Introduction
This briefing provides a summary of the 2011 Census data for East Rural Ward, arranged under the headings ‘Who we are’, ‘How we live’ and ‘What we do’.

The original version of these briefings was based on the simple Census tables available as at January 2013. Since then, much more detailed and complex Census data has been released, but this briefing still aims to keep things as simple as possible. The only use made of the newer tables has been to introduce new or improved age breakdowns where this is felt to be of benefit. Health data is now presented by age-group, so that the reader can make fair comparisons between places with different age profiles. The ‘What we do’ section is now able to focus on the 16-64 age-group, which is probably closer to most people’s idea of ‘working age’ than the original 16-74.
Who we are

Population size
The previous Census in 2001 found that the population of East Rural was approximately 1921. The latest results from the 2011 Census show that this number has risen to 1924.

Age structure
Figure 2 shows the 1924 population of East Rural broken down by age and sex. 18.9% of its population is aged 0-19, compared with 28.7% for Blackburn with Darwen as a whole.

Ethnicity
The 2011 Census shows that East Rural has an estimated 1890 White residents (98.2% of its population), down from 1901 in 2001. The 2011 estimate of the Indian population is 10 (or 0.5%), and the Pakistani population is 0 (or 0.0%). These figures compare with 5 and 4 respectively in 2001.

The ‘White’ group can be broken down further as shown:

Table 1 - Breakdown of White population in East Rural, 2011

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>White: British</td>
<td>1872</td>
</tr>
<tr>
<td>White: Irish</td>
<td>3</td>
</tr>
<tr>
<td>White: Gypsy or Irish Traveller</td>
<td>4</td>
</tr>
<tr>
<td>White: Other</td>
<td>11</td>
</tr>
<tr>
<td>White: Total</td>
<td>1890</td>
</tr>
</tbody>
</table>

Mixed ethnicity households
Out of the 826 households in East Rural, 625 contain at least two people, of which 24 (or 3.8%) include members of more than one ethnic group. This compares with 8.9% in Blackburn with Darwen and 12.8% in England as a whole. (Table QS202EW).
Religion

Figure 4 - Religion: East Rural v Blackburn with Darwen and England, 2011

The number of East Rural residents who identify themselves as Muslim has fallen from 13 to 10 since 2001. Meanwhile the number of Christians has declined from 1611 to 1515, and the number claiming to have no religion has risen from 133 to 275.

Country of Birth

2.6% of East Rural residents in 2011 were born outside the UK, compared with a Blackburn with Darwen average of 14.8%. In 2001, the equivalent percentages were 2.3% for East Rural and 10.9% for Blackburn with Darwen.

Figure 5 - Country of Birth: East Rural v Blackburn with Darwen and England, 2011

Year of arrival of residents born outside UK

Out of the 50 people in East Rural born outside the UK, 17 (or 34.0%) had arrived since 2000 (final column in Figure 6). In Blackburn with Darwen as a whole, 37.5% of arrivals had occurred during this most recent period.

Figure 6 - Year of arrival of East Rural residents born outside the UK

Source: Table QS801EW
Language

Main Language
The 2011 Census was the first to ask about the main language of every resident aged 3 or over. 99.2% of residents in East Rural spoke English as their main language, compared with 86.6% in Blackburn with Darwen as a whole. Figure 7 depicts the variety of languages spoken in the ward.

Figure 7 - Visual representation of languages spoken as main language in East Rural (2011, residents aged 3+)

English as main language by household
East Rural has 11 households out of 826 where not everybody aged 16+ has English as their main language. These include 2 households where nobody has English as their main language (Figure 8):

Figure 8 - Main language by household, East Rural, 2011

Proficiency in English
The fact that English may not be a person’s first language does not in itself tell us how proficient in English they are. This is the subject of a separate census question (Figure 9).

Figure 9 - Proficiency in English in individuals for whom it is not the main language (East Rural residents aged 3+)

Source: Table KS206E

Source: Table QS205EW
Health

General health

The Census asks residents to rate their general state of health as: very good, good, fair, bad or very bad. Figure 10 shows the breakdown in East Rural.

In order to compare the health of this ward meaningfully with other places, we must make allowance for their differing age-profiles. One approach is to look at each age-group separately (Figure 11), so that we are comparing like with like:

![Figure 10 - General health (East Rural)](source)

**Figure 11 - General Health by Age-Group: East Rural v Blackburn with Darwen and England**

(Source: Table LC3206EW)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>East Rural</th>
<th>Blackburn with Darwen</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-64</td>
<td>53.0%</td>
<td>62.1%</td>
<td>72.5%</td>
</tr>
<tr>
<td></td>
<td>33.4%</td>
<td>23.0%</td>
<td>18.8%</td>
</tr>
<tr>
<td></td>
<td>13.5%</td>
<td>14.8%</td>
<td>8.7%</td>
</tr>
<tr>
<td>16-49</td>
<td>92.8%</td>
<td>85.8%</td>
<td>89.7%</td>
</tr>
<tr>
<td></td>
<td>9.9%</td>
<td>9.9%</td>
<td>7.6%</td>
</tr>
<tr>
<td></td>
<td>6.0%</td>
<td>6.0%</td>
<td>2.8%</td>
</tr>
<tr>
<td>0-15</td>
<td>97.8%</td>
<td>96.6%</td>
<td>97.1%</td>
</tr>
</tbody>
</table>

