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**Session 2– Invited paper**

**PUBLICITY AND INFORMATION CAMPAIGN AMONG THE POPULATION  
DURING THE POPULATION AND HOUSING CENSUSES**

Submitted by the Federal Service of State Statistics, Russian Federation\*

**A. NECESSITY OF INFORMING THE POPULATION ABOUT THE  
FORTHCOMING POPULATION AND HOUSING CENSUS, EXPLANATION OF  
PURPOSES AND TASKS OF THE CENSUS**

1. During the last years, due to complexities to collect information from the population, issues of informing the population on the forthcoming census and explanation of its purposes and tasks are a basis for census quality and collection of reliable information. The realization of a large-scale Project on informational and expository work among the population is necessary. Implementation of the Project is desirably to be done by experts in the field of PR-technologies, advertising and sociology.

**A1. Definition of basic problems of population and housing censuses.**

2. The problems of the population and housing censuses should be defined on the base of the existing economic and political situation of the country, taking into account of the demographic,

\* Paper prepared by Irina Zbarskaya.

ethnic and confessional structure of the population. At the same time, basic problems of the census are identical in the majority of countries:

- Refusal to participate in the census due to different sorts of fears;
- Providing of unreliable information about themselves.

3. Specific problems can include the following:

- Presence of territories with unstable conditions;
- Presence of a socially passive population group (can amount up to 30%), its unwillingness to participate in public activities;
- Desire from a party of citizens to express a protest towards the state in the form of refusal to take part in the census.

4. It is necessary to identify the sort of citizen's fears to define task (problematic) audiences (categories), as well as implementation methods on conducting informational and expository work among the population on population and housing census issues and main subjects of work on forming positive attitude toward the census.

## **A2. Definition of target audiences.**

5. The list of basic "fears" and their carriers are given below:

Subject of fears	Groups of the population most subject to the given kinds of fears
The census has fiscal purposes	- Persons with a high level of incomes, persons with several sources of income
The census is used to build a personalia database	- Persons with a high level of incomes, persons with several sources of income, middle class, illegal migrants
The census will be used for national and religious oppressions	- National and religious minorities
The census will be used to reveal illegal migrants	- Illegal migrants and people providing them with housing and workplaces
The census will be used to reveal "asocial elements"	- Persons without certain residence, persons connected to the criminal world, sexual minorities
Criminal elements will use the disguise of census-takers	- Practically the whole population

6. Thus, target audiences are – the whole population of the country, separate social groups, as well as the «problem groups».

Social groups:

- Population by age groups (children of school age and teenagers, youth till 30 years, middle-aged persons, elderly people);
- Social groups by employment type (school children, students, employed and unemployed population);
- Professional groups (workers, businessmen, middle-class, housewives);
- Inhabitants of megalopolises, large, medium and small cities, village settlements, people living in remote areas.

«Problem groups»:

- Persons with high incomes;
- Illegal migrants;
- Persons without certain residence;
- Persons working far from their residence and family, or for which it is difficult to pass the census procedures due to long periods of stay on work;
- Inhabitants of areas, where national or confessional conflicts take place.

### **A3. Basic purposes and tasks of the Project on realization of informational and expository work among the population.**

7. The main political task is the explanation of importance of the forthcoming population and housing census for the consolidation of the society, prospects of development of the country, updating of social, regional and national politics. The census has a large cultural and historical meaning, not only to the country, but also on a global scale .

The main practical goal is the formation of positive attitude of the society to the census, prompting the inhabitants of the country to participate in it and giving reliable information about themselves.

### **A4. Resources for the realization of informational and expository work among the population.**

8. The cost of realization of the Project should be included in the budget of the forthcoming population and housing census, and be funded at the expense of:

- Federal budget;
- Local budgets.

9. Attraction of financial resources is possible within the framework of the so-called “program of partnership as sponsor's help” - large firms, enterprises, banks, insurance companies etc. These can help, for example, in implementing agitational measures, manufacturing souvenir production with symbols of the census, measures of direct propaganda (posters, leaflets, booklets), video and video-clips etc.

## **B. BASIC METHODS OF WORK ON REALIZATION OF THE PROJECT**

1. PR-campaign
2. Advertising campaign
3. Monitoring public opinion
4. Monitoring mass media
5. Monitoring of census takers training.

