Preparing the 2025 Population and Housing Count in Mexico

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LIST OF PAST CENSUSES AND COUNTS OVER THE YEARS

14 Censuses
1895 1900 1910 1921* 1930 1940 1950

3 Population Counts
1995 2005 2025
In process

1 Intercensal Survey
2015

* In 1920, Postponed due the Mexican Revolution.
TOTAL POPULATION AND GROWTH RATE. 1895-2020

- Anual rate
- Millions
The **Total Fertility Rate (TFR)** decreased from 6.6 births per woman in 1970 to 2.1 in 2020.

*Mortality* has also changed: while in 1930, life expectancy at birth was approximately 37 years, by 2020 it was around 75 years.

IMPACTS OF EPIDEMICS, WARS, AND NATURAL AND SOCIAL PHENOMENA IN CENSUS ACTIVITIES

**Revolutionary movement**
Political and social conflicts in which an estimated 900,000 people died
- 1910-1921

**Earthquakes**
- That of 1985 affected the INEGI facilities
- 1985

**Hurricanes**
- Stan and Wilma hampered collection activities in the eastern and southeastern states of Mexico
- 2005

**Migrant caravans**
- In October, the first migrant caravan of people from South America, Central America, and the Caribbean bound for the United States of America entered the country
- 2018

**Malaria**
- More than 250,000 people died
- 1922-1932

**Armed uprising of the Zapatista Army of National Liberation (EZLN)**
- An armed group emerged in the country’s southeast
- 1994

**Influenza pandemic**
- Mexico, there were cases of Influenza A/H1N1
- 2009

**COVID-19 pandemic**
- The WHO declared a health emergency from the COVID-19 pandemic
- 2020
## METHODOLOGICAL CHARACTERISTICS OF RECENT CENSUSES

<table>
<thead>
<tr>
<th>Census / Counts</th>
<th>Methodological characteristics</th>
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</thead>
<tbody>
<tr>
<td>1895 to 1921</td>
<td><strong>Self-enumeration method.</strong> This method faced challenges due to the high illiteracy rate among the population.</td>
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<tr>
<td>1930 to 1980</td>
<td><strong>Direct interview method</strong> (paper questionnaire). The Ministry of Public Education played a significant role by providing teachers for census-taking.</td>
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<tr>
<td>1990 to 2015</td>
<td><strong>Direct interview method</strong> (paper questionnaire). INEGI has recruited staff for training for direct interview activities.</td>
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<tr>
<td>2020</td>
<td>The 2020 Census introduced a <strong>mobile computing device (MCD) for direct interviews</strong> as a novel feature in a population and housing census. Moreover, the operation design anticipated self-enumeration strategies via the Internet and phone interviews.</td>
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</tbody>
</table>
COMPARABILITY OF VARIABLES OVER TIME, INCLUDING INCORPORATION, ELIMINATION, AND CONCEPTUAL CHANGES

- Currently, to determine and finalize the questionnaires, public consultation is conducted through the Internet, forums, and face-to-face meetings with users from diverse sectors of society. Additionally, within INEGI, a feasibility analysis of the proposed questions is carried out, considering the quality of the responses and the results of field tests.
COMPARABILITY OF VARIABLES OVER TIME, INCLUDING INCORPORATION, ELIMINATION, AND CONCEPTUAL CHANGES

• Another aspect to consider when including, eliminating or modifying census questions is the need for conceptual comparability over time.
• As a result of these considerations, the census forms have evolved from a limited number of questions in the 1895 census to 38 questions in the 2020 Basic Census Questionnaire. Furthermore, the basic questionnaire was supplemented with an Extended Questionnaire consisting of 103 questions. These advancements reflect the ongoing efforts to adapt the census to changing societal needs and ensure its relevance and usefulness over time.
PLANNING THE 2025 POPULATION AND HOUSING COUNT

2022
- Public consultation
  - Identify statistical information needs.

2023
- Test
  - Public consultation
  - Analysis and reporting.
  - Operating strategy test (April – June)
  - Test operating procedures.
  - Pilot census (November)
  - Evaluate questionnaires, channels, and protocols for information exchange, processing, and analysis.

2024
- Census test
  - Statistical test
    - Measure the changes in the comparable indicators of the questionnaires of the 2025 Count and the 2020 Census.
  - Census essay
    - Test of final solutions.
  - Start of operation (July – December)
    - Recruitment and training of operational coordination staff.
    - Office loan arrangements.
    - Initial reconnaissance tours.
    - Start of dissemination campaign.

2025
- Operation
  - Collection of information (March).
  - Verification (April).
  - Postenumeration (May).
  - Processing (May – September).
  - Production of results and analysis (October – November).
  - Publication of basic results (December).
IMPORTANCE OF THE 2025 POPULATION AND HOUSING COUNT

• The 2025 Count is essential since it will allow the updating of the information, with a maximum geographical disaggregation, on the characteristics of population and dwellings.

• It will also be possible to identify specific population groups and their sociodemographic characteristics, which will make it possible to design public policies and programmes.

• The event becomes more relevant since pandemics have been a factor in transcendental changes in populations. With the results of the 2025 statistical project, it will be possible to provide information, with the maximum possible geographical disaggregation, on the changes in demographic dynamics caused by the appearance of the SARS-Cov-2 virus and the COVID-19 disease.
IMPORTANCE OF THE 2025 POPULATION AND HOUSING COUNT

Produce:

- Statistical information that serves as input for the planning, organization, and implementation of public policies
- to target populations of interest at three levels of government

- With the results of the 2025 statistical project, it will be possible to provide information, with the maximum possible geographical disaggregation, on the changes in demographic dynamics caused by the SARS-Cov-2 virus and the COVID-19 disease.
The fundamental characteristic of the 2025 Count lies in its application of the census method, which ensures a complete enumeration, generating detailed statistical information for small geographical areas and various population groups while adhering strictly to confidentiality principles.