**Long-term activity-limiting illness**

Long-term activity-limiting illness is assessed using the question shown in Figure 12. A breakdown for East Rural is given in Table 2, both for all ages and for approximate ‘working age’ (16-64):

![Figure 12 - Census question on long-term activity-limiting illness](source)

<table>
<thead>
<tr>
<th>Long-term activity-limiting illness (counts)</th>
<th>East Rural</th>
<th>All Ages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 16-64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not limited</td>
<td>1154</td>
<td>1600</td>
</tr>
<tr>
<td>Limited a little</td>
<td>89</td>
<td>177</td>
</tr>
<tr>
<td>Limited a lot</td>
<td>61</td>
<td>147</td>
</tr>
<tr>
<td>All Ages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not limited</td>
<td>1600</td>
<td>1600</td>
</tr>
<tr>
<td>Limited a little</td>
<td>177</td>
<td>177</td>
</tr>
<tr>
<td>Limited a lot</td>
<td>147</td>
<td>147</td>
</tr>
</tbody>
</table>

*Also known as Limiting long-term Illness (LLTI)*
Again, for a fair comparison of long-term activity-limiting illness, we must allow for the fact that different places do not all have the same age profile. This can be done by looking at each age-group separately:

**Figure 13 - Long-term activity-limiting illness by Age-Group:**

*East Rural v Blackburn with Darwen and England (Source: Table LC3205EW)*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>England</th>
<th>Blackburn with Darwen</th>
<th>East Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+</td>
<td>46.9%</td>
<td>39.4%</td>
<td>51.6%</td>
</tr>
<tr>
<td></td>
<td>Limited a little</td>
<td>26.3%</td>
<td>26.2%</td>
</tr>
<tr>
<td></td>
<td>Limited a lot</td>
<td>26.9%</td>
<td>34.4%</td>
</tr>
<tr>
<td>60-64</td>
<td>76.7%</td>
<td>65.8%</td>
<td>79.5%</td>
</tr>
<tr>
<td></td>
<td>Limited a little</td>
<td>12.7%</td>
<td>16.1%</td>
</tr>
<tr>
<td></td>
<td>Limited a lot</td>
<td>10.7%</td>
<td>18.2%</td>
</tr>
<tr>
<td>65-69</td>
<td>91.3%</td>
<td>87.8%</td>
<td>94.1%</td>
</tr>
<tr>
<td></td>
<td>Limited a little</td>
<td>5.0%</td>
<td>6.6%</td>
</tr>
<tr>
<td></td>
<td>Limited a lot</td>
<td>3.7%</td>
<td>5.7%</td>
</tr>
<tr>
<td>65+</td>
<td>96.3%</td>
<td>96.1%</td>
<td>97.8%</td>
</tr>
</tbody>
</table>

### Long-term activity-limiting illness in households

East Rural has 212 households in which somebody lives with a long-term activity-limiting illness, which amounts to 25.7% of all households. Of these households, 30 also have dependent children. This latter category accounts for 3.6% of all households in the ward. *(Source: Table KS106EW).*

### Long-term activity-limiting illness and General Health

Long-term activity-limiting illness and poor General Health can often affect the same person. Figure 14 shows the entire population of East Rural ward broken down in both ways. It can be seen that most people whose activity is limited are in less than good general health, and vice versa.

*Source: Table DC3203EW*
How we live

Housing

Tenure

Figure 15 shows how the breakdown of tenure in East Rural compares with Blackburn with Darwen and England as a whole. ‘Social rented: Council’ and ‘Social rented: Other’ (both shown in blue) are best considered together as one category, as there is clearly some confusion as to who does own the social rented housing stock, even where there has been no council housing for many years.

Figure 15 - Tenure by household: East Rural v. Blackburn with Darwen and England, 2011 (showing counts for East Rural)

Since 2001, the percentage renting from a private landlord in East Rural has risen from 3.8% to 6.4%, while buying with a mortgage has declined from 54.3% to 43.6%.

Rooms, bedrooms and central heating

Compared with Blackburn with Darwen and England, houses in East Rural have a higher than average number of rooms, and close to the average number of bedrooms.

Figure 16 - Rooms, bedrooms and central heating, 2011 (East Rural, Blackburn with Darwen and England)

Figure 16 also shows how East Rural compares with Blackburn with Darwen and England in terms of overcrowding – i.e. houses with too few rooms or too few bedrooms (equating to an ‘occupancy rating’ of -1 or less). To put this into perspective, every inner London borough has at least 20% of houses with too few rooms.

The 2011 Census recorded 21 households in East Rural (2.5% of the total) without central heating, which is an improvement on 2001 when there were 54 (or 6.9%).
Marital status and living arrangements
Residents who are married account for 58.0% of the East Rural population aged 16 or over (England average 46.6%). Those who are in a civil partnership constitute a further 0.2% (England 0.2%). (Source: Table KS103EW).

