



Creating value from the 2011 Census



Improve your business planning with FREE census statistics

A census of the population takes place every ten years and the last one was in March 2011 when the Office for National Statistics (ONS) sent questionnaires to around 26m addresses in England and Wales. The information has been processed and data has started to be published by the Office for National Statistics covering everything from the number, sex and ages of the population, to our living conditions, health, occupations, whether we have more than one address, how we travel to work and our educational qualifications.

What is so special about census statistics?

• **Detailed information about local areas:** One great advantage of census statistics is that they are available down to very small geographical areas. So, as well as information about the population at a national level, you can also drill down to individual local authorities and even to postcodes.

• **Free of charge:** Another advantage is that census data is free of charge. Only when someone needs a specific result that does not form part of the standard range of statistical output tables will any charge be levied.

But what has this got to do with your business?

Depending on the type of commercial activity that you undertake, census statistics can tell you an awful lot about your employees and customers. And that can help you to arrive at important decisions including: Where are the best places for new retail outlets? What branches should be closed? What products and services should be offered in stores? Where is the best place to advertise? Which areas and people should be surveyed?

Major business decisions invariably carry an element of risk, so anything that increases confidence and minimises risk is to be welcomed. Census statistics can inform growth plans and provide management, board and investors with reliable evidence and the confidence to enable them to make those important decisions. The data can also help to identify where your business might benefit from more detailed market research to address specific business development issues.

Contact us for more information

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Getting the latest census statistics is easy.

There are two ways to access census statistics but the easiest way is online.

1

Dedicated census site online: Explore the range of census data, visit the Office for National Statistics website at www.ons.gov.uk/census

Census results

While dozens of statistical tables are derived from the census, help is available when it comes to finding the information that you need. Alongside the statistics themselves, ONS publishes Statistical Bulletins that summarise the key issues for each set of figures published.



Census analysis: The stories behind the data

There are also a number of 'short stories' that offer some analysis of some themes such as methods of travel to work, the provision of unpaid care, migrants, families and households.

Census interactive: Uncover your local area

There is a selection of interactive maps and graphics that bring to life the data and enables the visualisation of topics across areas and time.

2

Census Customer Services: Contact on 01329 444972 or Census.CustomerServices@ons.gsi.gov.uk

Some examples

Marketing to older people

For businesses providing goods or services to older people, for instance domiciliary care, mobility aids, specialist holidays or tailored financial products, census statistics can offer some useful insights. Figures from the 2011 Census reveal that one in six people in England and Wales (16.4 per cent) is over 65. Whilst the overall proportion has changed little since 2001 the general growth in the population means that the number of over-65s has increased by nearly 900,000 over the decade. Furthermore, the number of people aged over 90 increased by more than 26 per cent from 340,000 in 2001 to 430,000 in 2011.

Understanding your local customers

As well as location analytics census attribute data is used to identify and compare stores, for example for catchment demographics, car availability, ethnic profile, single person households, proportion of pensioners or students.

Figures from the 2011 Census reveal that the number of full-time students grew from 2.6 million in 2001 to 3.7 million in 2011.

Tailored service for your customers

By looking at census statistics for local areas, businesses such as banks can make assumptions about, the type of advice that will be required in branches or the languages staff that need to speak.

Figures from the 2011 Census reveal that the second most reported main language was Polish (546,000), followed by Panjabi (273,000) and Urdu (269,000).

Coming soon: Flow data

Flow data (formerly origin-destination statistics) will be available, comprising the travel-to-work and migration patterns of individuals on a day-to-day basis, cross tabulated by variables of interest (for example education).