Age 16 to 64	5572
Very good health	4934
Good health	3273
Fair health	1244
Bad health	379
Very bad health	106
Provides no unpaid care	8784
Provides 1 to 19 hours unpaid care a week	758
Provides 20 to 49 hours unpaid care a week	148
Provides 50 or more hours unpaid care a week	246

Leaflet Distribution Work Targeting

Knowing if the target audience in OL12 7 Shawfield, 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 Shawfield, Rochdale relating to employment and work.

Economically active

Employee: Part-time	979
Employee: Full-time	3034
Self-employed with employees: Part-time	35
Self-employed with employees: Full-time	138
Self-employed without employees: Part-time	173
Self-employed without employees: Full-time	338
Unemployed	292
Full-time student	187

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1056
Level 2 qualifications	1315
Apprenticeship	332
Level 3 qualifications	1010
Level 4 qualifications and above	2227
No qualifications	1690
Other qualifications	294



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