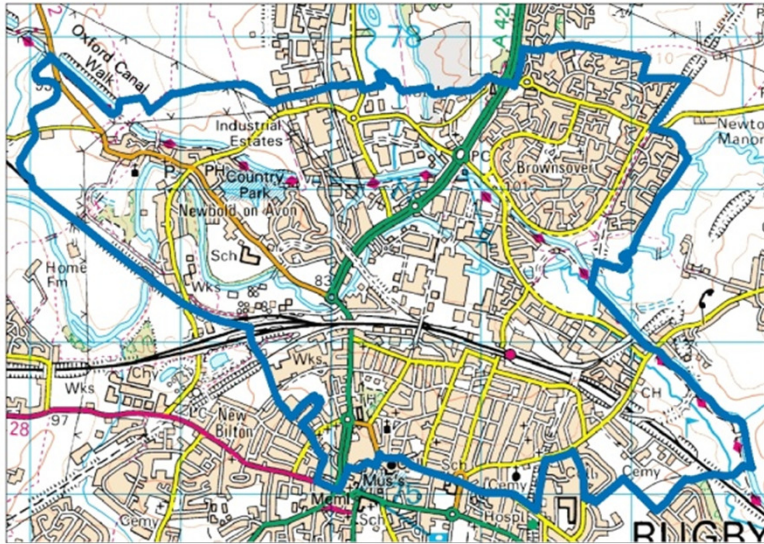


## Rugby Town North



The locality of Rugby Town North comprises the wards of Brownsover North, Brownsover South, Newbold and Benn and shares the same boundary as the County Council Electoral Division of Brownsover. The locality covers an area of approximately 3 square miles. The locality includes the main town centre shopping precinct area, a number of large industrial estates and retail parks and a wide variety of residential housing. The A429 running through the centre of the locality provides good access to the M6 motorway.

All Ages		
Males	11,506	50.6%
Females	11,232	49.4%
<b>Total Population</b>	<b>22,738</b>	<b>100.0%</b>

16-74 yrs		
		% (16-74 yrs)
Males	8,691	75.5%
Females	8,301	73.9%
<b>Total</b>	<b>16,992</b>	<b>74.7%</b>

### Population

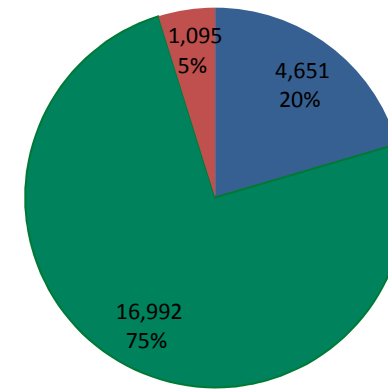
Population Density (persons/hectare) **25.8**

#### Population By 5 Year Age Groups

Age group	Total	Age group	Total	Age group	Total
0-4	1756	35-39	1683	70-74	582
5-9	1296	40-44	1696	75-79	452
10-14	1324	45-49	1788	80-84	317
15-19	1400	50-54	1472	85-89	227
20-24	1583	55-59	1227	90+	99
25-29	2066	60-64	1077		
30-34	1892	65-69	801		

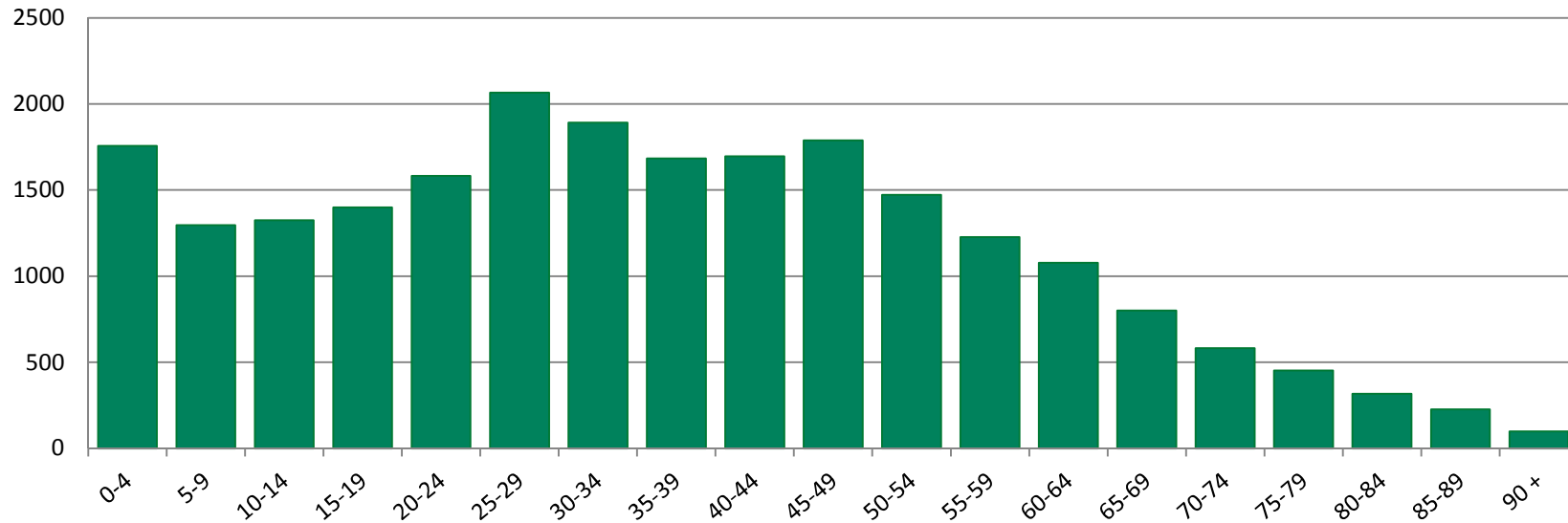
## Population By Age Group

Population by Age group	
<16 yrs	4,651
% (< 16 yrs)	20.5%
16-74 yrs	16,992
% (16-74 yrs)	74.7%
75+ yrs	1,095
% (75+ yrs)	4.8%
All Ages	22,738



■ <16 Yrs   ■ 16-74 Yrs   ■ 75+ Yrs

## Population By Five Year Age Groups

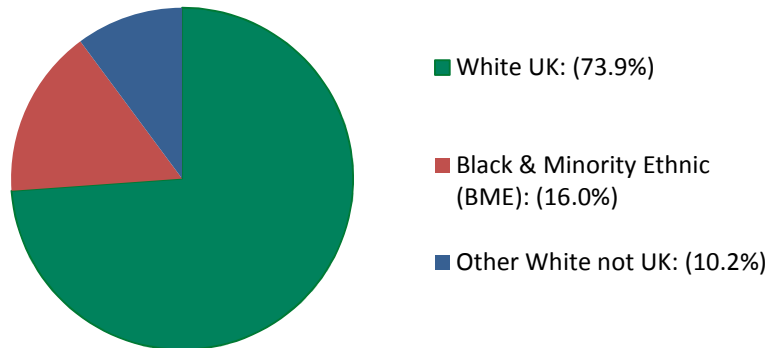


## Ethnicity & Language

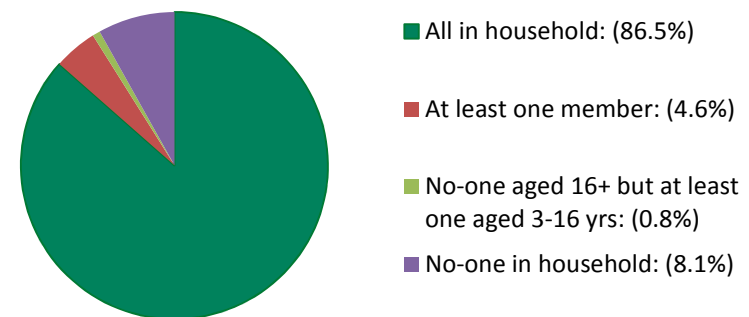
Ethnicity						
	Locality		Warwickshire		England & Wales	
White UK	16,799	73.9%	482,607	88.5%	45,134,686	80.5%
Black & Minority Ethnic (BME)	3,629	16.0%	39,786	7.3%	7,866,517	14.0%
Other White not UK	2,310	10.2%	23,081	4.2%	3,074,709	5.5%
Ethnicity not White UK (incl BME)	5,939	26.1%	62,867	11.5%	10,941,226	19.5%

English as Main Language In Households						
(Households with members speaking English as the main language)						
	Locality		Warwickshire		England & Wales	
Total Households	9,779		231,005		23,366,044	
All in household	8,458	86.5%	219,506	95.0%	21,313,812	91.2%
At least one member	450	4.6%	5,248	2.3%	868,431	3.7%
No-one aged 16+ but at least one aged 3-16 yrs	79	0.8%	704	0.3%	181,729	0.8%
No-one in household	792	8.1%	5,547	2.4%	1,002,072	4.3%

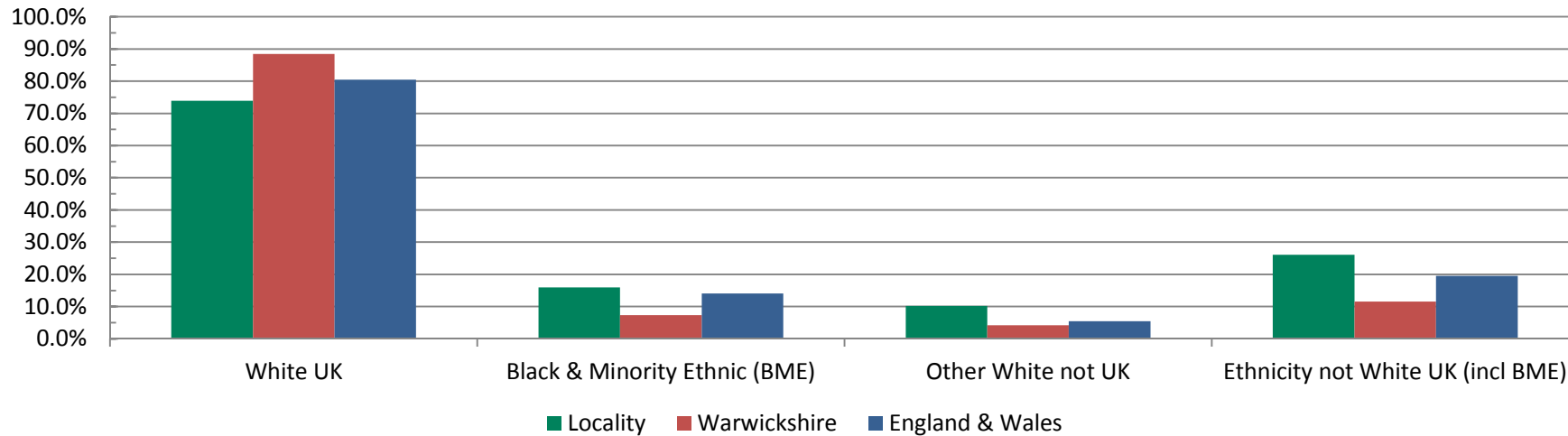
### Composition of Locality Population



### English As Household Main Language



## Ethnicity



## Housing & Living Environment

	Dwelling Type					
	Locality		Warwickshire		England & Wales	
All household spaces	10,134		239,966		24,429,618	
Household spaces with at least one resident	9,779	96.5%	231,005	96.3%	23,366,044	95.6%
Unoccupied household spaces	355	3.5%	8,961	3.7%	1,063,574	4.4%
Detached	1,822	18.0%	67,542	28.1%	5,512,289	22.6%
Semi-Detached	2,064	20.4%	80,643	33.6%	7,506,350	30.7%
Terraced	4,207	41.5%	54,911	22.9%	6,028,348	24.7%
Purpose built block of flats	1,605	15.8%	27,686	11.5%	3,987,968	16.3%
Part of converted or shared house	312	3.1%	5,211	2.2%	1,017,335	4.2%
In commercial building	116	1.1%	2,326	1.0%	271,315	1.1%
Caravan or other mobile home	8	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	9,779		231,005		23,366,044	
Owned outright	2,039	20.9%	79,796	34.5%	7,206,954	30.8%
Owned with mortgage	3,349	34.2%	82,008	35.5%	7,646,724	32.7%
Owned outright or with mortgage	5,388	55.1%	161,804	70.0%	14,853,678	63.6%
Rented Local Authority	1,334	13.6%	18,263	7.9%	2,208,080	9.4%
Other social rented	775	7.9%	13,661	5.9%	1,910,381	8.2%
Private landlord/agency	1,953	20.0%	29,628	12.8%	3,566,467	15.3%
Other private rented	126	1.3%	2,980	1.3%	333,711	1.4%
Living rent free	102	1.0%	2,749	1.2%	315,491	1.4%

	Household Size and Amenities		
	Locality	Warwickshire	England & Wales
Average household size	2.34	2.30	2.40
Number of rooms per household	5.84	5.70	5.40
Number of bedrooms	2.95	2.90	2.70
Household without central heating	228	4,659	624,095
Percentage without central heating	2.3%	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	0.3%	0.8%	0.7%

### Communal Establishments

	Locality	Warwickshire	England & Wales
Communal establishments	36	640	59,032
Residents in communal establishments	149	7,973	1,004,799
Residents in medical & care establishments	76	4,097	420,280
