

Population and Area

	AREA			POPULATION		
	SQ. MILES	SQ. KM	HECTARES	MID-2012 ESTIMATES	PERSONS PER SQ. KM	HOUSEHOLD ESTIMATES (2011)
North Warwickshire	110	285	28,516	62,200	218	25,800
Nuneaton & Bedworth	30	79	7,898	125,800	1,592	52,700
Rugby	137	356	35,558	100,800	283	41,900
Stratford-on-Avon	377	977	97,657	120,600	123	51,900
Warwick	109	282	28,226	138,600	491	58,700
Warwickshire	763	1,979	197,855	548,000	277	231,000

Source: Warwickshire Observatory; Office for National Statistics Mid-2012 Estimates and 2011 Census (www.statistics.gov.uk) © Crown Copyright 2013. Figures may not sum due to rounding, population and household estimates are rounded to the nearest 100.

Urban/Rural Split

2011 MID-YEAR ESTIMATES	URBAN >10K	TOTAL RURAL	OF WHICH:	
			TOWN & FRINGE	VILLAGE HAMLET & ISOLATED DWELLINGS
North Warwickshire	26,100	36,000	20,900	15,100
Nuneaton & Bedworth	124,000	1,500	1,500	0
Rugby	75,600	24,900	11,900	12,900
Stratford-on-Avon	27,600	93,300	51,100	42,200
Warwick	123,600	14,100	3,900	10,200
Warwickshire	376,800	169,800	89,300	80,400

Sources: Defra Rural and Urban area classification; Office for National Statistics 2011 mid-year population estimates, (www.statistics.gov.uk) © Crown Copyright 2013. Notes: Area totals are based on mid-2011 small area population estimates. They are the most recent small area population estimates available and all figures are rounded to the nearest 100.

Population, selected age-groups

2012 MID-YEAR ESTIMATES	TOTAL	0-19 YEARS	20-39 YEARS	40-59 YEARS	60-79 YEARS	80+ YEARS
North Warwickshire	62,200	13,700	13,500	18,600	13,400	2,900
Nuneaton & Bedworth	125,800	30,200	31,100	34,800	24,200	5,500
Rugby	100,800	24,500	24,300	28,100	18,900	5,000
Stratford-on-Avon	120,600	25,500	22,600	35,600	29,200	7,700
Warwick	138,600	29,800	40,200	37,000	24,700	7,000
Warwickshire	548,000	123,700	131,700	154,000	110,400	28,200

Source: Office for National Statistics, (www.statistics.gov.uk) © Crown Copyright 2013. Figures may not sum due to rounding and all figures are rounded to the nearest 100.



Population of Main Settlements

	MID-2002 WARD ESTIMATES	MID-2011 WARD ESTIMATES	% CHANGE 2002 - 2011
Alcester	6,000	6,800	13.3%
Atherstone and Mancetter	10,900	11,000	0.9%
Bedworth	34,700	37,200	7.2%
Coleshill	6,300	6,500	3.2%
Kenilworth	23,300	23,400	0.4%
Leamington Spa	45,800	49,600	8.3%
Nuneaton	78,500	82,000	4.5%
Polesworth	7,000	7,000	0.0%
Rugby	61,700	72,100	16.9%
Shipston-on-Stour	4,500	5,000	11.1%
Southam	6,500	6,600	1.5%
Stratford-upon-Avon	22,300	27,600	23.8%
Studley	6,000	5,900	-1.7%
Warwick	26,100	30,100	15.3%
Wellesbourne	7,000	7,000	0.0%
Whitnash	8,200	8,800	7.3%

Sources: Warwickshire Observatory; National Statistics mid-year ward population estimates for 2011 wards, (www.statistics.gov.uk) © Crown Copyright 2013.

Notes: Mid-2011 ward population estimates are the most recent population estimates available. The definition of Bedworth used here includes the wards of Bede, Exhall, Heath, Poplar, Slough but not Bulkington ward, which has a population of 6,000. All figures are rounded to the nearest 100.

