

## OL6 9 – Hazelhurst, Ashton-Under-Lyne

### 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 10564**

Males	5233
Females	5331
Aged 0 to 15	2159
Aged 16 to 74	7709
Age 75 and over	696

### Profile

#### **Marital status (all people aged 16 and over)**

Single (never married)	2954
Married	3732
In a registered same-sex civil partnership	9
Separated	251
Divorced	838
Widowed	621

#### **Composition (all households)**

One person households	1414
Married couple households	1399
Cohabiting couple households	485
Lone parent households: with dependent children	468
Lone parent households: with non-dependent children only	162
All other households	289

## Leaflet Distribution Ethnicity and Religion Targeting

**People in Hazelhurst, Ashton-Under-Lyne 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	8465
Black	160
Asian	1709
Arab	17
Mixed	194
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 OL6 9, Hazelhurst, Ashton-Under-Lyne.**

### **Religion (all people)**

Christian	6234
Muslim	834
Jewish	5
Hindu	689
Sikh	11
Buddhist	35
Other religion	38
No religion	2137
Religion not stated	581

## 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	1127
Day-to-day activities limited a little	1153
Day-to-day activities not limited	8284
Day-to-day activities limited a lot: Age 16 to 64	593
Day-to-day activities limited a little: Age 16 to 64	631
Day-to-day activities not limited: Age 16 to 64	5617
Very good health	4578
Good health	3566
Fair health	1614
Bad health	642
Very bad health	164
Provides no unpaid care	9497
Provides 1 to 19 hours unpaid care a week	571
Provides 20 to 49 hours unpaid care a week	176
Provides 50 or more hours unpaid care a week	320

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL6 9 Hazelhurst, Ashton-Under-Lyne 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 Hazelhurst, Ashton-Under-Lyne relating to employment and work.**

### Economically active

Employee: Part-time	1023
Employee: Full-time	2920
Self-employed with employees: Part-time	19
Self-employed with employees: Full-time	86
Self-employed without employees: Part-time	125
Self-employed without employees: Full-time	262
Unemployed	456
Full-time student	163

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1346
Level 2 qualifications	1411
Apprenticeship	276
Level 3 qualifications	898
Level 4 qualifications and above	1394
No qualifications	2522
Other qualifications	558



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