**Individual enumeration:** recording the characteristics of each person and each dwelling.

**Universality:** every resident must be included in the count.

**Simultaneity:** the count refers to a specific moment in time.

**Periodicity:** previous counts took place in 1995 and 2005.
The 2025 Count will be ‘de jure’, meaning the population will be counted at their residence. Dwellings and their habitual residents will serve as observation units.

Two questionnaires will be utilized: a Basic one for exhaustive enumeration and collection of essential characteristics, and an Extended one for a probabilistic sample of approximately 3.7 million dwellings, providing further insights into specific topics.

Basic questionnaire
37 questions*

Extended questionnaire
57 questions*

*Preliminary
The appropriate informant will be any resident aged 18 and above familiar with the dwelling and its occupants. The survey is scheduled for March 2025, with initial results expected to be released in December of the same year.

- **The face-to-face interview** using Mobile Computing Devices (MCD) or paper questionnaires (exceptions).
- **Selfenumeration** by the Internet.
- **Assisted** telephone interview.
CHARACTERISTICS OF THE 2025 POPULATION AND HOUSING COUNT

• Special operations will be conducted for the population residing in collective dwellings, the Mexican Foreign Service, and the homeless population. Additionally, questionnaires tailored to the urban environment (blocks in urban locations), rural localities, and social assistance accommodation will be used.

• The 2025 Count will continue leveraging technology to enhance the statistical project’s efficiency and data quality, resulting in tangible benefits for information production, including improved reliability, timeliness, and cost reduction.
LESSONS LEARNED AND THEIR IMPACT ON THE PLANNING OF THE 2025 COUNT

The COVID-19 pandemic had a significant impact. The first case of COVID-19 in Mexico was reported on 27 February 2020, almost at the outset of the Enumeration operation. Consequently, the Institute remained vigilant, monitoring closely the directives issued by health authorities.

The advent of COVID-19 had lasting effects on the production of statistical information, necessitating careful consideration in the design of current and future projects. Some relevant issues to be addressed are the following:

- a) Training and management of personnel.
- b) Providing logistical capacity to the entire event.
- c) Contrasts in population concentration.
- d) Differentiated Internet coverage.
REDUCING COSTS AND TIME FOR DELIVERY OF RESULTS

In general, utilizing information technologies offers significant advantages in optimizing resources for the 2025 Count.

• The integration of MCDs reduced reliance on paper questionnaires, leading to over 97 per cent of interviews being conducted directly on the devices.

• This digital storage of informant responses eliminated the need for additional staff to transcribe data collected by interviewers.

• The capture load decreased, reducing the requirement for personnel, office space, furniture, and computers.

• The implementation of digital tools will represent savings in expenses related to the instructors' trips and the rental of physical training spaces, in addition to facilitating communication between the personnel involved.
LEVERAGING TECHNOLOGICAL ADVANCEMENTS

Data collection using mobile devices.
Primary validations in the questionnaire.

Encrypted information.

Use of digital cartography and recording of GPS coordinates.

Self-enumeration via the internet or assisted by phone as complementary methods.
In the 2020 Census, the proportion of dwellings where interviews could not be conducted reached 4.5 per cent, higher than in 2010. To address and reduce the non-response rate, it is essential to develop preventive strategies:

- Identifying areas with difficulties in obtaining interviews.
- Implementing mass communication campaigns that motivate the population to participate in the census project actively.
- Corrective strategies such as verifying dwellings without information and using imputation methods.
DATA QUALITY ASSURANCE

The Institute, to enhance certainty regarding the coverage of the country's over 2.7 million areas, an intensified use of historical information at the most detailed level during data capture has been proposed. This approach enables the comparison of integrated information at the locality and municipality levels with other sources, such as the 2020 Census of Population and Housing or administrative records, facilitating the documentation of deviations from expected patterns.
A strong communication campaign was implemented throughout the country. The campaign had three stages: preventive, informative, and dissemination of results.
RISK DETERMINATION

INEGI has a Risk Management Methodology to identify, analyze, and treat risks. It incorporates the fundamental conceptual elements of ISO 31000.

For the 2020 Census, 122 risks were identified, and corresponding actions were defined to be implemented in case any of these risks materialized.

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<tr>
<th>Phase</th>
<th>Identified risks</th>
<th>Risk level</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
</tr>
<tr>
<td>Specify needs</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Design</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>Build</td>
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<td>0</td>
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<tr>
<td>Data collection</td>
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<td>40</td>
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<tr>
<td>Processing</td>
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<td>1</td>
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<tr>
<td>Analysis</td>
<td>6</td>
<td>0</td>
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<tr>
<td>Dissemination</td>
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<td>0</td>
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<tr>
<td>Evaluation</td>
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<td>1</td>
</tr>
<tr>
<td>Transversal</td>
<td>8</td>
<td>3</td>
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<tr>
<td>Total</td>
<td>122</td>
<td>48</td>
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CONCLUSIONS

• The 2020 census round yielded crucial lessons, emphasizing the need for a robust and high-impact risk management program and underscoring the significance of maintaining effective communication between the statistical office, the population, and the country's authorities.

• The risk matrix for the 2025 Count will encompass scenarios involving events such as a pandemic or national natural disasters.

• Effectively addressing potential challenges and risks, such as those posed by unforeseen events, will contribute to the successful execution of the 2025 Count and ensure accurate and reliable statistical information production.
THANK YOU