Ethnic Groups

2011 Census	North Warwickshire	Nuneaton & Bedworth	Rugby	Stratford-on-Avon	Warwick	Warwickshire
Total All Groups	62,000	125,300	100,100	120,500	137,600	545,500
Total White	60,700	114,300	90,400	117,100	122,700	505,200
of which:						
British	59,500	111,400	84,200	112,800	114,700	482,600
Irish	500	700	1,000	900	2,100	5,200
Gypsy or Irish Traveller	0	100	200	200	0	500
Other White	700	2,200	5,200	3,500	5,800	17,400
Total BME	2,500	13,900	15,900	7,700	22,900	62,900
(including Irish, Gypsy or Irish Traveller and Other White) of which:						
Mixed/multiple ethnic group	500	1,400	2,000	1,300	2,800	7,900
Asian/Asian British	600	7,900	5,200	1,500	9,900	25,100
Black/African/Caribbean/Black British	200	1,000	2,000	300	1,000	4,400
Other Ethnic Group	0	500	300	200	1,200	2,300

Number may not sum due to rounding errors. All figures are rounded to the nearest 100. Source: Office for National Statistics 2011 Census, (www.statistics.gov.uk) © Crown Copyright 2013

Locality Populations

2011 Census	Total	Children (0-15)	Working Age (16-64 years)	Older People (65+ years)
Abbey & Wem Brook	18,300	3,800	12,000	2,500
Alcester & Bidford	21,500	3,700	13,000	4,900
Arbury & Stockingford	21,100	4,300	13,800	3,000
Bede & Poplar	17,800	3,400	11,300	3,100
Bedworth North & West	19,400	3,800	12,400	3,300
Camp Hill & Galley Common	15,600	3,400	10,300	1,800
Dunchurch Division	7,900	1,400	4,500	2,000
Earl Craven	12,500	2,300	7,800	2,400
Fosse	9,900	1,800	6,500	1,600
Kenilworth	25,300	4,100	15,900	5,300
North Leamington	29,400	4,500	19,700	5,200
North Warwickshire - East	14,700	2,600	9,400	2,700
North Warwickshire - North	17,700	3,300	11,200	3,200
North Warwickshire - South	15,300	2,600	9,800	2,900
North Warwickshire - West	14,300	2,400	9,200	2,600

2011 Census	Total	Children (0-15)	Working Age (16-64 years)	Older People (65+ years)
Rugby Town East	14,900	2,800	9,100	3,100
Rugby Town North	22,700	4,700	15,600	2,500
Rugby Town West	32,200	6,600	19,900	5,700
Shipston	18,900	3,200	11,300	4,400
South Leamington	19,300	3,000	14,600	1,800
Southam & Feldon	17,200	3,200	10,700	3,400
Stratford	27,400	4,400	17,200	5,900
Studley & Henley	19,700	3,200	11,500	4,900
Warwick	30,100	5,700	19,800	4,700
Warwick Rural - East	9,700	1,600	5,900	2,200
Warwick Rural - West	14,200	2,700	9,000	2,500
Weddington & St. Nicolas	16,600	2,700	10,500	3,300
Wellesbourne & Kineton	15,700	2,800	9,700	3,200
Whitstone & Bulkington	16,500	2,600	9,900	4,000
Whitnash	9,600	1,900	6,100	1,500

Number may not sum due to rounding errors. All figures are rounded to the nearest 100.
 Source: Office for National Statistics 2011 Census, (www.statistics.gov.uk) © Crown Copyright 2013

Geography

Warwickshire lies to the south and east of the West Midlands conurbation, and has long established links with Coventry, Birmingham and Solihull in the West Midlands region, but also with the South East. Despite the focus of population within the main towns of the county, a significant part of Warwickshire is rural in nature. Warwickshire lies at the heart of Britain's transport network and several key strategic routes pass through the county.

