

OL2 8 – Shaw, Crompton Field, 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 8793

Males	4239
Females	4554
Aged 0 to 15	1683
Aged 16 to 74	6560
Age 75 and over	550

Profile

Marital status (all people aged 16 and over)

Single (never married)	2265
Married	3347
In a registered same-sex civil partnership	2
Separated	249
Divorced	726
Widowed	521

Composition (all households)

One person households	1058
Married couple households	1307
Cohabiting couple households	416
Lone parent households: with dependent children	326
Lone parent households: with non-dependent children only	149
All other households	210

Leaflet Distribution Ethnicity and Religion Targeting

People in Shaw, Crompton Field, 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	8223
Black	40
Asian	410
Arab	3
Mixed	113
Other	4

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 8, Shaw, Crompton Field, Oldham.

Religion (all people)

Christian	6295
Muslim	333
Jewish	2
Hindu	25
Sikh	7
Buddhist	12
Other religion	25
No religion	1621
Religion not stated	473

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	867
Day-to-day activities limited a little	850
Day-to-day activities not limited	7076
Day-to-day activities limited a lot: Age 16 to 64	422
Day-to-day activities limited a little: Age 16 to 64	449
Day-to-day activities not limited: Age 16 to 64	4906
Very good health	3984
Good health	2994
Fair health	1271
Bad health	431
Very bad health	113
Provides no unpaid care	7839
Provides 1 to 19 hours unpaid care a week	594
Provides 20 to 49 hours unpaid care a week	142
Provides 50 or more hours unpaid care a week	218

Leaflet Distribution Work Targeting

Knowing if the target audience in OL2 8 Shaw, Crompton Field, 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, Crompton Field, Oldham relating to employment and work.

Economically active

Employee: Part-time	897
Employee: Full-time	2852
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	114
Self-employed without employees: Part-time	92
Self-employed without employees: Full-time	280
Unemployed	256
Full-time student	153

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1034
Level 2 qualifications	1197
Apprenticeship	334
Level 3 qualifications	989
Level 4 qualifications and above	1544
No qualifications	1731
Other qualifications	281



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