

## OL8 4 - Byron Street, 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 8530**

Males	4198
Females	4332
Aged 0 to 15	2281
Aged 16 to 74	5789
Age 75 and over	460

### Profile

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

Single (never married)	2168
Married	2858
In a registered same-sex civil partnership	5
Separated	233
Divorced	499
Widowed	486

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

One person households	861
Married couple households	937
Cohabiting couple households	276
Lone parent households: with dependent children	306
Lone parent households: with non-dependent children only	115
All other households	334

## Leaflet Distribution Ethnicity and Religion Targeting

People in Byron Street, 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	4181
Black	143
Asian	4024
Arab	6
Mixed	158
Other	18

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 OL8 4, Byron Street, Oldham.

### Religion (all people)

Christian	3179
Muslim	3743
Jewish	7
Hindu	148
Sikh	4
Buddhist	19
Other religion	5
No religion	986
Religion not stated	439

## 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	862
Day-to-day activities limited a little	809
Day-to-day activities not limited	6859
Day-to-day activities limited a lot: Age 16 to 64	489
Day-to-day activities limited a little: Age 16 to 64	487
Day-to-day activities not limited: Age 16 to 64	4327
Very good health	3659
Good health	2971
Fair health	1279
Bad health	498
Very bad health	123
Provides no unpaid care	7617
Provides 1 to 19 hours unpaid care a week	512
Provides 20 to 49 hours unpaid care a week	152
Provides 50 or more hours unpaid care a week	249

## Leaflet Distribution Work Targeting

**Knowing if the target audience in OL8 4 Byron Street, 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 Byron Street, Oldham relating to employment and work.**

### Economically active

Employee: Part-time	872
Employee: Full-time	1629
Self-employed with employees: Part-time	44
Self-employed with employees: Full-time	102
Self-employed without employees: Part-time	172
Self-employed without employees: Full-time	179
Unemployed	362
Full-time student	182

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	963
Level 2 qualifications	899
Apprenticeship	192
Level 3 qualifications	678
Level 4 qualifications and above	1031
No qualifications	2047
Other qualifications	439



Manchester's Best Leaflet Delivery Service

[WWW.WEDELIVERALL.CO.UK](http://WWW.WEDELIVERALL.CO.UK)