

More detailed information was available from the folder accompanying the questionnaire, and on the Statistics Norway website, which included links to related sources. Journalists received press kits with information specific for their geographical area.

Questionnaires and guidelines were made available in as many as twelve languages. Dissemination started with preliminary, sample-based results issued in April 2002. Final results are available from September 2002, in hard copy and on the website. The website also provides the possibility of on-the-fly table generation by users. A filter prevents disclosure of individual information.

Access to microdata for research purposes will require permission from the Data Inspectorate, which is independent from Statistics Norway.

4. ISSUES IN PUBLIC

AWARENESS AND INFORMATION DISSEMINATION

4.1. Public awareness

At the occasion of the 2000 Census Round nearly all-European countries took advantage, in a variety of ways, of new technologies provided by recent technical developments. It was the first round in which the Internet played a role, sometimes a quite significant one. Countries that used the Internet extensively for their public awareness and information campaigns included Spain, Italy, Austria, the United Kingdom, Estonia, Latvia, Slovenia, Norway, Switzerland and the former Yugoslav Republic of Macedonia³. In individual cases, Belgium, although for administrative reasons not conducting a publicity campaign, documented on the Internet its 'General socio-economic survey 2001' and provided information on population censuses abroad. The data collection methods practised by the Netherlands and Denmark made use of the Internet for census purposes unnecessary.

Apart from the Internet, as discussed above and in Section 3, publicity channels included advertising on public and private television, radio, newspapers, billboards, posters, leaflets and (increasingly) call centres. There were also educational broadcast shows, workshops, road campaigns, press conferences, and special events including census-song contests. In some countries information was provided via telephone companies (through SMS) and banking machines. There was an obvious tendency to involve professionals: publicity was often outsourced to specialised contractors. The information provided to users and respondents usually stressed the relevance of census work in a

³ Any consideration on the use of Internet for census purposes needs to take into account the different timetables and collection methods of the census projects in Europe. Moreover, structure and contents as well as even the very existence of the websites changed over time, in accordance with the progress of each project. What one finds today is often focusing on the dissemination of results (e.g.: Bulgaria).