



# **Mexico**

## **2020 Population and Housing Census**

### **Dissemination experiences**

Mauricio Rodríguez Abreu, PhD.

# METHODOLOGICAL FRAMEWORK



Traditional census that includes all the **dwellings** and **usual residents** of the country.



**Face to face interview** to a proxy respondent.



**Electronic questionnaire, paper questionnaire by exception.**  
Complementary methods: **self-enumeration** online or **assisted telephone interview**.



**Data collection from March 2nd to 27th, 2020.**



## Two types of questionnaires:

- **Basic questionnaire** (36 questions).
- **Extended questionnaire** (105 questions, probabilistic sample of 4 million dwellings).

## Three associated projects:

- Social Assistance Accommodations Questionnaire (CAAS).
- Urban Environment Questionnaire.
- Locality Questionnaire.

# COMMUNICATION CAMPAIGN

A strong communication campaign was implemented throughout the country. The campaign had three stages: preventive, informative, and dissemination of results.



# CENSO2020.MX

The website created for census dissemination played a significant role in maintaining communication with the general public.

- During the preparatory stage, the population was informed about the upcoming census. It also aimed to sensitize about the importance of the census and served as a platform for registering the recruitment of operational staff.





# PREVENTIVE STAGE

## SOCIAL MEDIA



# CENSO2020.MX

- In the informative stage, the website was used to communicate that the Census enumeration was underway. It provided information on how individuals could participate by self-enumerating through the site or by phone. It also outlined the mechanisms to identify the enumerators.
- In the results stage, the website allowed to disseminate the results.



# INFORMATIVE

- Its objective was to raise awareness among the population about providing their answers to the interviewer and the importance of accurate information.
- It began before the 2020 Census enumeration.
- It continued throughout the period of data collection.



# Mexico concluded **the 2020 Census**

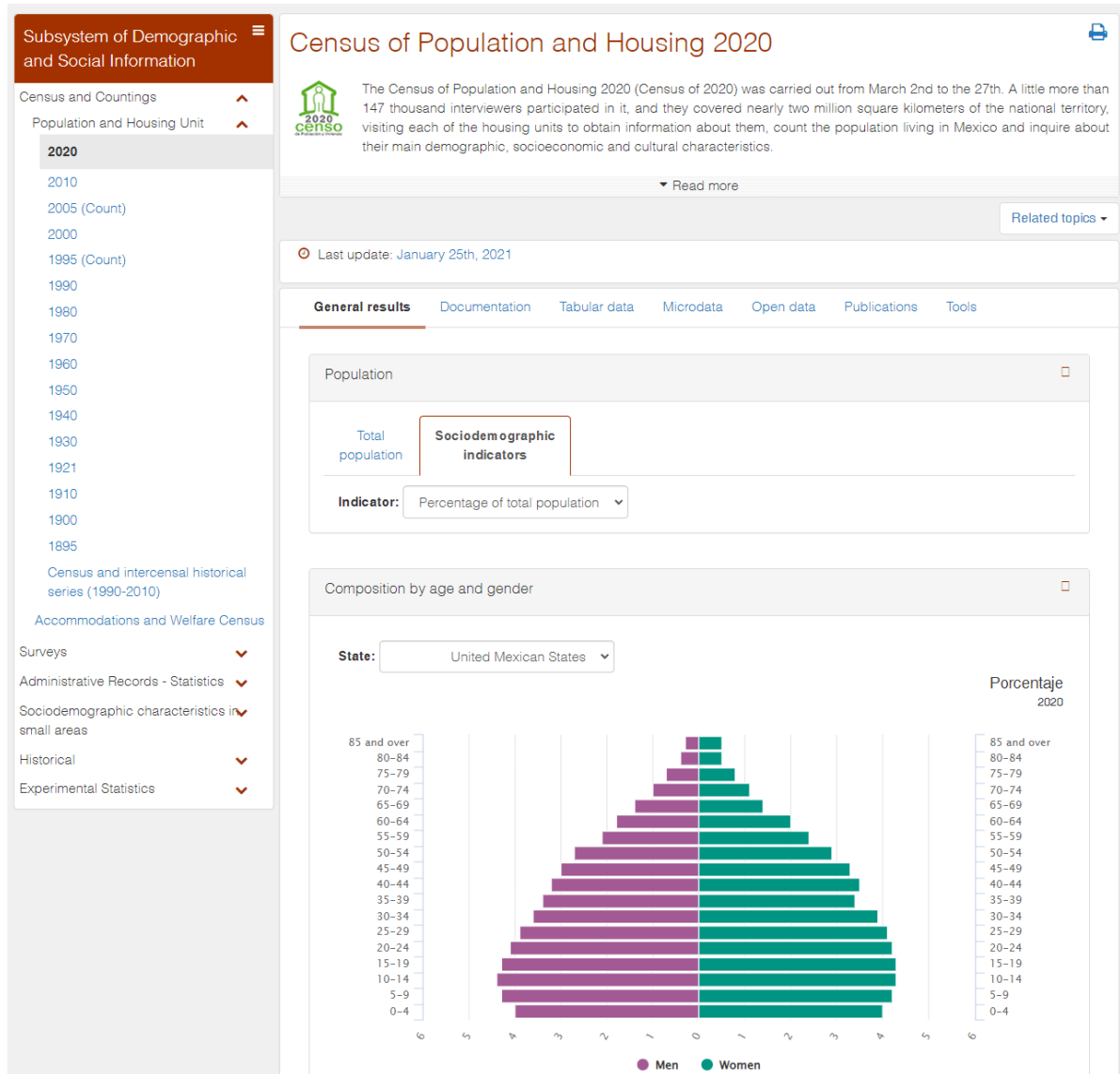
**Inhabitants**

**126 014 024**

- Mexico now has updated socio-demographic information.
- This allows, among other activities, the allocation of public resources to the states, electoral planning, and the identification of the population vulnerable to the COVID-19 pandemic.
- It is useful for the design of *ad hoc* public policies, such as vaccination and medical care.
- **Results Release: January 25, 2021**



# DISSEMINATION OF RESULTS



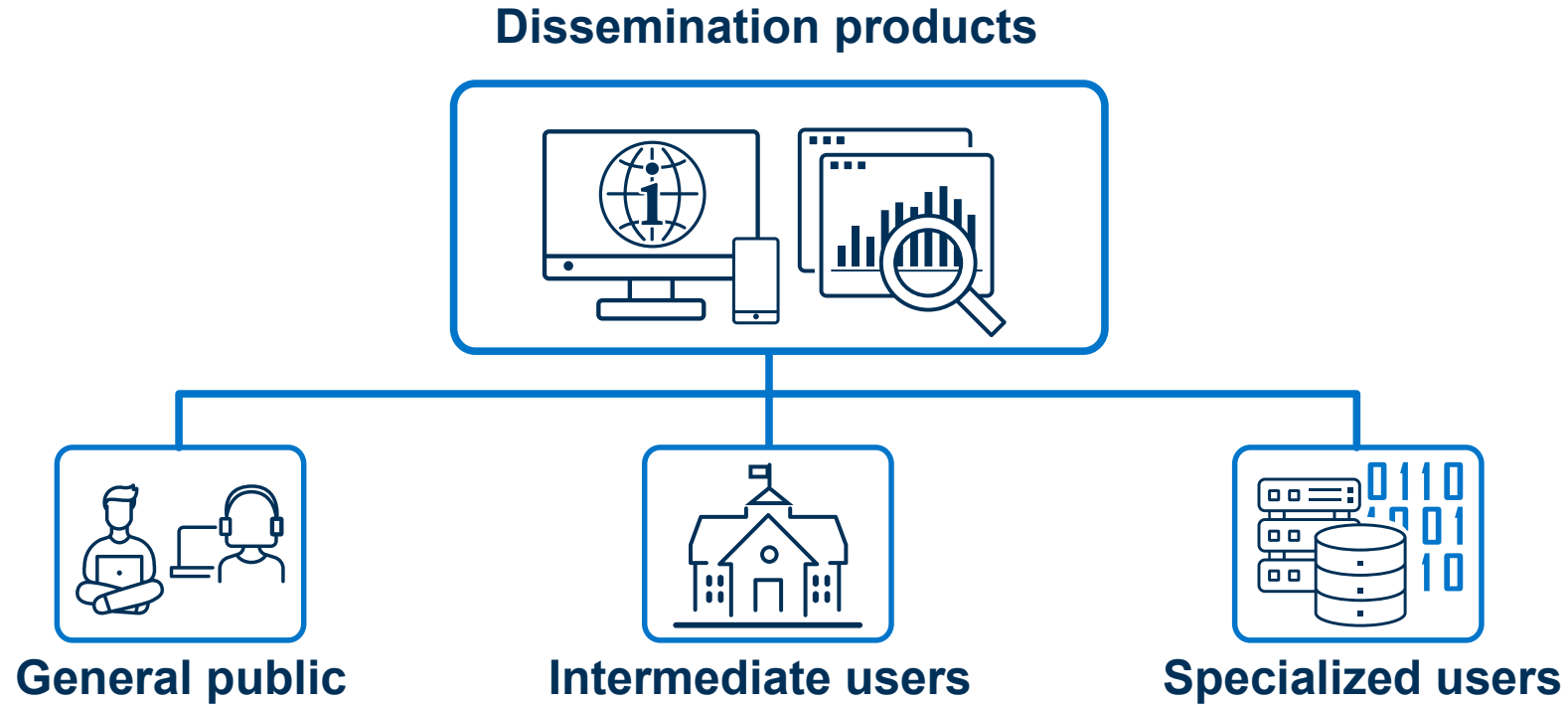
- The first stage of results dissemination took place on January 25, 2021, nine months after the census exercise, mainly on the institutional website.
- Starting from March 16, 2021, the publication of complementary results continued.

# RESULTS DISSEMINATION

- INEGI provides society with National Interest Information, following the guiding principles of accessibility, transparency, objectivity, and independence.
- There has been an evolution from primarily printed publications to consult and dissemination tools via the Internet and social media.



# RESULTS DISSEMINATION



The census is the only statistical project that provides universal and comprehensive coverage at different levels of geographical disaggregation: national, state, municipal, locality, and even smaller areas (AGEB or urban block). Dissemination products need to safeguard the security and confidentiality of the information.

# DISSEMINATION PRODUCTS

- INEGI website in Spanish

<https://inegi.org.mx/programas/ccpv/2020/>

In English

<https://en.www.inegi.org.mx/programas/ccpv/2020/>





# DISSEMINATION PRODUCTS

- Presentation of results.
- Methodological documentation.

The screenshot shows the INEGI website's 'Census of Population and Housing 2020' page. The header includes the INEGI logo, social media icons, and language options. The main content area features a sidebar with navigation links for 'Subsystem of Demographic and Social Information' and 'Census and Countings'. The main text describes the census, noting that it was carried out from March 2nd to the 27th, with nearly two million square kilometers covered. A 'Read more' link is provided. Below this, a 'Last update: January 25th, 2021' notice is shown. The 'Documentation' tab is selected, displaying a list of documents for download, including the 'Executive version' (1.43 MB), 'United Mexican States' (5.01 MB), 'Complementary results' (2.49 MB), and 'Complementary results (executive version)' (1.70 MB). A legend on the right indicates the population ranges for the states.

INEGI 40 ANIVERSARIO MÉXICO

Topics Information programs Query systems Infrastructure About INEGI

Search... Search

Home / Information programs / Census of Population and Housing 2020

Subsystem of Demographic and Social Information

Census and Countings

Population and Housing Unit

2020

2010

2005 (Count)

2000

1995 (Count)

1990

1980

1970

1960

1950

1940

1930

1921

1910

1900

1895

Census and intercensal historical series (1990-2010)

Accommodations and Welfare Census

Surveys

Administrative Records - Statistics

## Census of Population and Housing 2020

The Census of Population and Housing 2020 (Census of 2020) was carried out from March 2nd to the 27th. A little more than 147 thousand interviewers participated in it, and they covered nearly two million square kilometers of the national territory, visiting each of the housing units to obtain information about them, count the population living in Mexico and inquire about their main demographic, socioeconomic and cultural characteristics.

Read more

Last update: January 25th, 2021

General results Documentation Tabular data Microdata Open data Publications Tools

Presentation of results

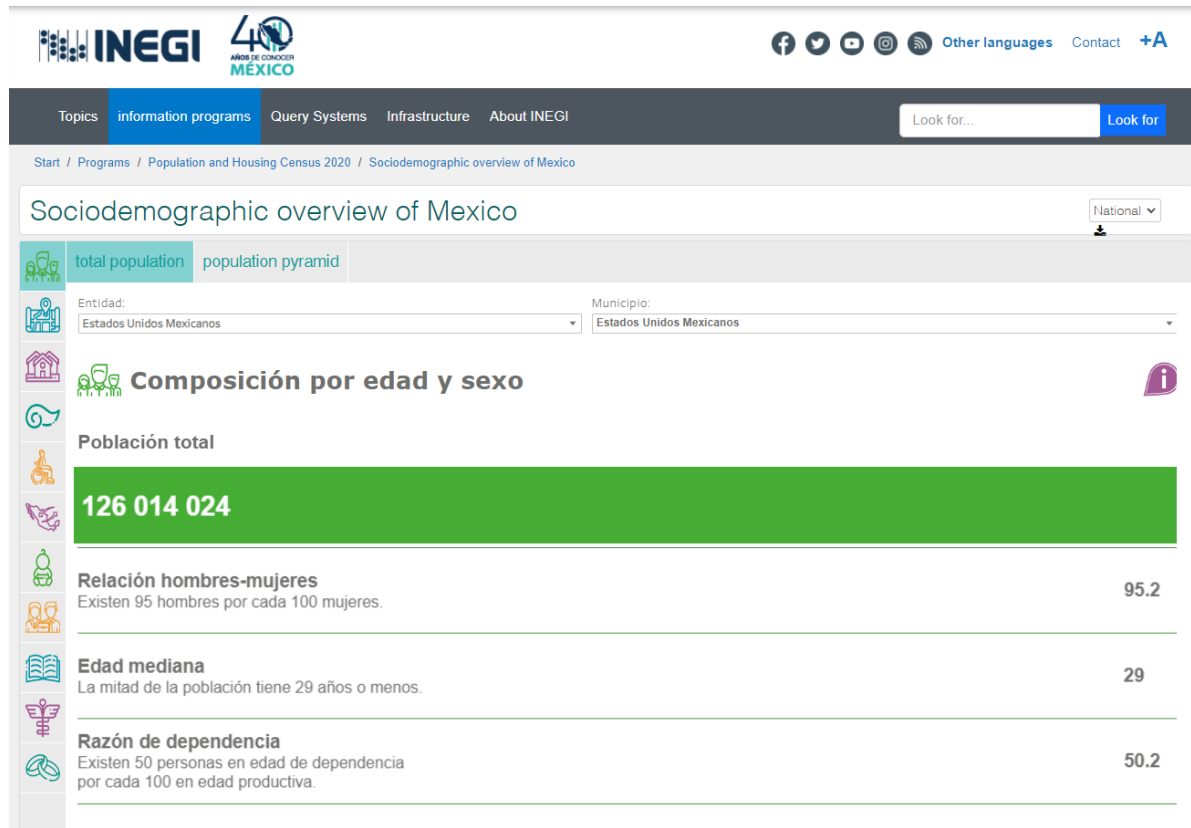
- Executive version PDF (1.43 MB)
- United Mexican States PDF (5.01 MB)
- States
  - Complementary results PDF (2.49 MB)
  - Complementary results (executive version) PDF (1.70 MB)
- Methodology
- Questionnaires
- Glossaries
- Classifications
- Metadata (DDI standard)
- Support material for dissemination



# DISSEMINATION PRODUCTS

- Sociodemographic overview of Mexico (National/State).

## Interactive query



## Digital publication (PDF)



# DISSEMINATION PRODUCTS

- Predefined tabular data (National/State, State/Municipal)

Predefined tabulations from the **basic questionnaire**: 113 national tabulations and 70 state tabulations.

Predefined tabulations from the **extended questionnaire**: 130 national tabulations and 88 state tabulations.

87 tabulations related to **associated projects**.

**5,501** statistical tables.

ms

Query systems

Infrastructure

About INEGI

Search...

Search

– Predefined tabular data

Population Pyramid

2020

PDF 35.3 KB

– Basic questionnaire

National/State

Population

2020

XLSX 484 KB

Fertility

2020

XLSX 1.15 MB

Mortality

2020

XLSX 58.5 KB

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INEGI. Censo de Población y Vivienda 2020. Tabulados del Cuestionario Básico

Fecha de elaboración: 25/01/2021

Población total por entidad federativa y edad desplegada según sexo y relación hombres-mujeres

Población 3

Entidad federativa	Edad desplegada	Población total <sup>1</sup>	Sexo		Relación hombres-mujeres <sup>2</sup>
			Hombres	Mujeres	
Estados Unidos Mexicanos	Total	126 014 024	61 473 390	64 540 634	95.25
Estados Unidos Mexicanos	00 años	1 812 977	916 140	896 837	102.15
Estados Unidos Mexicanos	01 años	1 909 958	967 223	942 735	102.60
Estados Unidos Mexicanos	02 años	2 041 119	1 031 816	1 009 303	102.23
Estados Unidos Mexicanos	03 años	2 108 406	1 060 809	1 047 597	101.26
Estados Unidos Mexicanos	04 años	2 174 905	1 101 494	1 073 411	102.62
Estados Unidos Mexicanos	05 años	2 178 901	1 106 361	1 072 540	103.15
Estados Unidos Mexicanos	06 años	2 095 349	1 057 642	1 037 707	101.92
Estados Unidos Mexicanos	07 años	2 146 294	1 087 091	1 059 203	102.63
Estados Unidos Mexicanos	08 años	2 234 495	1 140 496	1 093 999	104.25
Estados Unidos Mexicanos	09 años	2 109 340	1 061 501	1 047 839	101.30
Estados Unidos Mexicanos	10 años	2 299 267	1 174 026	1 125 241	104.34
Estados Unidos Mexicanos	11 años	2 101 472	1 066 706	1 034 766	103.09
Estados Unidos Mexicanos	12 años	2 249 567	1 146 128	1 103 439	103.87
Estados Unidos Mexicanos	13 años	2 140 641	1 082 309	1 058 332	102.27
Estados Unidos Mexicanos	14 años	2 152 593	1 085 091	1 067 502	101.65
Estados Unidos Mexicanos	15 años	2 193 794	1 113 136	1 080 658	103.01
Estados Unidos Mexicanos	16 años	2 086 484	1 054 448	1 032 036	102.17
Estados Unidos Mexicanos	17 años	2 212 396	1 122 956	1 089 440	103.08
Estados Unidos Mexicanos	18 años	2 307 675	1 172 693	1 134 982	103.32
Estados Unidos Mexicanos	19 años	2 006 341	998 917	1 007 424	99.16
Estados Unidos Mexicanos	20 años	2 307 835	1 146 232	1 161 603	98.68
Estados Unidos Mexicanos	21 años	1 917 550	957 236	960 314	99.68
Estados Unidos Mexicanos	22 años	2 128 911	1 061 846	1 067 065	99.51
Estados Unidos Mexicanos	23 años	2 034 083	1 005 112	1 028 971	97.68

Índice

XLSX 660 KB

XLSX 857 KB

XLSX 1.12 MB

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# DISSEMINATION PRODUCTS

- Interactive tabular data.

## Censo de Población y Vivienda 2020

Conjunto de datos: Población total

Información del año 2020  
Consultar información

☒ Población total

☐ Relación hombres-mujeres

☐ Razón de dependencia II

☐ Índice de envejecimiento I

Seleccione las Variables

Geográficas

☒ Entidad y municipio

☐ Tamaño localidad

Básicas

☒ Sexo

☒ Edad

Migración

☐ Lugar de nacimiento

Etnicidad

☐ Autoadscripción afromexicana o afrodescendiente

Servicios de salud

☐ Afiliación a servicios de salud

Notas:

- El 16 de marzo de 2021, se modificó la variable "Limitación o discapacidad y número", para dis...

INEGI

Censo de Población y Vivienda 2020

Conjunto de datos: Población total

Variables

Edad

Total

Consulta de: Población total Por: Entidad y municipio Según: Sexo

Filas

[Página 1 de 2]

Sexo - Total

Hombres

Mujeres

Entidad y municipio	Sexo - Total	Hombres	Mujeres
- Total	126,014,024	61,473,390	64,540,634
- Aguascalientes	1,425,607	696,683	728,924
Aguascalientes	948,990	462,073	486,917
Asientos	51,536	25,261	26,275
Calvillo	58,250	28,563	29,687
Cosío	17,000	8,292	8,708
El Llano	20,853	10,446	10,407
Jesús María	129,929	64,219	65,710

	A	B	C	D	E
1	Población total				
2	Edad : Total				
3					
4	Consulta de: Población total	Por: Entidad y municipio	Según: Sexo		
5					
6			Total	Hombres	Mujeres
7		Total	126,014,024	61,473,390	64,540,634
8	01	Aguascalientes	1,425,607	696,683	728,924
9	02	Baja California	3,769,020	1,900,589	1,868,431
10	03	Baja California Sur	798,447	405,879	392,568
11	04	Campeche	928,363	456,939	471,424
12	05	Coahuila de Zaragoza	3,146,771	1,563,669	1,583,102
13	06	Colima	731,391	360,622	370,769
14	07	Chiapas	5,543,828	2,705,947	2,837,881
15	08	Chihuahua	3,741,869	1,853,822	1,888,047
16	09	Ciudad de México	9,209,944	4,404,927	4,805,017
17	10	Durango	1,832,650	904,866	927,784
18	11	Guanajuato	6,166,934	2,996,454	3,170,480
19	12	Guerrero	3,540,685	1,700,612	1,840,073
20	13	Hidalgo	3,082,841	1,481,379	1,601,462
21	14	Jalisco	8,348,151	4,098,455	4,249,696
22	15	México	16,992,418	8,251,295	8,741,123

Ver consulta



# DISSEMINATION PRODUCTS

- Main results by locality, AGEB (Basic Geostatistical Area) and Block.

