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2021

A guide to the Census 2021 results Comms Toolkit (first-release)

@Census2021 | @Cyfrifiad2021

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Background Information

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The purpose of the toolkit

These slides contain a toolkit of materials and resources to help you understand and raise awareness of Census 2021 results.

There are products for local authorities and community groups, which include downloadable materials such as leaflets and information presentations. We've also included some helpful videos.

Many are PDFs designed for you to download and print. If you need a different format, please contact us: outreach.engagement.community@ons.gov.uk

This toolkit will be updated with additional resources for each of the release phases.

For further information including accessible formats, visit our getting support page: census.gov.uk/getting-support.

A census re-cap

The census happens every 10 years and gives us a picture of all the people and households in England and Wales. Census Day was on 21 March 2021.

The census asks questions about you, your household and your home. In doing so, it helps to build a detailed snapshot of our society. Information from the census helps the government and local authorities to plan and fund local services, such as education, healthcare and roads.

Release plans

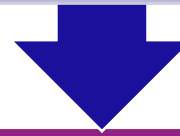
Phase 1

Release of first results, showing population and household estimates by sex and age, followed by topic summaries and facts and figures about areas.



Phase 2

Release of datasets which allow users to combine variables and explore relationships between the data.



Phase 3

Release of alternative population bases, small population data, origin-destination data and microdata.

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Assets

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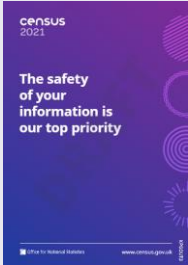
Census overview

Asset	Format	Description	Supporting social post copy	Link
A summary of the Census 2021 estimated numbers for people and households in England and Wales	PDF	A summary of the Census 2021 estimated numbers for people and households in England and Wales	Not applicable	https://census.gov.uk/assets/Census_2021_summary_estimated_numbers_England_Wales_English_home_printing.pdf
A summary of the Census 2021 estimated numbers for people and households in England and Wales British Sign Language version	BSL Video	A summary of the Census 2021 estimated numbers for people and households in England and Wales in British Sign Language (BSL) with English subtitles	The first population results from @Census2021 have been published. Learn what the results show about England and Wales through a British Sign Language video. Printable version also available.	https://www.youtube.com/watch?v=q25VMFOKreQ

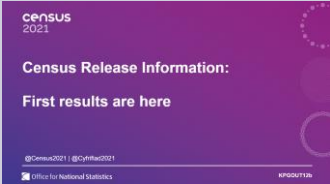
Asset	Format	Description	Supporting social post copy	Link
The making of Census 2021 From collection to results	Video	An overview of the census, its purpose, the types of statistics it will produce and decisions that can be made by using census information.	The first results from @Census2021 are here, showing the richest picture of our population ever. But how did @ONS get here? Learn more about the process behind collecting and delivering the census results https://census.gov.uk/about-the-census/from-collecting-to-publishing-census-information	https://youtu.be/HdEc3wafYIA
The making of Census 2021 From collection to results British Sign Language version	BSL Video	An overview of the census, its purpose, the types of statistics it will produce and decisions that can be made by using census information with British Sign Language (BSL), audio and subtitles.	The first results from @Census2021 are here, showing the richest picture of our population ever. But how did @ONS get here? Learn more about the process behind collecting and delivering the census results in BSL www.census.gov.uk/getting-support/accessible-formats	https://youtu.be/s7SmQp83XME
The making of Census 2021 From collection to results British Sign Language version	PDF	A transcript of the BSL video	Not applicable	https://census.gov.uk/making-of-census-2021-video-transcript

Asset	Format	Description	Supporting social post copy	Link
Census 2021 How does the Office for National Statistics secure my data?	Video	An explanation of how the ONS keeps census data and personal information safe and secure.	<p>When you filled out your census, you played a part in building a better picture of all of us.</p> <p>You can be confident that your confidentiality is protected by law in the @Census2021 results, out now</p>	https://youtu.be/mP3QiR-UfUE
Census 2021 What happens to my census information?	Video	An explanation of how the ONS processes census information and turns it into statistics, from collection through to first results.	<p>How does @ONS take census results and turn them into statistics that will help us and our communities?</p> <p>Find out how @Census2021 is making the numbers count https://census.gov.uk/about-the-census/from-collecting-to-publishing-census-information</p>	https://youtu.be/sTIGTpiLnuE

