

OL4 3 – Lees/Greenacres, 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 6112

Males	2995
Females	3117
Aged 0 to 15	1140
Aged 16 to 74	4541
Age 75 and over	431

Profile

Marital status (all people aged 16 and over)

Single (never married)	1737
Married	2192
In a registered same-sex civil partnership	5
Separated	138
Divorced	509
Widowed	391

Composition (all households)

One person households	807
Married couple households	821
Cohabiting couple households	355
Lone parent households: with dependent children	221
Lone parent households: with non-dependent children only	97
All other households	149

Leaflet Distribution Ethnicity and Religion Targeting

People in Lees/Greenacres, 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	5494
Black	39
Asian	439
Arab	10
Mixed	121
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 OL4 3, Lees/Greenacres, Oldham.

Religion (all people)

Christian	4196
Muslim	407
Jewish	1
Hindu	9
Sikh	0
Buddhist	8
Other religion	11
No religion	1146
Religion not stated	334

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	624
Day-to-day activities limited a little	558
Day-to-day activities not limited	4930
Day-to-day activities limited a lot: Age 16 to 64	272
Day-to-day activities limited a little: Age 16 to 64	300
Day-to-day activities not limited: Age 16 to 64	3455
Very good health	2876
Good health	1971
Fair health	858
Bad health	332
Very bad health	75
Provides no unpaid care	5401
Provides 1 to 19 hours unpaid care a week	490
Provides 20 to 49 hours unpaid care a week	88
Provides 50 or more hours unpaid care a week	133

Leaflet Distribution Work Targeting

Knowing if the target audience in OL4 3 Lees/Greenacres, 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 Lees/Greenacres, Oldham relating to employment and work.

Economically active

Employee: Part-time	615
Employee: Full-time	1897
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	96
Self-employed without employees: Part-time	82
Self-employed without employees: Full-time	236
Unemployed	204
Full-time student	110

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	717
Level 2 qualifications	830
Apprenticeship	267
Level 3 qualifications	671
Level 4 qualifications and above	1055
No qualifications	1212
Other qualifications	220



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK