

Census 2011 will be painted by numbers



Alasdair Gourley (4) Olivia Barclay (4) Finlay Wallace (4) and Adrianna Gadowski (4) all filling in the blanks to help shape Scotland's future that's the message of a campaign launched today (Monday 21 Feb 2011) as Scotland's biggest population survey census at Elsie Inglis Nursery in Edinburgh. Picture: Universal News And Sport (Europe)

'Fill in the blanks and help shape Scotland's future' – that's the message of a campaign launched today to highlight Scotland's biggest population survey, the 2011 Census.

The census takes place on Sunday, March 27, and the 'Painting by Numbers' themed campaign aims to make sure everyone is counted.

The census campaign launch saw children from Edinburgh's Elsie Inglis Nursery and residents of neighbouring Elsie Inglis Nursing Home brush up on their artistic skills by filling in a large census date poster.

The Registrar General for Scotland, Duncan Macniven, is responsible for organising the census. He said:

"Scotland's Census includes everyone. The answers people give inform future decisions about how services that we all need should be targeted.

"The census takes place just once every ten years; so we need to inform people what the census is and why it matters. For many young people – and new communities that have made Scotland their home – 2011 will be the first time that they have been responsible for filling in a census questionnaire.

“The results of the census will help provide the evidence of what Scotland and its people need from the UK Treasury, the Scottish Government and local authorities. It is a vital part of securing funds and allocating them fairly, and planning services for us all.

“Most of the census questions are multiple choice and can be answered by simply ticking a box. It takes about 10 minutes to complete per person, but its effects will last for a decade.

“The ‘Painting by Numbers’ campaign demonstrates that we are all responsible for filling in the blanks to make up a complete picture of Scotland and its communities. The campaign features people and services, such as health, education and transport because the census results will shape these services and the future for us all.”