Information leaflets

Asset	Format	Description	Language & Link
 <p>Census release information: First results are here</p>	Leaflet PDF	<p>Leaflet provides information about the release of census results</p> <p>Leaflet also available for home printing</p>	<p>English web https://census.gov.uk/assets/Census_release_information_leaflet_English.pdf</p> <p>English home print https://census.gov.uk/assets/Census_release_information_leaflet_English_home_printing.pdf</p>
 <p>The safety of your information is our top priority</p>	Leaflet PDF	<p>Leaflet that shows how we keep census data secure</p> <p>Leaflet also available for home printing</p>	<p>English web https://census.gov.uk/assets/Census_2021_results_safety_information_leaflet_English.pdf</p> <p>English home print https://census.gov.uk/assets/Census_2021_results_safety_information_leaflet_English_home_printing.pdf</p>

Presentation and editorial copy





Asset	Format	Description	Link
 <p>Census release information: First results are here</p>	PowerPoint	Slides to support local authorities and community organisations with engagement.	https://census.gov.uk/assets/Census_release_information_presentation_English.pptx
Editorial copy	Copy template	Template copy to use in communications with your networks. For example, in emails, newsletters, websites and press releases.	https://census.gov.uk/assets/Census_2021_first_results_editorial_copy_English.docx
Template social media posts to use when promoting census results.	Copy template	Template social media posts to use when promoting census results.	https://census.gov.uk/assets/Census-2021-results-social-media-posts-first-release-English-Welsh.docx
Social media graphics to be used with template social media posts when promoting census results	Graphics	Social media graphics to be used with template social media posts when promoting census results.	https://census.gov.uk/assets/Census_2021_results_social_media_images_first_release_English.zip
Web banner graphics	Graphics	Imagery to use on websites when promoting census results.	https://census.gov.uk/assets/Census_2021_first_results_website_banners_English.zip





Census stories

Asset	Format	Description	Supporting social post copy	Link
Census stories Market Research Society The importance of census information	Video	The Market Research Society explains the importance of census data and what the 2021 data means to them in all that they do.	<p>The Market Research Society shares how the census data is the “gold standard” for them.</p> <p>The @Census2021 results are now available giving the latest snapshot of England and Wales.</p> <p>Learn more #CensusStories https://census.gov.uk/census-stories</p>	https://youtu.be/p10Bz81490Q

Asset	Format	Description	Supporting social post copy	Link
Census stories ONS The importance of census information in the response to COVID-19	Video	The ONS explains how census data was used in response to the coronavirus pandemic.	<p>The @Census2021 is a snapshot of England and Wales at a significant point in time.</p> <p>@ONS explains how census data was used in response to the coronavirus pandemic.</p> <p>Learn more #CensusStories</p>	https://youtu.be/n_WhQ98nljc
Census stories Urdd How census information helped Welsh apprenticeships	Video	Sian Lewis from Urdd explains how census information has revealed an increase in young people with Welsh language skills.	<p>Sian Lewis from Urdd Gobaith Cymru explains how 2011 Census information showed an increase in young people with Welsh language skills.</p> <p>The first results from @Census2021 are now available.</p> <p>Learn more #CensusStories</p>	https://youtu.be/VjgZV5oLAp0

Animations

Asset	Format	Description	Supporting social post copy	Link
Census 2021 results First release is here	Animation	A short promotion that first Census 2021 results are here.	<p>The first results from @Census2021 are now available.</p> <p>@ONS have published data breakdowns of the population to local authority level by</p> <ul style="list-style-type: none"> age sex household size population density.	https://youtu.be/mRL_r9OEx5k

Asset	Format	Description	Supporting social post copy	Link
Census 2021 How the Office for National Statistics uses your census data	Animation	An explanation of how the ONS uses census information.	<p>The census gives a picture of all the people and households in England and Wales.</p> <p>The statistics help to plan services in our area, such as</p> <ul style="list-style-type: none">  healthcare  transport  education  retail 	https://youtu.be/F8oL3NE_KR0
Census 2021 What happens to my census information?	Animation	An explanation of how the ONS process census information and turn it into statistics, from collection through to first results.	<p>How do millions of census forms become statistics we can all use?</p> <p>Learn more about how @ONS uses census information and other data to help the government, local authorities, health services and other organisations to plan services in your area</p>	https://youtu.be/qQjjacMIKk




Asset	Format	Description	Supporting social post copy	Link
Census 2021 Interactive content for experts to explore the census results	Animation	An animated explanation of interactive content for experts to explore the census results	<p>What @Census2021 will show about your local area?</p> <p>@ONS has published the first results from the Census 2021 in ways to suit everybody's needs, including flexible datasets and data dashboards.</p> <p>Start exploring the data</p>	https://youtu.be/bQ8FzWOQgeU
Census 2021 Interactive content you can use to explore the census results	Animation	An animated explanation of interactive content you can use to explore the census results	<p>Have you ever wondered what @Census2021 will show about your local area?</p> <p>@ONS has published the first results from the Census 2021 in ways to suit different needs, including interactive maps and articles.</p> <p>Explore the first population results</p>	https://youtu.be/r85jKqqiPPU


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Social media copy and assets


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These social media clips are designed for use on your own social media channels. We have provided copy for a social media post.

