

OL2 5 – Royton, 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 10587

Males	5140
Females	5447
Aged 0 to 15	1867
Aged 16 to 74	7824
Age 75 and over	896

Profile

Marital status (all people aged 16 and over)

Single (never married)	2497
Married	4393
In a registered same-sex civil partnership	5
Separated	276
Divorced	775
Widowed	774

Composition (all households)

One person households	1294
Married couple households	1636
Cohabiting couple households	420
Lone parent households: with dependent children	278
Lone parent households: with non-dependent children only	182
All other households	234

Leaflet Distribution Ethnicity and Religion Targeting

People in Royton, 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	10162
Black	60
Asian	227
Arab	10
Mixed	119
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 OL2 5, Royton, Oldham.

Religion (all people)

Christian	8217
Muslim	167
Jewish	1
Hindu	24
Sikh	2
Buddhist	25
Other religion	19
No religion	1575
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	1034
Day-to-day activities limited a little	1113
Day-to-day activities not limited	8440
Day-to-day activities limited a lot: Age 16 to 64	407
Day-to-day activities limited a little: Age 16 to 64	519
Day-to-day activities not limited: Age 16 to 64	5696
Very good health	4873
Good health	3457
Fair health	1588
Bad health	525
Very bad health	144
Provides no unpaid care	9261
Provides 1 to 19 hours unpaid care a week	866
Provides 20 to 49 hours unpaid care a week	177
Provides 50 or more hours unpaid care a week	283

Leaflet Distribution Work Targeting

Knowing if the target audience in OL2 5 Royton, 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 Royton, Oldham relating to employment and work.

Economically active

Employee: Part-time	1129
Employee: Full-time	3286
Self-employed with employees: Part-time	29
Self-employed with employees: Full-time	140
Self-employed without employees: Part-time	128
Self-employed without employees: Full-time	304
Unemployed	273
Full-time student	190

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1251
Level 2 qualifications	1388
Apprenticeship	454
Level 3 qualifications	1079
Level 4 qualifications and above	1947
No qualifications	2257
Other qualifications	344



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