

SK13 8 - High Street West, 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 9126

Males	4502
Females	4624
Aged 0 to 15	1720
Aged 16 to 74	6845
Age 75 and over	561

Profile

Marital status (all people aged 16 and over)

Single (never married)	2494
Married	3384
In a registered same-sex civil partnership	14
Separated	216
Divorced	797
Widowed	501

Composition (all households)

One person households	1268
Married couple households	1383
Cohabiting couple households	551
Lone parent households: with dependent children	276
Lone parent households: with non-dependent children only	132
All other households	175

Leaflet Distribution Ethnicity and Religion Targeting

People in High Street West, 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	8895
Black	27
Asian	91
Arab	3
Mixed	98
Other	12

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 8, High Street West, Glossop.

Religion (all people)

Christian	5836
Muslim	17
Jewish	0
Hindu	8
Sikh	0
Buddhist	31
Other religion	46
No religion	2592
Religion not stated	596

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	740
Day-to-day activities limited a little	863
Day-to-day activities not limited	7523
Day-to-day activities limited a lot: Age 16 to 64	377
Day-to-day activities limited a little: Age 16 to 64	499
Day-to-day activities not limited: Age 16 to 64	5251
Very good health	4557
Good health	2973
Fair health	1113
Bad health	387
Very bad health	96
Provides no unpaid care	8223
Provides 1 to 19 hours unpaid care a week	582
Provides 20 to 49 hours unpaid care a week	121
Provides 50 or more hours unpaid care a week	200

Leaflet Distribution Work Targeting

Knowing if the target audience in SK13 8 High Street West, 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 High Street West, Glossop relating to employment and work.

Economically active

Employee: Part-time	972
Employee: Full-time	2901
Self-employed with employees: Part-time	18
Self-employed with employees: Full-time	128
Self-employed without employees: Part-time	168
Self-employed without employees: Full-time	334
Unemployed	329
Full-time student	139

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	997
Level 2 qualifications	1141
Apprenticeship	256
Level 3 qualifications	1006
Level 4 qualifications and above	2279
No qualifications	1484
Other qualifications	243



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK