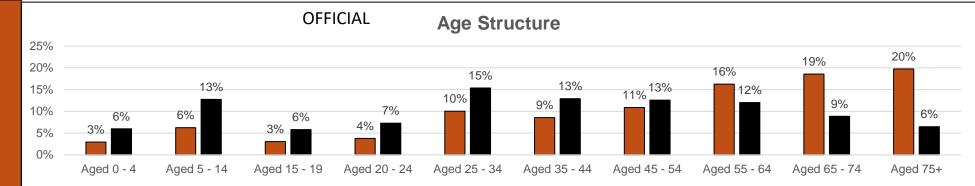
Segment A: Single Older People and Pensioners in Social Rented Flats

2.1% of Hull Population3.4% of Hull Households



This group is defined by the above average proportion of single older people and pensioners (aged 60+) living in small LA and other social rented purpose-built flats. Health is a particular issue for this group an above average proportion reports their health as bad and / or experience a limiting long-term illness or disability for which regular care or support is required.

- Bricknell West
- Ings
- Southcoates East
- Drypool and Victoria Dock
- Hull City Centre





	 One Person - Pensioner (36%) One Person – Non-Pensioner (36%) Single Family – All Pensioner (7%) Married Couple – No Children (5%) 		House Type: 1. Purpose Built Flats (58%) 2. Semi-Detached (18%) 3. Terraced (17%) 4. Detached (4%) 5. Other Flats (3%)	Tenure:1. Social Rented (75%)2. Owned (14%)3. Private Rented (10%)Average Bedrooms:1.73	
oove average eople and in small LA se-built flats. this group - reports their nce a limiting y for which required.	Economic Activity: 1. Economically Inactive (65%) 2. Employee (27%) 3. Unemployed (5%) 4. Self Employed (3%) 5. FT Student in Emp (1%)	1. Rou 2. Neve 3. Sem 4. Low	Economic: tine (25%) er Worked / LT Unemployed (22% ni Routine (17%) er Managerial / Professional (10% rmediate (7%)	,	Qualifications: 1. No Qualifications (43%) 2. Level 4 + (14%) 3. Level 2 (12%) 4. Level 3 (11%) 5. Level 1 and Entry (10%)
ock	Ethnicity:1. White: British (91%)2. White: Other White (4%)3. Black: African (1%)4. Mixed / Multiple: Other (1%)5. Other: Arab (1%)		Country of Birth: 1. UK (92%) 2. Europe: EU8 (3%) 3. Middle East and Asia (2%) 4. Africa (1%) 5. Europe: EU14 (1%)	Pro Ho Sta	alth: ovide Unpaid Care 9% useholds with LLTI 52% andardised Illness Ratio* 153.83 R>100 means worse health than expected

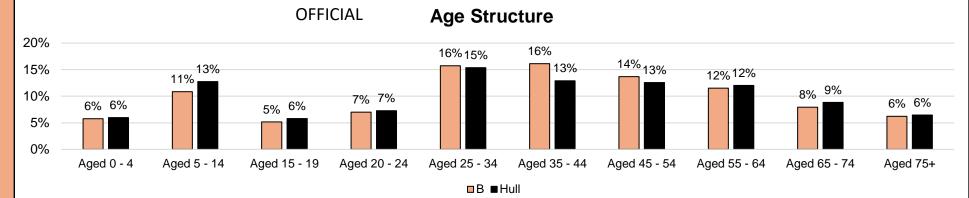
Segment B: Ethnically Diverse Singles in Social Rented Flats

3.4% of Hull Population3.7% of Hull Households



Containing an above average proportion of ethnically diverse single people, from around the world, living in LA and other social rented purpose-built flats. Economic inactivity and unemployment are high; including long term unemployment and those who have never worked. Health is also an issue with a high proportion of people in poor health and a high Standardised Illness Ratio.

