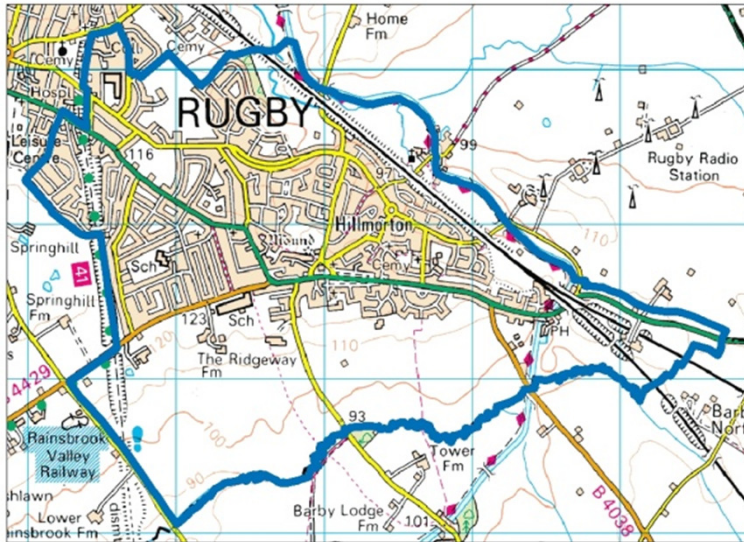


## Rugby Town East



The locality of Rugby Town East comprises the wards of Eastlands, Paddock and Hillmorton and includes the County Council Electoral Division of Eastlands and Hillmorton. The locality covers an area of approximately 3 square miles.

It is a predominantly urban, residential area stretching from close to the town centre to the Warwickshire-Northamptonshire border.

### Population

Population Density (persons/hectare) 19.7

#### Population By 5 Year Age Groups

Age group	Total	Age group	Total	Age group	Total
0-4	809	35-39	1017	70-74	723
5-9	804	40-44	1253	75-79	549
10-14	951	45-49	1211	80-84	462
15-19	886	50-54	1020	85-89	261
20-24	644	55-59	875	90+	143
25-29	669	60-64	909		
30-34	794	65-69	959		

#### All Ages

Males	7,436	49.8%
Females	7,503	50.2%
<b>Total Population</b>	<b>14,939</b>	<b>100.0%</b>

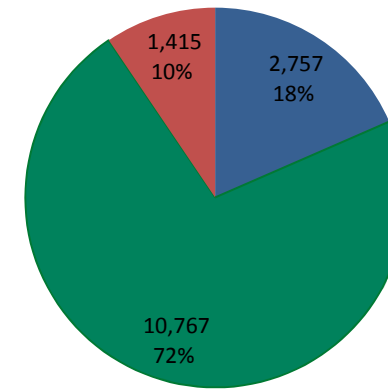
#### 16-74 yrs

#### % (16-74 yrs)

Males	5,414	72.8%
Females	5,353	71.3%
<b>Total</b>	<b>10,767</b>	<b>72.1%</b>

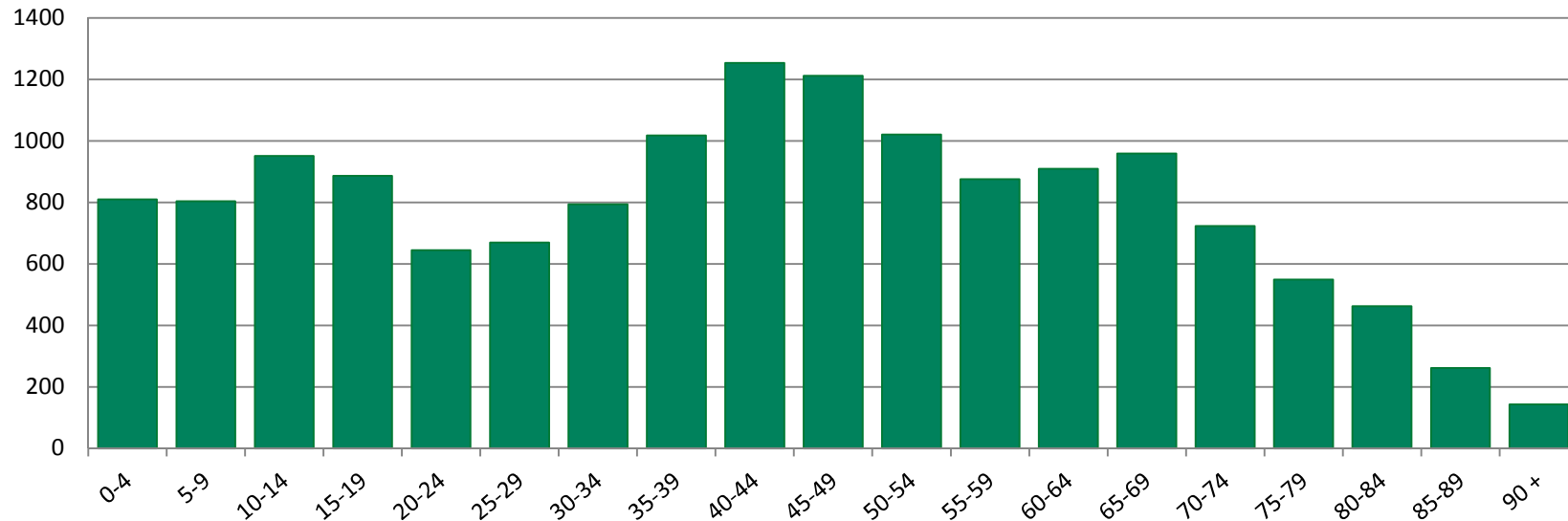
## Population By Age Group

Population by Age group	
<16 yrs	2,757
% (< 16 yrs)	18.5%
16-74 yrs	10,767
% (16-74 yrs)	72.1%
75+ yrs	1,415
% (75+ yrs)	9.5%
All Ages	14,939



■ <16 Yrs   ■ 16-74 Yrs   ■ 75+ Yrs

## Population By Five Year Age Groups

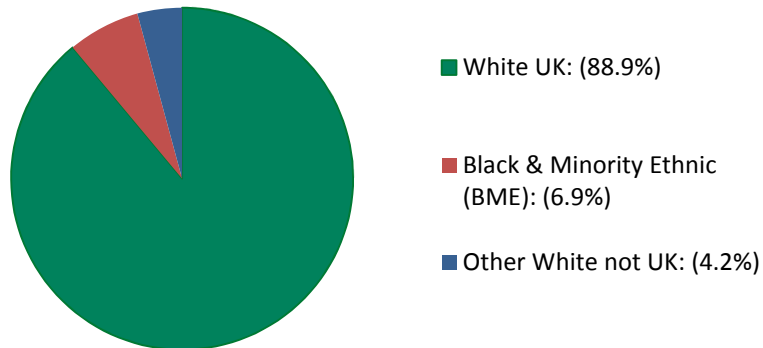


## Ethnicity & Language

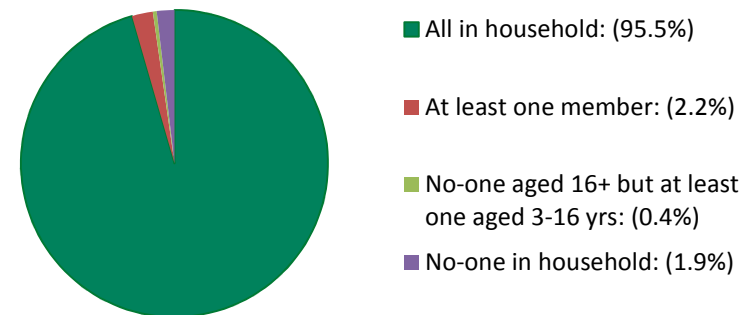
Ethnicity						
	Locality		Warwickshire		England & Wales	
White UK	13,286	88.9%	482,607	88.5%	45,134,686	80.5%
Black & Minority Ethnic (BME)	1,024	6.9%	39,786	7.3%	7,866,517	14.0%
Other White not UK	629	4.2%	23,081	4.2%	3,074,709	5.5%
Ethnicity not White UK (incl BME)	1,653	11.1%	62,867	11.5%	10,941,226	19.5%

English as Main Language In Households						
(Households with members speaking English as the main language)						
	Locality		Warwickshire		England & Wales	
Total Households	6,358		231,005		23,366,044	
All in household	6,074	95.5%	219,506	95.0%	21,313,812	91.2%
At least one member	141	2.2%	5,248	2.3%	868,431	3.7%
No-one aged 16+ but at least one aged 3-16 yrs	25	0.4%	704	0.3%	181,729	0.8%
No-one in household	118	1.9%	5,547	2.4%	1,002,072	4.3%

