

OL4 1 - Glodwick Road, 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 12723

Males	6322
Females	6401
Aged 0 to 15	4248
Aged 16 to 74	8041
Age 75 and over	434

Profile

Marital status (all people aged 16 and over)

Single (never married)	2430
Married	4742
In a registered same-sex civil partnership	2
Separated	397
Divorced	428
Widowed	476

Composition (all households)

One person households	742
Married couple households	1427
Cohabiting couple households	148
Lone parent households: with dependent children	317
Lone parent households: with non-dependent children only	120
All other households	645

Leaflet Distribution Ethnicity and Religion Targeting

People in Glodwick Road, 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	2016
Black	219
Asian	10250
Arab	20
Mixed	182
Other	36

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 OL4 1, Glodwick Road, Oldham.

Religion (all people)

Christian	1686
Muslim	9812
Jewish	5
Hindu	40
Sikh	7
Buddhist	19
Other religion	11
No religion	513
Religion not stated	630

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	1127
Day-to-day activities limited a little	1066
Day-to-day activities not limited	10530
Day-to-day activities limited a lot: Age 16 to 64	675
Day-to-day activities limited a little: Age 16 to 64	726
Day-to-day activities not limited: Age 16 to 64	6235
Very good health	5782
Good health	4247
Fair health	1761
Bad health	710
Very bad health	223
Provides no unpaid care	11542
Provides 1 to 19 hours unpaid care a week	615
Provides 20 to 49 hours unpaid care a week	250
Provides 50 or more hours unpaid care a week	316

Leaflet Distribution Work Targeting

Knowing if the target audience in OL4 1 Glodwick Road, 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 Glodwick Road, Oldham relating to employment and work.

Economically active

Employee: Part-time	1081
Employee: Full-time	1490
Self-employed with employees: Part-time	78
Self-employed with employees: Full-time	138
Self-employed without employees: Part-time	321
Self-employed without employees: Full-time	276
Unemployed	587
Full-time student	350

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1332
Level 2 qualifications	986
Apprenticeship	133
Level 3 qualifications	672
Level 4 qualifications and above	1004
No qualifications	3441
Other qualifications	907



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