

OL9 6 – Busk, 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 7380

Males	3768
Females	3612
Aged 0 to 15	2502
Aged 16 to 74	4665
Age 75 and over	213

Profile

Marital status (all people aged 16 and over)

Single (never married)	1634
Married	2520
In a registered same-sex civil partnership	6
Separated	163
Divorced	260
Widowed	295

Composition (all households)

One person households	653
Married couple households	786
Cohabiting couple households	99
Lone parent households: with dependent children	152
Lone parent households: with non-dependent children only	82
All other households	353

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	641
Day-to-day activities limited a little	617
Day-to-day activities not limited	6122
Day-to-day activities limited a lot: Age 16 to 64	386
Day-to-day activities limited a little: Age 16 to 64	423
Day-to-day activities not limited: Age 16 to 64	3543
Very good health	3268
Good health	2582
Fair health	989
Bad health	414
Very bad health	127
Provides no unpaid care	6688
Provides 1 to 19 hours unpaid care a week	320
Provides 20 to 49 hours unpaid care a week	138
Provides 50 or more hours unpaid care a week	234

Leaflet Distribution Work Targeting

Knowing if the target audience in OL9 6 Busk, 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 Busk, Chadderton, Oldham relating to employment and work.

Economically active

Employee: Part-time	821
Employee: Full-time	779
Self-employed with employees: Part-time	45
Self-employed with employees: Full-time	42
Self-employed without employees: Part-time	70
Self-employed without employees: Full-time	68
Unemployed	433
Full-time student	224

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	803
Level 2 qualifications	604
Apprenticeship	88
Level 3 qualifications	383
Level 4 qualifications and above	440
No qualifications	2106
Other qualifications	454



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