## Query system

Principales resultados por localidad (ITER) 2020

Cambiar evento

Descripción de datos

Manual de usuario

Nueva consulta

Seleccionar una entidad federativa

Seleccionar una o más variables/indicadores

○ Estados Unidos Mexicanos

○ Aguascalientes

○ Baja California

○ Baja California Sur

○ Campeche

○ Coahuila de Zaragoza

○ Colima

○ Chiapas

○ Chihuahua

○ Ciudad de México

○ Durango

○ Guanajuato

○ Guerrero

○ Hidalgo

Identificación geográfica

Población

Estructura por edad y sexo

Fecundidad

Migración

Etnicidad

Discapacidad

Educación

Características económicas

Servicios de salud

Situación conyugal

Religión

Hogares censales

Vivienda

0 de 54 variables e indicadores permitidos de un total de 277

Limpiar selección

Filtro avanzado

Generar consulta

## Download

Download all files

Title	Period	Formats
Download		
+ Census (basic questionnaire)		
+ Sample (extended questionnaire).		
Main results by locality (Territorial Integration System -ITER)		
Databases		
United Mexican States	2020	CSV 29.5 MB
Aguascalientes	2020	CSV 268 KB XLSX 1.48 MB
Baja California	2020	CSV 501 KB XLSX 3.51 MB
Baja California Sur	2020	CSV 178 KB XLSX 1.15 MB

Locality: 276 indicators.  
AGEB: 222 indicators.  
Block: 215 indicators.



# DISSEMINATION PRODUCTS

## Example database for access to microdata

- Examples of the Basic Questionnaire database are available but don't allow statistical inference. They are provided to show their characteristics and for users to test their syntax before submitting it for processing through the sections: Microdata Laboratory, Remote Processing, and Processing Service.

Download

Microdata laboratory / Remote processing

Processing service

Search in title

Q

Results found: 214

Download all files

-Title ↓	Period ↓	Formats	
- Download			
- Census (basic questionnaire)			
- Databases (examples)			
People	2020	CSV ↓ 23.2 MB	DTA ↓ 26.9 MB
		SAS ↓ 24.8 MB	SAV ↓ 39.5 MB
Housing units	2020	CSV ↓ 7.17 MB	DTA ↓ 7.42 MB
		SAS ↓ 7.29 MB	SAV ↓ 12.3 MB
+ Documentation of the database			
- Sample (extended questionnaire).			
- The estimates obtained with the data from the Extended Questionnaire correspond to inhabited private housing units and their occupants, therefore, they are lower than the results of the Basic Questionnaire, which also includes collective housing units, the Mexican Foreign Service and the Population without a housing unit.			
+ Databases			
- Documentation of the database			
Description of the database	2020	XLSX ↓ 93.4 KB	
Design of the census sample	2020		

# DISSEMINATION PRODUCTS

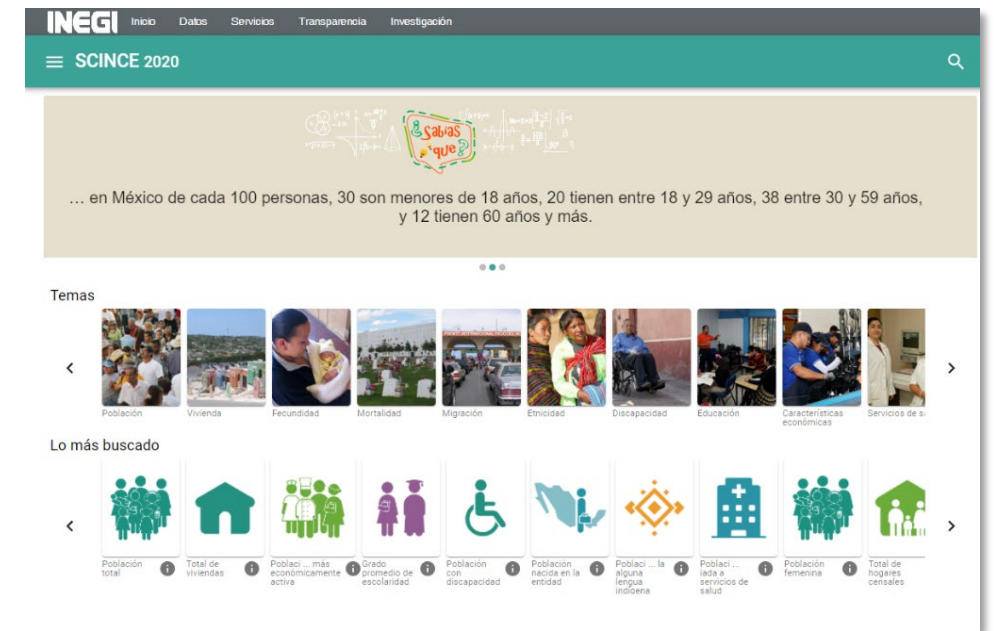
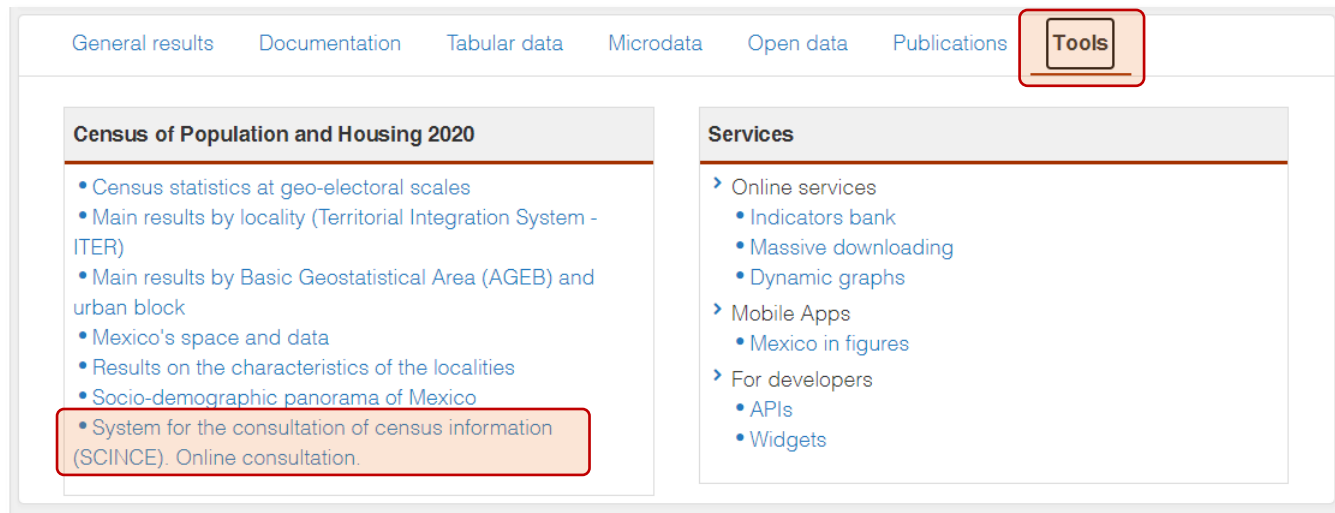
## Sample (Extended questionnaire)

- The sample databases (extended questionnaire) present results derived from the Extended Questionnaire about the characteristics of inhabited private households and their occupants. With these, users can exploit the information and generate indicators and tabulations (probabilistic sample of 4 million dwellings).

