

OL8 1 - Belgrave 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 10620

Males	5338
Females	5282
Aged 0 to 15	3202
Aged 16 to 74	6955
Age 75 and over	463

Profile

Marital status (all people aged 16 and over)

Single (never married)	2411
Married	3774
In a registered same-sex civil partnership	10
Separated	290
Divorced	433
Widowed	500

Composition (all households)

One person households	852
Married couple households	1132
Cohabiting couple households	158
Lone parent households: with dependent children	278
Lone parent households: with non-dependent children only	125
All other households	546

Leaflet Distribution Ethnicity and Religion Targeting

People in Belgrave 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	2504
Black	122
Asian	7720
Arab	11
Mixed	206
Other	57

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 OL8 1, Belgrave Road, Oldham.

Religion (all people)

Christian	1982
Muslim	7158
Jewish	2
Hindu	306
Sikh	12
Buddhist	13
Other religion	14
No religion	580
Religion not stated	553

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	1119
Day-to-day activities limited a little	924
Day-to-day activities not limited	8577
Day-to-day activities limited a lot: Age 16 to 64	649
Day-to-day activities limited a little: Age 16 to 64	623
Day-to-day activities not limited: Age 16 to 64	5263
Very good health	4723
Good health	3518
Fair health	1526
Bad health	640
Very bad health	213
Provides no unpaid care	9644
Provides 1 to 19 hours unpaid care a week	505
Provides 20 to 49 hours unpaid care a week	206
Provides 50 or more hours unpaid care a week	265

Leaflet Distribution Work Targeting

Knowing if the target audience in OL8 1 Belgrave 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 Belgrave Road, Oldham relating to employment and work.

Economically active

Employee: Part-time	883
Employee: Full-time	1498
Self-employed with employees: Part-time	56
Self-employed with employees: Full-time	130
Self-employed without employees: Part-time	218
Self-employed without employees: Full-time	201
Unemployed	595
Full-time student	281

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1110
Level 2 qualifications	861
Apprenticeship	116
Level 3 qualifications	656
Level 4 qualifications and above	1007
No qualifications	2793
Other qualifications	875



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