

OL2 7 – Shaw, High Compton, Oldham

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 10234

Males	4905
Females	5329
Aged 0 to 15	1699
Aged 16 to 74	7658
Age 75 and over	877

Profile

Marital status (all people aged 16 and over)

Single (never married)	2535
Married	4089
In a registered same-sex civil partnership	8
Separated	248
Divorced	864
Widowed	791

Composition (all households)

One person households	1509
Married couple households	1452
Cohabiting couple households	486
Lone parent households: with dependent children	326
Lone parent households: with non-dependent children only	169
All other households	213

Leaflet Distribution Ethnicity and Religion Targeting

People in Shaw, High Compton, Oldham 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	9864
Black	32
Asian	208
Arab	1
Mixed	115
Other	14

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 OL2 7, Shaw, High Compton, Oldham.

Religion (all people)

Christian	7837
Muslim	162
Jewish	1
Hindu	22
Sikh	1
Buddhist	10
Other religion	22
No religion	1588
Religion not stated	591

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	1143
Day-to-day activities limited a little	1161
Day-to-day activities not limited	7930
Day-to-day activities limited a lot: Age 16 to 64	481
Day-to-day activities limited a little: Age 16 to 64	545
Day-to-day activities not limited: Age 16 to 64	5293
Very good health	4387
Good health	3464
Fair health	1643
Bad health	553
Very bad health	187
Provides no unpaid care	8945
Provides 1 to 19 hours unpaid care a week	751
Provides 20 to 49 hours unpaid care a week	179
Provides 50 or more hours unpaid care a week	359

Leaflet Distribution Work Targeting

Knowing if the target audience in OL2 7 Shaw,High Compton,Oldham 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 Shaw,High Compton,Oldham relating to employment and work.

Economically active

Employee: Part-time	973
Employee: Full-time	3050
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	97
Self-employed without employees: Part-time	128
Self-employed without employees: Full-time	315
Unemployed	277
Full-time student	201

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1150
Level 2 qualifications	1431
Apprenticeship	479
Level 3 qualifications	1136
Level 4 qualifications and above	1733
No qualifications	2254
Other qualifications	352



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