

## Rugby Town – East

Rugby Town – East is characterised predominantly by a large population of people below the age of 20 and a large middle aged population. The population of the locality is 14,939, of this population just under a quarter are under the age of 20 and just under a third are between the ages of 35 and 55. The proportion of the population which is not of a 'White UK' ethnicity is 11.1%, which is similar to the Warwickshire figure, but much lower than the national figure. The proportion of households in which all residents speak English as their main language is 95.5%, which is similar to the Warwickshire average, but higher than the national figure.

There are 6,510 households in the locality, of which 97.7% are occupied. Over half of the households are semi-detached properties, 21.6% are detached properties and 12.7% are terraced properties. 80.2% of the occupied homes are either owned outright or are mortgaged. This figure is the third highest in Warwickshire. The levels of income deprivation, child poverty and older people in deprivation are quite low in this locality, lower than the county and national figures. The proportion of students from this locality who achieved 5 or more A\* - Cs in their GCSEs is higher, at 66.8%, than the Warwickshire and national averages. The level of unemployment and rate of long term unemployment are both lower than the Warwickshire and national figures.

The proportion of the local population who describe their general health as being bad or very bad, 4.8%, is similar to the county average. The proportions of the population that suffer from a long term illness, provide unpaid care for at least one hour per week or provide unpaid care for more than 50 hours per week are all very similar to the Warwickshire averages. The proportion of adults that are obese in this locality is 26.6%, which is slightly higher than the Warwickshire average of 25.5%. The proportion of the local population who eat healthily is equal to the Warwickshire average, at 28.2%.

*Standardised ratios compare the actual rate with the expected rate, adjusting for age and sex. The standardised ratios have been calculated with the England value as the reference value, therefore it is inappropriate to directly compare the locality figures with the Warwickshire figures.* The standardised admissions ratios (SAR) for all causes of disease related hospital admission, are lower than the national figures, except the SAR for heart attacks, which suggests there were fewer emergency admissions for heart attacks than expected. The SARs for elective hip replacements and knee replacements are both higher than the national averages. The standardised incidence ratios (SIR) for all cancer, breast cancer and prostate cancer are high, in comparison with the national figures. The SIRs for colorectal cancer and lung cancer are both lower than the national figures. The standardised mortality ratios (SMR) quite low for all causes of death and premature death, except for the cancer SMRs. The SMR for all cancer mortality is 107, which is higher than the national figures and the SMR for all cancer premature mortality is 110.3, which is also higher than the national figures.

The most important factors identified by local residents in making an area a good place to live are typical of the Warwickshire-wide response. A higher ranking was given by local residents to 'Health services', compared to the Warwickshire-wide response, highlighting it as something which most needed improving in the local area. The biggest problem with the local area as a place to live was problems with residential parking. More than half of the local population were worried about having their homes broken into.

Overall, 88.4% of the population of Rugby Town – East are satisfied with the locality as a place to live.