- Download				
+ Census (basic questionnaire)				
- Sample (extended questionnaire).				
- The estimates obtained with the data from the Extended Questionnaire correspond to inhabited private housing units and their occupants, therefore, they are lower than the results of the Basic Questionnaire, which also includes collective housing units, the Mexican Foreign Service and the Population without a housing unit.				
- Databases				
United Mexican States	2020	CSV ↓ 464 MB	SAS ↓ 531 MB	SAV ↓ 885 MB
Aguascalientes	2020	CSV ↓ 3.04 MB SAS ↓ 3.71 MB	DTA ↓ 12.5 MB SAV ↓ 6.31 MB	
Baja California	2020	CSV ↓ 2.75 MB SAS ↓ 3.33 MB	DTA ↓ 10.6 MB SAV ↓ 5.60 MB	
Baja California Sur	2020	CSV ↓ 1.60 MB SAS ↓ 1.98 MB	DTA ↓ 6.23 MB SAV ↓ 3.30 MB	
Campeche	2020	CSV ↓ 2.78 MB SAS ↓ 3.36 MB	DTA ↓ 11.3 MB SAV ↓ 5.76 MB	

# SYSTEM FOR CONSULTING CENSUS INFORMATION (SCINCE)

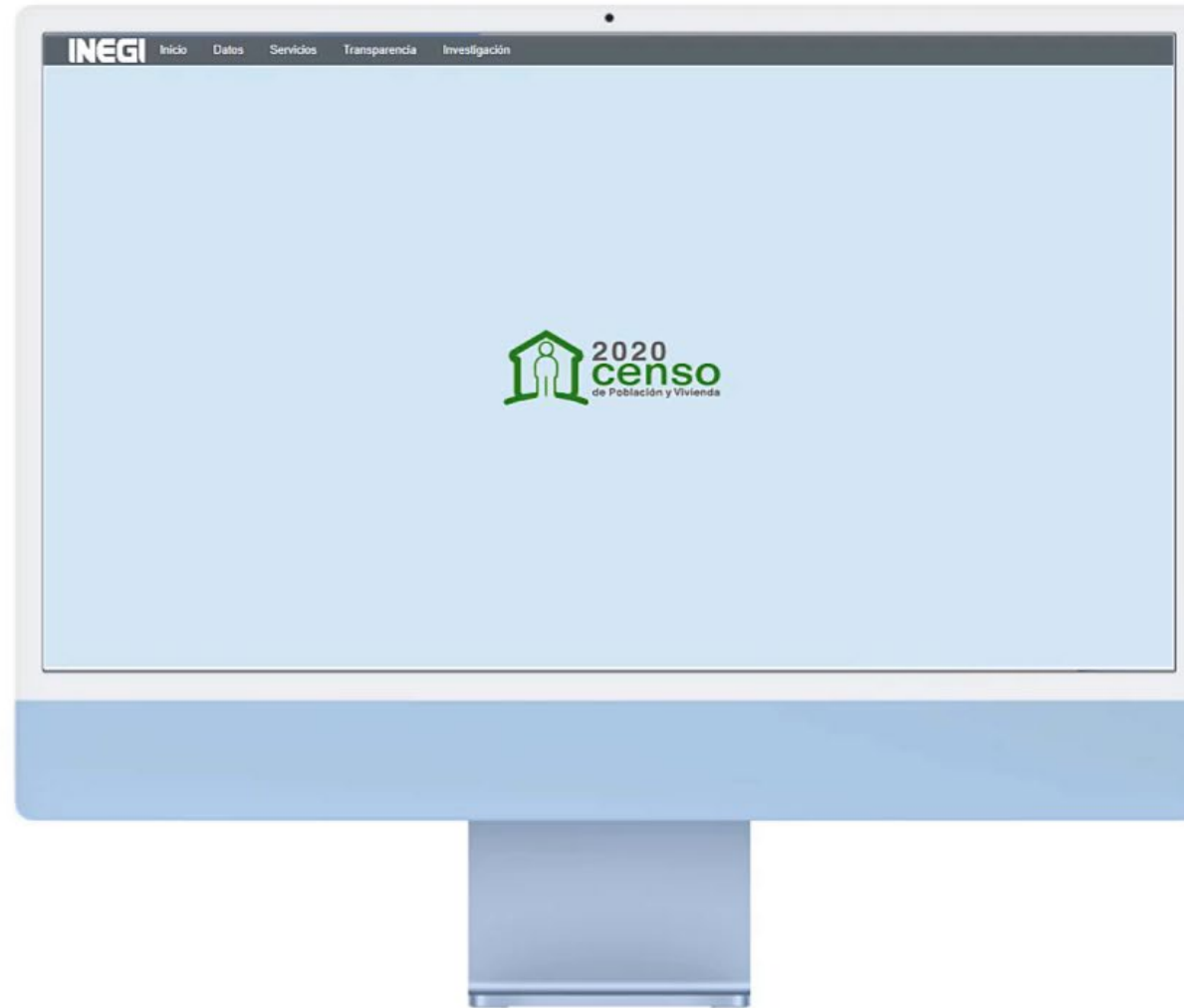
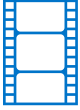
It is a tool that generates a sociodemographic map of the national territory with a high level of disaggregation, based on the information from the 2020 Population and Housing Census.



The selection of indicators and geographical variables is done by themes or indicators. The query results are presented in maps, lists of data, or graphs.



