

OL9 0 – Chadderton, 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 8679

Males	4220
Females	4459
Aged 0 to 15	1801
Aged 16 to 74	6232
Age 75 and over	646

Profile

Marital status (all people aged 16 and over)

Single (never married)	2078
Married	3464
In a registered same-sex civil partnership	5
Separated	190
Divorced	562
Widowed	579

Composition (all households)

One person households	977
Married couple households	1316
Cohabiting couple households	320
Lone parent households: with dependent children	251
Lone parent households: with non-dependent children only	148
All other households	188

Leaflet Distribution Ethnicity and Religion Targeting

People in Chadderton, 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	7533
Black	42
Asian	947
Arab	2
Mixed	153
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 OL9 0, Chadderton, Oldham.

Religion (all people)

Christian	6035
Muslim	850
Jewish	8
Hindu	36
Sikh	0
Buddhist	20
Other religion	12
No religion	1255
Religion not stated	463

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	846
Day-to-day activities limited a little	815
Day-to-day activities not limited	7018
Day-to-day activities limited a lot: Age 16 to 64	354
Day-to-day activities limited a little: Age 16 to 64	414
Day-to-day activities not limited: Age 16 to 64	4649
Very good health	4059
Good health	2849
Fair health	1209
Bad health	452
Very bad health	110
Provides no unpaid care	7671
Provides 1 to 19 hours unpaid care a week	641
Provides 20 to 49 hours unpaid care a week	130
Provides 50 or more hours unpaid care a week	237

Leaflet Distribution Work Targeting

Knowing if the target audience in OL9 0 Chadderton,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 Chadderton,Oldham relating to employment and work.

Economically active

Employee: Part-time	891
Employee: Full-time	2553
Self-employed with employees: Part-time	29
Self-employed with employees: Full-time	83
Self-employed without employees: Part-time	107
Self-employed without employees: Full-time	222
Unemployed	270
Full-time student	198

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	976
Level 2 qualifications	1118
Apprenticeship	350
Level 3 qualifications	880
Level 4 qualifications and above	1406
No qualifications	1823
Other qualifications	325



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK