



during the data collection on the factors that motivate different social groups to take part in the Census and in particular in the E-census. Showing commitment and transparency we shared our research with local authorities and non-governmental institutions, thus enabling them to better tailor Census 2011 messages to their local populations.

4. Key Content issues of the Census 2011 Public Communications Campaign

The attitudes of 2011 Census were quite different from those of Census 2001. Nowadays behavior of internet users and concerns on privacy and security were more clearly articulated than in the past. A significant effort was made to address these concerns. It was widely explained using various media channels how and when the census interviewers would approach households. The people were asked to be pro-active in the identification of the interviewers - to ask to see their identification card if they did not automatically had showed it. A helpline for advice in identification of the 2011 Census staff was opened.

A special emphasis was given on the fact that despite the refusal to complete the Census form is an offence under the Census Law and leads to prosecution and a fine, we have not aimed at that. On contrary we had attempted to convince the people that Census is a useful exercise that eventually brings benefits to local communities and households. As a result at the end of the Census 2011 there were as few as 50 recorded refusals to fill in Census forms.

5. Key Factors for Successful Census 2011 Public Communications Campaign

There several guiding principles on which our Census 2011 Public Communications Campaign was built up and that in turn proved to be key factors for the overall Census success:

- *Activity instead of passivity* - Communications were based on action rather than counteraction. NSI teams tried to foresee the results from the activity and express, and defend grounds instead of responding to provocative attacks or assumptions.
- *Positivism instead of negativity* - There was emphasis on the positive trends, activities, services and future benefits for the society as a whole. Actions to overcome the existing problems were shown instead of focusing public opinion only on them. The demand for positive solutions and final results was highlighted.