

Customer Insight – B3

The aim of this information is to help you in understanding you the makeup of your customer base. It should help you to understand a little about their background, levels of education and the types of engagement/communication they are likely to prefer.

Description

Residents of B3 are young, healthy, singles studying for higher education qualifications. Largely aged 15 – 24, residents of B3 are the most ethnically diverse of the 10 groups, and tend to live in private rented accommodation; in either single flats or student type terraced housing. With the lowest levels of no qualifications most residents of B3 are educated to A Level. Largely economically inactive due to being in full time education a high number have never worked. Those who do work tend to be employed in sales and customer service roles particularly within the hotel and catering industry.

Communication Preferences

Residents of B3 prefer to receive and find information in the follow in ways. This methods should be considered when formulating any marketing and communication plans.

PSG	Receiving Information	Finding Information
B3	<ul style="list-style-type: none"> • Text • Social Media • Emails 	<ul style="list-style-type: none"> • Text • Email • Social Media • Media sharing sites • Blogs

Likely points of communication/engagement

Adult Education Centres	<ul style="list-style-type: none">• Avenues
Customer Service Centre	<ul style="list-style-type: none">• Newland Avenue
Leisure Centres	-
Libraries	<ul style="list-style-type: none">• Avenues• Greenwood
Schools – Primary	<ul style="list-style-type: none">• Sidmouth• Stepney• Endike
Schools – secondary	<ul style="list-style-type: none">• Thomas Ferens• Kelvin Hall

Unlikely points of communications/engagement

Adult Education Centres	-
Customer Service Centres	-
Leisure Centres	<ul style="list-style-type: none">• East Hull• Hull Arena
Libraries	-
Schools – primary	-
Schools – secondary	<ul style="list-style-type: none">• Endeavour• Malet Lambert• Sirius• Archbishop Sentamu• Kingswood• Andrew Marvell• Winifred Holtby