

OL16 4 – Buersil, 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 11684

Males	5749
Females	5935
Aged 0 to 15	2437
Aged 16 to 74	8534
Age 75 and over	713

Profile

Marital status (all people aged 16 and over)

Single (never married)	3155
Married	4308
In a registered same-sex civil partnership	19
Separated	293
Divorced	891
Widowed	581

Composition (all households)

One person households	1370
Married couple households	1665
Cohabiting couple households	574
Lone parent households: with dependent children	392
Lone parent households: with non-dependent children only	179
All other households	265

Leaflet Distribution Ethnicity and Religion Targeting

People in Buersil, 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	10578
Black	81
Asian	817
Arab	11
Mixed	179
Other	18

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 4, Buersil, Rochdale.

Religion (all people)

Christian	7681
Muslim	774
Jewish	12
Hindu	25
Sikh	0
Buddhist	14
Other religion	18
No religion	2481
Religion not stated	679

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	1100
Day-to-day activities limited a little	1173
Day-to-day activities not limited	9411
Day-to-day activities limited a lot: Age 16 to 64	594
Day-to-day activities limited a little: Age 16 to 64	648
Day-to-day activities not limited: Age 16 to 64	6363
Very good health	5511
Good health	3762
Fair health	1639
Bad health	616
Very bad health	156
Provides no unpaid care	10277
Provides 1 to 19 hours unpaid care a week	879
Provides 20 to 49 hours unpaid care a week	198
Provides 50 or more hours unpaid care a week	330

Leaflet Distribution Work Targeting

Knowing if the target audience in OL16 4 Bursil,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 Bursil,Rochdale relating to employment and work.

Economically active

Employee: Part-time	1116
Employee: Full-time	3406
Self-employed with employees: Part-time	28
Self-employed with employees: Full-time	145
Self-employed without employees: Part-time	178
Self-employed without employees: Full-time	390
Unemployed	422
Full-time student	221

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1395
Level 2 qualifications	1655
Apprenticeship	398
Level 3 qualifications	1222
Level 4 qualifications and above	1911
No qualifications	2256
Other qualifications	410



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