



**CIS Interstate Statistical Committee  
(CISStat)**



# **Information campaign: important component of census preparation in the CIS region**

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2012 - Conference of European Statisticians.

Seminar on “Challenges for future population and housing censuses based on lessons learned from the last census round”

Main conclusions of the Conference:

The population census is the cornerstone of the statistical system.

The 2010 population censuses revealed the following challenges for statisticians which will increase in future:

- financial challenges;
- social challenges;
- informational challenges;
- technological challenges.



# Challenges for population censuses (1)



Challenges for statisticians:

## 1) Financial challenges.

The population censuses are the most expensive statistical activities; their costs are increasing from round to round. More and more frequently a question arises: “To what extent are these costs justified?” and each time statisticians have to prove the necessity of the census.

## 2) Social challenges.

Societies are being transformed, people’s mentality changes, high population mobility is observed, and the organization of people’s lives becomes more complicated. It was noted in the Eurostat report at the 60th CES plenary session (2012) that while in the past people were ready to accept the duty to present their data, in recent years more and more people are bored with it, and they refuse to answer .



## 3) Informational challenges

3.1) The information needs of the modern society are growing all the time and are becoming more diverse and multifaceted.

3.2) Within the development of a multipurpose statistical infrastructure, it is necessary to reduce the response burden.

3.3) The pace of our life is becoming more rapid, and census results quickly become obsolete and lose their informational relevance, but, undoubtedly, they preserve their historical value. This raises a rhetorical question: "Isn't the concept of a once in a decade "snapshot" of the population losing its relevance?" (UK report, 60th session of CES, 2012)

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## Challenges for population censuses (3)



4) Fast developing **technologies** sufficiently broaden our opportunities.

Technical innovations and more and more extensive use of computer technologies in recording and reporting data on population – “administrative sources” and “big data” seemingly suggest an alternative way: to use already existing diverse resources with data on population and only fill in the gaps.

*Taking into account all challenges, as well as the increasingly ambivalent attitude of the population towards government activities, the role and significance of the census information campaign has significantly increased*



# Survey of CIS countries



In June 2017, CISStat conducted a survey of the CIS NSOs on three issues:

- Methodology and techniques of receiving data on population
- Assessment of the census efficiency
- Information campaign



# Survey results – information campaign (1)



*Evaluation by NSOs of the **success** of the information campaign for the 2010 Census (10 score scale):*

10 points – 1 country

9 points – 1 country

8 points – 2 countries

7 points – 2 countries

Could not answer – 1 country



## Survey results – information campaign (2)



*According to the countries' opinions the success of the campaign depends on:*

- The address of the head of state;
- wide involvement in the census information campaign of political and public figures, cultural figures, representatives of the church;
- the use of television and radio broadcasting opportunities, through delivering information programs and stories on the topic of the census, as well as conducting an advertising campaign;
- use of outdoor advertising;
- delivering notifications via SMS;
- using proper concepts of the information campaign in order to create a positive image of the census, determining target audiences, communication channels, and formulating tasks by work stages
- Creating special sections on census of the NSO's websites



## Survey results – information campaign (3)



*According to the countries' opinions the **these** are the following **shortcomings and challenges** of the campaign :*

- Insufficient or nonexistent financing;
- Low ratings of the national TV channels;
- Short period of the information campaign;
- Insufficient advertising for various target audiences;
- More active communication through social networks;
- Negative attitude to the census of some religious groups.



## Survey results – information campaign (4)



*All countries believe that the **importance of the information campaign** for the successful conduct of the population census is increasing due to:*

- growing awareness of the population;
- a need to form positive attitudes of the population to government supported activities.

In the situation of changing attitudes within societies, the information campaign on the census shall be developed professionally.

It is planned to use all traditional forms and methods to inform the population. It was emphasized that **social networks shall be used more extensively**.

It is planned to use Internet for the purposes of enumeration:

**Kazakhstan – up to 30% of respondents, Kyrgyzstan - 2 to 5 %,  
Russia – up to 10%.**



*Which “fears” and doubts of the population should be overcome during information campaign :*

- A skeptical attitude to the census, such as “My participation won’t impact anything”;
- fears that the enumerator will photograph the respondent or the dwelling with a tablet computer;
- maintaining confidentiality of data;
- “Is it necessary to conduct a census if all data can be obtained from other information sources?”



*When is it advisable to **start informing the population** of the forthcoming census:*

**Azerbaijan** – 6 months before the census;

**Armenia** – when the public will start to be widely involved in the preparation activities;

**Belarus** – in three stages:

1. Information in mass media about the start of the preparation to the census (it is the moment of signing the Presidential Decree “On conducting in 2019 a population census in the Republic of Belarus”,
2. One month before the pilot census in the respective territory,
3. Two months before the main population census in the country;



продолжение

**Kazakhstan** – two months before the start of the census

**Kyrgyzstan** - when the Government decision on conducting the census is made;

**Moldova** – communication with the population should be continuous but more intensive interaction should start 6 months before the census;

**Russia** – starting from the year of a pilot population survey.



## Interaction with mass media.

### Challenges:

- Creating a pool of journalists, their training;
- Responding to negative publications through involvement of NSOs and the community of experts



***Thank you for your attention!***

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