- Hull City Centre
- Sculcoates



Household Composition:		House Type:	Te	enure:
 One Person – Non-Pensioner (40%) One Person - Pensioner (14%) Married Couple – Dep Children (9%) Lone Parent – Dep Children (7%) Cohabiting Couple – No Children (6%) 		 Purpose Built Flats (60%) Terraced (19%) Semi-Detached (12%) Other Flats (6%) Detached (3%) 	2. 3.	. Social Rented (69%) . Private Rented (15%) . Owned (14%) verage Bedrooms: 1.95
Economic Activity:	<u>Socio</u>	Economic:		Qualifications:
 Economically Inactive (54%) Employee (32%) Unemployed (8%) Self Employed (4%) FT Student in Emp (2%) 	2. Nev 3. Sen 4. Sma	utine (28%) ver Worked / LT Unemployed (25% ni Routine (12%) all Employers / Own Account (7%) ver Supervisory / Technical (7%)	,	 No Qualifications (36%) Level 4 + (17%) Level 2 (14%) Level 1 and Entry (13%) Level 3 (9%)
Ethnicity:		Country of Birth:	<u>Hea</u>	alth:
 White: British (59%) White: Other White (14%) Other: Other (7%) Black: African (5%) Asian: Other (4%) OF 		 UK (68%) Europe: EU8 (12%) Middle East and Asia (10%) Africa (5%) Europe: EU14 (2%) 	Hou Sta	ovide Unpaid Care 7% useholds with LLTI 42% andardised Illness Ratio* 143.40 R>100 means worse health than expected

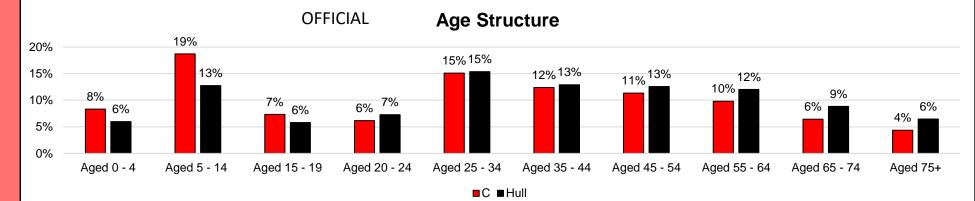
Segment C: Young Families Renting From Council in Areas of High Deprivation

19.0% of Hull Population15.9% of Hull Households



Living in the most deprived areas of the city, this group contains an above average proportion of young families with dependent children, living in smaller LA rented housing – including a high proportion of lone parents. Qualifications are typically lower, and there is a high proportion of residents who are economically inactive looking after home or family.

- Greenwood
- Orchard Park
- Greatfield



	Household Composition:		House Type:	Tenure:		
	 Lone Parent – Dep Children (18%) One Person – Non-Pensioner (17) Married Couple – Dep Children (17) Cohabiting Couple – Dep Children (17) One Person - Pensioner (10%) 	7%) 11%)	 Terraced (59%) Semi-Detached (12%) Detached (6%) Purpose Built Flats (5%) Other Flats (1%) 	 Social Rented (59%) Owned (14%) Private Rented (13%) Average Bedrooms: 2.61 		
e	Economic Activity:	<u>Socio</u>	Economic:	Qualifications:		
or	 Economically Inactive (45%) Employee (42%) Unemployed (6%) Self Employed (4%) FT Student in Emp (2%) 	2. Sem 3. Neve 4. Lowe	tine (25%) ii Routine (19%) er Worked / LT Unemployed (18% er Managerial / Professional (8% Time Students (8%)	, , ,		
	1. White: British (86%) 1. 2. White: Other White (8%) 2. 3. Black: African (2%) 3. 4. Other: Other (1%) 4.		Country of Birth:	Health:		
			1. UK (89%) 2. Europe: EU8 (6%) 3. Middle East and Asia (2%) 4. Africa (1%) 5. Europe: EU14 (1%)	Provide Unpaid Care 9% Households with LLTI 43% Standardised Illness Ratio* 127.32 * SIR>100 means worse health than expected		

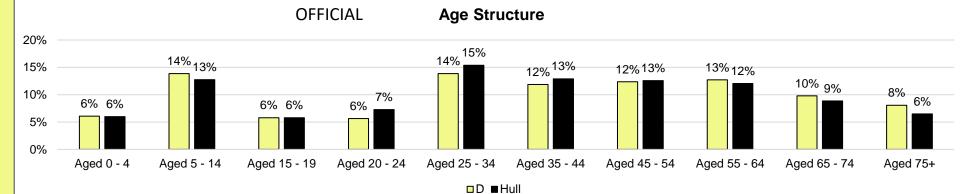
Segment D: Older Families on Traditional Council Estates

15.7% of Hull Population15.8% of Hull Households



Made up of older families living in a mixture of LA rented and owner-occupied terraces and semidetached properties on Hull's older / more traditional estates. Although unemployment / economic activity is relatively high – this group work hard in routine / semi routine occupations and caring, leisure and service occupations to make a more comfortable life for themselves.

