

OL16 3 – Milnrow, 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 8462

Males	4130
Females	4332
Aged 0 to 15	1661
Aged 16 to 74	6369
Age 75 and over	432

Profile

Marital status (all people aged 16 and over)

Single (never married)	2243
Married	3249
In a registered same-sex civil partnership	14
Separated	178
Divorced	685
Widowed	432

Composition (all households)

One person households	963
Married couple households	1292
Cohabiting couple households	460
Lone parent households: with dependent children	280
Lone parent households: with non-dependent children only	135
All other households	173

Leaflet Distribution Ethnicity and Religion Targeting

People in Milnrow, 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	7945
Black	29
Asian	350
Arab	4
Mixed	124
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 OL16 3, Milnrow, Rochdale.

Religion (all people)

Christian	5640
Muslim	278
Jewish	15
Hindu	9
Sikh	0
Buddhist	13
Other religion	18
No religion	1963
Religion not stated	526

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	763
Day-to-day activities limited a little	821
Day-to-day activities not limited	6878
Day-to-day activities limited a lot: Age 16 to 64	379
Day-to-day activities limited a little: Age 16 to 64	451
Day-to-day activities not limited: Age 16 to 64	4761
Very good health	4087
Good health	2759
Fair health	1067
Bad health	406
Very bad health	143
Provides no unpaid care	7526
Provides 1 to 19 hours unpaid care a week	591
Provides 20 to 49 hours unpaid care a week	119
Provides 50 or more hours unpaid care a week	226

Leaflet Distribution Work Targeting

Knowing if the target audience in OL16 3 Milnrow, 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 Milnrow, Rochdale relating to employment and work.

Economically active

Employee: Part-time	818
Employee: Full-time	2760
Self-employed with employees: Part-time	19
Self-employed with employees: Full-time	103
Self-employed without employees: Part-time	139
Self-employed without employees: Full-time	300
Unemployed	241
Full-time student	150

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	973
Level 2 qualifications	1196
Apprenticeship	321
Level 3 qualifications	968
Level 4 qualifications and above	1631
No qualifications	1438
Other qualifications	274



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