

THE CENSUS CAMPAIGN



WHAT ARE THE KEY MESSAGES OF THE CAMPAIGN?

- If you mean No religion, for God's sake say so!
- The Census data on religion is wrong and misleading- many other surveys and statistics consistently recognise a lower figure for Christian and a much higher figure for no religion.
- This inaccurate Census data is used by government and local authorities to legitimise bad policy decisions which affect people by over-emphasising the importance of religion in the majority of people's lives.
- Everyone should fill in the religion question, even though it is not compulsory, to try to get more accurate data and to increase the 'no religion' figure.
- People who do not practise any religion or hold strong religious beliefs should tick the 'No religion' box.



"NO RELIGION"

The Census Campaign wants as many non-religious people as possible to tick "No religion" in the 2011 Census. *If you're not religious, for God's sake say so.*

A FLAWED QUESTION

We want people to know why the question on religion is flawed and why so many non-religious people didn't tick "None" in the 2001 Census.

REAL DECISIONS

We want people to know that real decisions on resource allocation and policy are based on Census data and if it's wrong we all stand to lose out.