

OL2 6 – Royton, Kuzley Brook, 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 12735

Males	6239
Females	6496
Aged 0 to 15	2262
Aged 16 to 74	9531
Age 75 and over	942

Profile

Marital status (all people aged 16 and over)

Single (never married)	3260
Married	5077
In a registered same-sex civil partnership	11
Separated	274
Divorced	1008
Widowed	843

Composition (all households)

One person households	1534
Married couple households	1927
Cohabiting couple households	617
Lone parent households: with dependent children	375
Lone parent households: with non-dependent children only	219
All other households	293

Leaflet Distribution Ethnicity and Religion Targeting

People in Royton, Kuzley Brook, 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	12071
Black	48
Asian	443
Arab	2
Mixed	158
Other	13

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 6, Royton, Kuzley Brook, Oldham.

Religion (all people)

Christian	9657
Muslim	263
Jewish	3
Hindu	54
Sikh	6
Buddhist	29
Other religion	26
No religion	1965
Religion not stated	732

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	1111
Day-to-day activities limited a little	1239
Day-to-day activities not limited	10385
Day-to-day activities limited a lot: Age 16 to 64	515
Day-to-day activities limited a little: Age 16 to 64	599
Day-to-day activities not limited: Age 16 to 64	7151
Very good health	5900
Good health	4384
Fair health	1757
Bad health	548
Very bad health	146
Provides no unpaid care	11314
Provides 1 to 19 hours unpaid care a week	928
Provides 20 to 49 hours unpaid care a week	193
Provides 50 or more hours unpaid care a week	300

Leaflet Distribution Work Targeting

Knowing if the target audience in OL2 6 Royton,Kuzley Brook,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,Kuzley Brook,Oldham relating to employment and work.

Economically active

Employee: Part-time	1292
Employee: Full-time	4308
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	130
Self-employed without employees: Part-time	143
Self-employed without employees: Full-time	401
Unemployed	369
Full-time student	276

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1451
Level 2 qualifications	1800
Apprenticeship	545
Level 3 qualifications	1509
Level 4 qualifications and above	2253
No qualifications	2505
Other qualifications	410



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