Warwickshire is a two-tier local authority and comprises five district/borough areas:

- North Warwickshire Borough
- Nuneaton & Bedworth Borough
- Rugby Borough
- Stratford-on-Avon District
- Warwick District

At the most recent general election in 2010, new parliamentary boundaries came into effect in Warwickshire, moving from five to six constituencies:

- North Warwickshire
- Nuneaton
- Rugby
- Kenilworth and Southam
- Warwick and Leamington
- Stratford-on-Avon

The delineation of these constituencies involved changes to the boundaries of all five parliamentary constituencies previously in existence.

Current Population

The latest population figures from the 2012 mid-year estimates show that Warwickshire is home to 548,000 people. This is an increase of over 4,000 people from the mid-2011 population estimates that were reported by the Office for National Statistics in last year's Quality of Life report. Looking back at the population of Warwickshire in 2001, there has been an 8.3% increase to the latest mid-2012 estimates. This equates to 41,800 people, an increase larger than the population of Bedworth.

Warwickshire's population has been growing for the past four decades with continued immigration from the urban areas of Coventry and Birmingham acting as a key factor behind this trend. However, growth has not been consistent across Warwickshire's five districts. Since 2001, Rugby Borough has seen the largest increase in population across the county, up 14.4% from 2001 to 2011. The population in Rugby was estimated at 100,100 people in 2011, a growth of almost 13,000 people over the ten year period between the 2001 and 2011 Census. The area with the lowest population change is North Warwickshire Borough, up just 0.3% from 2001.

Figure 1.1: Population change between Census', 1981 to 2011

POPULATION ('000s)	1981	1991	2001	2011	% CHANGE (2001 – 2011)
North Warwickshire	60.0	61.0	61.8	62.0	0.3%
Nuneaton & Bedworth	113.9	117.5	119.2	125.3	5.1%
Rugby	87.5	85.0	87.5	100.1	14.4%
Stratford-on-Avon	100.6	105.4	111.6	120.5	8.0%
Warwick	115.3	118.1	126.1	137.6	9.1%
Warwickshire	477.2	487.1	506.2	545.5	7.8%

Sources: 2011 Census: Population estimates for England and Wales, Office for National Statistics, © Crown Copyright 2013

Projected Population

The Office for National Statistics (ONS) publishes long-term sub-national population projections. The latest interim projections are trend-based and use the 2011 Census as the base year. They provide an indication of expected levels of population growth over the ten year period from 2011 to 2021, making assumptions about future levels of fertility, mortality and migration based on levels observed over a five year reference period. Therefore, they give an indication of what the future population, by age and sex structure, might be if recent trends continue, but take no account of future strategic policy or development plans in local authority areas.

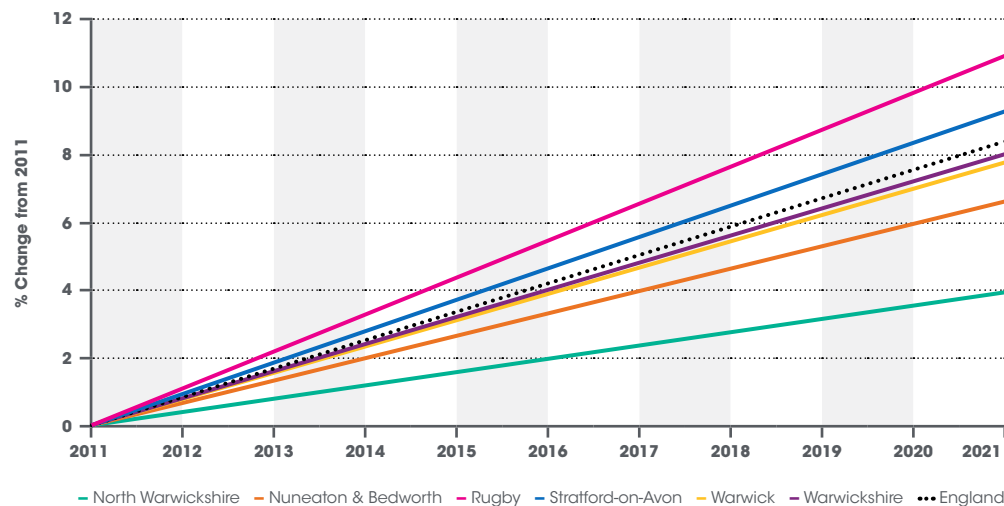
Figure 1.2: Population projections, 2011 to 2021