# SYSTEM FOR CONSULTING CENSUS INFORMATION (SCINCE)

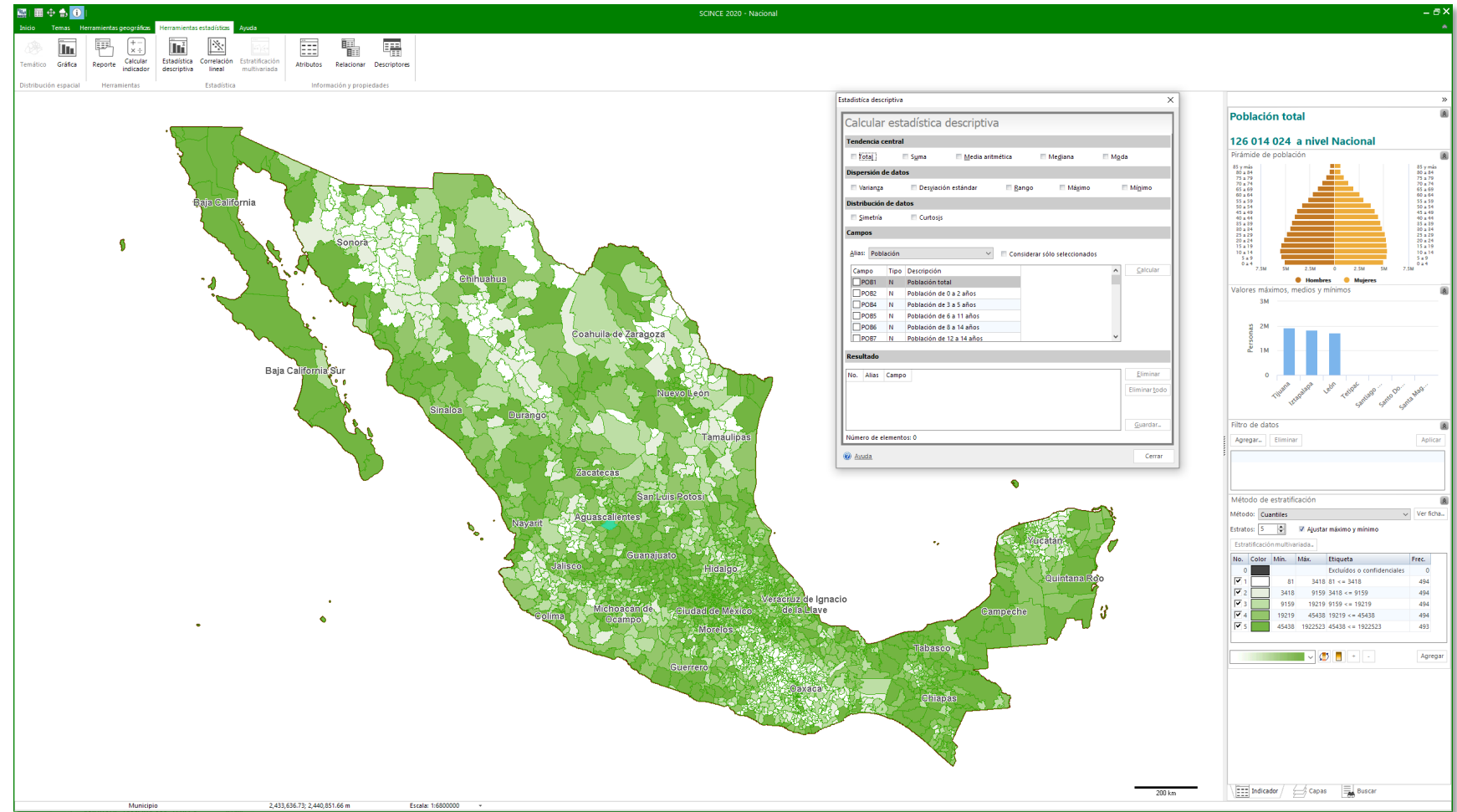


# SYSTEM FOR CONSULTING CENSUS INFORMATION (SCINCE)

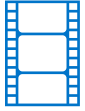
## Desktop version

Allows:

- Uploading custom layers.
- Calculating indicators.
- Descriptive statistics.
- Linear correlation.
- Multivariate stratification.



# 2020 NATIONAL HOUSING INVENTORY



Inventario  
Nacional  
de Viviendas  
**(INV) 2020**



0205 (INV)  
2020

# DISSEMINATION PRODUCTS

## APPS (Mexico in figures)



The screenshot shows the INEGI website's 'Mobile apps' section. At the top, the INEGI logo and '40 AÑOS DE CONOCER MÉXICO' are visible. The navigation bar includes 'Topics', 'Information programs', 'Query systems' (highlighted), 'Infrastructure', and 'About INEGI'. A search bar is present. Below the navigation bar, the page title 'Mobile apps' is displayed. A large image shows a hand holding a smartphone displaying the app. Below this, the section 'Mexico in figure' is shown with a description: 'Mexico in figures provides aggregated statistical information at the national level, by state and municipality.' To the right of the description are 'Download' buttons for the App Store and Google Play, and 'Sample images' showing app screenshots. A row of dots at the bottom indicates the current position in a series of images.

**INEGI** 40 AÑOS DE CONOCER MÉXICO

Topics Information programs **Query systems** Infrastructure About INEGI

Home / Query systems / Mobile apps

### Mobile apps



**Mexico in figure**

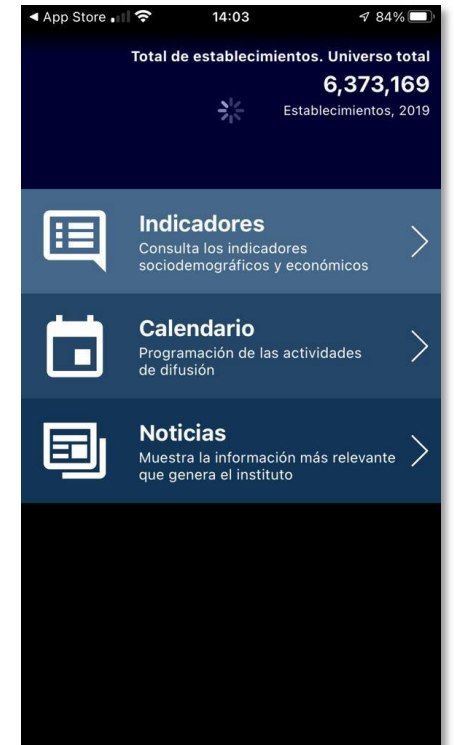
**Description**

Mexico in figures provides aggregated statistical information at the national level, by state and municipality.

**Download**

Available on the **App Store** **ANDROID APP ON Google play**

**Sample images**

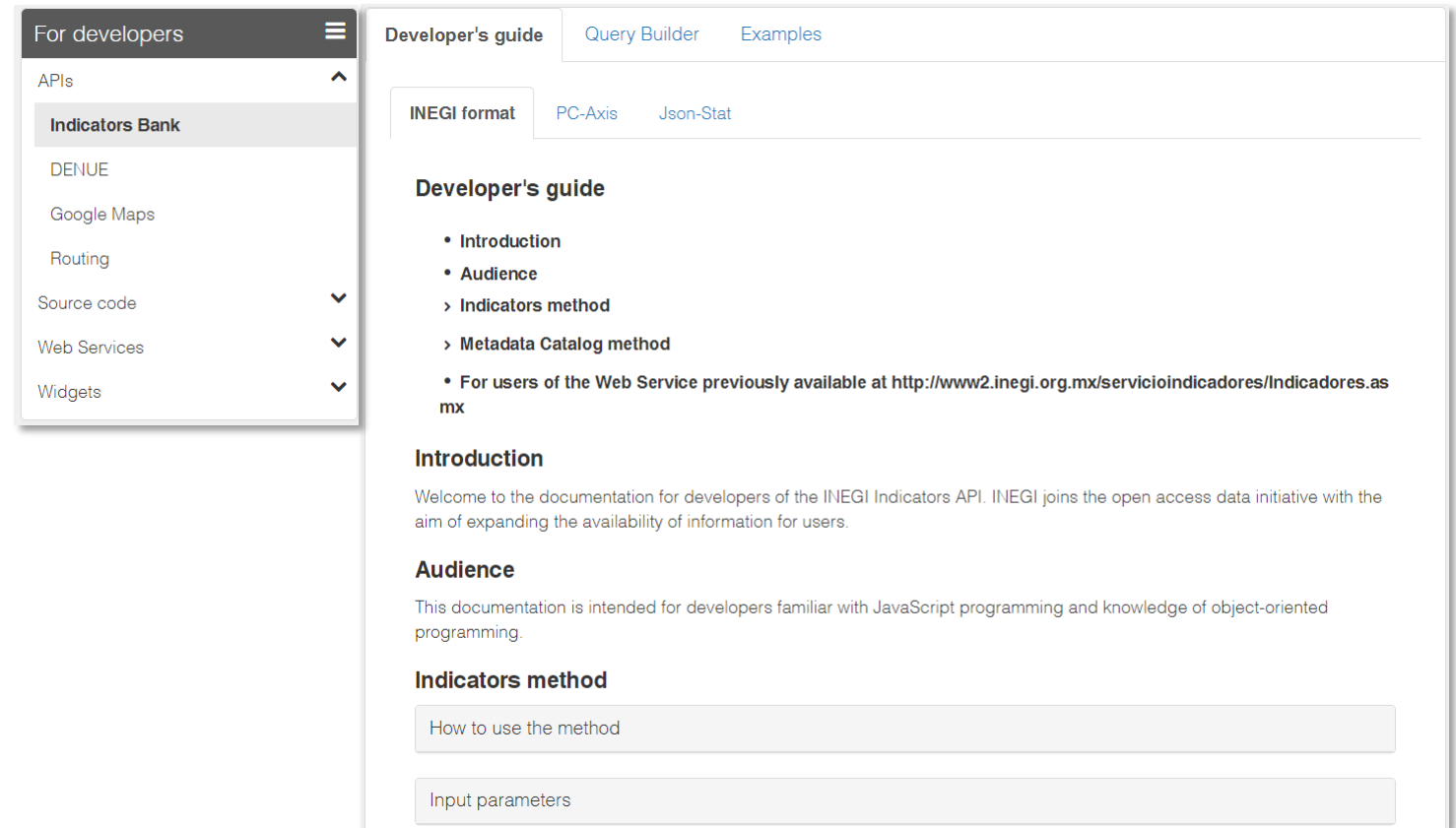




# DISSEMINATION PRODUCTS

## Indicator Bank API

The INEGI Indicators API allows consulting the data and metadata of the available nationwide indicators by state and municipality. You can use the API to create applications that display information directly from INEGI databases it is updated.