Asset	Format	Description	Supporting social post copy	Link
Census 2021 What is the census?	Social media clip	We explain what the census is and its importance to the ONS.	<p>The first results from @Census2021 are now available.</p> <p>Francesca Falco from @ONS explains what the census is and why the results matter.</p> <p>Find out more about the census https://census.gov.uk/census-stories</p>	https://youtu.be/7agKkF37mUs
Census 2021 How are census data used?	Social media clip	We explain how census data is used by the ONS.	<p>How will @Census2021 results make a difference to you?</p> <p>Pete Benton, Deputy National Statistician @ONS explains how the census can help plan local services like</p> <ul style="list-style-type: none">  school places  hospitals  roads <p>First results are now available. Find out more https://census.gov.uk/</p>	https://youtu.be/tv4elcmIDNE

Asset	Format	Description	Supporting social post copy	Link
Census 2021 What are the benefits of the census?	Social media clip	We explain the benefits of the census and what it means to us at the ONS.	<p>“The statistics we produce from the census are all about public benefit, and they benefit everybody” - Jonathan Wroth-Smith </p> <p>The first results from @Census2021 are now available.</p> <p>Find out what's been released https://www.ons.gov.uk/census</p>	https://youtu.be/LGHgPsij258
Census 2021 What's different about Census 2021?	Social media clip	We explain what's different about Census 2021 and why that's important to the ONS.	<p>The first results from @Census2021 available now.</p> <p>For the first time, the census asked questions about</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> UK armed forces service <input checked="" type="checkbox"/> sexual orientation <input checked="" type="checkbox"/> gender identity <p>Learn more https://census.gov.uk/about-the-census</p>	https://youtu.be/7zRE4IQbn0k

Asset	Format	Description	Supporting social post copy	Link
Census 2021 When are the Census 2021 results published?	Social media clip	We explain when Census 2021 results will be published by the ONS.	<p>The first population results from @Census2021 are now available, but what comes next?</p> <p>Deputy National Statistician Pete Benton from @ONS explains their plans for delivering the full census results </p> <p>Learn more https://www.ons.gov.uk/census/censustransformationprogramme/census2021outputs/releaseplans</p>	https://youtu.be/4loCNshfTPw
Census 2021 Thank you for completing the census	Social media clip	Deputy National Statistician, Pete Benton, says thank you for completing the census.	<p>When you filled out your census, you played a part in building a better picture of our community.</p> <p>Thank you for taking part, the first results from @Census2021 are now available.</p> <p>See what @ONS has published so far</p>	https://youtu.be/sjUiXcAFai4
Census 2021 Why is census data so important?	Social media clip	We explain why census data is so important to us at the ONS and everyone who uses the data.	<p>With the first @Census2021 now available, Stephanie Green from @ONS explains why these numbers are important to us.</p> <p>Find out more about what's being published and when https://www.ons.gov.uk/census/censustransformationprogramme/census2021outputs/releaseplans</p>	https://youtu.be/nruOmQRkCQ4

Asset	Format	Description	Supporting social post copy	Link
Census 2021 What will the census tell us about life in a pandemic?	Social media clip	We explain what the ONS and others can learn from running a census during a pandemic.	<p>What can the census results tell us about life in a pandemic?</p> <p>Deputy National Statistician Pete Benton explains how @Census2021 results will give a snapshot of the nation in a time of change.</p> <p>Learn more about the census https://census.gov.uk/</p>	https://youtu.be/aP_d-lpp4CE
Census 2021 When are the personal census records released?	Social media clip	We explain when the personal census records are released	<p>Did you know that census records are kept private for 100 years?</p> <p>@ONS is committed to keeping our information secure </p> <p>Learn more about data security and the census results https://census.gov.uk/your-data-and-security</p>	https://youtu.be/XtXEtgthBFM
Census 2021 How do you ensure the data are high quality?	Social media clip	We explain how census data is processed by the ONS to make sure the data are high quality.	<p>The first @Census2021 results are here.</p> <p>@ONS has taken important steps to make sure the statistics are of the highest quality possible.</p> <p>Learn more about how they're producing statistics that matter to all of us https://census.gov.uk/about-the-census/from-collecting-to-publishing-census-information</p>	https://youtu.be/l93ojF55NKQ

