

OL4 5 – Lees, 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 9044

Males	4303
Females	4741
Aged 0 to 15	2012
Aged 16 to 74	6354
Age 75 and over	678

Profile

Marital status (all people aged 16 and over)

Single (never married)	2481
Married	2922
In a registered same-sex civil partnership	6
Separated	268
Divorced	747
Widowed	608

Composition (all households)

One person households	1285
Married couple households	1078
Cohabiting couple households	471
Lone parent households: with dependent children	437
Lone parent households: with non-dependent children only	154
All other households	208

Leaflet Distribution Ethnicity and Religion Targeting

People in Lees, 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	8044
Black	184
Asian	546
Arab	1
Mixed	250
Other	19

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 5, Lees, Oldham.

Religion (all people)

Christian	6101
Muslim	498
Jewish	1
Hindu	11
Sikh	0
Buddhist	17
Other religion	24
No religion	1860
Religion not stated	532

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	1003
Day-to-day activities limited a little	912
Day-to-day activities not limited	7129
Day-to-day activities limited a lot: Age 16 to 64	477
Day-to-day activities limited a little: Age 16 to 64	463
Day-to-day activities not limited: Age 16 to 64	4686
Very good health	4072
Good health	2965
Fair health	1322
Bad health	553
Very bad health	132
Provides no unpaid care	8061
Provides 1 to 19 hours unpaid care a week	567
Provides 20 to 49 hours unpaid care a week	140
Provides 50 or more hours unpaid care a week	276

Leaflet Distribution Work Targeting

Knowing if the target audience in OL4 5 Lees, 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, Oldham relating to employment and work.

Economically active

Employee: Part-time	887
Employee: Full-time	2395
Self-employed with employees: Part-time	18
Self-employed with employees: Full-time	102
Self-employed without employees: Part-time	102
Self-employed without employees: Full-time	238
Unemployed	371
Full-time student	153

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	970
Level 2 qualifications	1156
Apprenticeship	282
Level 3 qualifications	835
Level 4 qualifications and above	1374
No qualifications	2077
Other qualifications	338



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