

OL16 2 - Dykehouse Lane, 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 10772

Males	5428
Females	5344
Aged 0 to 15	3131
Aged 16 to 74	7281
Age 75 and over	360

Profile

Marital status (all people aged 16 and over)

Single (never married)	2561
Married	3787
In a registered same-sex civil partnership	18
Separated	307
Divorced	567
Widowed	401

Composition (all households)

One person households	837
Married couple households	1254
Cohabiting couple households	272
Lone parent households: with dependent children	340
Lone parent households: with non-dependent children only	152
All other households	459

Leaflet Distribution Ethnicity and Religion Targeting

People in Dykehouse Lane, 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	4178
Black	63
Asian	6329
Arab	9
Mixed	156
Other	37

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 OL16 2, Dykehouse Lane, Rochdale.

Religion (all people)

Christian	2800
Muslim	6069
Jewish	9
Hindu	28
Sikh	2
Buddhist	15
Other religion	15
No religion	1248
Religion not stated	586

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	1122
Day-to-day activities limited a little	953
Day-to-day activities not limited	8697
Day-to-day activities limited a lot: Age 16 to 64	696
Day-to-day activities limited a little: Age 16 to 64	646
Day-to-day activities not limited: Age 16 to 64	5396
Very good health	4638
Good health	3632
Fair health	1616
Bad health	659
Very bad health	227
Provides no unpaid care	9711
Provides 1 to 19 hours unpaid care a week	529
Provides 20 to 49 hours unpaid care a week	226
Provides 50 or more hours unpaid care a week	306

Leaflet Distribution Work Targeting

Knowing if the target audience in OL16 2 Dykehouse Lane,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 Dykehouse Lane,Rochdale relating to employment and work.

Economically active

Employee: Part-time	1037
Employee: Full-time	1836
Self-employed with employees: Part-time	59
Self-employed with employees: Full-time	93
Self-employed without employees: Part-time	179
Self-employed without employees: Full-time	205
Unemployed	484
Full-time student	221

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1164
Level 2 qualifications	1004
Apprenticeship	161
Level 3 qualifications	739
Level 4 qualifications and above	1107
No qualifications	2871
Other qualifications	595



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