

## SK13 6 - Simmondley Lane, 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 6113

Males	3034
Females	3079
Aged 0 to 15	1295
Aged 16 to 74	4518
Age 75 and over	300

### Profile

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

Single (never married)	1362
Married	2651
In a registered same-sex civil partnership	16
Separated	114
Divorced	402
Widowed	273

#### Composition (all households)

One person households	474
Married couple households	1108
Cohabiting couple households	252
Lone parent households: with dependent children	165
Lone parent households: with non-dependent children only	85
All other households	105

# Leaflet Distribution Ethnicity and Religion Targeting

People in Simmondley Lane, 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	5965
Black	24
Asian	48
Arab	0
Mixed	73
Other	3

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 6, Simmondley Lane, Glossop.

## Religion (all people)

Christian	4117
Muslim	14
Jewish	2
Hindu	6
Sikh	6
Buddhist	11
Other religion	25
No religion	1581
Religion not stated	351

## 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	406
Day-to-day activities limited a little	489
Day-to-day activities not limited	5218
Day-to-day activities limited a lot: Age 16 to 64	205
Day-to-day activities limited a little: Age 16 to 64	294
Day-to-day activities not limited: Age 16 to 64	3526
Very good health	3200
Good health	1967
Fair health	685
Bad health	209
Very bad health	52
Provides no unpaid care	5489
Provides 1 to 19 hours unpaid care a week	446
Provides 20 to 49 hours unpaid care a week	63
Provides 50 or more hours unpaid care a week	115

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK13 6 Simmondley Lane, 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 Simmondley Lane, Glossop relating to employment and work.**

### Economically active

Employee: Part-time	708
Employee: Full-time	1953
Self-employed with employees: Part-time	18
Self-employed with employees: Full-time	74
Self-employed without employees: Part-time	96
Self-employed without employees: Full-time	227
Unemployed	183
Full-time student	95

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	648
Level 2 qualifications	806
Apprenticeship	179
Level 3 qualifications	687
Level 4 qualifications and above	1549
No qualifications	811
Other qualifications	138



Manchester's Best Leaflet Delivery Service

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