Residents in all other establishments	73	3,741	572,438
Establishment not stated	-	135	12,081
<b>Medical &amp; Care Establishments:</b>			
Local Authority care home or other home	-	193	17,415
Registered Social landlord/Housing Assoc	-	83	6,194
Care home with nursing	-	1,458	149,834
Care home without nursing	73	2,178	215,518
Children's home (incl secure unit)	-	19	2,754
Other medical & care establishments	-	121	16,373
Mental health hospital/unit (incl secure units)	-	39	7,430
NHS: other hospital	3	6	2,075
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	3,281	54,344	7,597,605
Income Deprivation %	14.5	10.2	14.7
Children living in income deprived households	906	13,587	2,115,946
Child Poverty %	19.7	13.9	21.8
Aged 60+ living in pension credit households	801	19,031	2,094,588
Older People in Deprivation %	20.9	14.5	18.1

### Housing & Living Environment

	Locality	Warwickshire	England
Households with central heating	10,334	226,346	21,468,807
Households with central heating %	97.7	98	97.3
Overcrowded households (at least 1 room too few)	822	11,107	1,928,596
Overcrowding %	7.8	4.8	8.7
Pensioners living alone	956	29,209	2,725,596
Pensioners living alone %	33.9	29.4	31.5

### Children's & Adult's Lifestyle

	Locality	Warwickshire	England
Obese Children (Reception Yr) 2009/10-2011/12	46	1,178	155,800
Obese Children (Reception Yr) 2009/10-2011/13 %	6	7.7	9.6
Obese Children (Year 6) 2009/10-2011/12	130	2,434	281,049
Obese Children (Year 6) 2009/10-2011/13 %	17.7	16.9	19
Obese Adults 2006-08	4,760	109,368	9,983,436
Obese Adults 2006-08 %	26.9	25.5	24.1
Binge Drinking Adults 2006-08	3,931	93,929	8,290,798
Binge Drinking Adults 2006-08 %	22.2	21.9	20
Healthy Eating Adults 2006-08	4,523	120,980	11,907,157
Healthy Eating Adults 2006-08 %	25.5	28.2	28.7

## Lifestyle Continued...

### Child Development, Education and Employment

	Locality	Warwickshire	England
Low birth weight births 2007-2011	164	2,237	249,929
Low birth weight births %	8.8	7.3	7.4
A good level of development at age 5, 2010/11	180	3,786	350,622
Child development at age 5 %	66.1	65.8	58.8
Achieving 5 A*-C GCSE (incl Eng & Maths) 2010/11	141	3,496	329,540
GCSE achievement 5 A*-C (incl Eng & Maths)%	48.5	60.8	58.2
Claiming out of work benefit, 2010/11 (monthly average)	727	9,398	1,205,961
Unemployment %	4.7	2.8	3.6
Claiming out of work benefit for > 1 yr, 2010/11 (monthly average)	134	1,396	202,091
Long term unemployment (rate/1000)	8.6	4.1	6

