



LESSONS LEARNED FROM CONDUCTING A POPULATION AND HOUSING CENSUS IN MEXICO IN THE CONTEXT OF THE COVID-19 PANDEMIC.

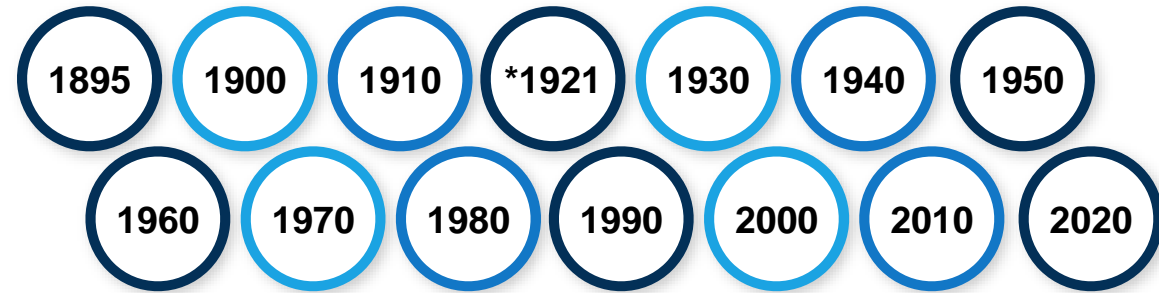


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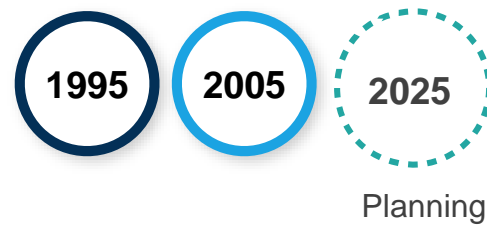
September 2022

History of Census in Mexico

14 Censuses



2 Population Counts



*In 1920 the Census was cancelled due to the Mexican Revolution



The 2020 Census was conducted **from March 2 to 27, 2020** (enumeration stage), and the short-form **results were published on January 25, 2021**, within the framework of a census round marked by the *COVID-19 pandemic*.

The **lessons learned** from the 2020 Census will be considered in the planning of the next population count, scheduled for **2025**.

2020 CENSUS PLANNING



2017

Public consultation for the identification of the information needs.

2018-2019

The census **preparation activities continued**, and several tests were conducted, both for the definition of the questionnaires and the operational strategy, paying special attention to the tests that would ensure the **correct functioning of the applications for data collection and follow-up**.

2020

2020 Census was de jure with **face-to-face interviews** for its collection **two types of questionnaires were used**.



Short-form

38 questions



Long-form

103 questions

2020 CENSUS PLANNING



2020



The face-to-face interview using Mobile Computing Devices, or paper questionnaires (exceptions)



Self-enumeration by Internet



Assisted telephone interview

First population census that used mobile computing devices for data collection.

Nearly **200,000 persons** were hired for the 2020 census. **Training** for interviewers was conducted with an **application on the devices (in classroom)**.

2020 CENSUS PLANNING



2020

INEGI considers the detection and timely attention of risks in the information programs, for the 2020 Census, 122 risks were identified along with the pertinent actions to be carried out in the event of the materialization of any of them.

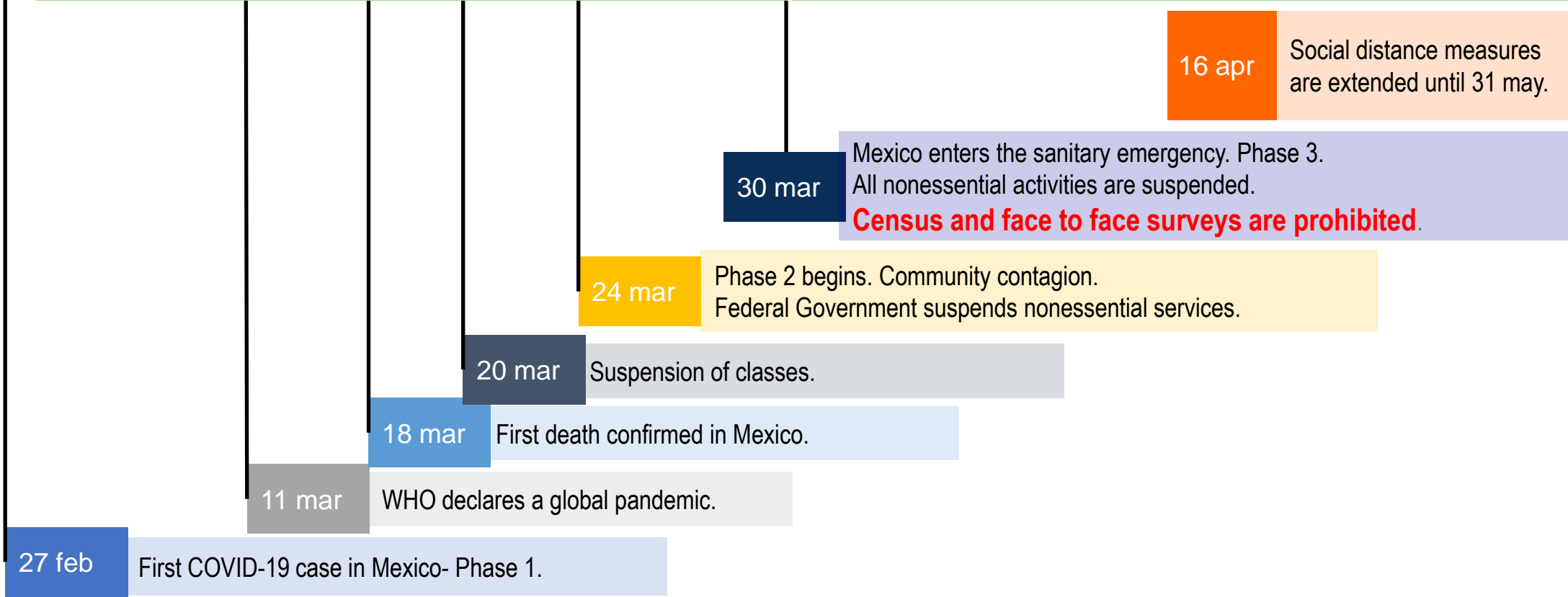
Unfortunately, **it did not contemplate the advent of a global pandemic such as COVID-19.**

Some of the census stages had to be rescheduled, procedures need to be adapted *to achieve the goal of providing statistical information on population and housing.*

