DESTATIS
wissen. nutzen.

WHEN CENSUS MEMORIES ARE TIED TO CHRISTMAS EVE ONLY

Michael Neutze
Thomas Vieweg

UNECE Work Session on Communication and Dissemination of Statistics
13–15 May 2009, Warsaw, Poland

© Statistisches Bundesamt, Zensus 2011

Outline

Part I: Michael

- A little bit of census history in Germany
- Methodology of the Census 2011 in Germany

Part II: Thomas

- Need for long-term press and public relations work for the Census
- Organisation of press and public relations work for the Census
- Communication needs and strategy for the Census 2011
- Outlook: What comes next?

© Statistisches Bundesamt, Zensus 2011

Census history in Germany

Population censuses after WWII

FRG	GDR
1950	1950
1961	1964
1970	1971
...	1981
1987	
1990 Reunification, no census	
2001 Test of new census method	

© Statistisches Bundesamt, Zensus 2011

Germany hasn‘t had a census in a quarter of a century

1981 East-Germany

1987 West-Germany

...

2011 European Union

© Statistisches Bundesamt, Zensus 2011

About the Christmas Eve Memories

The Birth of Jesus

- In those days Caesar Augustus issued a decree that a census should be taken of the entire Roman world.
- (This was the first census that took place while Quirinius was governor of Syria.)
- And everyone went to his own town to register.
- So Joseph also went up from the town of Nazareth in Galilee to Judea, to Bethlehem the town of David, because he belonged to the house and line of David.
- He went there to register with Mary, who was pledged to be married to him and was expecting a child.

Luke 2: 1-20

© Statistisches Bundesamt, Zensus 2011

The 1987 Census in West-Germany

Originally planned for 1980

- Delayed to 1983 due to disagreements on financial responsibility between federal and state government
- 1983 census was stopped only months before census day by a Federal Constitutional Court ruling
  - Several parts of the census law would severely and unjustifiably interfere with basic rights of the individual
  - *informational self-determination* was created, a personal right granted by the constitution
    - Individuals have the right to determine which of their private data to share and what it can be used for
    - State has to justify invasions such as a census
    - In statistics: Early anonymization necessary (no geo-coordinates for Census 2011 results)

© Statistisches Bundesamt, Zensus 2011

PR material for the 1983 census had already been produced

George Orwell

The 1980s in West-Germany

Several socio-political movements coincided during this time and culminated in an anti-census protest:

- Fear of a surveillance state aided by computer technology (“1984”)
- Machine readable government issued ID card
- NATO dual track decision
- New social movements
  - Environmentalism / Anti-nuclear movement
  - Peace Movement
  - Squatter Movement
  - Feminism

© Statistisches Bundesamt, Zensus 2011

Census questionnaires glued on the Berlin Wall 1987

The aftermath of the 1987 census

Test of a new and register based census method in 2001

Goals:

- Use registers to save money
- Use sample surveys

- Keep the public calm

© Statistisches Bundesamt, Zensus 2011

How life went on without a census

While the necessity of a census in Germany was always there, the statistical situation wasn‘t as bad as one may think.

Reasons being:

- Compulsory registration
- Micro-Census = 1% population sample every year
- Election system / election results aren‘t fully dependent on the population count of electoral districts (e.g. no such thing as a „swing state“ in Germany)

Micro-Census data was used to fulfill the European Union census data demands in 2001

© Statistisches Bundesamt, Zensus 2011

Methodology of the Census 2011 in Germany

The census 2011 in Germany will consist of three parts:

- The use of population registers of every municipality for every inhabitant.
- A household sample (10% of the population)
  - statistically correcting errors in the registers
  - adding information on subjects that the registers do not cover
    - namely education
    - but also employment
    - religious belief (voluntary question)
- Finally the housing census will be conducted among every house or dwelling owner (est. 17.5 million).

© Statistisches Bundesamt, Zensus 2011

DESTATIS
wissen. nutzen.

KNOWING WHAT WILL COUNT TOMORROW

Claim of the German 2011 census campaign

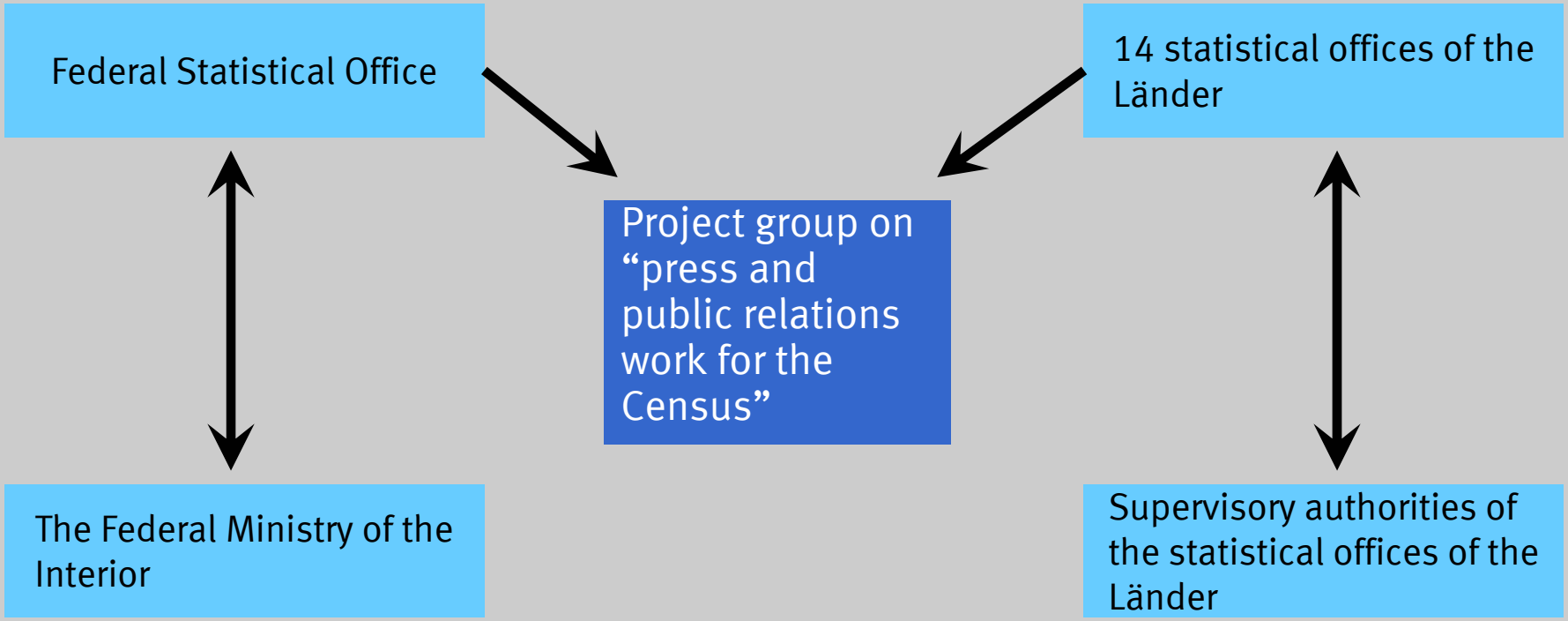
© Statistisches Bundesamt, Zensus 2011

Why a separate communication strategy for the Census?

- Major importance for official statistics in general
- Much more external effect than any other statistics
- Many mouths – but one voice in the public:
  Different institutions are involved
- Specific German experience made with the population census in the 1980s

© Statistisches Bundesamt, Zensus 2011

Organisation of press and public relations work for the Census



© Statistisches Bundesamt, Zensus 2011

Communication strategy for the Census 2011

- Strategy = answer on the question of HOW the census should be communicated

- Strategy's central idea: "dialogue campaign"
  = communication on equal footing with the entire population and with specific groups

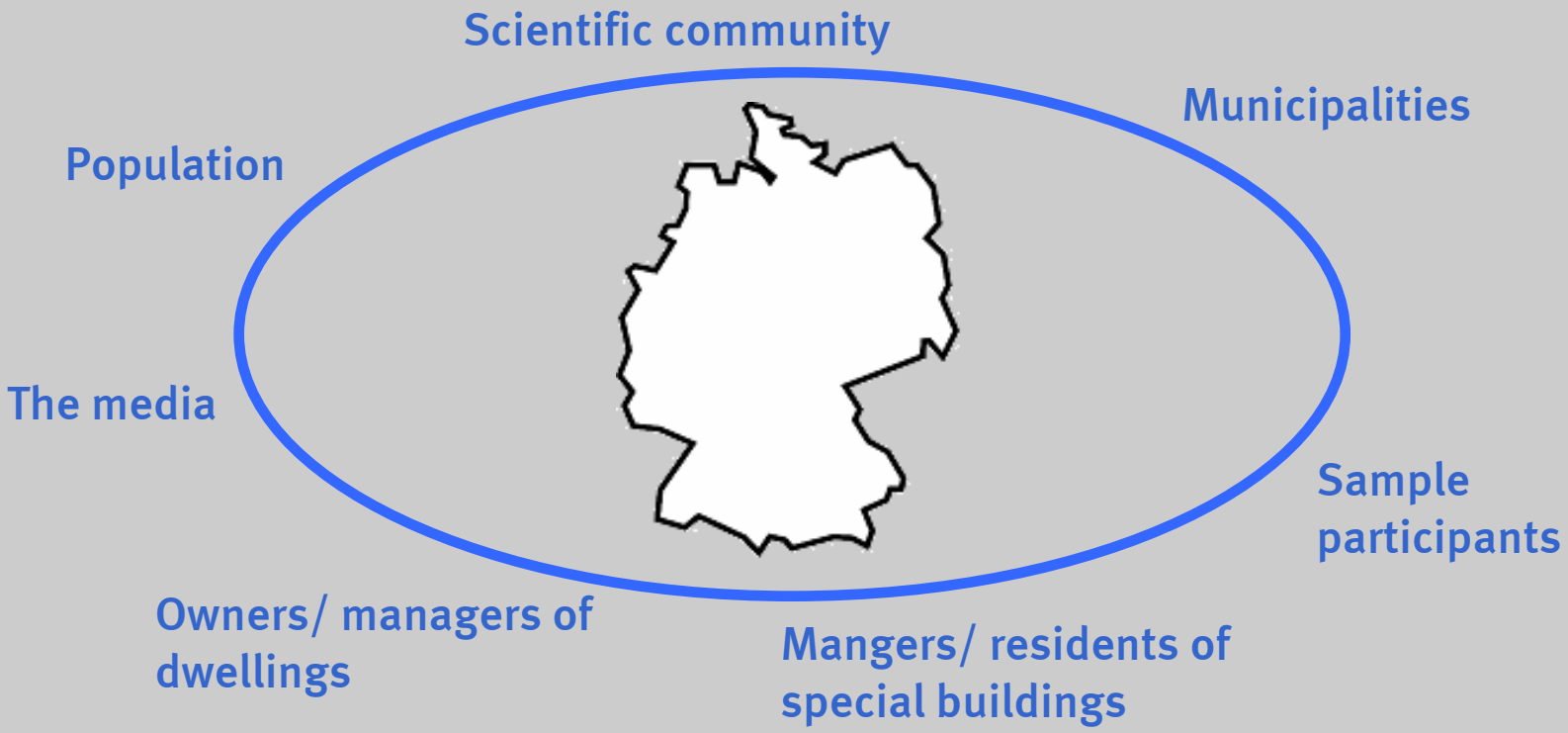
© Statistisches Bundesamt, Zensus 2011

Core elements of the communication strategy for the Census 2011

- Don’t communicate census as a government action
- Primarily communicate as a specific statistical issue
- Purpose of the census is explained in a comprehensible way and the various societal groups are addressed as target groups

© Statistisches Bundesamt, Zensus 2011

Target groups



© Statistisches Bundesamt, Zensus 2011

Core elements of the strategy

Timing of the PR campaign

- Communication measures should be well timed
- Contrary to the communication measures used in 1987, which were an easy target for opponents due to their length

© Statistisches Bundesamt, Zensus 2011

Timing of the Census 2011 PR campaign

- PR campaign will be well focused
- Three phases for each target group
  - Attention/ awareness
  - Positivisation/ information
  - Activation/ co-operation