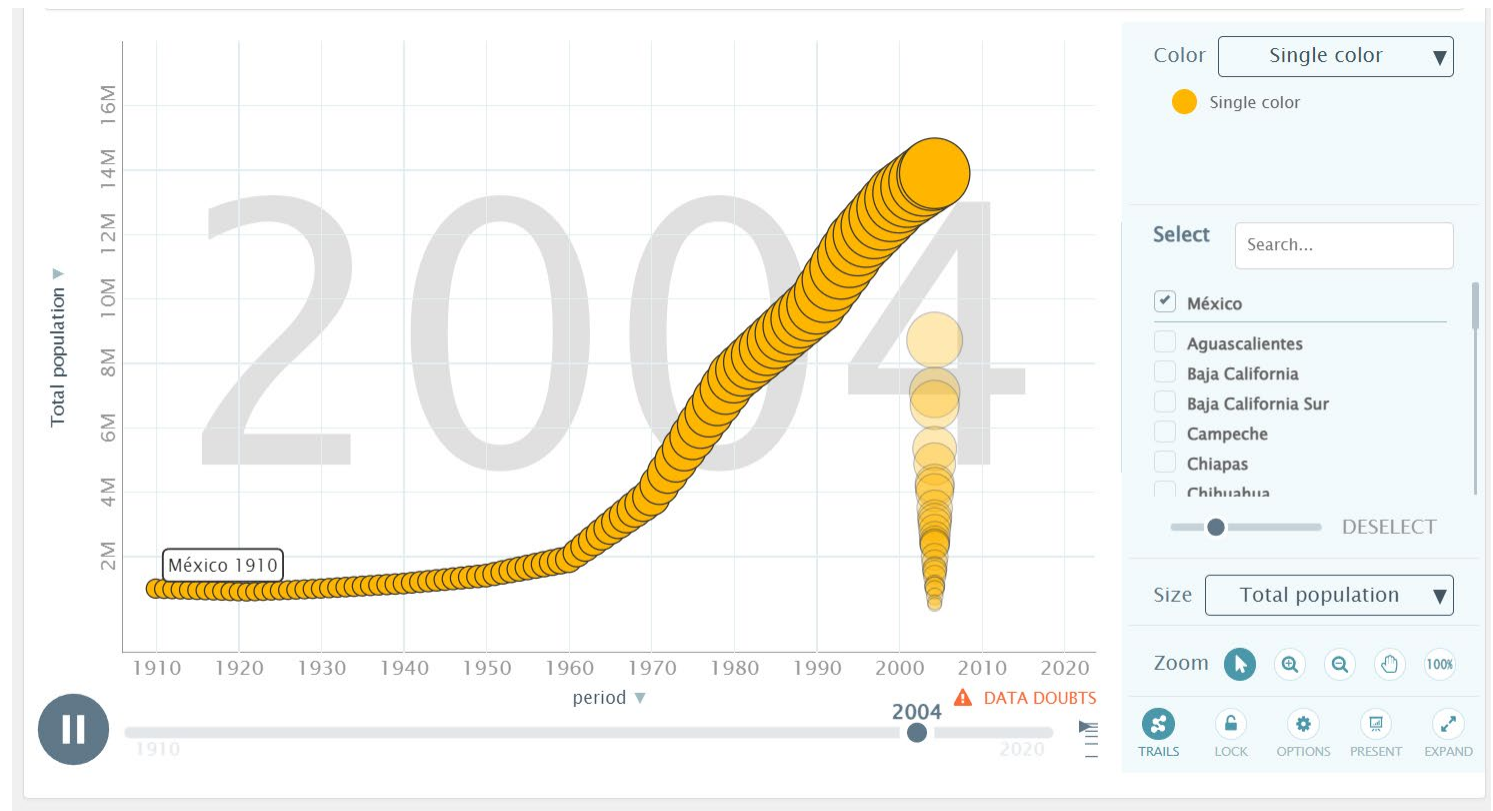


The screenshot displays the INEGI Indicators API documentation website. On the left, a sidebar menu under the heading "For developers" lists various resources: APIs, Indicators Bank (highlighted), DENUE, Google Maps, Routing, Source code, Web Services, and Widgets. The main content area is titled "Developer's guide" and includes sub-tabs for "INEGI format", "PC-Axis", and "Json-Stat". The "Developer's guide" section contains a list of topics: Introduction, Audience, Indicators method, and Metadata Catalog method. A note mentions a previous web service URL. Below this, the "Introduction" section welcomes developers, and the "Audience" section specifies the target user group. The "Indicators method" section includes links for "How to use the method" and "Input parameters".

# DISSEMINATION PRODUCTS

## Dynamic graphics

Combine the different indicators and visualize their behavior over time through interactive graphs.



# DISSEMINATION PRODUCTS

## Widgets

- Bank of indicators
- Population census
- Business cycles
- Price indices
- Economic trends

[Start](#) / [Query Systems](#) / [Widgets](#)

For developers

APIs

Source code

Web services

Widgets

Bank of Indicators


**Population census**

business cycles

price indices

economic trends

### Population Census Results Widgets

 Two versions of widgets to consult the final results of the 2020 Population and Housing Census. A compact version that shows the total population at the national and federal level; and an expanded version that includes municipal level and search by locality.

2020 censo de Población y Vivienda

Final results

national total

Total: 126 014 024

Women: 64 540 634

Men: 61 473 390

United States of Mexico

- Select Municipality -

How many inhabitants does...

Escriba la localidad

go

2020 censo de Población y Vivienda

Final results

national total

Total: 126 014 024

Women: 64 540 634

Men: 61 473 390

United States of Mexico

The screen displays the total population (general, men and women) at the national level, by state and municipality. In the section "How many inhabitants does..." you can type the name of a town to present its information.

**Add this widget to your web page**  
Select, copy and paste this code on your web page

```
<iframe id='frmCPV'  
src='https://www.inegi.org.mx/widgets/cpv/2020/poblacion.html' frameborder='0' scrolling='no'  
width='240' height='350' ></iframe>
```

The screen displays the total population (general, men and women) at the national level and by state.

