

OL8 3 - Lime Side, 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 10398

Males	5002
Females	5396
Aged 0 to 15	2490
Aged 16 to 74	7295
Age 75 and over	613

Profile

Marital status (all people aged 16 and over)

Single (never married)	3119
Married	3055
In a registered same-sex civil partnership	4
Separated	312
Divorced	829
Widowed	589

Composition (all households)

One person households	1285
Married couple households	1124
Cohabiting couple households	511
Lone parent households: with dependent children	634
Lone parent households: with non-dependent children only	212
All other households	291

Leaflet Distribution Ethnicity and Religion Targeting

People in Lime Side, 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	9203
Black	110
Asian	876
Arab	2
Mixed	194
Other	13

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 3, Lime Side, Oldham.

Religion (all people)

Christian	6516
Muslim	697
Jewish	7
Hindu	105
Sikh	0
Buddhist	16
Other religion	16
No religion	2447
Religion not stated	594

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	1171
Day-to-day activities limited a little	1064
Day-to-day activities not limited	8163
Day-to-day activities limited a lot: Age 16 to 64	631
Day-to-day activities limited a little: Age 16 to 64	620
Day-to-day activities not limited: Age 16 to 64	5298
Very good health	4425
Good health	3443
Fair health	1675
Bad health	665
Very bad health	190
Provides no unpaid care	9322
Provides 1 to 19 hours unpaid care a week	545
Provides 20 to 49 hours unpaid care a week	169
Provides 50 or more hours unpaid care a week	362

Leaflet Distribution Work Targeting

Knowing if the target audience in OL8 3 Lime Side,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 Lime Side,Oldham relating to employment and work.

Economically active

Employee: Part-time	991
Employee: Full-time	2609
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	73
Self-employed without employees: Part-time	93
Self-employed without employees: Full-time	239
Unemployed	534
Full-time student	203

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1304
Level 2 qualifications	1306
Apprenticeship	295
Level 3 qualifications	837
Level 4 qualifications and above	954
No qualifications	2836
Other qualifications	376



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