

## OL12 8 – Whitworth, 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 7500**

Males	3708
Females	3792
Aged 0 to 15	1393
Aged 16 to 74	5592
Age 75 and over	515

### Profile

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

Single (never married)	2038
Married	2814
In a registered same-sex civil partnership	2
Separated	187
Divorced	623
Widowed	443

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

One person households	1021
Married couple households	1056
Cohabiting couple households	427
Lone parent households: with dependent children	282
Lone parent households: with non-dependent children only	92
All other households	142

## Leaflet Distribution Ethnicity and Religion Targeting

People in Whitworth, 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	7349
Black	10
Asian	78
Arab	1
Mixed	58
Other	4

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 8, Whitworth, Rochdale.

### Religion (all people)

Christian	4878
Muslim	36
Jewish	5
Hindu	10
Sikh	0
Buddhist	14
Other religion	17
No religion	2066
Religion not stated	474

## 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	692
Day-to-day activities limited a little	804
Day-to-day activities not limited	6004
Day-to-day activities limited a lot: Age 16 to 64	321
Day-to-day activities limited a little: Age 16 to 64	417
Day-to-day activities not limited: Age 16 to 64	4118
Very good health	3359
Good health	2478
Fair health	1207
Bad health	356
Very bad health	100
Provides no unpaid care	6710
Provides 1 to 19 hours unpaid care a week	496
Provides 20 to 49 hours unpaid care a week	92
Provides 50 or more hours unpaid care a week	202

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL12 8 Whitworth, 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 Whitworth, Rochdale relating to employment and work.**

### Economically active

Employee: Part-time	745
Employee: Full-time	2245
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	84
Self-employed without employees: Part-time	162
Self-employed without employees: Full-time	289
Unemployed	234
Full-time student	115

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	847
Level 2 qualifications	1064
Apprenticeship	270
Level 3 qualifications	856
Level 4 qualifications and above	1367
No qualifications	1506
Other qualifications	197



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