### Health & Care

	Locality	Warwickshire	England
Very bad general health	275	5,920	660,749
Very bad general health %	1.1	1.1	1.2
Bad or very bad general health	1,198	26,621	2,911,195
Bad or very bad general health %	4.8	4.9	5.5
Long term illness or disability	3,837	93,173	9,352,586
Long term illness or disability%	15.5	17.1	17.6
Provide unpaid care for 1 or more hours/wk	2,198	59,240	5,430,016
Provide unpaid care for 1 or more hours/wk %	8.9	10.9	10.2
Provide unpaid care for 50 or more hours/wk	492	12,452	1,256,237
Provide unpaid care for 50 or more hours/wk %	2	2.3	2.4



## Disease Statistics

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

	Locality	Warwickshire	England
All causes	9,528	212,817	24,482,768
All causes (SAR)	96.7	82.9	100
CHD	214	6,401	733,521
CHD (SAR)	82.8	78.8	100
Stroke	121	3,431	343,972
Stroke (SAR)	106.3	91	100
MI	122	3,270	318,883
MI (SAR)	109.5	92.8	100
COPD	236	4,148	530,197
COPD (SAR)	132.8	70.3	100

### Cancer Incidence - 2005 to 2009

	Locality	Warwickshire	England
All cancer	455	13,319	1,287,838
All cancer (SIR)	99.9	93.7	100
Breast cancer	69	2,210	198,181
Breast cancer (SIR)	96	102.3	100
Colorectal cancer	55	1,595	158,486
Colorectal cancer (SIR)	101.2	90.9	100
Lung cancer	58	1,414	165,476
Lung cancer (SIR)	104.7	76.9	100
Prostate cancer	52	1,760	161,294
Prostate cancer (SIR)	92.3	96.4	100

## Disease Statistics Continued...

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

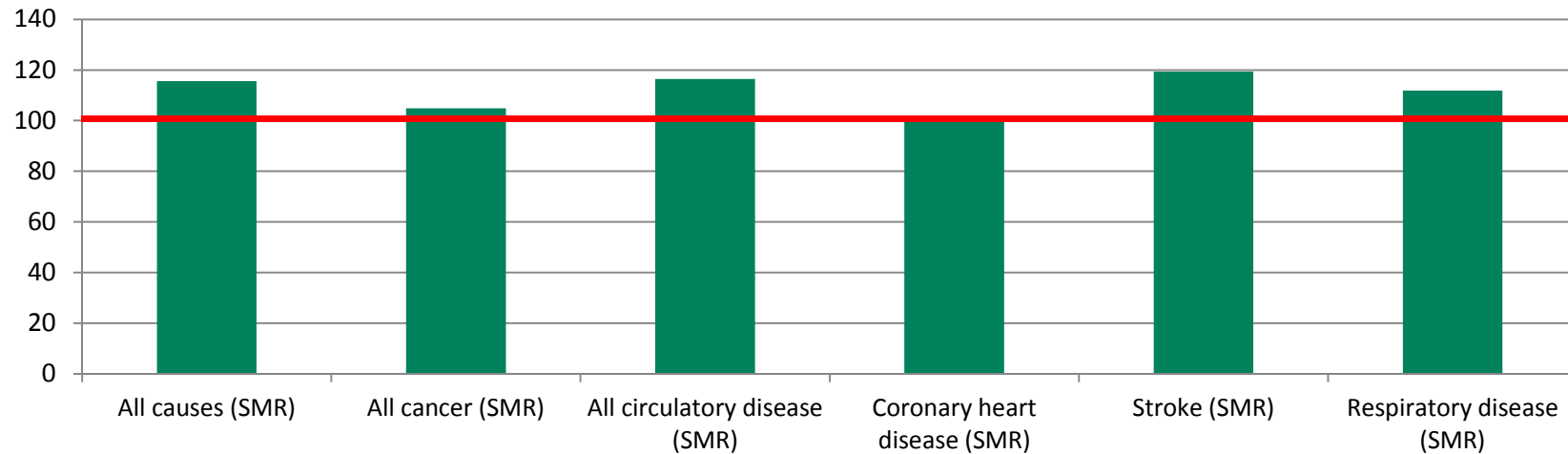
	Locality	Warwickshire	England
Self harm	165	2,850	488,512
Self harm (SAR)	73.1	58.6	100
Alcohol related harm	2,121	45,241	4,773,421
Alcohol related harm (SAR)	114.5	87.5	100
Emergency admissions for hip fracture aged 65+	98	2,889	262,101
Emergency admissions for hip fracture aged 65+ (SAR)	122.7	102.1	100
Elective admissions for hip replacement	77	3,497	275,157
Elective admissions for hip replacement (SAR)	81.8	113.5	100
Elective admissions for knee replacement	121	4,065	319,923
Elective admissions for knee replacement (SAR)	111.5	113	100

