

## OL8 2 – Alt, 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 9498**

Males	4552
Females	4946
Aged 0 to 15	2317
Aged 16 to 74	6541
Age 75 and over	640

#### Profile

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

Single (never married)	2850
Married	2612
In a registered same-sex civil partnership	23
Separated	275
Divorced	814
Widowed	607

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

One person households	1234
Married couple households	926
Cohabiting couple households	422
Lone parent households: with dependent children	578
Lone parent households: with non-dependent children only	195
All other households	295

## Leaflet Distribution Ethnicity and Religion Targeting

**People in Alt, 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	7612
Black	196
Asian	1404
Arab	2
Mixed	258
Other	26

**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 2, Alt, Oldham.**

### **Religion (all people)**

Christian	5693
Muslim	1302
Jewish	2
Hindu	45
Sikh	0
Buddhist	13
Other religion	16
No religion	1877
Religion not stated	550

## 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	1324
Day-to-day activities limited a little	1023
Day-to-day activities not limited	7151
Day-to-day activities limited a lot: Age 16 to 64	690
Day-to-day activities limited a little: Age 16 to 64	648
Day-to-day activities not limited: Age 16 to 64	4590
Very good health	3885
Good health	3062
Fair health	1598
Bad health	746
Very bad health	207
Provides no unpaid care	8560
Provides 1 to 19 hours unpaid care a week	462
Provides 20 to 49 hours unpaid care a week	174
Provides 50 or more hours unpaid care a week	302

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL8 2 Alt, 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 Alt, Oldham relating to employment and work.**

### Economically active

Employee: Part-time	858
Employee: Full-time	2064
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	64
Self-employed without employees: Part-time	86
Self-employed without employees: Full-time	165
Unemployed	530
Full-time student	201

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1093
Level 2 qualifications	1128
Apprenticeship	250
Level 3 qualifications	694
Level 4 qualifications and above	819
No qualifications	2797
Other qualifications	400



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