

For the citizens of the Republic of Lithuania, who were abroad (for studies, work, etc.) for less than one year, relatives or family members answered the census questionnaire.

PUBLICITY CAMPAIGN During the preparation for the census Statistics Lithuania also worked on the related publicity campaign for the society at large. It included the following activities:

- Information leaflets were distributed to every dwelling within the country some days before the enumeration.
 - The hot-line was organised. There were more than 8 000 phone calls in March and April 2001.
 - Information about the census was presented on local TV, radio and in newspapers.
 - Lectures in various institutions (the Association of Municipalities, municipalities, universities, schools, etc.) were organised.
 - Information was disseminated in the mass media (on the national TV, radio and in newspapers).
 - The census promotion material was prepared in the Lithuanian, Polish and Russian languages.
 - The Catholic Church made the announcement about the importance to be enumerated.
 - Census posters were displayed in official places (4 different posters specifically aimed at families, the elderly, young people and businessmen).
 - A special game, "Census at school", was conducted in secondary and primary schools during the census (in cooperation with the Ministry of Education).
- The main activities of the publicity campaign started two weeks before the census day. The information about the possibility to come to the census offices was announced in local newspapers, on TV and radio.

THE MOST DIFFICULT MOMENTS IN THE ENUMERATION

- Difficulties in enumerating students (Easter holiday).
- Control visits to residents were made in order to agree on the date and time of enumeration.

However, it was not always possible for the enumerator to keep to the agreed schedule. People were discontented and complained about such kind of misunderstanding.

- Difficulties in enumerating some categories of the population (the homeless or rich people in individual houses with special security systems).
- Problems related to the visiting of urban dwellings: no doorbell outside a house, living premises turned into businesses offices.