- Bransholme Central
- Gipsyville
- Southcoates East
- Bricknell West



Household Composition:			House Type:	Tenure:		
	 One Person – Non-Pensioner (20 One Person - Pensioner (16%) Lone Parent – Dep Children (11%) Married Couple – Dep Children (9) Married Couple – No Children (8) 	5) 9%)	 Terraced (57%) Semi-Detached (30%) Purpose Built Flats (8%) Detached (5%) Other Flats (1%) 	 Social Rented (43%) Owned (39%) Private Rented (16%) Average Bedrooms: 2.47 		
	Economic Activity:	<u>Socio I</u>	conomic: Qualifications:			
	 Self Employed (4%) Unemployed (4%) 	2. Sem 3. Neve 4. Lowe	tine (24%) i Routine (18%) er Worked / LT Unemployed (16% er Managerial / Professional (11% mediate (9%)	,		
	Ethnicity:		Country of Birth:	Health:		
	 White: British (89%) White: Other White (5%) Other: Other (1%) Black: African (1%) Asian: Other (1%) 	White: Other White (5%)2.Other: Other (1%)3.Black: African (1%)4.		Provide Unpaid Care 10% Households with LLTI 44% Standardised Illness Ratio* 127.54 * SIR>100 means worse health than expected		

Segment E: Low Income Residents in High Density Private Rented Terraces

5.7% of Hull Population

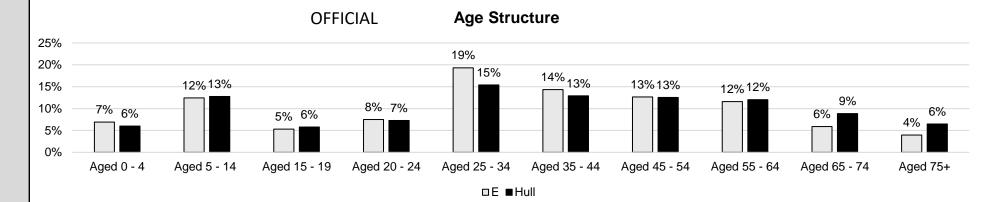
6.0% of Hull Households



Containing low-income young singles and families in densely packed mostly private rented terraces, these neighbourhoods provide a relatively cheap entry point into the housing market for those who do not qualify for social housing. An above average proportion of residents were born outside the UK; particularly in EU8 and EU2 countries but have chosen to settle in Hull.

- Boulevard and St Andrew
- Newington
- Drypool and Victoria

Stoneferry and Sutton Fields



	Household Composition:		House Type:	Tenure:		
	 One Person – Non-Pensioner (30) Lone Parent – Dep Children (11%) Cohabiting – No Children (9%) One Person – Pensioner (5%) Married Couple – Dep Children (8)))	 Terraced (67%) Semi-Detached (13%) Purpose Built Flats (9%) Other Flats (7%) Detached (4%) 	 Private Rented (52%) Owned (35%) Social Rented (11%) Average Bedrooms: 2.35 		
	Economic Activity:	<u>Socio</u>	Economic:	Qualifications:		
I	 2. Economically Inactive (36%) 3. Unemployed (6%) 4. Self Employed (5%) 	2. Sem 3. Neve 4. Low	tine (26%) ni Routine (16%) er Worked / LT Unemployed (13% er Managerial / Professional (12% rmediate (8%)	,		
	Ethnicity:	9	Country of Birth:	Health:		
	 White: British (72%) White: Other White (16%) Black: African (3%) Asian: Other (2%) Other: Other (2%) 		1. UK (76%) 2. Europe: EU8 (10%) 3. Europe: EU2 (4%) 4. Middle East and Asia (4%) 5. Africa (2%)	Provide Unpaid Care 8% Households with LLTI 34% Standardised Illness Ratio* 117.54 * SIR>100 means worse health than expected		

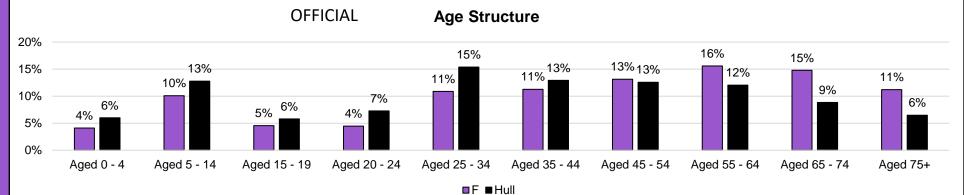
Segment F: Traditional Older Couples in Owner-Occupied Semi-Detached Houses

