

Concerning schools, colourful "Census in Schools" packs, separate for primary and secondary education, were dispatched all over the country. These packs provided paper material on proposed student activities and guidance notes for teachers. In addition, a CD-ROM with many multi-media activities and interactive games was part of the pack. Results of a so called "CensusAtSchool" Project collecting data from pupils in Autumn 2000 and proposing classroom activities using the data, news, links, quizzes and puzzles were provided on a special website⁵; the project is presently in Phase 4. A census quiz and many other information issues were also included in the census education page of the Office for National Statistics. The educational material mentioned before was available in Welsh too. The census instructions themselves in England and Wales⁶ were produced in 26 languages, possibly a record among the European countries.

In the former Yugoslav Republic of Macedonia ethnic conflict and an uncertain political and security landscape considerably complicated carrying out the 2002 Census. The project was postponed repeatedly, but finally took place with the repeated presence of teams of international observers. It was decided that responding to questions about ethnic affiliation and religion was not compulsory. At the time of the interview personal identification was requested for those proposed to be enumerated. People lacking identification were indeed enumerated, but not afterwards taken along in the counts. Thus, it was possible to see the operation more as an administrative count than as a statistical survey, which seems to be supported by the choice of the logo.



The information and publicity activities were tailored to promote confidence in the census organization, in order to obtain truthful responses and later acceptance of the results. Standard publicity items, information brochures, and a CD-ROM were prepared in Macedonian, Albanian, Turkish, Vlach, Roma, Serbian and even English. Respondents could choose between a Macedonian questionnaire in Cyrillic script, a bi-lingual form (Macedonian and Albanian) and a multi-lingual form. A website and an information/help line were mounted. A special effort was made to fully involve the media. This included training journalists, and frequent

press releases as well as press conferences. These were open to humanitarian and other international organisations present in the country.

⁵ <http://www.censusatschool.ntu.ac.uk/default.asp>; this is part of a joint initiative for the United Kingdom, South Africa, Canada, Australia and New Zealand, with separate versions for each country.

⁶ It should be noted that in the United Kingdom the census project is coordinated, but there are three organisations responsible for conducting the censuses: ONS in England and Wales, the General Register Office for Scotland (GROS), and the Northern Ireland Statistical and Research Agency (NISRA).