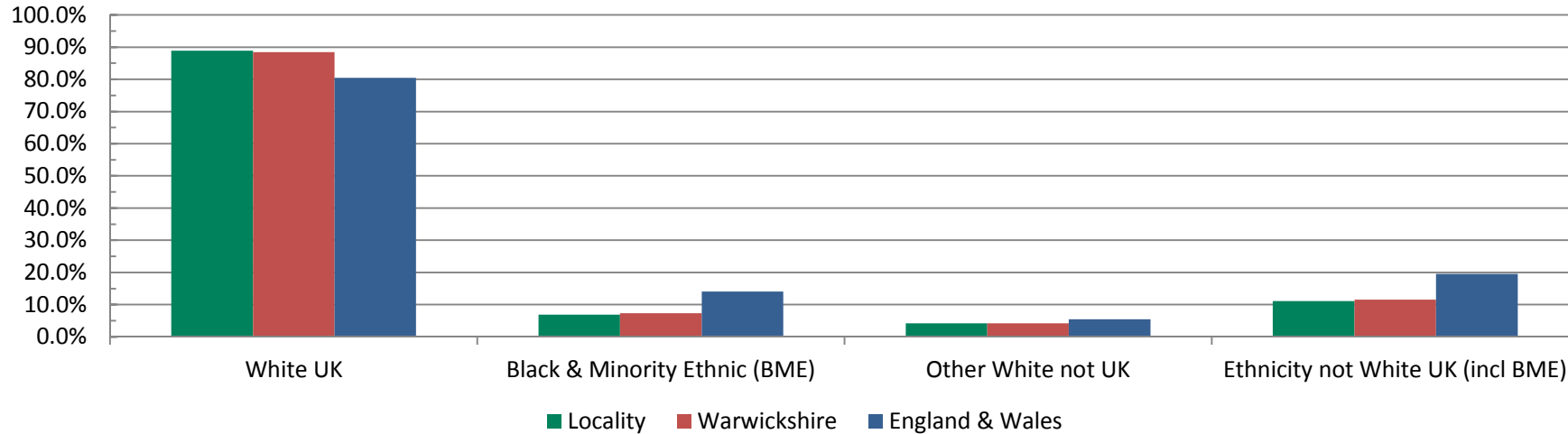
### Composition of Locality Population



### English As Household Main Language



## Ethnicity



## Housing & Living Environment

	Dwelling Type					
	Locality		Warwickshire		England & Wales	
All household spaces	6,510		239,966		24,429,618	
Household spaces with at least one resident	6,358	97.7%	231,005	96.3%	23,366,044	95.6%
Unoccupied household spaces	152	2.3%	8,961	3.7%	1,063,574	4.4%
Detached	1,406	21.6%	67,542	28.1%	5,512,289	22.6%
Semi-Detached	3,665	56.3%	80,643	33.6%	7,506,350	30.7%
Terraced	828	12.7%	54,911	22.9%	6,028,348	24.7%
Purpose built block of flats	529	8.1%	27,686	11.5%	3,987,968	16.3%
Part of converted or shared house	27	0.4%	5,211	2.2%	1,017,335	4.2%
In commercial building	51	0.8%	2,326	1.0%	271,315	1.1%
Caravan or other mobile home	4	0.1%	1,647	0.7%	106,013	0.4%

## Housing & Living Environment Continued...

	Tenure					
	Locality		Warwickshire		England & Wales	
Household spaces with at least one resident	6,358		231,005		23,366,044	
Owned outright	2,526	39.7%	79,796	34.5%	7,206,954	30.8%
Owned with mortgage	2,570	40.4%	82,008	35.5%	7,646,724	32.7%
Owned outright or with mortgage	5,096	80.2%	161,804	70.0%	14,853,678	63.6%
Rented Local Authority	471	7.4%	18,263	7.9%	2,208,080	9.4%
Other social rented	114	1.8%	13,661	5.9%	1,910,381	8.2%
Private landlord/agency	495	7.8%	29,628	12.8%	3,566,467	15.3%
Other private rented	64	1.0%	2,980	1.3%	333,711	1.4%
Living rent free	72	1.1%	2,749	1.2%	315,491	1.4%

	Household Size and Amenities		
	Locality	Warwickshire	England & Wales
Average household size	2.28	2.30	2.40
Number of rooms per household	5.50	5.70	5.40
Number of bedrooms	2.74	2.90	2.70
Household without central heating	81	4,659	624,095
Percentage without central heating	1.3%	2.0%	2.7%

