

OL10 3 - Heady Hill, 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 7947

Males	3763
Females	4184
Aged 0 to 15	1677
Aged 16 to 74	5709
Age 75 and over	561

Profile

Marital status (all people aged 16 and over)

Single (never married)	2624
Married	2103
In a registered same-sex civil partnership	16
Separated	257
Divorced	734
Widowed	536

Composition (all households)

One person households	1239
Married couple households	807
Cohabiting couple households	425
Lone parent households: with dependent children	491
Lone parent households: with non-dependent children only	188
All other households	213

Leaflet Distribution Ethnicity and Religion Targeting

People in Heady Hill, 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	7663
Black	77
Asian	73
Arab	5
Mixed	106
Other	23

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 3, Heady Hill, Heywood.

Religion (all people)

Christian	5412
Muslim	56
Jewish	13
Hindu	6
Sikh	0
Buddhist	12
Other religion	15
No religion	1963
Religion not stated	470

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	1117
Day-to-day activities limited a little	840
Day-to-day activities not limited	5990
Day-to-day activities limited a lot: Age 16 to 64	616
Day-to-day activities limited a little: Age 16 to 64	487
Day-to-day activities not limited: Age 16 to 64	3992
Very good health	3258
Good health	2582
Fair health	1295
Bad health	630
Very bad health	182
Provides no unpaid care	7126
Provides 1 to 19 hours unpaid care a week	411
Provides 20 to 49 hours unpaid care a week	127
Provides 50 or more hours unpaid care a week	283

Leaflet Distribution Work Targeting

Knowing if the target audience in OL10 3 Heady Hill, 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 Heady Hill, Heywood relating to employment and work.

Economically active

Employee: Part-time	745
Employee: Full-time	2029
Self-employed with employees: Part-time	6
Self-employed with employees: Full-time	59
Self-employed without employees: Part-time	60
Self-employed without employees: Full-time	188
Unemployed	501
Full-time student	115

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1055
Level 2 qualifications	1120
Apprenticeship	204
Level 3 qualifications	635
Level 4 qualifications and above	639
No qualifications	2336
Other qualifications	281



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK