

OL12 9 – Wardle, 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 10672

| | |
|-----------------|------|
| Males | 5402 |
| Females | 5270 |
| Aged 0 to 15 | 2349 |
| Aged 16 to 74 | 7616 |
| Age 75 and over | 707 |

Profile

Marital status (all people aged 16 and over)

| | |
|--|------|
| Single (never married) | 2893 |
| Married | 3558 |
| In a registered same-sex civil partnership | 13 |
| Separated | 321 |
| Divorced | 929 |
| Widowed | 609 |

Composition (all households)

| | |
|--|------|
| One person households | 1447 |
| Married couple households | 1300 |
| Cohabiting couple households | 431 |
| Lone parent households: with dependent children | 381 |
| Lone parent households: with non-dependent children only | 155 |
| All other households | 252 |

Leaflet Distribution Ethnicity and Religion Targeting

People in Wardle, 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 | 8548 |
| Black | 119 |
| Asian | 1783 |
| Arab | 6 |
| Mixed | 206 |
| 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 9, Wardle, Rochdale.

Religion (all people)

| | |
|---------------------|------|
| Christian | 6019 |
| Muslim | 1703 |
| Jewish | 6 |
| Hindu | 32 |
| Sikh | 9 |
| Buddhist | 15 |
| Other religion | 23 |
| No religion | 2228 |
| Religion not stated | 637 |

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 | 1308 |
| Day-to-day activities limited a little | 1203 |
| Day-to-day activities not limited | 8161 |
| Day-to-day activities limited a lot: Age 16 to 64 | 690 |
| Day-to-day activities limited a little: Age 16 to 64 | 696 |
| Day-to-day activities not limited: Age 16 to 64 | 5337 |
| Very good health | 4518 |
| Good health | 3546 |
| Fair health | 1649 |
| Bad health | 757 |
| Very bad health | 202 |
| Provides no unpaid care | 9463 |
| Provides 1 to 19 hours unpaid care a week | 669 |
| Provides 20 to 49 hours unpaid care a week | 189 |
| Provides 50 or more hours unpaid care a week | 351 |

Leaflet Distribution Work Targeting

Knowing if the target audience in OL12 9 Wardle, 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 Wardle, Rochdale relating to employment and work.

Economically active

| | |
|--|------|
| Employee: Part-time | 968 |
| Employee: Full-time | 2431 |
| Self-employed with employees: Part-time | 39 |
| Self-employed with employees: Full-time | 92 |
| Self-employed without employees: Part-time | 167 |
| Self-employed without employees: Full-time | 295 |
| Unemployed | 413 |
| Full-time student | 197 |

Leaflet Distribution Education Targeting

All Levels

| | |
|----------------------------------|------|
| Level 1 qualifications | 1242 |
| Level 2 qualifications | 1407 |
| Apprenticeship | 305 |
| Level 3 qualifications | 1011 |
| Level 4 qualifications and above | 1404 |
| No qualifications | 2526 |
| Other qualifications | 428 |



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