

SK13 1 - Hadfield & Tintwistle & Chisworth, 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 6899

Males	3363
Females	3536
Aged 0 to 15	1420
Aged 16 to 74	5115
Age 75 and over	364

Profile

Marital status (all people aged 16 and over)

Single (never married)	1926
Married	2364
In a registered same-sex civil partnership	19
Separated	189
Divorced	630
Widowed	351

Composition (all households)

One person households	871
Married couple households	989
Cohabiting couple households	397
Lone parent households: with dependent children	282
Lone parent households: with non-dependent children only	121
All other households	130

Leaflet Distribution Ethnicity and Religion Targeting

People in Hadfield & Tintwistle & Chisworth, 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	6715
Black	17
Asian	43
Arab	6
Mixed	116
Other	2

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 1, Hadfield & Tintwistle & Chisworth, Glossop.

Religion (all people)

Christian	4474
Muslim	19
Jewish	5
Hindu	6
Sikh	1
Buddhist	7
Other religion	34
No religion	1877
Religion not stated	476

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	588
Day-to-day activities limited a little	634
Day-to-day activities not limited	5677
Day-to-day activities limited a lot: Age 16 to 64	291
Day-to-day activities limited a little: Age 16 to 64	390
Day-to-day activities not limited: Age 16 to 64	3976
Very good health	3328
Good health	2319
Fair health	865
Bad health	305
Very bad health	82
Provides no unpaid care	6197
Provides 1 to 19 hours unpaid care a week	465
Provides 20 to 49 hours unpaid care a week	85
Provides 50 or more hours unpaid care a week	152

Leaflet Distribution Work Targeting

Knowing if the target audience in SK13 1 Hadfield & Tintwistle & Chisworth, 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 Hadfield & Tintwistle & Chisworth, Glossop relating to employment and work.

Economically active

Employee: Part-time	731
Employee: Full-time	2198
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	78
Self-employed without employees: Part-time	118
Self-employed without employees: Full-time	304
Unemployed	248
Full-time student	109

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	788
Level 2 qualifications	983
Apprenticeship	196
Level 3 qualifications	718
Level 4 qualifications and above	1446
No qualifications	1181
Other qualifications	167



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK