

## SK13 2 - Burnside, 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 3700

Males	1812
Females	1888
Aged 0 to 15	624
Aged 16 to 74	2774
Age 75 and over	302

### Profile

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

Single (never married)	887
Married	1641
In a registered same-sex civil partnership	6
Separated	52
Divorced	245
Widowed	245

#### Composition (all households)

One person households	365
Married couple households	633
Cohabiting couple households	156
Lone parent households: with dependent children	95
Lone parent households: with non-dependent children only	53
All other households	69

# Leaflet Distribution Ethnicity and Religion Targeting

People in Burnside, 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	3607
Black	7
Asian	31
Arab	0
Mixed	51
Other	4

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 2, Burnside, Glossop.

## Religion (all people)

Christian	2541
Muslim	4
Jewish	2
Hindu	0
Sikh	0
Buddhist	7
Other religion	14
No religion	896
Religion not stated	236

## 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	340
Day-to-day activities limited a little	363
Day-to-day activities not limited	2997
Day-to-day activities limited a lot: Age 16 to 64	153
Day-to-day activities limited a little: Age 16 to 64	168
Day-to-day activities not limited: Age 16 to 64	2088
Very good health	1745
Good health	1251
Fair health	493
Bad health	164
Very bad health	47
Provides no unpaid care	3259
Provides 1 to 19 hours unpaid care a week	286
Provides 20 to 49 hours unpaid care a week	64
Provides 50 or more hours unpaid care a week	91

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK13 2 Burnside, 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 Burnside, Glossop relating to employment and work.**

### Economically active

Employee: Part-time	423
Employee: Full-time	1169
Self-employed with employees: Part-time	6
Self-employed with employees: Full-time	36
Self-employed without employees: Part-time	52
Self-employed without employees: Full-time	126
Unemployed	102
Full-time student	73

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	417
Level 2 qualifications	497
Apprenticeship	141
Level 3 qualifications	407
Level 4 qualifications and above	849
No qualifications	657
Other qualifications	108



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