CENSUS AND THE PANDEMIC



Results
4 nov. initially

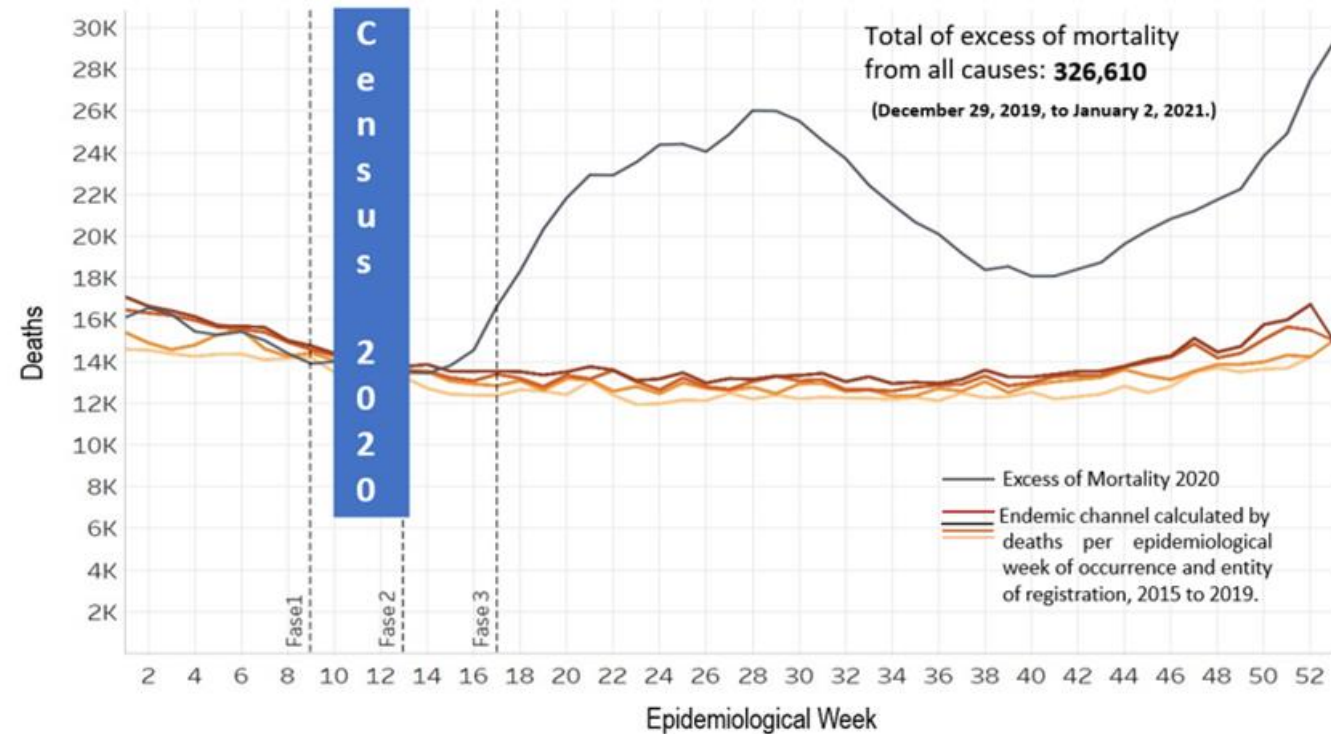


CENSUS AND THE PANDEMIC

The enumeration stage ended on March 27, but the non-response follow up was suspended.

The Verification stage was postponed.

The post-enumeration survey was cancelled.



INEGI complied with the instructions of the health authorities at all times

CENSUS AND THE PANDEMIC



Additional fear of informants, now to contagion

Increase in non-response; assaults on interviewers.

Sanitary measures and social distance for staff

Allocation of resources to field personnel to acquire alcohol-based hand gel, and face masks.

Staff turnover

Absenteeism and desertion, personnel belonging to risk groups sent home, some COVID19 infections, isolation of teams as a preventive measure