15.1% of Hull Population14.5% of Hull Households



This group contains a high proportion of older (aged 55+), white UK born, "traditional" couples living in low density owner occupied, typically semidetached houses. Relatively healthy (although more likely to provide unpaid care), moderately educated, and mixing retired and economically active. Car ownership is high, and those in employment are more likely to work as intermediate professionals and managers / directors; particularly in public service, skilled trades, and construction.

- Sutton South / Sutton North
- Haworth Park
- Bransholme West



Household Composition:		House Type:	Tenure:
 One Person – Pensioner (16%) Married Couple – No Children (14%) Single Family – All Pensioner (14%) One Person – Non-Pensioner (13%) Married Couple – Dep Children (12%) 		 Semi-Detached (68%) Terraced (17%) Detached (11%) Purpose Built Flats (3%) Other Flats (1%) 	 Owned (79%) Private Rented (13%) Social Rented (3%) Average Bedrooms: 2.75
Economic Activity:	<u>Socio E</u>	conomic:	Qualifications:
 Employee (49%) Economically Inactive (41%) Self Employed (6%) Unemployed (2%) FT Student in Emp (2%) 	2. Semi 3. Never 4. Lower	ne (26%) Routine (16%) r Worked / LT Unemployed (13% r Managerial / Professional (12% nediate (8%)	,
Ethnicity:	<u>C</u>	ountry of Birth:	Health:
 White: British (94%) White: Other White (2%) Other: Other (<1%) Asian: Chinese (<1%) Black: African (<1%) 	2. 3. 4.	. UK (95%) . Europe: EU8 (1%) . Middle East and Asia (1%) . Europe: EU14 (1%) . Africa (<1%)	Provide Unpaid Care 10% Households with LLTI 33% Standardised Illness Ratio* 95.52 * SIR>100 means worse health than expected

Segment G: Educated Professionals in Large Houses in Areas of Relative Prosperity

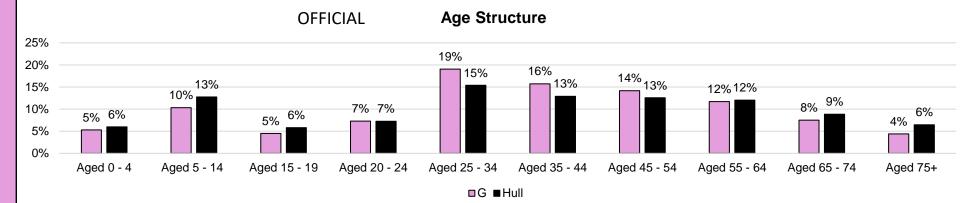
4.6% of Hull Population

5.0% of Hull Households



This group contains mostly working age adults living in a mixture of large, owner occupied and private rented, houses and flats in areas of relative prosperity. With above average levels of higher qualifications; significant proportions are employed in varying professional and technical occupations, and in managerial roles, often within the public and finance / insurance sectors. Levels of selfemployment are above average and a high proportion work from home.

- Chanterlands Avenue
- Newland Avenues
- Drypool and Victoria Dock



	 One Person – Non-Pensioner (32%) Married Couple – Dep Children (11%) Cohabiting Couple – No Children (11%) Married Couple – No Children (10%) 		House Type:	<u>Tenure:</u>			
			 Terraced (52%) Semi-Detached (18%) Purpose Built Flats (14%) Other Flats (10%) Detached (5%) 	 Owned (55%) Private Rented (40%) Social Rented (4%) Average Bedrooms: 2.55 			
	Economic Activity:	<u>Socio I</u>	Economic:	Qualifications:			
	 Employee (56%) Economically Inactive (29%) Self Employed (9%) Unemployed (3%) FT Student in Emp (3%) 	 2. High 3. Rout 4. Inter 	er Managerial / Professional (24% er Managerial / Professional (14 tine (12%) mediate (11%) i Routine (10%)	, , , , , , , , , , , , , , , , , , , ,			
1	Ethnicity:	9	Country of Birth:	Health:			
	 White: British (80%) White: Other White (8%) Black: African (2%) Asian: Bangladeshi (1%) Other: Other (1%) 		1. UK (85%) 2. Middle East and Asia (4%) 3. Europe: EU8 (4%) 4. Europe: EU14 (2%) 5. Africa (2%)	Provide Unpaid Care 7% Households with LLTI 27% Standardised Illness Ratio* 109.30 * SIR>100 means worse health than expected			