© Statistisches Bundesamt, Zensus 2011

Five central maxims of communication

Trans-parent dialogue at any time

Serious tonality for all commu-nication measures

Commu-nication on equal footing in each target group

Tactical intelli-gence in all political and commu-nicative decisions

Innovative ways of addres-sing the target groups

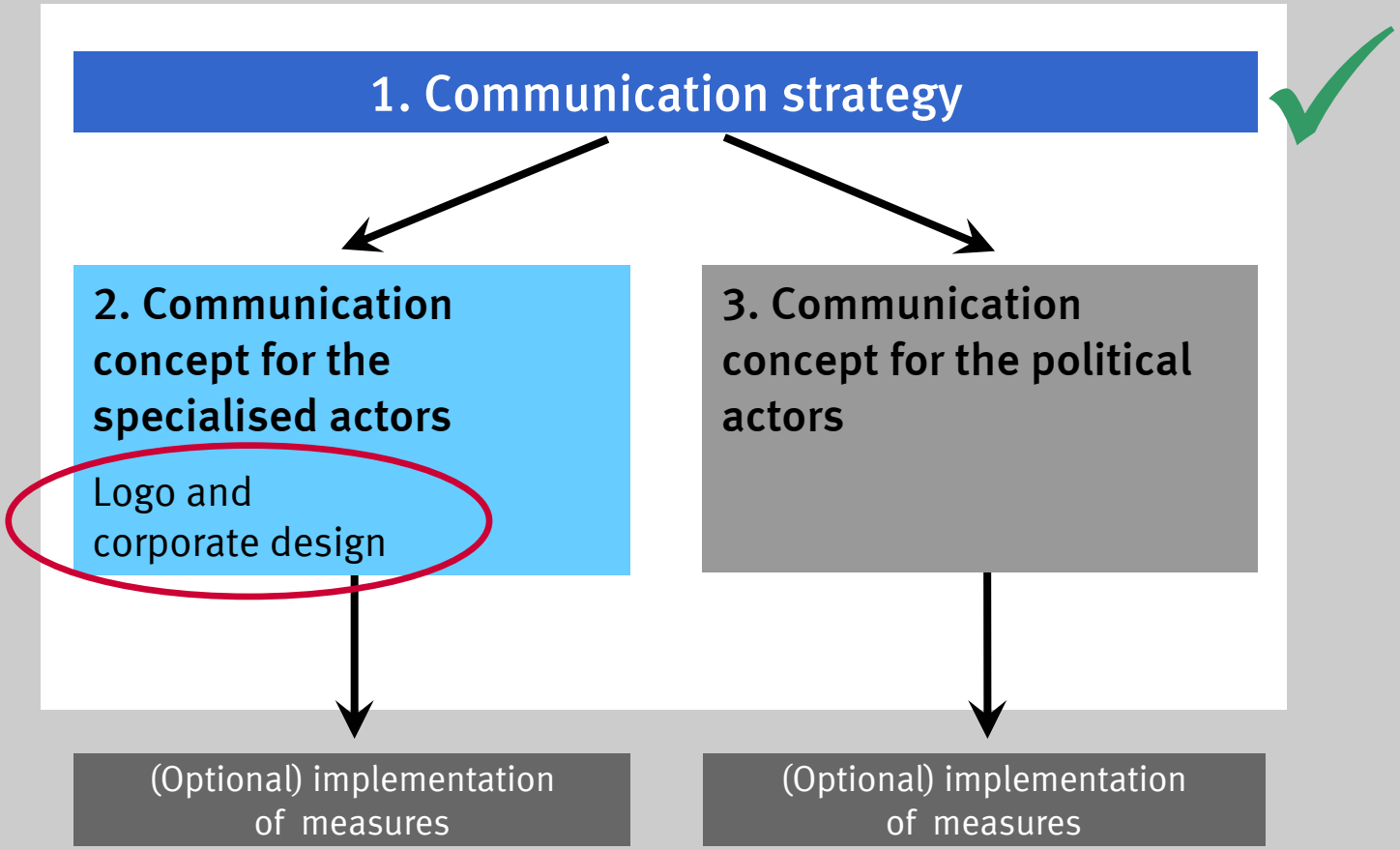
© Statistisches Bundesamt, Zensus 2011

5 central maxims of communication

Transparent dialogue at any time!	No relevant information is denied to the public
Serious tonality for all communication measures!	Use and securing of positive image of “official” statistics as a serious, credible and trustworthy information provider
Communication on **equal footing** in each target group!	Talk to each target group on the basis of the legal requirements and to take seriously their needs and proposals
Tactical intelligence in all political and communicative decisions!	It must be checked when, and how, which target group should be addressed by which actor
Innovative ways of addressing the target groups!	Innovative character to attract attention for the subject-related topic

© Statistisches Bundesamt, Zensus 2011

Outlook: What comes next?



© Statistisches Bundesamt, Zensus 2011

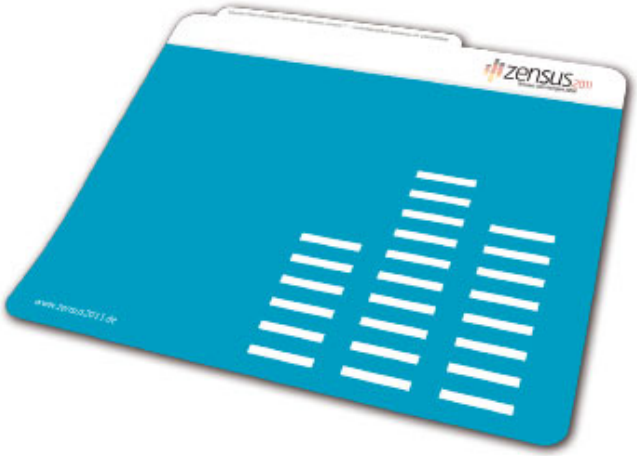
zensus 2011

Wissen, was morgen zählt

zensus

zensus2011

zensus
zensus


zensus2011

Questions for discussion

How can we relate to the situation in your office / country:

- Is the census regarded as a government action or a statistical endeavour?
  - What‘s the relationship between government and statistics?
- Which aspects of the census does your census campaign focus on the most?
  - Target groups in society
  - Specific topics (employment, religion?)
- What‘s the importance of data-protection / privacy laws in the internet age, where people voluntarily publish personal data?
- Does a register based census still need a PR campaign?

© Statistisches Bundesamt, Zensus 2011

Photo Credits

Berlin Wall

http://de.wikipedia.org/w/index.php?title=Datei:Vz-boyk.png&filetimestamp=20080406125016#file

All other photos

Michael Neutze

© Statistisches Bundesamt, Zensus 2011