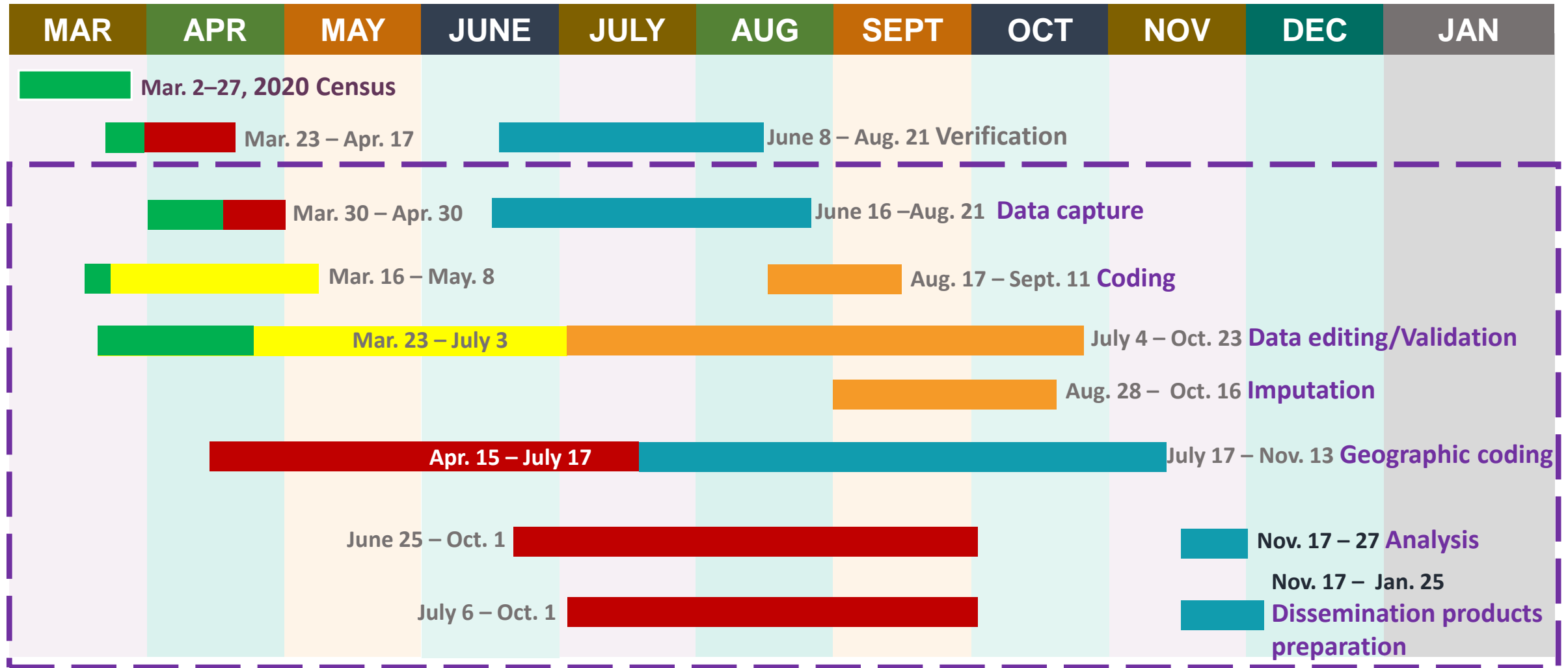
Measures

Technological solutions for working at home and expansion of the Call Center.

Assignment of work at home to the operational structure

Rethinking verification and subsequent stages under uncertainty.

RESCHEDULING OF ACTIVITIES



■ According to schedule
■ Home Office
■ Cancelled /Suspended

■ Additional Period
■ Reprogrammed

MOBILITY RESTRICTION PERIOD



ACTIVITIES

To invite the population to respond to the 2020 Census online.



800,000 Invitations letters sent by mail.



A **communication campaign** in social networks.



Focus on the municipalities with the highest rates of non-response.



The response rate was only **6%**.

SI ERES RESIDENTE DE LA VIVIENDA Y ERES MAYOR DE EDAD

> Ingresa a censo2020.mx/censate

> O si lo prefieres escanea este código QR  y realiza los siguientes pasos:

- 1**  Entra y captura este usuario y contraseña
Usuario: XXXXXXXX Contraseña: XXXXXXXX
- 2**  Al acceder, da de alta tu correo electrónico y una contraseña para que solo tú tengas acceso.
- 3**  Recibirás un correo electrónico de confirmación para ingresar al cuestionario del Censo.
- 4**  Sigue las instrucciones del sitio para el registro de los datos de todos los que habitan la vivienda.

> Recuerda que también puedes responder el cuestionario vía telefónica al: **800 111 46 34**

Tienes hasta el próximo lunes para contestar, es rápido, fácil y seguro.
Tu información es confidencial y está protegida.
Si tienes alguna duda, llama al 800 111 46 34 y personal del INEGI te apoyará.



MOBILITY RESTRICTION PERIOD



ACTIVITIES

A **virtual revision** of dwellings was conducted **using satellite images** to verify areas.

It was determined that the verification operation will focus its efforts on recovering the information on the dwellings without a response.

