

OL3 5 – Delph, 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 7367

Males	3690
Females	3677
Aged 0 to 15	1308
Aged 16 to 74	5554
Age 75 and over	505

Profile

Marital status (all people aged 16 and over)

Single (never married)	1475
Married	3481
In a registered same-sex civil partnership	8
Separated	142
Divorced	539
Widowed	414

Composition (all households)

One person households	772
Married couple households	1363
Cohabiting couple households	308
Lone parent households: with dependent children	116
Lone parent households: with non-dependent children only	110
All other households	136

Leaflet Distribution Ethnicity and Religion Targeting

People in Delph, 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	7168
Black	21
Asian	96
Arab	3
Mixed	75
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 OL3 5, Delph, Oldham.

Religion (all people)

Christian	5182
Muslim	59
Jewish	10
Hindu	15
Sikh	7
Buddhist	11
Other religion	15
No religion	1633
Religion not stated	435

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	473
Day-to-day activities limited a little	645
Day-to-day activities not limited	6249
Day-to-day activities limited a lot: Age 16 to 64	198
Day-to-day activities limited a little: Age 16 to 64	301
Day-to-day activities not limited: Age 16 to 64	4245
Very good health	3855
Good health	2361
Fair health	854
Bad health	226
Very bad health	71
Provides no unpaid care	6429
Provides 1 to 19 hours unpaid care a week	658
Provides 20 to 49 hours unpaid care a week	89
Provides 50 or more hours unpaid care a week	191

Leaflet Distribution Work Targeting

Knowing if the target audience in OL3 5 Delph, 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 Delph, Oldham relating to employment and work.

Economically active

Employee: Part-time	724
Employee: Full-time	2256
Self-employed with employees: Part-time	31
Self-employed with employees: Full-time	209
Self-employed without employees: Part-time	182
Self-employed without employees: Full-time	357
Unemployed	141
Full-time student	131

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	636
Level 2 qualifications	888
Apprenticeship	255
Level 3 qualifications	741
Level 4 qualifications and above	2465
No qualifications	892
Other qualifications	182



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