Not counting people in communal establishments, 57.1% of East Rural residents aged 16+ are living in a couple in either a marriage or a civil partnership, and a further 11.6% are cohabiting. The England average figures are 45.9% and 11.9% respectively. (Source: Table KS104EW).

Household composition

The household composition table gives a detailed breakdown of the combinations of people living under one roof. Figure 17 is a simplified representation, in which some of the categories have been amalgamated.

Car ownership

The Census included a question asking how many cars or vans were owned or available for use by the members of each household. The 826 households in East Rural had 1330 cars or vans between them, which works out at 1.61 vehicles per household, compared with a Blackburn with Darwen average of 1.02 and England average of 1.16.

Figure 18 - Number of cars/vans per household (East Rural v. Blackburn with Darwen and England)
What we do

When these profiles were first issued, the ‘What we do’ section was largely dependent on tables describing the 16-74 age-group as a whole. It now makes use of newer tables which enable it to focus on the 16-64 age-group.

Economic activity

Those who participate in the labour force are classed as ‘economically active’, while those who do not are ‘economically inactive’. Figure 19 and Figure 20 use red and blue shading to distinguish between these categories:

Figure 19 - Economic activity - East Rural v Blackburn with Darwen & England – Males 16-64

For males aged 16-64 (Figure 19), East Rural’s overall economic activity rate of 86.8% is higher than the Blackburn with Darwen average of 77.3%. The 2.5% of men who are long-term sick or disabled compares with a Blackburn with Darwen average of 8.2% and England average of 4.7%.

For females (Figure 20), East Rural’s economic activity rate of 77.2% is above the Blackburn with Darwen average of 62.5%. The proportion of women aged 16-64 looking after home or family is 4.3%, compared with 13.5% in Blackburn with Darwen as a whole (which is the fifth highest local authority rate in England).

Workless households (Source: Table KS106EW)

East Rural has 241 households with no adult in work, of which 8 include dependent children.

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1 Much of the economic activity data collected by the Census is also available from the Labour Force Survey. These two sources each have their pros and cons, and do not always agree. ONS have issued a 23-page briefing explaining the reasons for this.

2 The four sub-categories of ‘Economically active’ are inclusive of economically-active students.
Hours worked

Those who were in employment were asked about their hours of work. Compared with England, male workers aged 16-64 in Blackburn with Darwen as a whole are more likely than average to work part-time, but East Rural is one of the areas where this is less common.

Figure 21 - Hours worked - East Rural v. Blackburn with Darwen & England - workers 16-64

The same table incidentally tells us that 52.4% of working 16-64 year-old residents of East Rural are male, compared with 55.1% in Blackburn with Darwen as a whole, and 52.7% in England.

Industry

Working residents were also asked which industry they worked in. The biggest single category in East Rural ward was Manufacturing, which employed 176 residents aged 16-64.

Figure 22 - Industry of employment - East Rural v. Blackburn with Darwen and England - workers aged 16-64

Source: Table DC6109EW
Occupation
Compared with the borough as a whole, East Rural has a much higher proportion of its workers in managerial, professional or technical occupations (the first three categories in Figure 23 reading left to right):

Figure 23 - Occupation - East Rural v. Blackburn with Darwen and England - workers 16-64

<table>
<thead>
<tr>
<th>Occupation Category</th>
<th>East Rural</th>
<th>Blackburn with Darwen</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary occupations (70)</td>
<td>6.8%</td>
<td>6.6%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Process, plant and machine operatives (95)</td>
<td>9.2%</td>
<td>9.7%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Sales and customer service occupations (49)</td>
<td>4.7%</td>
<td>5.4%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Caring, leisure and other service occupations (109)</td>
<td>10.6%</td>
<td>10.7%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Skilled trades occupations (133)</td>
<td>12.9%</td>
<td>13.1%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Administrative and secretarial occupations (113)</td>
<td>10.9%</td>
<td>11.4%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Associate professional and technical occupations (126)</td>
<td>12.5%</td>
<td>12.9%</td>
<td>14.2%</td>
</tr>
<tr>
<td>Professional occupations (208)</td>
<td>20.2%</td>
<td>21.2%</td>
<td>24.3%</td>
</tr>
<tr>
<td>Managers, directors and senior officials (120)</td>
<td>12.2%</td>
<td>13.1%</td>
<td>14.7%</td>
</tr>
</tbody>
</table>

Source: Table DCS113EW

Compared with Blackburn with Darwen, East Rural has a much higher percentage of its 16-64 year-old residents with a Level 4+ (degree-level) qualification, and a much lower than average proportion with no qualifications at all (Figure 24).

Qualifications
Figure 24 - Highest qualification (aged 16-64, East Rural v. BwD and England, 2011)

Carers
Figure 25 - Caring commitments: East Rural residents, 2011

240 residents of East Rural ward provide unpaid care for someone with an illness or disability. This comes to 12.5% of the total population, compared with a Blackburn with Darwen average of 10.7%. The commitment in hours per week is shown in Figure 25.

Further information and contact details
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