PROJECTED POPULATION ('000s)	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	% CHANGE (2011-2021)
North Warwickshire	62.1	62.3	62.5	62.7	63	63.2	63.5	63.8	64	64.3	64.6	4.0%
Nuneaton & Bedworth	125.4	126.2	127	127.8	128.6	129.5	130.4	131.2	132.1	133	133.9	6.8%
Rugby	100.5	101.6	102.7	103.8	104.9	106.1	107.2	108.3	109.4	110.6	111.7	11.1%
Stratford-on-Avon	120.8	121.9	123	124.2	125.3	126.5	127.6	128.8	129.9	131.1	132.3	9.5%
Warwick	137.7	138.5	139.5	140.6	141.8	143	144.2	145.3	146.4	147.5	148.7	8.0%
Warwickshire	546.6	550.4	554.6	559.1	563.7	568.2	572.8	577.4	582	586.6	591.2	8.2%
Coventry	316.9	322.6	328	333.1	338	342.7	347.2	351.7	356	360.2	364.3	15.0%
Solihull	206.9	208.1	209.5	210.9	212.3	213.8	215.2	216.7	218.1	219.7	221.2	6.9%
England	53,107	53,585	54,068	54,549	55,023	55,487	55,938	56,383	56,823	57,258	57,688	8.6%

Source: 2011-based Sub-National Population Projections, National Statistics (www.statistics.gov.uk), © Crown Copyright 2013

The population of Warwickshire is projected to reach a total of 591,200 by 2021 – an increase of 44,600 people or 8.2% over the ten year period. Within Warwickshire, Rugby Borough is expected to experience the highest rates of population growth, with an 11.1% increase between 2011 and 2021 (see Figure 1.2).

Figure 1.3: Population projections, 2011 - 2021



Source: 2011-based Sub-National Population Projections, National Statistics (www.statistics.gov.uk), © Crown Copyright 2013

Across Warwickshire as a whole, the highest rates of projected population growth are in the groups aged 65 years and over. The rate of growth increases with age with the eldest age group, those aged 85 and over, projected to increase by more than 40% between 2011 and 2021. Population projections help inform the planning of services and decisions about the future allocation of resources. An ageing population has implications for the future provision of many services linked to older age groups. Population projections also inform household projections, which are used to estimate the future demand for housing.

Figure 1.4: Projected Population change in Warwickshire by age, 2011 - 2021

AGE RANGE	2011	2021	% CHANGE
0-4	31,364	33,579	7%
5-18	86,939	95,336	10%
19-29	71,227	67,678	-5%
30-49	150,671	147,015	-2%
50-64	106,053	119,620	13%
65-74	54,459	64,359	18%
75-84	32,485	44,607	37%
85+	13,356	18,989	42%
Total	546,554	591,183	8%

Sources: 2011-based Sub-National Population Projections, National Statistics (www.statistics.gov.uk), © Crown Copyright 2013

Ethnicity

The most recent population statistics by ethnic group (2011 Census) suggest that non-‘White British’ groups make up approximately 12% of Warwickshire’s total population, an increase from 7% in 2001. In volume terms, the ‘Asian’ and ‘Other White’ ethnic groups are the largest non-‘White British’ groups in the county.

At district level, Warwick District is estimated to have the highest proportion of non-‘White British’ residents, at 17%, and North Warwickshire Borough has the lowest proportion, at 4%.

