

OL9 8 - Butler Green, 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 9571

Males	4687
Females	4884
Aged 0 to 15	2046
Aged 16 to 74	6927
Age 75 and over	598

Profile

Marital status (all people aged 16 and over)

Single (never married)	2933
Married	3104
In a registered same-sex civil partnership	16
Separated	255
Divorced	671
Widowed	546

Composition (all households)

One person households	1130
Married couple households	1172
Cohabiting couple households	543
Lone parent households: with dependent children	415
Lone parent households: with non-dependent children only	178
All other households	285

Leaflet Distribution Ethnicity and Religion Targeting

People in Butler Green, 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	8589
Black	154
Asian	598
Arab	13
Mixed	210
Other	7

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 8, Butler Green, Chadderton, Oldham.

Religion (all people)

Christian	6439
Muslim	517
Jewish	3
Hindu	28
Sikh	0
Buddhist	17
Other religion	20
No religion	1984
Religion not stated	563

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	977
Day-to-day activities limited a little	896
Day-to-day activities not limited	7698
Day-to-day activities limited a lot: Age 16 to 64	492
Day-to-day activities limited a little: Age 16 to 64	508
Day-to-day activities not limited: Age 16 to 64	5167
Very good health	4306
Good health	3216
Fair health	1406
Bad health	497
Very bad health	146
Provides no unpaid care	8563
Provides 1 to 19 hours unpaid care a week	582
Provides 20 to 49 hours unpaid care a week	136
Provides 50 or more hours unpaid care a week	290

Leaflet Distribution Work Targeting

Knowing if the target audience in OL9 8 Butler Green, 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 Butler Green, Chadderton, Oldham relating to employment and work.

Economically active

Employee: Part-time	951
Employee: Full-time	3012
Self-employed with employees: Part-time	13
Self-employed with employees: Full-time	68
Self-employed without employees: Part-time	101
Self-employed without employees: Full-time	234
Unemployed	349
Full-time student	168

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1226
Level 2 qualifications	1332
Apprenticeship	371
Level 3 qualifications	945
Level 4 qualifications and above	1082
No qualifications	2216
Other qualifications	353



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