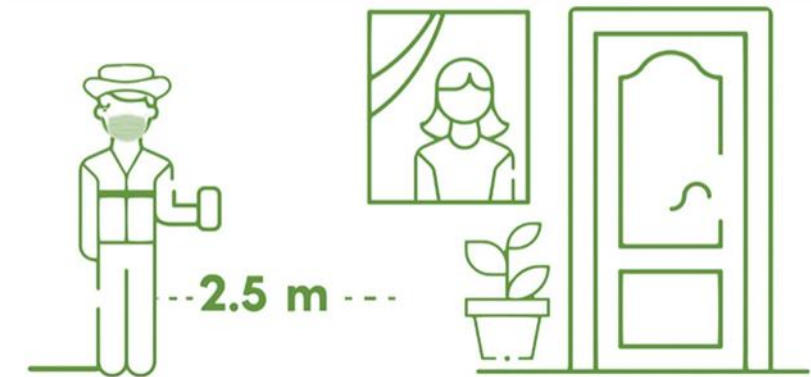
To maintain **simultaneity**, adjustments were made to the questionnaire so that the information was referred to **March 2020**.

Guidelines for **COVID-19 prevention** were prepared with the collaboration of the Health Ministry.

Healthy distance during interviews

During interviews, staff will keep at least 2.5 meters from respondents.

Respondents can answer from a window, balcony, or fence.



IMPUTATION



In *previous censuses*, for the dwellings in **which it was not possible to obtain the interview**, an imputation of three persons per dwelling was made, assigning the sex alternately between men and women and codes of "not specified" for the rest of the characteristics.

However, for the 2020 Census, **the imputation process was modified** *and for each dwelling with no response, the missing information was assigned based on the data of a dwelling registered in proximity (within the same Basic Geostatistical Area (AGEB)), selected at random.* In this process, the number of residents, their characteristics, and those of the dwellings are considered.

In each of the predefined tabulations published, the number of imputed persons is indicated.

IMPUTATION



Unlike previous events, **the verification period was not conducted immediately** after the enumeration due to COVID-19, so the **mobility of the population**, in terms of their place of residence, between the conclusion of the enumeration and the beginning of the verification was greater than expected.

Therefore, an analysis was conducted to maintain as non-response the dwellings that during the enumeration were identified as inhabited, but from which the information could not be obtained due to the absence of residents or by refusals and that were subsequently classified as uninhabited.

RESULTS



ACTIVITIES

For the 2020 Census, the data was collected:



97.7% with **mobile computing devices**.



2.0% on **paper**.



0.3% by **internet** self-enumeration.



43,903,443

Dwellings visited



35,233,462

(80.3%)

Inhabited



8,669,981

(19.7%)

