



# Using 2011 Census statistics to improve your grades It's easier than you think



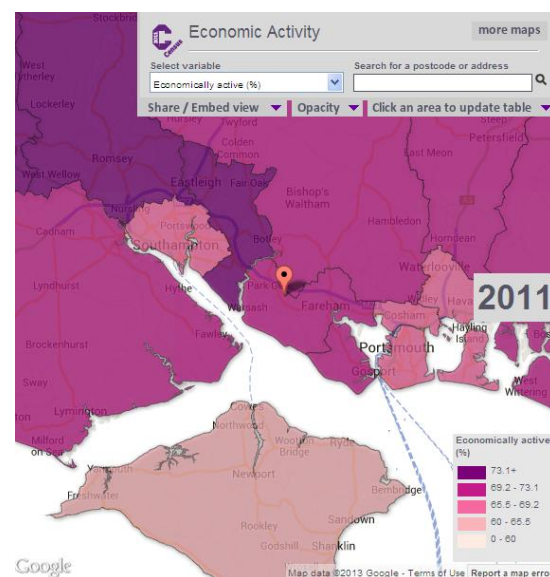
## FREE 2011 Census statistics to better understand today's consumers

The right statistics can go a long way to support your academic studies and assignments. Accurate data can provide the basis for your argument as well as the vital evidence for your conclusions. And whether you are studying business management, marketing or PR – a better understanding of today's consumers is at the heart of it all. It's essential though, to use a reliable source. The census is an unrivalled source of information and now is the perfect time to take advantage of it.

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 26 million addresses in England and Wales. The information has been processed and data has started to be published about everything from the number, sex, ages and ethnicity of our population, to family structures, living conditions, health, occupations, how we travel to work and educational qualifications. The latest 2011 Census statistics show a more diverse population and help to paint a better picture of today's consumers.

### Why census statistics are so special

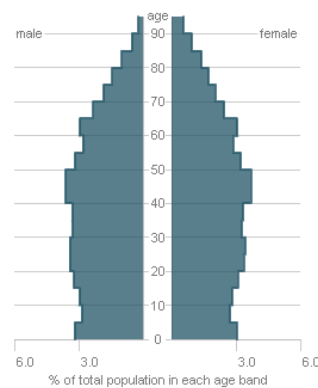
- **Detailed information about local areas:** One great advantage of census statistics is that they are available down to very small geographical areas. So, as well as information about the population at a national level, you can also drill down to individual local authorities and even to postcodes.
- **Free of charge:** Another advantage is that census data is free of charge. Only when you need a specific result that does not form part of the standard range of statistical output tables will any charge be levied. A commissioned table service is available to cover these requests.



[www.ons.gov.uk/census](http://www.ons.gov.uk/census)

## Some key themes from the 2011 Census

- Fastest growing population since 1801 – England and Wales population 56.1 million on 27 March 2011, a rise of 3.7 million since 2001
- Ageing population – one in six people aged 65 or over
- A more diverse society – 7.5 million people were born abroad; 2.9 million more than in 2001
- 546,000 people spoke Polish as their main language – making it the second most popular language in England and Wales
- More people living alone – 7.1 million one person households



## Getting the latest 2011 Census statistics is easy

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

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

### > Census results: More than just data

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 analysis of themes such as general health, disability, the provision of unpaid care, migrants, ethnicity, languages, religion, families and households.

### > Census interactive: Understand your local community

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.

**Census Customer Services:** here to help you find and interpret data

Contact on 01329 444972 or [Census.Customerservices@ons.gsi.gov.uk](mailto:Census.Customerservices@ons.gsi.gov.uk)

## How businesses use census statistics

### • 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.

### • Tailored customer services

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 need to speak.

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