Asset	Format	Description	Supporting social post copy	Link
Census 2021 Are my personal data secure?	Social media clip	We explain how personal information from the census is kept safe and secure at the ONS.	<p>The first @Census2021 results are available now.</p> <p>The numbers will help local governments and public agencies in their planning, but you can be confident that you can never be identified in the statistics.</p> <p>Learn more about the census and data security https://census.gov.uk/your-data-and-security</p>	https://youtu.be/ptXmbz2zImE
Census 2021 How do you avoid duplications?	Social media clip	We explain the steps taken by the ONS to avoid counting a household more than once.	<p>However you completed the @Census2021, your answers have built the most up-to-date picture of our population.</p> <p>Jonathan Wroth-Smith @ONS explains how they made sure the statistics are correct.</p> <p>Learn about what they did https://census.gov.uk/about-the-census/from-collecting-to-publishing-census-information</p>	https://youtu.be/ZKnR3sBBU0g

Asset	Format	Description	Supporting social post copy	Link
Census 2021 How do you make sure the data are accurate?	Social media clip	We explain the steps taken by the ONS to make sure the census data are accurate.	<p>The first @Census2021 results have been published. How has @ONS made sure they're accurate?</p> <p>Jonathan Wroth-Smith explains the steps taken to make sure the statistics are correct.</p> <p>Learn more https://census.gov.uk/about-the-census/from-collecting-to-publishing-census-information</p>	https://youtu.be/mTj0wGR0OiE
Census 2021 How do you make sure the estimates are correct?	Social media clip	We explain the steps taken by the ONS to make sure the census estimates are correct.	<p>The first results from @Census2021 results have been published.</p> <p>@ONS has taken important steps to make sure their estimates represent our society.</p> <p>Learn more https://census.gov.uk/about-the-census/from-collecting-to-publishing-census-information</p>	https://youtu.be/CkJ5jtg0nxw
Census 2021 What about the people who did not complete their census?	Social media clip	We explain the steps taken by the ONS to account for the people who did not complete their census.	<p>The first population estimates are available from @Census2021.</p> <p>Andrew Nash from @ONS explains how they've accounted for the small number of people who didn't complete the census.</p>	https://youtu.be/CPmi-FmSHHk

Asset	Format	Description	Supporting social post copy	Link
Census 2021 Data are kept confidential	Social media clip	We explain the steps taken by the ONS to keep census data confidential.	<p>The first @Census2021 results are now here.</p> <p>The numbers will help local governments and public agencies in their planning, but you can be confident that you cannot be identified in the statistics.</p> <p>Learn more about the census and data security https://census.gov.uk/your-data-and-security</p>	https://youtu.be/wHVC9u-7EXU

Let's Count! assets



Asset	Format	Description	Supporting social post copy	Link
Census 2021 results Why the numbers matter	Video	The winners of the ONS Let's Count! education programme competition explain why the Census 2021 numbers matter.	<p>The first @Census2021 results have arrived! School children at St Alban's Primary School shared what they know about the census and why the results matter to them.</p> <p>Learn more about the census results from @ONS https://www.ons.gov.uk/census</p>	https://youtu.be/1-IP9qegVV0
Census 2021 How do we accurately estimate the population, if not everyone completes the census?	Social media clip	Pupils who took part in the Let's Count! Census 2021 education programme want to understand how we estimate the population figures if not everyone completes the census.	<p>The population of England and Wales has been published from Census 2021. But what about the small number of people who didn't complete their census?</p> <p>The pupils at St Alban's Primary school asked the Deputy National Statistician Pete Benton.</p> <p>Find out more about the census https://census.gov.uk/</p>	https://youtu.be/eOLEkQerthE

Asset	Format	Description	Supporting social post copy	Link
Census 2021 In 2011, how many people do you think there were over 100 years old in England and Wales?	Social media clip	Pupils who took part in the Let's Count! Census 2021 education programme were asked how many 100-year-olds there were in England and Wales in 2011.	<p>The first results from <u>@Census2021</u> can tell us about the age of our <u>population</u>.</p> <p><u>@ONS</u> asked pupils how many people over 100 years-old they thought were recorded in the 2011 Census.</p> <p>Find out more about the census https://census.gov.uk/</p>	https://youtu.be/6jJ3mtp1kOU
Census 2021 What do you think the Census 2021 population will be?	Social media clip	Pupils who took part in the Let's Count! Census 2021 education programme give their guesses for the Census 2021 population figure.	<p>Is the population of England and Wales higher or lower than it was in 2011?</p> <p><u>@ONS</u> asked pupils at the Let's Count! competition winning school their predictions for the <u>@Census2021</u> results.</p> <p>Find out more about the census https://census.gov.uk/</p>	https://youtu.be/ioJsNCLtfvs

Contact us

Please get in touch if you have any questions about this toolkit:

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