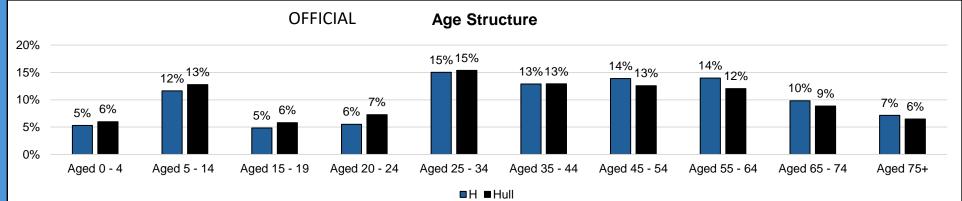
Segment H: Economically Active Singles and Families in Owner Occupied Terraces

15.9% of Hull Population15.4% of Hull Households



This group is made up of mostly white UK born working age singles and families in owner occupied terraced housing. Moderately educated, most are economically active in a range of lower and intermediate professional and technical occupations across various industries. More specifically, this includes a high proportion employed in administration and secretarial roles, or in skilled trades, most notably in construction.

- Derringham
- Southcoates West / Central
- Newington



L							
	Household Composition:		House Type:	<u>Tenure:</u>			
	 One Person – Non-Pensioner (18%) Married Couple – No Children (12%) One Person – Pensioner (12%) Married Couple – Dep Children (11%) Cohabiting Couple – No Children (9%) 		 Terraced (74%) Semi-Detached (18%) Detached (4%) Other Flats (2%) Purpose Built Flats (2%) 	 Owned (70%) Private Rented (23%) Social Rented (7%) Average Bedrooms: 2.66 			
	Economic Activity:	Socio E	Economic:	Qualifications:			
k	2. Economically Inactive (34%)3. Self Employed (6%)4. Unemployed (3%)	2. Lowe 3. Semi 4. Interi	ine (18%) er Managerial / Professional (179 i Routine (16%) mediate (13%) er Supervisory / Technical (8%)	 Level 4 + (22%) No Qualifications (20%) Level 3 (20%) Level 2 (15%) Level 1 and Entry (12%) 			
	Ethnicity:	2	Country of Birth:	Health:			
	2. White: Other White (3%) 3. 3. Asian: Indian (1%) 4. 4. Asian: Other (<1%) 4.		I. UK (94%) 2. Europe: EU8 (2%) 3. Middle East and Asia (1%) 4. Europe: EU14 (1%) 5. Europe: EU2 (1%)	Provide Unpaid Care 9% Households with LLTI 31% Standardised Illness Ratio* 100.74 * SIR>100 means worse health than expected			

Segment I: Young Couples and Families in Owner Occupied Detached and Semi Detached

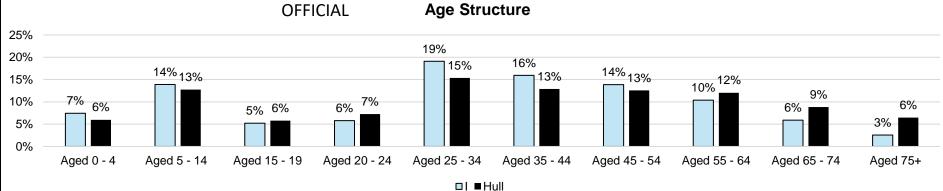
7.6% of Hull Population

7.4% of Hull Households



Typically younger working age couples, some with young children, this group live in large owner occupied detached and semidetached housing in 'desirable' family neighbourhoods. Relatively healthy, well educated, and with high multiple car ownership, economic activity is high and many work in professional, associate professional, and managerial occupations; often in the public sector

