

OL10 4 - Hooley Brow, 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 9224

Males	4481
Females	4743
Aged 0 to 15	1841
Aged 16 to 74	6799
Age 75 and over	584

Profile

Marital status (all people aged 16 and over)

Single (never married)	2626
Married	3088
In a registered same-sex civil partnership	13
Separated	277
Divorced	797
Widowed	582

Composition (all households)

One person households	1332
Married couple households	1207
Cohabiting couple households	490
Lone parent households: with dependent children	377
Lone parent households: with non-dependent children only	162
All other households	210

Leaflet Distribution Ethnicity and Religion Targeting

People in Hooley Brow, 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	8799
Black	87
Asian	199
Arab	10
Mixed	119
Other	10

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 4, Hooley Brow, Heywood.

Religion (all people)

Christian	6345
Muslim	156
Jewish	7
Hindu	1
Sikh	4
Buddhist	14
Other religion	20
No religion	2120
Religion not stated	557

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	970
Day-to-day activities limited a little	917
Day-to-day activities not limited	7337
Day-to-day activities limited a lot: Age 16 to 64	502
Day-to-day activities limited a little: Age 16 to 64	508
Day-to-day activities not limited: Age 16 to 64	5031
Very good health	4087
Good health	3097
Fair health	1348
Bad health	541
Very bad health	151
Provides no unpaid care	8314
Provides 1 to 19 hours unpaid care a week	533
Provides 20 to 49 hours unpaid care a week	134
Provides 50 or more hours unpaid care a week	243

Leaflet Distribution Work Targeting

Knowing if the target audience in OL10 4 Hooley Brow, 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 Hooley Brow, Heywood relating to employment and work.

Economically active

Employee: Part-time	905
Employee: Full-time	2776
Self-employed with employees: Part-time	27
Self-employed with employees: Full-time	99
Self-employed without employees: Part-time	97
Self-employed without employees: Full-time	286
Unemployed	370
Full-time student	148

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1226
Level 2 qualifications	1316
Apprenticeship	300
Level 3 qualifications	936
Level 4 qualifications and above	1117
No qualifications	2160
Other qualifications	328



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