

## Help tomorrow take shape – the 2011 Census

The 2011 Census is coming:

- The census has collected information about the population every ten years since 1801 (except in 1941). The next census in England and Wales is on 27<sup>th</sup> March 2011
- The 2011 Census will produce a high quality estimate of the population. It is a count of the people and households in England and Wales. The census is carried out by the Office for National Statistics (ONS) on behalf of Parliament
- Everyone is asked the same questions in order to take a snapshot of the population at one moment in time
- The census tells us how many people live where and the types of people they are, for example whether they are young, old, married, single, etc. This means decisions, like working out who needs facilities in the future, are focused on accurate, relevant details
- You can find out all general information about the census at [www.census.gov.uk](http://www.census.gov.uk)

The 2011 Census is vitally important for Wiltshire and its communities:

- Census data is used to ensure that all the required local facilities and services needed across Wiltshire can be accurately identified
- Central funding allocation for Wiltshire is heavily influenced by the census data – it is estimated that Wiltshire Council will potentially lose around £500 per person per year for 10 years for every person not counted

What Wiltshire Council and ONS would like local councils to do:

- Publicise and promote the 2011 Census in your community
- Use your expert local knowledge to let us know about potential areas that may be hard to count in your community such as travellers, communes, religious establishments, migrant workers for example
- Promote locally that there are around 250 Census jobs being created across Wiltshire in 2011 and, as well as getting paid, that this is a great opportunity for knowledgeable local people to be part of something that will benefit their community. You can find out more information and apply for all available jobs at [www.censusjobs.co.uk](http://www.censusjobs.co.uk).