**Add this widget to your web page**  
Select, copy and paste this code on your web page

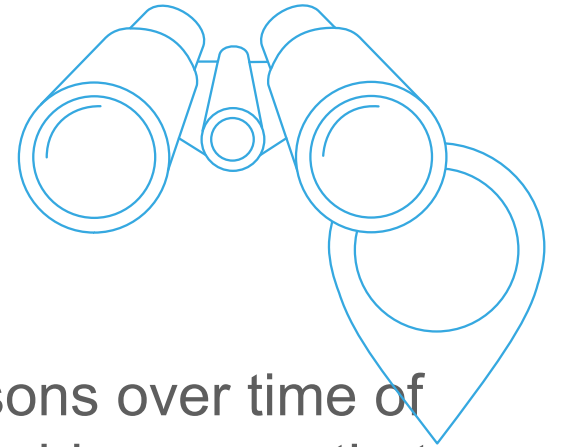
```
<iframe id='frmCPV'  
src='https://www.inegi.org.mx/widgets/cpv/2020/poblacionsimple.html' frameborder='0' width='240'  
height='230' scrolling='no' ></iframe>
```

# GRID FOR THE PUBLICATION OF STATISTICAL AND GEOGRAPHIC INFORMATION

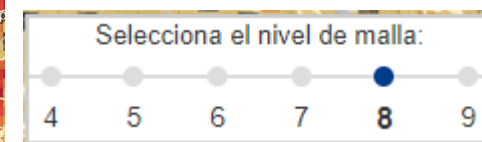
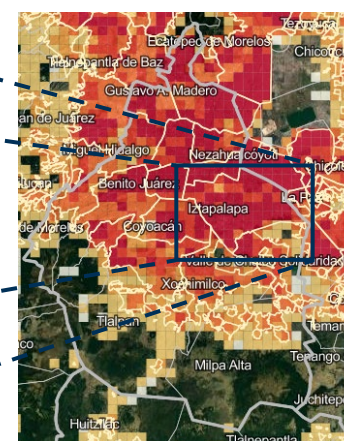
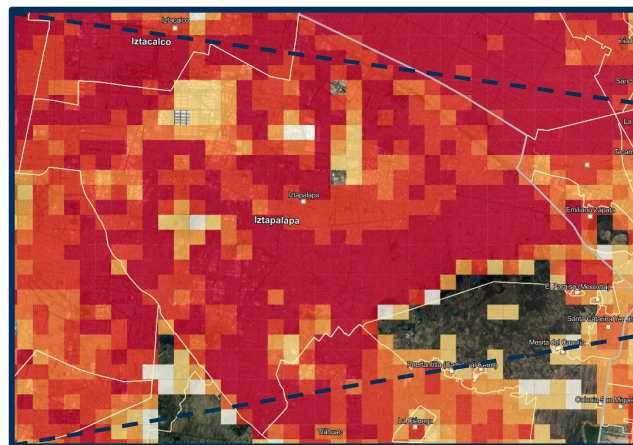
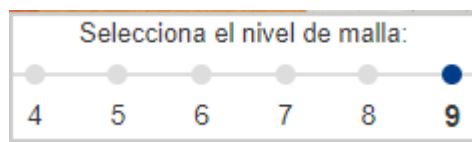
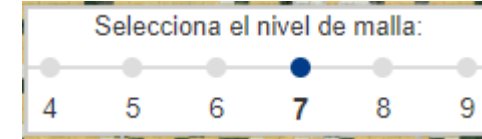
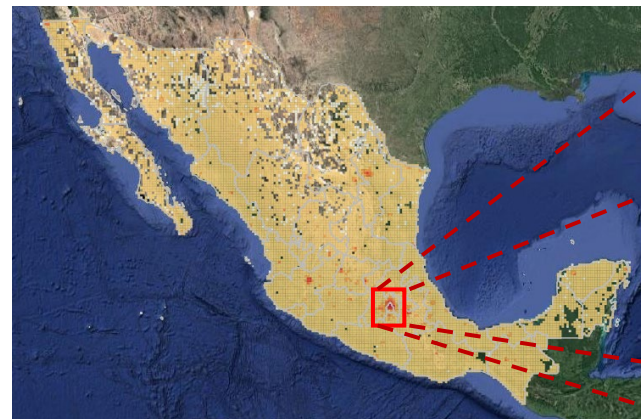
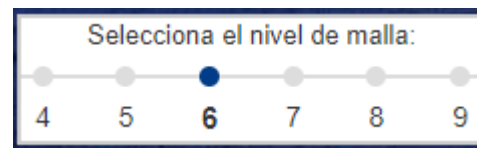
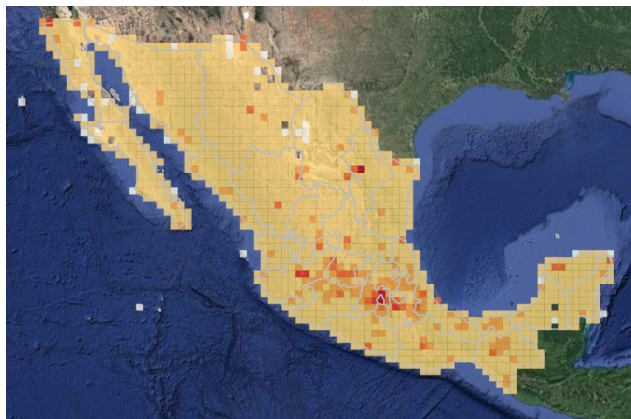
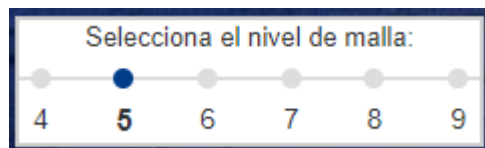
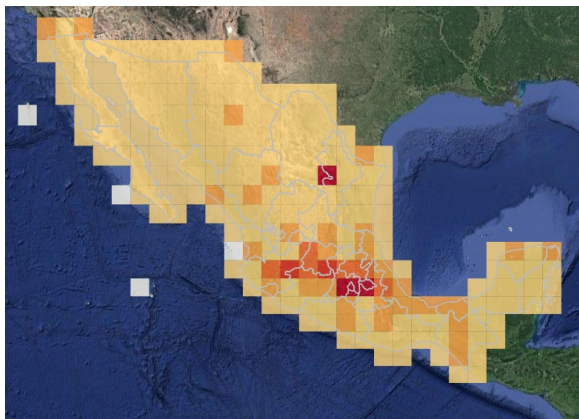
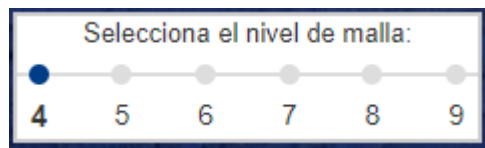
**Geoviewer is under development.**

It will have 29 population indicators and 11 housing indicators.

The statistical information associated with the grid will enable comparisons over time of the data collected by population and housing censuses. Having geographic spaces that are not subject to any physical features on the ground or political-administrative boundaries and that remain consistent over time will allow for a better understanding of the behavior of sociodemographic indicators associated with this new geographical representation.



# GRID FOR THE PUBLICATION OF STATISTICAL AND GEOGRAPHIC INFORMATION





# DISSEMINATION PLAN

**How do you find out who's using them and what they think of them?**

**The planning of the 2020 Population and Housing Census included:**

- Dissemination plan in the 2020 Public Consultation (Results dissemination is put up for public consultation).
- Survey on user access, efficiency, and satisfaction of results dissemination products.
- Analysis of information requests.

**Will you be making any changes to the dissemination package next time?**

**The planning of the 2025 Population and Housing Count includes:**

- The 2025 Population and Housing Count results dissemination plan was subjected to public consultation.
- Evaluation of the 2020 products:
  - Analysis of product downloads (from January 2020 to December 2023).
- Consider the advancement of ICT for results presentation.
- Products for social media.



# THANK YOU!

Conociendo  
**México**

800 111 46 34

[www.inegi.org.mx](http://www.inegi.org.mx)

[atencion.usuarios@inegi.org.mx](mailto:atencion.usuarios@inegi.org.mx)



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