

OL4 2 – Greenacres, 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 9391

Males	4628
Females	4763
Aged 0 to 15	1865
Aged 16 to 74	6975
Age 75 and over	551

Profile

Marital status (all people aged 16 and over)

Single (never married)	2667
Married	3236
In a registered same-sex civil partnership	16
Separated	274
Divorced	793
Widowed	540

Composition (all households)

One person households	1400
Married couple households	1307
Cohabiting couple households	452
Lone parent households: with dependent children	381
Lone parent households: with non-dependent children only	155
All other households	212

Leaflet Distribution Ethnicity and Religion Targeting

People in Greenacres, 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	8898
Black	81
Asian	226
Arab	1
Mixed	176
Other	9

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 2, Greenacres, Oldham.

Religion (all people)

Christian	6723
Muslim	134
Jewish	4
Hindu	31
Sikh	1
Buddhist	7
Other religion	18
No religion	1946
Religion not stated	527

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	927
Day-to-day activities limited a little	894
Day-to-day activities not limited	7570
Day-to-day activities limited a lot: Age 16 to 64	477
Day-to-day activities limited a little: Age 16 to 64	542
Day-to-day activities not limited: Age 16 to 64	5247
Very good health	4229
Good health	3189
Fair health	1332
Bad health	536
Very bad health	105
Provides no unpaid care	8415
Provides 1 to 19 hours unpaid care a week	622
Provides 20 to 49 hours unpaid care a week	129
Provides 50 or more hours unpaid care a week	225

Leaflet Distribution Work Targeting

Knowing if the target audience in OL4 2 Greenacres, 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 Greenacres, Oldham relating to employment and work.

Economically active

Employee: Part-time	975
Employee: Full-time	2902
Self-employed with employees: Part-time	19
Self-employed with employees: Full-time	98
Self-employed without employees: Part-time	125
Self-employed without employees: Full-time	289
Unemployed	399
Full-time student	188

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1103
Level 2 qualifications	1310
Apprenticeship	398
Level 3 qualifications	988
Level 4 qualifications and above	1302
No qualifications	2100
Other qualifications	325



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