

## OL10 2 – Hopwood, 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 7205**

Males	3511
Females	3694
Aged 0 to 15	1302
Aged 16 to 74	5400
Age 75 and over	503

### Profile

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

Single (never married)	1942
Married	2789
In a registered same-sex civil partnership	7
Separated	216
Divorced	526
Widowed	423

#### **Composition (all households)**

One person households	894
Married couple households	1081
Cohabiting couple households	312
Lone parent households: with dependent children	260
Lone parent households: with non-dependent children only	104
All other households	148

## Leaflet Distribution Ethnicity and Religion Targeting

People in Hopwood, 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	6848
Black	34
Asian	230
Arab	12
Mixed	75
Other	6

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 2, Hopwood, Heywood.

### Religion (all people)

Christian	5250
Muslim	165
Jewish	9
Hindu	38
Sikh	0
Buddhist	11
Other religion	7
No religion	1309
Religion not stated	416

## 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	665
Day-to-day activities limited a little	705
Day-to-day activities not limited	5835
Day-to-day activities limited a lot: Age 16 to 64	305
Day-to-day activities limited a little: Age 16 to 64	377
Day-to-day activities not limited: Age 16 to 64	4087
Very good health	3373
Good health	2432
Fair health	1012
Bad health	321
Very bad health	67
Provides no unpaid care	6407
Provides 1 to 19 hours unpaid care a week	489
Provides 20 to 49 hours unpaid care a week	112
Provides 50 or more hours unpaid care a week	197

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL10 2 Hopwood, 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 Hopwood, Heywood relating to employment and work.**

### Economically active

Employee: Part-time	702
Employee: Full-time	2288
Self-employed with employees: Part-time	18
Self-employed with employees: Full-time	89
Self-employed without employees: Part-time	85
Self-employed without employees: Full-time	236
Unemployed	258
Full-time student	167

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	908
Level 2 qualifications	1043
Apprenticeship	283
Level 3 qualifications	737
Level 4 qualifications and above	1240
No qualifications	1441
Other qualifications	251



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