- Kingswood
- North Bransholmse



Household Composition:1. Married Couple – Dep Children (20%)2. One Person – Non-Pensioner (17%)3. Married Couple – No Children (13%)4. Cohabiting Couple – No Children (12%)5. Cohabiting Couple – Dep Children (10%)		House Type:	<u>Tenu</u>	<u>ire:</u>	
		 Detached (43%) Semi-Detached (32%) Terraced (21%) Purpose Built Flats (3%) Other Flats (<1%) 	2. Pr 3. Sc	wned (80%) ivate Rented (15%) ocial Rented (5%) age Bedrooms:) 3.07
Economic Activity:	<u>Socio E</u>	conomic:	Q	ualifications:	
 Employee (66%) Economically Inactive (22%) Self Employed (7%) FT Student in Emp (2%) Unemployed (2%) 	 Lower Managerial / Professional (25% Intermediate (15%) Routine (12%) Higher Managerial / Professional (12%) Semi Routine (12%) 			2. Level 3 (23%) 3. Level 2 (14%)	
Ethnicity:	<u>C</u>	ountry of Birth:	Health	<u>ı:</u>	
 White: British (88%) White: Other White (5%) Black: African (1%) Asian: Indian (1%) Other: Other (1%) 	2. 3. 4.	UK (91%) Europe: EU8 (4%) Middle East and Asia (2%) Africa (1%) Europe: EU14 (1%)	House Standa	e Unpaid Care holds with LLTI ardised Illness Ration 0 means worse health than	

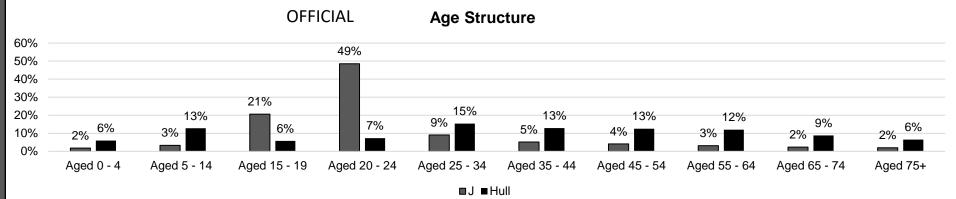
Segment J: University Students in Private Rented Terraces and Flats

2.1% of Hull Population2.6% of Hull Households



This group consists largely of diverse single young adults from the UK and abroad, living in private rented terraces and flats whilst studying towards a degree at the university. Relatively new to Hull, and living in communal wholly student households, or alone, those who work are typically employed in the hospitality industry or in customer service.

- University
- Newland North



Household Composition:		House Type:	<u>Tenure:</u>
 Other – Other (inc All FT Student One Person – Non-Pensioner (27) One Person – Pensioner (8%) Cohabiting Couple – No Children Married Couple – Dep Children (1%) 1 (6%)	 Terraced (41%) Purpose Built Flats (21%) Semi-Detached (18%) Other Flats (11%) Detached (9%) 	 Private Rented (63%) Owned (22%) Social Rented (14%) Average Bedrooms: 2.88
Economic Activity:	<u>Socio E</u>	conomic:	Qualifications:
 Economically Inactive (63%) FT Student in Emp (18%) Employee (15%) Self Employed (2%) Unemployed (2%) 	2. Routir 3. Lower 4. Never	ime Students (72%) ne (6%) r Managerial / Professional (5% r Worked / LT Unemployed (4%) Routine (3%)	
Ethnicity:	<u>C</u>	ountry of Birth:	Health:
 White: British (67%) White: Other White (9%) Black: African (7%) Asian: Chinese (3%) Asian: Indian (2%) 	2. 3. 4.	UK (74%) Middle East and Asia (8%) Africa (6%) Europe: EU8 (5%) Europe: EU14 (3%)	Provide Unpaid Care 4% Households with LLTI 36% Standardised Illness Ratio* 129.54 * SIR>100 means worse health than expected

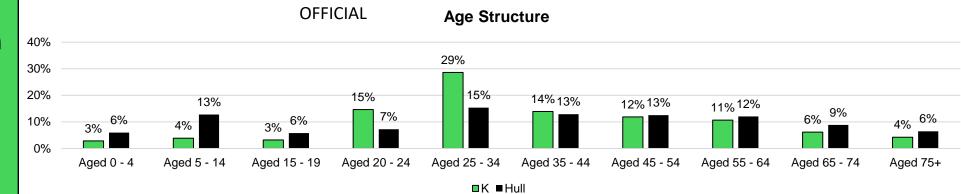
Segment K: Young Single Professionals in Private Rented Flats

1.9% of Hull Population3.2% of Hull Households



This group is made up of younger, ethnically diverse single people (with no children) living in private rented larger flats in purpose-built and converted buildings. This group also includes a high number of second homes used by people working away from home. Highly educated, often born outside Hull, and employed in higher professional roles in the public or finance / insurance sector, they are often recent university graduates and in the early / mid stages of their career.

