

## OL4 4 – Grasscroft, 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 7790**

Males	3831
Females	3959
Aged 0 to 15	1358
Aged 16 to 74	5900
Age 75 and over	532

### Profile

#### **Marital status (all people aged 16 and over)**

Single (never married)	1823
Married	3420
In a registered same-sex civil partnership	12
Separated	147
Divorced	577
Widowed	453

#### **Composition (all households)**

One person households	798
Married couple households	1318
Cohabiting couple households	370
Lone parent households: with dependent children	163
Lone parent households: with non-dependent children only	113
All other households	147

## Leaflet Distribution Ethnicity and Religion Targeting

People in Grasscroft, 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	7600
Black	31
Asian	65
Arab	2
Mixed	90
Other	2

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 4, Grasscroft, Oldham.

### Religion (all people)

Christian	5814
Muslim	30
Jewish	0
Hindu	3
Sikh	0
Buddhist	18
Other religion	9
No religion	1441
Religion not stated	475

## 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	543
Day-to-day activities limited a little	713
Day-to-day activities not limited	6534
Day-to-day activities limited a lot: Age 16 to 64	244
Day-to-day activities limited a little: Age 16 to 64	335
Day-to-day activities not limited: Age 16 to 64	4491
Very good health	3897
Good health	2582
Fair health	955
Bad health	276
Very bad health	80
Provides no unpaid care	6793
Provides 1 to 19 hours unpaid care a week	735
Provides 20 to 49 hours unpaid care a week	101
Provides 50 or more hours unpaid care a week	161

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL4 4 Grasscroft, 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 Grasscroft, Oldham relating to employment and work.**

### Economically active

Employee: Part-time	819
Employee: Full-time	2461
Self-employed with employees: Part-time	29
Self-employed with employees: Full-time	159
Self-employed without employees: Part-time	145
Self-employed without employees: Full-time	352
Unemployed	176
Full-time student	146

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	780
Level 2 qualifications	1069
Apprenticeship	353
Level 3 qualifications	863
Level 4 qualifications and above	2045
No qualifications	1108
Other qualifications	214



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