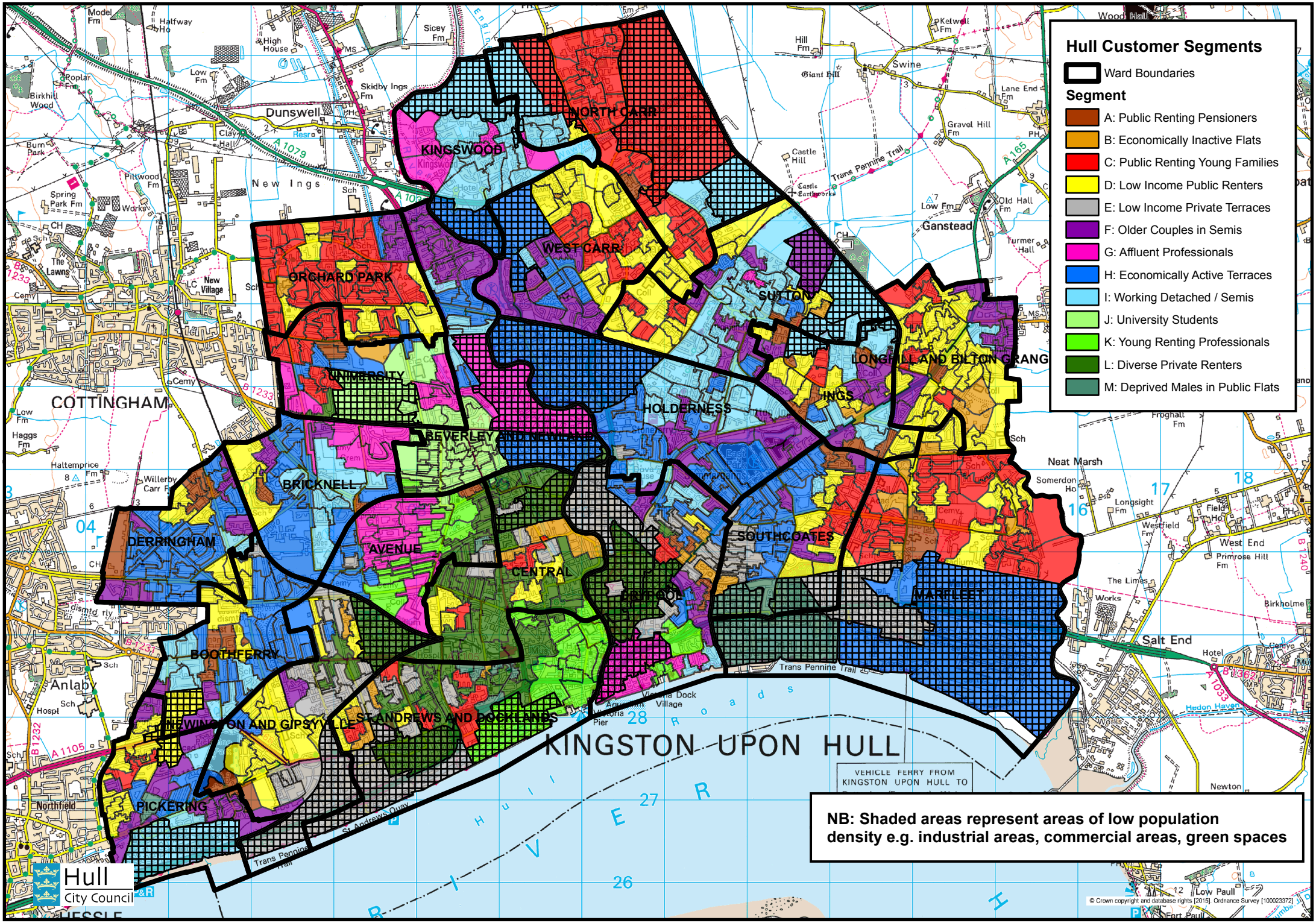
Hull Customer Segments
Ward Boundaries
Segment
A: Public Renting Pensioners
B: Economically Inactive Flats
C: Public Renting Young Families
D: Low Income Public Renters
E: Low Income Private Terraces
F: Older Couples in Semis
G: Affluent Professionals
H: Economically Active Terraces
I: Working Detached / Semis
J: University Students
K: Young Renting Professionals
L: Diverse Private Renters
M: Deprived Males in Public Flats
NB: Shaded areas represent areas of low population density e.g. industrial areas, commercial areas, green spaces
KINGSTON UPON HULL
NORTH CARR
KINGSWOOD
WEST CARR
ORCHARD PARK
SUTTON
LONGHILL AND BILTON GRANGE
UNIVERSITY
HOLDERNESS
BEVERLEY AND NORTHBANK
BRICKNELL
DERRINGHAM
AVENUE
CENTRAL
SOUTHCOATES
MARFLEET
BOOTHFERRY
NEWINGTON AND GIPSYVILLE
ST ANDREWS AND DOCKLANDS
PICKERING
COTTINGHAM
Dunswell
New Ings
Anlaby
Salt End
Hedon Haven
Trans Pennine Trail
VEHICLE FERRY FROM KINGSTON UPON HULL TO
Hull City Council
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