



# Feature Copy

Help tomorrow take shape

21 January 2011

## 2011 Census - help tomorrow take shape

### 2011 Census to count babies and preschool children

Babies born this March will hold the honour of being among the youngest people added to the 2011 Census. These March babies will be joining communities which have used census statistics to plan and prepare for their arrival. Local authorities receive money for services like schools, health and transport, based on the number of people living in an area. So census statistics could help plan the hospitals the babies are born in and the roads they travel home on. It's important then, to make sure all babies and preschool children are included on your questionnaire, so that they're counted and can benefit from the services that are built to help them.

The census is a once-a-decade event, run by the Office for National Statistics, that affects everyone in England and Wales. In March 2011 a white envelope with a purple C emblazoned on it will drop through your letterbox. Inside will be a questionnaire which can be completed securely online (through the census website [www.census.gov.uk](http://www.census.gov.uk)), or on paper. It takes about 10 minutes per adult to complete, much less for children. Census statistics are used as the cornerstone for planning our communities.

Those March babies are going to need nappies: lots of nappies – disposable or washable, whatever your preference. If you pop to your local supermarket to stock up, remember that they use census statistics when considering what to stock on their shelves. Census statistics can be used to map a community's needs, while also helping to plan the number of car parking spaces each store uses. Many stores locate their branches based on census statistics, opening in areas where they will be of use to the community, from bank branches, to opticians and chemists and leisure chains.

When the March babies grow up and get to preschool age they'll continue to feel the benefits of planning using census stats. In the past census statistics have been used to find out which areas need nurseries and Sure Start Centres.

"It's important to include newborn babies and preschool children when completing the census questionnaires, because they are important for future planning. Babies born in 2011 will all require a school place in 2015 or 2016, for example," said Peter Stokes, 2011 Census Statistical Design Manager.

"Mothers and babies in hospital on census day should be included on the questionnaire where they usually live (or will usually live in the baby's case), not at the hospital. So, Dad will have to remember to include them!"

If you're expecting a baby in March and you're unsure of what to name your newborn, perhaps the Office for National Statistics can help. The most popular name for boys born in 2009 was Oliver, while the favourite for girls was Olivia.

The top ten names for girls in 2009 were:

- Olivia (5,201)
- Ruby (4,555)
- Chloe (4,479)
- Emily (4,462)
- Sophie (4,452)
- Jessica (4,291)
- Grace (4,208)
- Lily (3,967)
- Amelia (3,625)
- Evie (3,389)

And the top ten names for boys in 2009 were:

- Oliver (7,364)
- Jack (7,090)
- Harry (6,143)
- Alfie (5,536)
- Joshua (5,526)

Thomas (5,520)  
Charlie (5,409)  
William (5,247)  
James (4,544)  
Daniel (4,444)

To find out more about the 2011 Census, go to [www.census.gov.uk](http://www.census.gov.uk).

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#### *2011 Census stats:*

- The 2011 Census questionnaire includes 14 questions about the household and 43 questions about the individual (such as language spoken, work habits and health)
- It takes approximately 10 minutes per person to complete the census questionnaire, much less for children
- The 2011 Census takes place on 27 March 2011
- Census statistics are used by a range of organisations from local authorities to charities, the commercial sector and academics
- The 2011 Census is confidential and secure

#### *2001 Census population statistics*

- In 2001 there were 25.3 million men in England and Wales and 26.7 million women
- The most common age was 36 (834,652 people)
- The population owned over 23 million cars and vans
- Almost 1.5 million people worked 60 hours a week or more
- 8,560 people were aged 100 years or older

#### *What the census means for your community*

- County councils, such as Hampshire County Council, use census statistics to help forecast the number of pupils who'll be going to school

- Fire brigades, such as the London Fire Brigade, use census statistics to allocate resources and plan home fire safety visits
- Members of the public use census data to research their family trees using records that are over 100 years old
- Supermarkets, such as Sainsbury's, use census data to help plan what food to stock
- Banks, such as Barclays, and other commercial businesses use census data to help locate their businesses in appropriate places
- Water companies, such as Yorkshire Water, use census statistics to help plan the infrastructure for fresh and waste water pipes
- The police, such as London's Metropolitan Police, use census statistics to help map out where their crime prevention efforts should be focused

For further information, interviews or images contact  
**2011CensusEditorial@ons.gov.uk**

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