

OL9 7 - Manchester Road, 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 6524

Males	3239
Females	3285
Aged 0 to 15	1813
Aged 16 to 74	4335
Age 75 and over	376

Profile

Marital status (all people aged 16 and over)

Single (never married)	1446
Married	2187
In a registered same-sex civil partnership	8
Separated	224
Divorced	454
Widowed	392

Composition (all households)

One person households	838
Married couple households	705
Cohabiting couple households	136
Lone parent households: with dependent children	268
Lone parent households: with non-dependent children only	89
All other households	282

Leaflet Distribution Ethnicity and Religion Targeting

People in Manchester Road, 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	2968
Black	150
Asian	3177
Arab	11
Mixed	185
Other	33

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 7, Manchester Road, Chadderton, Oldham.

Religion (all people)

Christian	2297
Muslim	3046
Jewish	2
Hindu	67
Sikh	1
Buddhist	7
Other religion	12
No religion	695
Religion not stated	397

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	761
Day-to-day activities limited a little	668
Day-to-day activities not limited	5095
Day-to-day activities limited a lot: Age 16 to 64	412
Day-to-day activities limited a little: Age 16 to 64	386
Day-to-day activities not limited: Age 16 to 64	3125
Very good health	2697
Good health	2225
Fair health	1044
Bad health	417
Very bad health	141
Provides no unpaid care	5923
Provides 1 to 19 hours unpaid care a week	306
Provides 20 to 49 hours unpaid care a week	113
Provides 50 or more hours unpaid care a week	182

Leaflet Distribution Work Targeting

Knowing if the target audience in OL9 7 Manchester Road, 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 Manchester Road, Chadderton, Oldham relating to employment and work.

Economically active

Employee: Part-time	612
Employee: Full-time	1073
Self-employed with employees: Part-time	33
Self-employed with employees: Full-time	50
Self-employed without employees: Part-time	106
Self-employed without employees: Full-time	114
Unemployed	306
Full-time student	169

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	679
Level 2 qualifications	610
Apprenticeship	136
Level 3 qualifications	387
Level 4 qualifications and above	549
No qualifications	1956
Other qualifications	394



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