



### 2021 Hull Segmentation Model

**Density Marker**  
 [Cross-hatch pattern] Population Density Less Than 1,000 Per Square Kilometre

**Customer Segment**

**2021 Segment**

- [Brown] A: Single Older People and Pensioners in Social Rented Flats
- [Orange] B: Ethnically Diverse Singles in Social Rented Flats
- [Red] C: Young Families Renting From Council In Areas of High Deprivation
- [Yellow] D: Older Families on Tradition Council Estates
- [Grey] E: Low Income Residents in High Density Private Rented Terraces
- [Purple] F: Traditional Older Couples in Owner Occupied Semidetached Houses
- [Pink] G: Educated Professionals in Large Houses in Areas of Relative Prosperity
- [Blue] H: Economically Active Singles and Families in Owner Occupied Terraces
- [Light Blue] I: Young Couples and Families in Owner Occupied Detached and Semidetached
- [Dark Blue] J: University Students in Private Rented Terraces and Flats
- [Green] K: Young Single Professionals in Private Rented Flats
- [Teal] L: Diverse Singles and Couples in Private Renting Terraces and Flats

VEHICLE FERRY FROM KINGSTON UPON HULL TO Rotterdam 1½ hrs

