

OL9 9 - Nimble Nook, 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 9131

Males	4568
Females	4563
Aged 0 to 15	1596
Aged 16 to 74	6783
Age 75 and over	752

Profile

Marital status (all people aged 16 and over)

Single (never married)	2398
Married	3662
In a registered same-sex civil partnership	8
Separated	196
Divorced	653
Widowed	618

Composition (all households)

One person households	1139
Married couple households	1397
Cohabiting couple households	413
Lone parent households: with dependent children	226
Lone parent households: with non-dependent children only	154
All other households	191

Leaflet Distribution Ethnicity and Religion Targeting

People in Nimble Nook, 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	8274
Black	72
Asian	640
Arab	7
Mixed	136
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 9, Nimble Nook, Chadderton, Oldham.

Religion (all people)

Christian	6591
Muslim	494
Jewish	22
Hindu	49
Sikh	2
Buddhist	19
Other religion	15
No religion	1453
Religion not stated	486

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	967
Day-to-day activities limited a little	940
Day-to-day activities not limited	7224
Day-to-day activities limited a lot: Age 16 to 64	413
Day-to-day activities limited a little: Age 16 to 64	496
Day-to-day activities not limited: Age 16 to 64	5046
Very good health	4129
Good health	3000
Fair health	1413
Bad health	454
Very bad health	135
Provides no unpaid care	8006
Provides 1 to 19 hours unpaid care a week	729
Provides 20 to 49 hours unpaid care a week	142
Provides 50 or more hours unpaid care a week	254

Leaflet Distribution Work Targeting

Knowing if the target audience in OL9 9 Nimble Nook,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 Nimble Nook,Chadderton,Oldham relating to employment and work.

Economically active

Employee: Part-time	918
Employee: Full-time	2930
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	92
Self-employed without employees: Part-time	111
Self-employed without employees: Full-time	274
Unemployed	269
Full-time student	194

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1097
Level 2 qualifications	1292
Apprenticeship	417
Level 3 qualifications	977
Level 4 qualifications and above	1493
No qualifications	1949
Other qualifications	310



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