

## OL1 2 - Holden Fold, 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 8465

Males	4259
Females	4206
Aged 0 to 15	2462
Aged 16 to 74	5514
Age 75 and over	489

### Profile

#### Marital status (all people aged 16 and over)

Single (never married)	1868
Married	2960
In a registered same-sex civil partnership	11
Separated	218
Divorced	489
Widowed	457

#### Composition (all households)

One person households	962
Married couple households	1046
Cohabiting couple households	178
Lone parent households: with dependent children	225
Lone parent households: with non-dependent children only	112
All other households	308

## Leaflet Distribution Ethnicity and Religion Targeting

People in Holden Fold, 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	3669
Black	237
Asian	4295
Arab	19
Mixed	204
Other	41

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 OL1 2, Holden Fold, Oldham.

### Religion (all people)

Christian	3180
Muslim	4090
Jewish	3
Hindu	83
Sikh	2
Buddhist	6
Other religion	21
No religion	666
Religion not stated	414

## 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	873
Day-to-day activities limited a little	806
Day-to-day activities not limited	6786
Day-to-day activities limited a lot: Age 16 to 64	440
Day-to-day activities limited a little: Age 16 to 64	476
Day-to-day activities not limited: Age 16 to 64	4037
Very good health	3808
Good health	2788
Fair health	1255
Bad health	446
Very bad health	168
Provides no unpaid care	7673
Provides 1 to 19 hours unpaid care a week	439
Provides 20 to 49 hours unpaid care a week	140
Provides 50 or more hours unpaid care a week	213

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL1 2 Holden Fold, 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 Holden Fold, Oldham relating to employment and work.**

### Economically active

Employee: Part-time	894
Employee: Full-time	1450
Self-employed with employees: Part-time	38
Self-employed with employees: Full-time	76
Self-employed without employees: Part-time	62
Self-employed without employees: Full-time	128
Unemployed	427
Full-time student	188

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	960
Level 2 qualifications	768
Apprenticeship	176
Level 3 qualifications	560
Level 4 qualifications and above	894
No qualifications	2183
Other qualifications	462



Manchester's Best Leaflet Delivery Service

[WWW.WEDELIVERALL.CO.UK](http://WWW.WEDELIVERALL.CO.UK)