

## SK13 7 - Old Glossop, 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 3872

Males	1874
Females	1998
Aged 0 to 15	558
Aged 16 to 74	2899
Age 75 and over	415

### Profile

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

Single (never married)	905
Married	1780
In a registered same-sex civil partnership	6
Separated	57
Divorced	269
Widowed	297

#### Composition (all households)

One person households	524
Married couple households	640
Cohabiting couple households	164
Lone parent households: with dependent children	75
Lone parent households: with non-dependent children only	47
All other households	71

## Leaflet Distribution Ethnicity and Religion Targeting

People in Old Glossop, 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	3792
Black	6
Asian	27
Arab	5
Mixed	38
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 7, Old Glossop, Glossop.

### Religion (all people)

Christian	2529
Muslim	14
Jewish	1
Hindu	7
Sikh	1
Buddhist	10
Other religion	9
No religion	1023
Religion not stated	278

## 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	356
Day-to-day activities limited a little	420
Day-to-day activities not limited	3096
Day-to-day activities limited a lot: Age 16 to 64	132
Day-to-day activities limited a little: Age 16 to 64	174
Day-to-day activities not limited: Age 16 to 64	2107
Very good health	1792
Good health	1333
Fair health	522
Bad health	179
Very bad health	46
Provides no unpaid care	3382
Provides 1 to 19 hours unpaid care a week	335
Provides 20 to 49 hours unpaid care a week	59
Provides 50 or more hours unpaid care a week	96

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK13 7 Old Glossop, 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 Old Glossop, Glossop relating to employment and work.**

### Economically active

Employee: Part-time	387
Employee: Full-time	1060
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	89
Self-employed without employees: Part-time	98
Self-employed without employees: Full-time	170
Unemployed	86
Full-time student	59

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	365
Level 2 qualifications	485
Apprenticeship	123
Level 3 qualifications	385
Level 4 qualifications and above	1244
No qualifications	612
Other qualifications	100



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