## Disease Statistics Continued...

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

Locality	Warwickshire	England
All causes	885	2,337,068
All causes (SMR)	115.6	100
All cancer	225	641,371
All cancer (SMR)	104.9	100
All circulatory disease	287	774,501
All circulatory disease (SMR)	116.4	100
Coronary heart disease	115	354,814
Coronary heart disease (SMR)	101.3	100
Stroke	80	213,324
Stroke (SMR)	119.3	100
Respiratory disease	113	322,420
Respiratory disease (SMR)	111.9	100

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

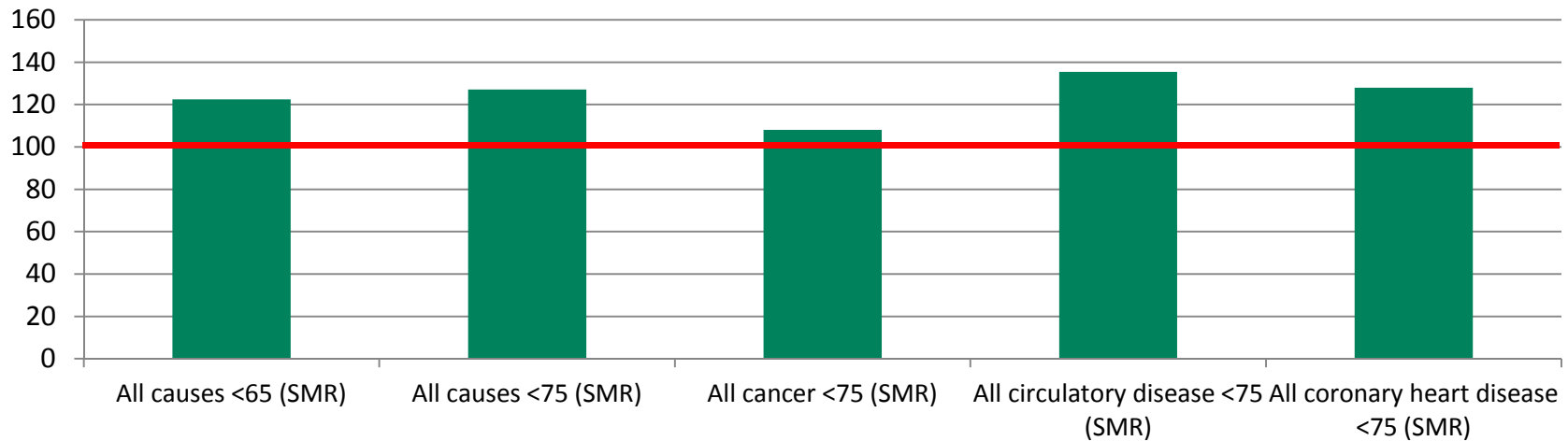


## Disease Statistics Continued...

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

Locality	Warwickshire	England
All causes <65	214	404,178
All causes <65 (SMR)	122.4	100
All causes <75	376	781,660
All causes <75 (SMR)	127.1	100
All cancer <75	123	309,509
All cancer <75 (SMR)	108	100
All circulatory disease <75	98	197,954
All circulatory disease <75 (SMR)	135.4	100
All coronary heart disease <75	51	110,601
All coronary heart disease <75 (SMR)	127.9	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	76.3%
Definitely and tend to agree that they can influence decisions made in their local area	28.9%
Percentage of people who report to know people 'very well' or 'quite well' in their immediate neighbourhood	49.1%
Percentage of people who report to 'Very strongly', or 'fairly strongly' feel that they belong to their immediate neighbourhood	38.4%
Percentage of people who report to have been actively involved with at least one local community or voluntary organisation in last 12 months	24.5%
Percentage of people who reported to have engaged in formal volunteering for an average of at least 2 hours/wk, over the past year.	12.5%

### Worried about job security

Not at all worried	23.6%
Not very worried	40.5%
Fairly worried	25.5%
Very worried	10.4%

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

Health services  
 The level of crime  
 Clean streets  
 Shopping facilities  
 Public transport

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

Road and pavement repairs  
 Activities for teenagers  
 The level of crime  
 Clean streets  
 Job prospects

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

Not at all worried	11.6%
Not very worried	28.5%
Fairly worried	32.3%
Very worried	27.6%

## Local Area Continued...

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

Not at all worried	10.5%
Not very worried	27.7%
Fairly worried	36.5%
Very worried	25.3%

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

