## OL16 5 - Prince Street, 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 6462**

Males	3163
Females	3299
Aged 0 to 15	1839
Aged 16 to 74	4312
Age 75 and over	311

### Profile

Marital status (all people aged 16 and over)	
Single (never married)	1772
Married	1874
In a registered same-sex civil partnership	8
Separated	218
Divorced	456
Widowed	295
Composition (all households)	
One person households	801
Married couple households	662
Cohabiting couple households	216
Lone parent households: with dependent children	335
Lone parent households: with non-dependent children only	98
All other households	221

## Leaflet Distribution Ethnicity and Religion Targeting

People in Prince Street, 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	3583
Black	207
Asian	2454
Arab	20
Mixed	171
Other	27

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 5, Prince Street, Rochdale.

Religion (all people)	
Christian	2667
Muslim	2407
Jewish	12
Hindu	21
Sikh	1
Buddhist	7
Other religion	8
No religion	990
Religion not stated	349

# 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

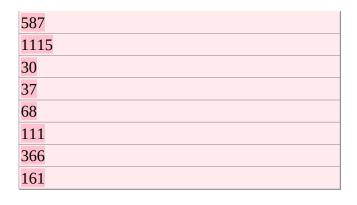
Day-to-day activities limited a lot	800
Day-to-day activities limited a little	639
Day-to-day activities not limited	5023
Day-to-day activities limited a lot: Age 16 to 64	502
Day-to-day activities limited a little: Age 16 to 64	424
Day-to-day activities not limited: Age 16 to 64	3057
Very good health	2778
Good health	2159
Fair health	939
Bad health	448
Very bad health	138
Provides no unpaid care	5821
Provides 1 to 19 hours unpaid care a week	317
Provides 20 to 49 hours unpaid care a week	125
Provides 50 or more hours unpaid care a week	199

## Leaflet Distribution Work Targeting

Knowing if the target audience in OL16 5 Prince Street, 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 Prince Street, Rochdale relating to employment and work.

#### **Economically active**

Employee: Part-time Employee: Full-time Self-employed with employees: Part-time Self-employed with employees: Full-time Self-employed without employees: Part-time Self-employed without employees: Full-time Unemployed Full-time student



# Leaflet Distribution Education Targeting

#### All Levels

Level 1 qualifications Level 2 qualifications Apprenticeship Level 3 qualifications Level 4 qualifications and above No qualifications Other qualifications

720
728
95
499
594
1600
387



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