## Housing & Living Environment Continued...

### Percentage of population in medical and care establishments

	Locality	Warwickshire	England & Wales
Residents in medical and care establishments	0.4%	0.8%	0.7%

### Communal Establishments

	Locality	Warwickshire	England & Wales			
Communal establishments	11	640	59,032			
Residents in communal establishments	62	7,973	1,004,799			
Residents in medical & care establishments	61	98.4%	4,097	51.4%	420,280	41.8%
Residents in all other establishments	1	1.6%	3,741	46.9%	572,438	57.0%
Establishment not stated	-	0.0%	135	1.7%	12,081	1.2%
<b>Medical &amp; Care Establishments:</b>						
Local Authority care home or other home	15	24.2%	193	2.4%	17,415	1.7%
Registered Social landlord/Housing Assoc	-	0.0%	83	1.0%	6,194	0.6%
Care home with nursing	44	71.0%	1,458	18.3%	149,834	14.9%
Care home without nursing	2	3.2%	2,178	27.3%	215,518	21.4%
Children's home (incl secure unit)	-	0.0%	19	0.2%	2,754	0.3%
Other medical & care establishments	-	0.0%	121	1.5%	16,373	1.6%
Mental health hospital/unit (incl secure units)	-	0.0%	39	0.5%	7,430	0.7%
NHS: other hospital	-	0.0%	6	0.1%	2,075	0.2%
General hospital	-		0		1,570	
L.A. Children's home (incl secure unit)	-		0		1,117	

## Lifestyle

### Index of Deprivation 2010

	Locality	Warwickshire	England
People living in means tested benefit households	993	54,344	7,597,605
Income Deprivation %	7.0	10.2	14.7
Children living in income deprived households	223	13,587	2,115,946
Child Poverty %	8.1	13.9	21.8
Aged 60+ living in pension credit households	407	19,031	2,094,588
Older People in Deprivation %	10.4	14.5	18.1

### Housing & Living Environment

	Locality	Warwickshire	England
Households with central heating	6,277	226,346	21,468,807
Households with central heating %	98.7	98	97.3
Overcrowded households (at least 1 room too few)	200	11,107	1,928,596
Overcrowding %	3.1	4.8	8.7
Pensioners living alone	925	29,209	2,725,596
Pensioners living alone %	29.9	29.4	31.5

### Children's & Adult's Lifestyle

	Locality	Warwickshire	England
Obese Children (Reception Yr) 2009/10-2011/12	29	1,178	155,800
Obese Children (Reception Yr) 2009/10-2011/13 %	6.3	7.7	9.6
Obese Children (Year 6) 2009/10-2011/12	67	2,434	281,049
Obese Children (Year 6) 2009/10-2011/13 %	13.4	16.9	19
Obese Adults 2006-08	3,027	109,368	9,983,436
Obese Adults 2006-08 %	26.6	25.5	24.1
Binge Drinking Adults 2006-08	2,188	93,929	8,290,798
Binge Drinking Adults 2006-08 %	19.3	21.9	20
Healthy Eating Adults 2006-08	3,205	120,980	11,907,157
Healthy Eating Adults 2006-08 %	28.2	28.2	28.7

## Lifestyle Continued...

### Child Development, Education and Employment

	Locality	Warwickshire	England
Low birth weight births 2007-2011	48	2,237	249,929
Low birth weight births %	6.5	7.3	7.4
A good level of development at age 5, 2010/11	118	3,786	350,622
Child development at age 5 %	70.7	65.8	58.8
Achieving 5 A*-C GCSE (incl Eng & Maths) 2010/11	123	3,496	329,540
GCSE achievement 5 A*-C (incl Eng & Maths)%	66.8	60.8	58.2
Claiming out of work benefit, 2010/11 (monthly average)	181	9,398	1,205,961
Unemployment %	2.1	2.8	3.6
Claiming out of work benefit for > 1 yr, 2010/11 (monthly average)	25	1,396	202,091
Long term unemployment (rate/1000)	2.9	4.1	6

