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**Workshop on the dissemination of census results**  
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**DISSEMINATION OF POPULATION CENSUS RESULTS  
AND COOPERATION WITH MASS MEDIA**

Submitted by Federal State Statistics Service (Rosstat), Russian Federation \*

**I. INTRODUCTION**

1. For the first time of the history of domestic population censuses the widespread post-census campaign called “Acknowledge Russia” was conducted for popularization and information maintenance of the results of the All-Russia Population Census-2002. The main goal of this campaign was to create a positive attitude of population to the such important and valuable national action and respective measures were undertaken by several directions.

**II. MEASURES AT THE GOVERNMENT LEVEL**

2. The dissemination of the of the results of the All-Russia Population Census - 2002 was carried out in accordance with the special resolution of the government of the Russian Federation “On the rules to summarize the census results” and the Regulation of Rosstat on the use of the federal information resources collected in the course of the Population census-2002.

3. The Inter-ministry Working Group on the preparation of the Population census-2002 results for official publication was established by the decision of the Government of the Russian Federation.

**III. DISSEMINATION OF PRELIMINARY RESULTS**

4. Preliminary results received at the beginning of 2003 (including total resident population of Russia and its constituent entities, urban and rural population, female and male, the number of settlements and their distribution by population size) were announced in “Russian newspaper” - the official organ of the Government of the Russian Federation.

5. Besides Rosstat and the Federal Press and Mass Communication Agency approved the list of 100 printed and electronic mass media organisations were supplied with the special report containing basic results of the census to be published.

6. In December 2003 the bilingual (in Russian and English) booklet “Basic results of the All-Russia Population Census-2002” was published for wide audience (circulation of 100 thousand copies).

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#### IV. ISSUE OF HARD COPIES AND ELECTRONIC VERSIONS

7. In 2004-2005 fourteen volumes with official results of the All-Russia Population Census-2002 were published with total circulation of more than 30 thousand hard copies and 7,3 thousand CD-ROM by the following subjects:

- Population and its geographical location
- Population by age and sex, and marital status
- Образование
- Nationalities and ethnic groups, knowledge of languages, and citizenship
- Sources of subsistence
- Number and composition of households
- Economically active and inactive population
- Working population by kinds of economic activity
- Occupations of population
- Duration of population's living at the place of permanent residence
- Living conditions of population
- Fertility
- Indigenous small groups of populations of Russia
- Basic results of the 2002 All-Russia population census.

8. All public libraries of all regions of the Russian Federation, libraries of higher education establishments, libraries of the Russian Academy of science and centers of scientific and technical information were supplied by free of charge copies of these 14 volumes. In cooperation with the Information and Publishing center "Statistics of Russia" mini CD with "Basic results of the All-Russia Population census-2002" in English was issued and this version was also loaded on [www.perepis2002.ru](http://www.perepis2002.ru)

9. Hard copies and CD were sent to all federal state power bodies, to constituent entities of the Russian Federation as well as to international organisations.

10. In a time territorial statistical offices of Rosstat were also engaged in dissemination of the results of the population census.

#### V. POPULARIZATION OF THE POPULATION CENSUS RESULTS

11. The Information and explanatory program "Get to know Russia" for accomplishment and popularization of the Population census results has been carried out from the beginning of 2003 up to the end of March 2004. The respective census materials were sent to local authorities and different approaches to use the federal and regional mass media were implemented.

12. In the framework of this Program the following arrangements were conducted:

- website [www.perepis2002.ru](http://www.perepis2002.ru) was launched and the results of population census became available free for everyone;
- five press-tours for journalists called "How do millioners live" were organized in the following cities – Volgograd, Rostov-on-Don, Kaliningrad, Samara, Ekaterinburg.
- on the border of Europe and Asia in Pervouralsk town the capsule with CD and the message to descendants was put down;

- creative competitions:
  - the best essay on the population census among schoolgirls and schoolboys of 5-11 grades (there were more than 400 essays);
  - competitions on «The best comics», «The best poster», «The best humour drawing», «The best photo» ;
  - the best article among regional mass media;
- exhibitions «History of population census in Russia» at the Polytechnical museum (October 2003, Moscow), the photo exhibition «1 of 145 millions» (November 2003, Moscow) were organized;
- advertising billboards with various data on population size in 11 largest cities of Russia were installed;
- in October-November 2003 13 census topics and four audio-roles were broadcasted by «Radio of Russia» and «State broadcasting company «Mayak»;
- in October-November 2003 and in January 2004 the federal TV showed special programs on population census results in programs «Red arrow», «Spheres», «Money question», «Historical chronicle», «What does a woman want», “Obvious-unbelievable”, «In a town», “Night time” and others;
- 12 thematic programs and TV plots of “Rambler” company were conducted by regional TV companies;
- three roundtables on «Results of the All-Russia Population census-2002” and several press conferences with the most famous mass media companies and information agencies were carried out.
- exhibitions «Population census in the history of Russia» were organized in Moscow, Chuvash Republic, Republic of Karelia, Krasnodar and Prymorsky territories, Lipetsk, Chelyabinsk and Tomsk regions;
- International symposium «The Russians in the mirror of statistics: the All-Russia Population census-2002» was held, 30-31 March, 2004. In the course this international symposium the main results of the census and different aspects of their practical use were discussed.
- the fund «Public opinion» conducted two the general public opinion survey on «The Russians attitude to the population censuses (1500 respondents were asked in 103 settlements in 44 regions of different economic and geographical areas). According to the survey the number of those who heard or read information on the results of the population census was equal to those who did not heard or read this information (49%). Among the first 32% trust the census results and 76 % declared that information was interesting for them.

## VI. PREPARATION FOR THE PILOT POPULATION CENSUS IN 2008

13. Last year Rosstat started to undertake measures for the preparation of coming next All-Russia population census to be held in October 2010. One of important steps of this wide national task is the pilot population census to be conducted in October 2008 in four regions of Russia.

14. In the second quarter of 2008 года the information and explanatory work for wide audience on questions connected with the Population census has started. It is planned that this work will include close interrelations and communication with mass media, training of journalists with corresponding

explanations of goals and tasks of the census, a good number of roundtables, thematic press conferences, the international symposium, regional seminars and other actions.

15. The results of the Population census-2010 will be published in various booklets, thematic volumes, the atlas of maps, as well as in mass media and naturally will be free available on website.

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