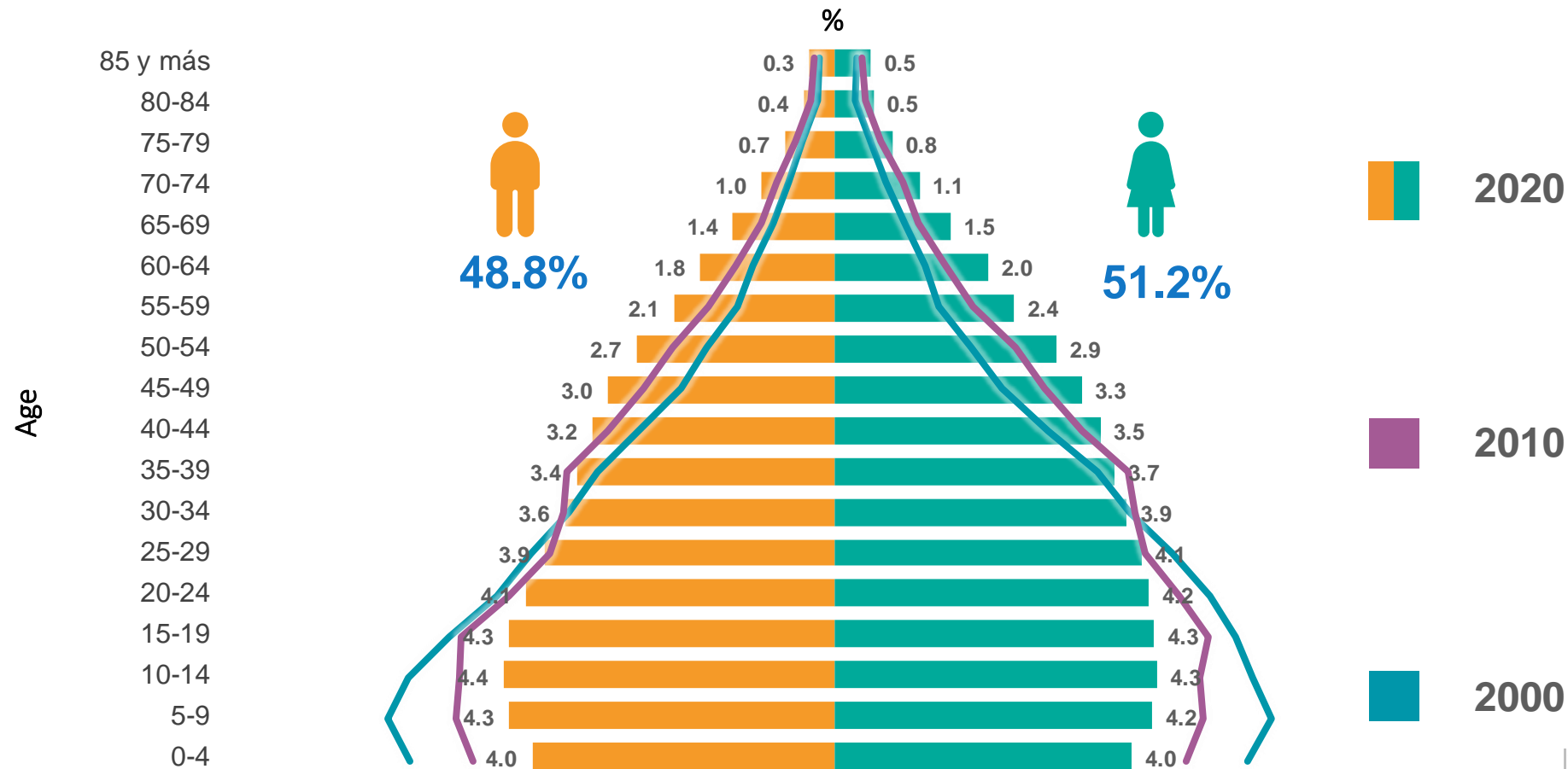
Uninhabited

The series of **efforts and adaptations made for the execution** of the Population and Housing Census 2020, in an unprecedented context due to the COVID-19 pandemic, allowed the results to be published on **January 25, 2022**.

RESULTS



126,014,024 INHABITANTS



CONCLUSIONS



- The 2020 Census is published with **disaggregation up to the level of locality or even urban block**, so that **decision-makers have information**, particularly in **adverse situations, like the COVID-19**, this reinforces the importance of giving continuity to the generation of official statistical information.
- The **incorporation of technologies** in all phases of the census, particularly for the data collection, and the preparation of all processes, were undoubtedly a **key factor** in being able to successfully conclude the 2020 Census in an adverse context.
- The experience of this census round undoubtedly leaves important lessons, such as the need to have a **risk management program**, the importance of maintaining adequate **communication between the statistical office, the population, and the authorities of the country**, that generate confidence and conditions to execute statistical programs.

CONCLUSIONS

- Before the pandemic, **challenges were already identified** for Censuses:
 - Reduce response burden for informants
 - Reduce costs and produce results timely
 - Make the most of technological advances that change quickly
 - Design strategies for facing the increasing non-response rates
 - **Promote self-enumeration**
 - Improve the use of administrative records
 - Explore new data sources
- The pandemic highlighted the importance of **continuation in statistical production** even in adverse conditions and **the need for increased resiliency in all processes**.



THANK YOU



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    **INEGI Informa**