### Health & Care

	Locality	Warwickshire	England
Very bad general health	129	5,920	660,749
Very bad general health %	0.9	1.1	1.2
Bad or very bad general health	712	26,621	2,911,195
Bad or very bad general health %	4.8	4.9	5.5
Long term illness or disability	2,533	93,173	9,352,586
Long term illness or disability%	17	17.1	17.6
Provide unpaid care for 1 or more hours/wk	1,691	59,240	5,430,016
Provide unpaid care for 1 or more hours/wk %	11.3	10.9	10.2
Provide unpaid care for 50 or more hours/wk	320	12,452	1,256,237
Provide unpaid care for 50 or more hours/wk %	2.1	2.3	2.4



## Disease Statistics

### Emergency Hospital Admissions - 2006/7 to 2010/11

	Locality	Warwickshire	England
All causes	5,492	212,817	24,482,768
All causes (SAR)	76.4	82.9	100
CHD	148	6,401	733,521
CHD (SAR)	61.3	78.8	100
Stroke	85	3,431	343,972
Stroke (SAR)	73.8	91	100
MI	98	3,270	318,883
MI (SAR)	93	92.8	100
COPD	116	4,148	530,197
COPD (SAR)	65.1	70.3	100

### Cancer Incidence - 2005 to 2009

	Locality	Warwickshire	England
All cancer	449	13,319	1,287,838
All cancer (SIR)	105.9	93.7	100
Breast cancer	65	2,210	198,181
Breast cancer (SIR)	104	102.3	100
Colorectal cancer	48	1,595	158,486
Colorectal cancer (SIR)	90.1	90.9	100
Lung cancer	38	1,414	165,476
Lung cancer (SIR)	67.9	76.9	100
Prostate cancer	64	1,760	161,294
Prostate cancer (SIR)	114.8	96.4	100

## Disease Statistics Continued...

### Hospital Admissions - Harm & Injury 2006/7 to 2010/11

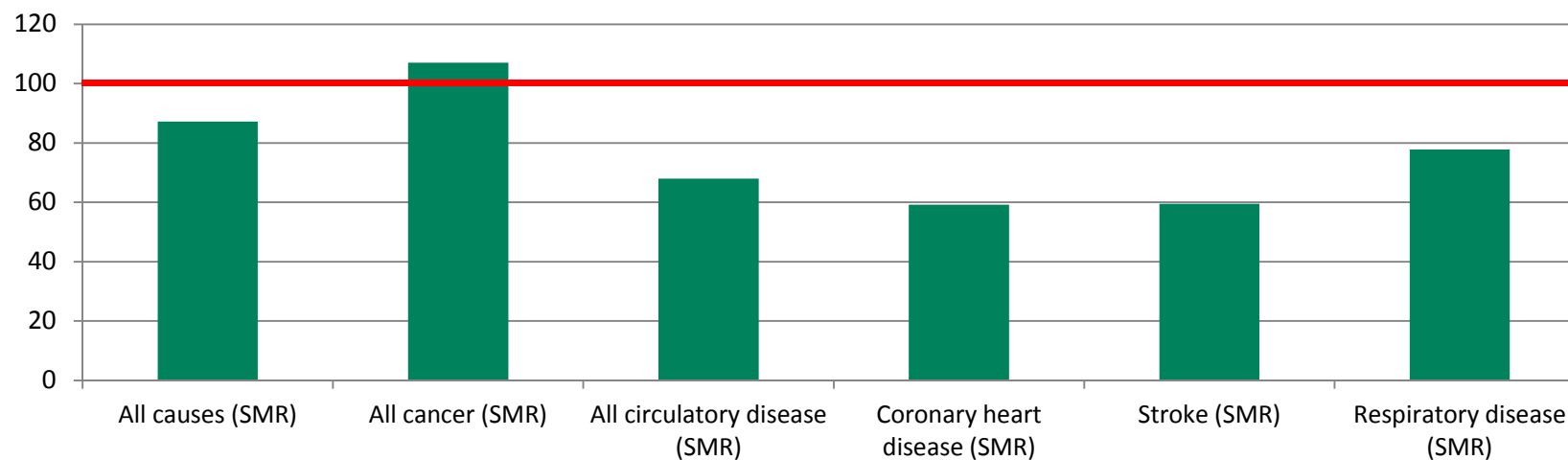
	Locality	Warwickshire	England
Self harm	53	2,850	488,512
Self harm (SAR)	43.4	58.6	100
Alcohol related harm	1,260	45,241	4,773,421
Alcohol related harm (SAR)	85.9	87.5	100
Emergency admissions for hip fracture aged 65+	79	2,889	262,101
Emergency admissions for hip fracture aged 65+ (SAR)	88.1	102.1	100
Elective admissions for hip replacement	99	3,497	275,157
Elective admissions for hip replacement (SAR)	107.8	113.5	100
Elective admissions for knee replacement	123	4,065	319,923
Elective admissions for knee replacement (SAR)	114.1	113	100