Figure 1.5: Population estimates by ethnic group, 2011

2011 Census	North Warwickshire	Nuneaton & Bedworth	Rugby	Stratford-on-Avon	Warwick	Warwickshire
Total All Groups	62,000	125,300	100,100	120,500	137,600	545,500
Total White	60,700	114,300	90,400	117,100	122,700	505,200
of which:						
British	59,500	111,400	84,200	112,800	114,700	482,600
Irish	500	700	1,000	900	2,100	5,200
Gypsy or Irish Traveller	0	100	200	200	0	500
Other White	700	2,200	5,200	3,500	5,800	17,400
Total BME (including Irish, Gypsy or Irish Traveller and Other White)	2,500	13,900	15,900	7,700	22,900	62,900
of which:						
Mixed/multiple ethnic group	500	1,400	2,000	1,300	2,800	7,900
Asian/Asian British	600	7,900	5,200	1,500	9,900	25,100
Black/African/Caribbean/Black British	200	1,000	2,000	300	1,000	4,400
Other Ethnic Group	0	500	300	200	1,200	2,300

*Note: Rows and columns may not sum to totals due to rounding.
Source: Office for National Statistics mid-year population estimates, (www.statistics.gov.uk) © Crown Copyright 2013*



CLICK ON THE INTERACTIVE MAP
more detailed data from the About Warwickshire and Warwickshire at a Glance sections

Mosaic Groups

Mosaic is a tool for understanding household and customer types, and allocates every household in the county to one of 69 categories. It is built from Experian's UK Consumer Dynamics Database and uses 400 data variables. It includes the edited Electoral Roll, Experian Lifestyle Survey information, Consumer Credit Activity, self-reported demographics and consumer behaviour alongside the Post Office Address File, Shareholders Register, House Price and Council Tax information and ONS local area statistics. All of this information is updated annually and used to replenish the classification each year.

Mosaic operates at two levels – Groups and Types. There are 15 Groups, which are then sub-divided into 69 Types. Figure 1.6 presents the distribution of Warwickshire's households across the Groups, and clearly illustrates the county's diversity.

Mosaic can be joined to customer data to add value and help develop a stronger understanding of our customers' behaviours, needs and preferences. For example, Mosaic can give information on a household's propensity to use certain channel types, their likely demographics, economic status, household size, health and interests. This data is being used to support the County Council's customer insight research.

Figure 1.6: Mosaic Groups, by district, 2012

Percentage of households in Mosaic Groups		North Warwickshire	Nuneaton & Bedworth	Rugby	Stratford-on-Avon	Warwick	Warwickshire
Total Households, All Groups		26,866	51,021	43,376	54,304	60,172	235,739
A	Residents of isolated rural communities	6.6%	0.2%	3.7%	13.1%	1.7%	4.9%
B	Residents of small and mid-sized towns with strong local roots	16.8%	6.6%	11.4%	16.6%	5.8%	10.8%
C	Wealthy people living in the most sought after neighbourhoods	0.4%	0.1%	1.0%	4.4%	7.7%	3.2%
D	Successful professionals living in suburban or semi-rural homes	13.9%	8.1%	13.5%	25.8%	14.1%	15.4%
E	Middle income families living in moderate suburban semis	12.9%	14.2%	12.7%	5.9%	13.6%	11.7%
F	Couples with young children in comfortable modern housing	3.5%	6.6%	10.8%	11.1%	11.0%	9.2%
G	Young, well-educated city dwellers	0.7%	0.3%	0.8%	0.8%	16.0%	4.6%
H	Couples and young singles in small modern starter homes	3.4%	5.3%	8.8%	3.1%	4.7%	5.1%
I	Lower income workers in urban terraces in often diverse areas	1.7%	11.3%	8.0%	0.1%	0.7%	4.3%
J	Owner occupiers in older-style housing in ex-industrial areas	14.9%	16.3%	8.0%	3.9%	5.0%	8.9%
K	Residents with sufficient incomes in right-to-buy social houses	13.2%	12.7%	5.2%	4.0%	5.9%	7.6%
L	Active elderly people living in pleasant retirement locations	1.6%	2.8%	4.8%	5.8%	5.3%	4.3%
M	Elderly people reliant on state support	7.3%	6.3%	6.0%	4.3%	4.4%	5.4%
N	Young people renting flats in high density social housing	0.7%	2.7%	2.2%	0.3%	1.7%	1.6%
O	Families in low-rise social housing with high levels of benefit need	2.4%	6.3%	3.1%	0.6%	2.5%	3.0%

Source: Experian, Warwickshire Observatory, 2012