

OL10 1 - Heywood

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 3418

Males	1741
Females	1677
Aged 0 to 15	604
Aged 16 to 74	2545
Age 75 and over	269

Profile

Marital status (all people aged 16 and over)

Single (never married)	1169
Married	970
In a registered same-sex civil partnership	6
Separated	98
Divorced	339
Widowed	232

Composition (all households)

One person households	699
Married couple households	357
Cohabiting couple households	198
Lone parent households: with dependent children	132
Lone parent households: with non-dependent children only	63
All other households	101

Leaflet Distribution Ethnicity and Religion Targeting

People in Heywood 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	3241
Black	57
Asian	69
Arab	0
Mixed	42
Other	9

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 OL10 1, Heywood.

Religion (all people)

Christian	2296
Muslim	58
Jewish	5
Hindu	1
Sikh	0
Buddhist	4
Other religion	15
No religion	794
Religion not stated	245

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	469
Day-to-day activities limited a little	351
Day-to-day activities not limited	2598
Day-to-day activities limited a lot: Age 16 to 64	240
Day-to-day activities limited a little: Age 16 to 64	193
Day-to-day activities not limited: Age 16 to 64	1840
Very good health	1446
Good health	1077
Fair health	583
Bad health	244
Very bad health	68
Provides no unpaid care	3059
Provides 1 to 19 hours unpaid care a week	209
Provides 20 to 49 hours unpaid care a week	59
Provides 50 or more hours unpaid care a week	91

Leaflet Distribution Work Targeting

Knowing if the target audience in OL10 1 Heywood 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 Heywood relating to employment and work.

Economically active

Employee: Part-time	312
Employee: Full-time	1012
Self-employed with employees: Part-time	4
Self-employed with employees: Full-time	44
Self-employed without employees: Part-time	39
Self-employed without employees: Full-time	108
Unemployed	215
Full-time student	44

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	441
Level 2 qualifications	477
Apprenticeship	103
Level 3 qualifications	327
Level 4 qualifications and above	398
No qualifications	943
Other qualifications	125



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