## Disease Statistics Continued...

### Mortality & causes of death - All Ages 2006 to 2010

Locality	Warwickshire	England
All causes	681	2,337,068
All causes (SMR)	87.2	100
All cancer	230	641,371
All cancer (SMR)	107	100
All circulatory disease	178	774,501
All circulatory disease (SMR)	68	100
Coronary heart disease	71	354,814
Coronary heart disease (SMR)	59.2	100
Stroke	43	213,324
Stroke (SMR)	59.5	100
Respiratory disease	85	322,420
Respiratory disease (SMR)	77.8	100

### Mortality & causes of death - All Ages, 2006 to 2010

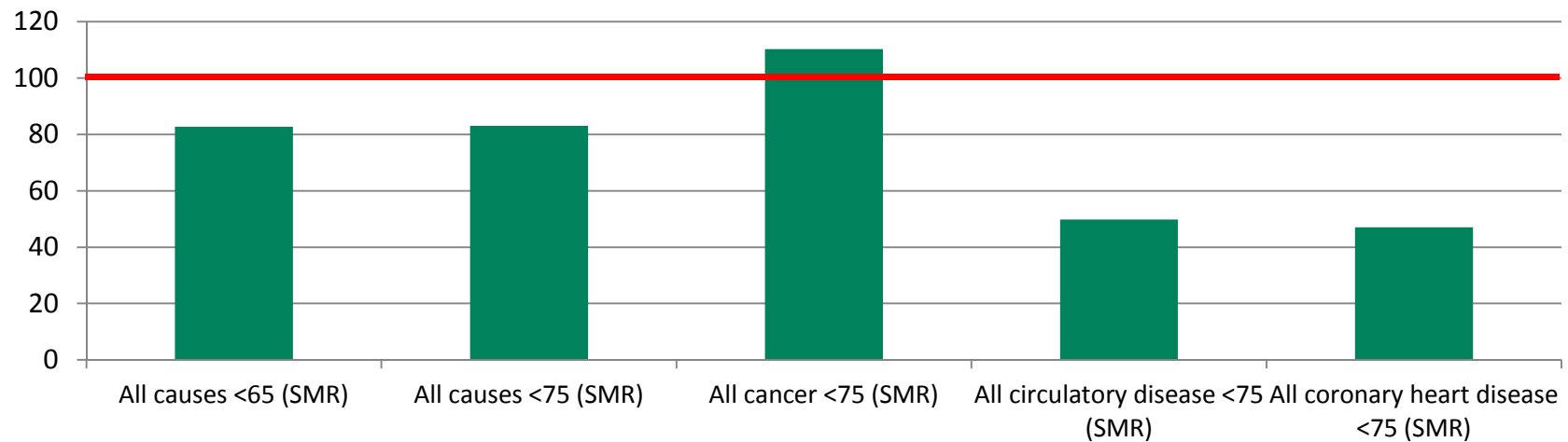


## Disease Statistics Continued...

### Mortality & causes of death - Premature Mortality 2006 to 2010

Locality	Warwickshire	England
All causes <65	98	404,178
All causes <65 (SMR)	82.7	100
All causes <75	206	781,660
All causes <75 (SMR)	83.1	100
All cancer <75	111	309,509
All cancer <75 (SMR)	110.3	100
All circulatory disease <75	32	197,954
All circulatory disease <75 (SMR)	49.8	100
All coronary heart disease <75	17	110,601
All coronary heart disease <75 (SMR)	47.1	100

### Mortality & causes of death - Premature mortality, 2006 to 2010



## Local Area

Very or fairly satisfied with the local area as a place to live	88.4%
Definitely and tend to agree that they can influence decisions made in their local area	33.2%
Percentage of people who report to know people 'very well' or 'quite well' in their immediate neighbourhood	70.7%
Percentage of people who report to 'Very strongly', or 'fairly strongly' feel that they belong to their immediate neighbourhood	62.1%
Percentage of people who report to have been actively involved with at least one local community or voluntary organisation in last 12 months	25.3%
Percentage of people who reported to have engaged in formal volunteering for an average of at least 2 hours/wk, over the past year.	12.1%

