

### 3.2. Russia

The Russian Federation in Europe forms a case apart because of its large territory and the difficulty of reaching remote areas [Ru03]. The 2002 Census also presented a special challenge because many new concepts were adopted. In most cases this resulted from the intention to reach greater conformity with internationally adopted standards and practices.

So was the former dual concept of **de facto** as well as **de jure** count changed in favour of a focus on **de jure** (residential) numbers. The household rather than the family was chosen as the observation unit. This and other changes required much new legislation.

Census date was 16 October 2002, but remote areas were enumerated when they could be reached best. This implied that some regions were covered as early as June 2002, while others, requiring access by winter road, had to wait till the end of the year.

Many Russians have dual residences. This required special care, especially with **de jure** counts. Methods were devised which allowed persons to identify their primary residence, and to inform authorities at the other location that the individual had already been enumerated.

For the first time a federation-wide information and education campaign was conducted. It took into consideration the wide diversity of the population in geographic location, nationality, and religion. The programme addressed specifically certain age groups (youth) and occupations. Most of the publicity activities were outsourced to the private sector, also a novel procedure.

Outlets for publicity were television, radio, Internet, printed press, outdoor advertising, and so on, and all of this in twenty languages. Special surveys and media monitoring guarded the quality of the information campaign. This showed that in future an even greater effort will be required, especially in explaining the questions asked from respondents. Nevertheless it is estimated that more than 10% of the population who had intended to decline participation were induced to change their minds.

The traditional collection method of visiting respondents' residences was expanded with options for respondents to come to the local census office in person, or to answer by phone. Home visits remain the most effective interviewing method. The quality of information received by phone was unsatisfactory.

Traditional questionnaires were used, with a long and a short form. The information was processed by optical scanning and character recognition.

The results of the census have become available in the course of the year 2003. Publication plans include subject collections, reports, bulletins, and analytical studies. There will be as many as fourteen volumes of subject-matter studies. The mass media will receive specially prepared press releases. A large part of the results is planned to be accessible on the Internet.