Very safe	54.1%
Fairly safe	45.0%
Not very safe	0.3%
Not safe at all	0.6%

### Feel safe at home during the daytime

Very safe	72.3%
Fairly safe	25.9%
Not very safe	1.6%
Not safe at all	0.3%

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

Having your home broken into	45.7%
Having car stolen	31.4%
Being physically attacked by strangers	28.2%
Being physically attacked by someone you know	12.9%

### 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	6.9%
Fairly safe	47.0%
Not very safe	29.2%
Not safe at all	16.9%

### Feel safe at home during after dark

Very safe	44.2%
Fairly safe	47.4%
Not very safe	6.5%
Not safe at all	1.9%

### Self reported health classification

Very good	30.9%
Good	46.3%
Fair	14.8%
Bad	6.2%
Very bad	1.9%

## Local Area Continued...

### Self reported weight classification

Very overweight	1.2%
A little overweight	57.9%
About the right weight	31.6%
Underweight	8.4%
Not sure about my weight	0.9%

### How many cigarettes smoked per day

None - Never smoked	61.0%
None - Ex smoker	25.2%
1 to 9 per day	3.9%
10 to 19 per day	8.4%
20 or more per day	1.6%

### Feelings about smoking and health

Contented smoker	30.6%
Concerned smoker	10.2%
Planning to stop	40.8%
In process of stopping	18.4%

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

None	1.9%
One	18.4%
Two	19.7%
Three	29.5%
Four	17.1%
Five or more	13.3%

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

Feeling optimistic about my future	48.4%
Been feeling useful	48.2%
Been feeling relaxed	35.2%
Been dealing with problems well	54.1%
Been thinking clearly	61.5%
Been feeling close to other people	54.6%
Been able to make up mind about things	64.8%

## 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	20.5%
People drunk & rowdy in public places	19.5%
Rubbish or litter lying around	37.5%
Vandalism, graffiti & other deliberate damage to property or vehicles	20.3%
People using or dealing drugs	18.0%
Harassed or attacked due to ethnicity, religion, disability, or sexual orientation	4.3%
Teenagers hanging around on the street	28.9%
Troublesome neighbours	13.9%
Deliberate small fire starting	3.3%
Problems with parking where you live	38.4%
Noise from traffic	19.1%

### 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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Contact: Public Health Warwickshire, Warwickshire County Council  
Email: [publichealthintelligence@warwickshire.gov.uk](mailto:publichealthintelligence@warwickshire.gov.uk)

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