• Hull City Centre



Household Composition:		House Type:	Tenure:
 One Person – Non-Pensioner (52) Cohabiting Couple – No Children One Person – Pensioner (7%) Other – Other (inc All FT Student Married Couple – No Children (4) 	n (1 [´] 3%) ts) (5%)	 Purpose Built Flats (55%) Other Flats (28%) Terraced (10%) Semi-Detached (2%) Detached (2%) 	 Private Rented (67%) Social Rented (17%) Owned (18%) Average Bedrooms: 1.70
Economic Activity:	<u>Socio E</u>	conomic:	Qualifications:
 Employee (54%) Economically Inactive (30%) Self Employed (8%) Unemployed (5%) FT Student in Emp (4%) 	2. Lowe 3. Highe 4. Semi	ne (19%) r Managerial / Professional (189 er Managerial / Professional (13 Routine (10%) r Worked / LT Unemployed (10%)	%) 3. Level 3 (15%) 4. Level 2 (11%)
Ethnicity:	<u>C</u>	country of Birth:	Health:
 White: British (62%) White: Other White (16%) Black: African (5%) Asian: Other (3%) Other: Arab (2%) 	2. 3. 4.	. UK (67%) . Europe: EU8 (9%) . Middle East and Asia (9%) . Europe: EU2 (5%) . Africa (4%)	Provide Unpaid Care Households with LLTI4% 25%Standardised Illness Ratio*120.24* SIR>100 means worse health than expected

Segment L: Diverse Singles and Couples in Private Rented Terraces and Flats

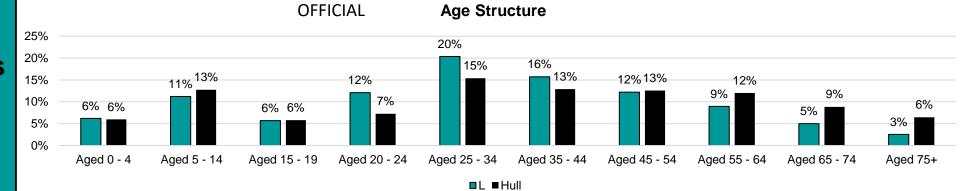
6.9% of Hull Population

7.2% of Hull Households



Typically young singles and couples living in a mixture of high density, often crowded, private rented terraces and flats in ethnically diverse, but economically challenged, areas. A high number were born outside the UK; and include recent economic migrants to Hull from EU8 and EU2 countries, as well as more established ethnic communities. Many are employed in routine occupations and process, plant, and machine operative roles; most notably in manufacturing.

- Newland South
- Sculcoates
- Boulevard and St Andrews
- Newland Avenues



	Household Composition:		House Type:	Tenure:
	 One Person – Non-Pensioner (32%) Other – Other (inc All FT Students) (10%) Cohabiting Couple – No Children (10%) Married Couple – Dep Children (9%) One Person – Pensioner (7%) 		 Terraced (45%) Purpose Built Flats (18%) Other Flats (15%) Semi-Detached (15%) Detached (6%) 	 Private Rented (55%) Owned (25%) Social Rented (19%) Average Bedrooms: 2.34
]	Economic Activity:	<u>Socio E</u>	Economic:	Qualifications:
, d n	 Employee (49%) Economically Inactive (35%) Self Employed (6%) Unemployed (6%) FT Student in Emp (4%) 	2. Neve 3. Full T 4. Semi	ine (28%) er Worked / LT Unemployed (14% Fime Students (13%) i Routine (11%) er Managerial / Professional (11%)	3. Level 3 (16%) 4. Level 2 (10%)
y	Ethnicity:	<u>C</u>	Country of Birth:	Health:
	White: Other White (25%) 2. Black: African (5%) 3. Other: Other (4%) 4.		. UK (58%) 2. Europe: EU8 (18%) 3. Europe: EU2 (9%) 4. Middle East and Asia (7%) 5. Africa (4%)	Provide Unpaid Care 6% Households with LLTI 31% Standardised Illness Ratio* 106.52 * SIR>100 means worse health than expected