### Worried about job security

Not at all worried	27.1%
Not very worried	31.9%
Fairly worried	29.2%
Very worried	11.8%

### Top 5 things that make an area a good place to live

Health services  
 The level of crime  
 Education provision  
 Access to the countryside  
 Clean streets

### Top 5 things that most need improving in the local area

Road and pavement repairs  
 Activities for teenagers  
 Health services  
 The level of traffic congestion  
 Shopping facilities

### Worried about day to day budgeting and the cost of living (e.g. paying the bills)

Not at all worried	15.4%
Not very worried	35.4%
Fairly worried	32.8%
Very worried	16.4%

## Local Area Continued...

### Worried about longer-term financial planning (e.g., pensions, savings and investment)

Not at all worried	14.6%
Not very worried	31.9%
Fairly worried	29.2%
Very worried	24.3%

### Feel safe in the local area when walking alone in the daytime

Very safe	60.4%
Fairly safe	38.1%
Not very safe	1.5%
Not safe at all	0.0%

### Feel safe at home during the daytime

Very safe	73.6%
Fairly safe	26.4%
Not very safe	0.0%
Not safe at all	0.0%

### Very worried' or 'Fairly worried' about being a victim of the following crimes

Having your home broken into	54.1%
Having car stolen	36.8%
Being physically attacked by strangers	32.6%
Being physically attacked by someone you know	8.6%

### Worried about having a suitable place to live

Not at all worried	27.7%
Not very worried	32.7%
Fairly worried	25.5%
Very worried	14.1%

### Feel safe in the local area when walking alone after dark

Very safe	9.7%
Fairly safe	46.9%
Not very safe	32.1%
Not safe at all	11.2%

### Feel safe at home during after dark

Very safe	52.3%
Fairly safe	42.1%
Not very safe	5.1%
Not safe at all	0.5%

### Self reported health classification

Very good	23.7%
Good	45.5%
Fair	23.2%
Bad	6.6%
Very bad	1.0%

## Local Area Continued...

### Self reported weight classification

Very overweight	4.0%
A little overweight	44.2%
About the right weight	44.7%
Underweight	6.5%
Not sure about my weight	0.5%

### How many cigarettes smoked per day

None - Never smoked	57.0%
None - Ex smoker	28.5%
1 to 9 per day	6.2%
10 to 19 per day	6.2%
20 or more per day	2.1%

### Feelings about smoking and health

Contented smoker	30.0%
Concerned smoker	20.0%
Planning to stop	26.7%
In process of stopping	23.3%

### No. of fruit & vegetable portions eaten per day

None	1.5%
One	8.2%
Two	21.9%
Three	24.5%
Four	18.9%
Five or more	25.0%

### Respondents thoughts and feelings over the last 2 weeks

Feeling optimistic about my future	42.8%
Been feeling useful	52.3%
Been feeling relaxed	37.8%
Been dealing with problems well	53.3%
Been thinking clearly	68.4%
Been feeling close to other people	64.2%
Been able to make up mind about things	68.5%

## Local Area Continued...

### Believe that cited issues are a 'very big problem', or 'fairly big problem' in their local area

Noisy neighbours or loud parties	6.1%
People drunk & rowdy in public places	9.8%
Rubbish or litter lying around	22.7%
Vandalism, graffiti & other deliberate damage to property or vehicles	12.4%
People using or dealing drugs	10.5%
Harassed or attacked due to ethnicity, religion, disability, or sexual orientation	3.7%
Teenagers hanging around on the street	14.1%
Troublesome neighbours	5.8%
Deliberate small fire starting	2.1%
Problems with parking where you live	27.7%
Noise from traffic	13.9%

### Glossary:

BME – Black & Minority Ethnic

SMR – Standardised Mortality Ratio. (Reference category: England)

SAR – Standardised Admissions Ratio (Reference category: England)

SIR – Standardised Incidence Ratio (Reference category: England)

CHD – Coronary Heart Disease

MI – Myocardial Infarction

COPD – Chronic Obstructive Pulmonary Disease

### Data Sources:

Census - 2011

Public Health England - Local Health

Warwickshire Observatory - Living in Warwickshire Survey 2013

### Please note:

Due to the availability of the data, certain decisions were made that mean that the statistical geographies may differ slightly from administrative geographies. Therefore, in cases where a LSOA crossed the boundaries of multiple localities, a decision was made to allocate the whole LSOA to a single locality.

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