B1. The PR-campaign represents interaction with: federal and regional mass-medias; territorial bodies of statistics; municipal formations, public and other organizations. It is possible to foresee the realization of the following activities:

Organization and advertisement of press conferences, round tables, briefings (including internet press-conferences)	- Participants can be heads of national statistical services and their territorial bodies; members of Government and Parliament; parliamentarians and regional officials; important public and political leaders.
Organization and advertisement of round tables, scientific and practical conferences  Organization of interviews	- Participants can be scientists-demographers, economists, political figures, cultural figures, leaders of religious confessions and national communities. <sup>1</sup> - Use for distribution of official position of authorities or personal position of public opinion leaders. <sup>2</sup>
Meeting with journalists, informational support, organization and advertising of press-rounds	- Use for discussions and training of journalists on issues of organization and realization of the census with orientation on excluding of negative sides in the publications; creation of journalistic pool; organization of visits of the journalists to various objects connected to census
	realization; preparation of information press releases and letters on the course of preparation to the census and mass dissemination to mass-media.
Organization and advertisement of special projects for separate target audiences	- Concerts, competitions, exhibitions with the purpose of attraction of youth and national minorities; organization of «Children census» to attract adults to the census through children; other creative measures; organization of «direct phone lines» and a special Web-site, realization of internet-voting, quizzes; passage of thematic programs on radio and TV, including in playing kind, and also in comic programs
Dispatching messages to public opinion leaders	Direct dispatch of letters to public opinion leaders with the appeal to act in support of the participation in the census; statements
Direct propaganda	- Use of leaflets, booklets, posters, brochures, souvenir production as the traditional form of attracting public attention to the issue

<sup>1</sup> Reports on the implemented activities are to be included in the TV and radio newscasts, as well as bulletins.

<sup>2</sup> Organization of speeches of high ranking government officials of the federal and regional level in support of the census and reports of them passing through census procedures.

B2. *The advertising campaign* allows to ensure the greatest possible coverage of the audience through the use of central and regional TV, radio, printing of outdoor advertising on boards established in cities and highways.

The advertising campaign should be based on a specially developed creative concept. All advertising production should be produced based on results of expert testing and special sociological researches on focus groups, in view of mentality of various target groups and regional features.

The advertising campaign on radio and TV can be carried out in multiple stages. Introduction of central TV and radio channels and regional channels at different stages depends on the developed concept. It is unessential to film professional actors in advertising clips. For more persuasion, it is possible to use usual people as actors in advertising clips.

The first stage of advertising campaign should have a agitational character, the second stage can be directed on the explanation of necessity of participation in the census, third - on strengthening of conviction to participate in the census, illumination of the census procedure, removal of the last fears.

At the last stage, directly before the census, placement of direct propaganda is possible - outdoor advertisement boards, posters, distribution of leaflets, souvenir production. The creative concept foresees a uniform decision both on federal and regional levels. To do this, it is possible to develop and dispatch sets of patterns to the regions - samples of printed production, elements of spelling slogans and emblem etc.

B3. *Monitoring public opinion* foresees the implementation of sociological surveys - mass interviewing of the population by a representative sample. Mass interviewing is necessary to be carried out with increasing intensity: from once per three months - up to weekly surveys. The basic tasks of sociological support:

- Monitoring of dynamics of public opinion attitude to the census;
- Testing of advertising production;
- Use of results of mass sociological surveys as informational motives, with calls of press conferences, press releases, publication of various comments.

B4. *Monitoring of mass media* envisages an analysis of mass-media publications, concerning the issues of the census. It is an ongoing accumulation of urgent information, prevention of mass negative publications, preparation of the adequate answers to negative information.

B5. *Monitoring census takers training*. The purpose of the monitoring is the assessment of preparation level of the census takers; creation of «ideal census taker» image; development of recommendations, psychological requirements and practical lessons on census taker behavior during the interrogation of the population, including during non-standard situations. The realization of monitoring is possible by means of realization of sociological surveys, debatable and focus-groups.

### **C. INFORMATIONAL SUPPORT OF THE RESULTS OF THE POPULATION AND HOUSING CENSUS (POST-CENSUS CAMPAIGN)**

10. The realization of a wide post-census campaign on popularization and informational support of results of the completed population and housing census is necessary for formation of positive attitude of the population of the country to the end of the national statistical activity and reception of the necessary data, as well as strengthening of the national statistical service image. The basic methods of realization of post-census Project on informational support of results of the population and housing census can be same, as those of the preparation campaign:

PR-measures	- Organization of press conferences, briefings, round tables; publications in the mass-media, organization of thematic TV and radio programs; availability of the information on a specially developed Web-site, organization of special creative competitions;
Direct advertising	- Distribution of popular brochures and booklets with the basic results of the census; accommodation of brief results on stands located on the central streets of cities; organization of radio and video clips; dissemination of means of direct propaganda with brief results - on calendars, bookmarks, souvenirs;
Monitoring of public opinion	- implementation of population interviewing on sources of collecting the information on results of the past census and trust towards the results

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