

Communication with respondents of permanent censuses

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Abstract

The paper is aimed to present strategies and modalities adopted to communicate with respondents of permanent censuses in the experience of the Italian National Statistical Institute.

In Italy, at the moment, 5 permanent Censuses are conducted and addressed to 5 different categories of respondents for which dedicated communications have been developed.

The work will present the ideas and the project design that characterized choices and strategies defined to manage relationships with respondents, to assure high-level response rates, to maintain a good contact between respondents and data producers.

Keywords

Communication with respondents