

2011 Census - Key Messages



The 2011 Census is coming!

- 27 March 2011 is census day
- The census has been taken every ten years since 1801

A census counts everyone and describes society

- The population is always changing: a census collects and then shares facts about society's make-up

Your community and family benefit

- You need to take part so that the services and facilities your community and family uses can be identified and funded – services such as schools, hospitals, emergency services, transport, leisure facilities; also housing, education/training, employment services...

A census is a fantastic source of historical and family-tree information

- After 100 years, census records are made available to the public

Define your identity in 2011

- All communities can use census statistics to help gain recognition of their numbers at a national and local level
- Beside the tick-boxes, you can record your own ethnic group, religion, and main language

Your answers are confidential and secure

- Personal census information is never shared with any department in national or regional government, or with anyone in local councils; it is not shared with the border/immigration service, police or any other law enforcement agency
- Answers on the questionnaires are turned into numbers by statisticians
- The information is kept securely and confidentially by ONS and protected by law (Data Protection Act 1998, Census Act 1920, Statistics and Registration Service Act 2007)

You can complete the census questionnaire on-line

- This is the first census that can be completed on-line (or you can post it back)
- Completing the on-line questionnaire is easy, convenient and secure

Help and support are available

- Help is available on-line from www.census.gov.uk and include large print questionnaires, information booklets, translation booklets in over 50 languages, audio and British Sign Language video guides, Browse-Aloud
- You can telephone the census helpline **0300 0201101** for help in English or 50+ other languages, or to ask for a home visit
- Assisted questionnaire completion sessions will be available in some areas (we will provide guidelines for third parties wishing to run these)

It's compulsory: returning your questionnaire is required by law

- The few people who don't return a questionnaire may be prosecuted - they could face a criminal record and may be fined up to £1,000