

## SK13 0 - Gamesley,Glossop

### 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 1943

Males	925
Females	1018
Aged 0 to 15	514
Aged 16 to 74	1340
Age 75 and over	89

#### Profile

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

Single (never married)	628
Married	468
In a registered same-sex civil partnership	0
Separated	54
Divorced	177
Widowed	102

##### Composition (all households)

One person households	239
Married couple households	177
Cohabiting couple households	114
Lone parent households: with dependent children	127
Lone parent households: with non-dependent children only	49
All other households	38

## Leaflet Distribution Ethnicity and Religion Targeting

People in Gamesley, Glossop 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	1893
Black	6
Asian	23
Arab	0
Mixed	21
Other	0

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 SK13 0, Gamesley, Glossop.

### Religion (all people)

Christian	1162
Muslim	1
Jewish	1
Hindu	1
Sikh	5
Buddhist	1
Other religion	2
No religion	621
Religion not stated	149

## 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	250
Day-to-day activities limited a little	213
Day-to-day activities not limited	1480
Day-to-day activities limited a lot: Age 16 to 64	145
Day-to-day activities limited a little: Age 16 to 64	123
Day-to-day activities not limited: Age 16 to 64	927
Very good health	799
Good health	646
Fair health	312
Bad health	152
Very bad health	34
Provides no unpaid care	1743
Provides 1 to 19 hours unpaid care a week	85
Provides 20 to 49 hours unpaid care a week	35
Provides 50 or more hours unpaid care a week	80

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK13 0 Gamesley, Glossop 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 Gamesley, Glossop relating to employment and work.**

### Economically active

Employee: Part-time	178
Employee: Full-time	402
Self-employed with employees: Part-time	1
Self-employed with employees: Full-time	13
Self-employed without employees: Part-time	16
Self-employed without employees: Full-time	40
Unemployed	146
Full-time student	31

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	281
Level 2 qualifications	252
Apprenticeship	43
Level 3 qualifications	142
Level 4 qualifications and above	106
No qualifications	551
Other qualifications	54



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