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Mexico
2020 Population and Housing Census
Dissemination experiences
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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.

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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

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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.

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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**

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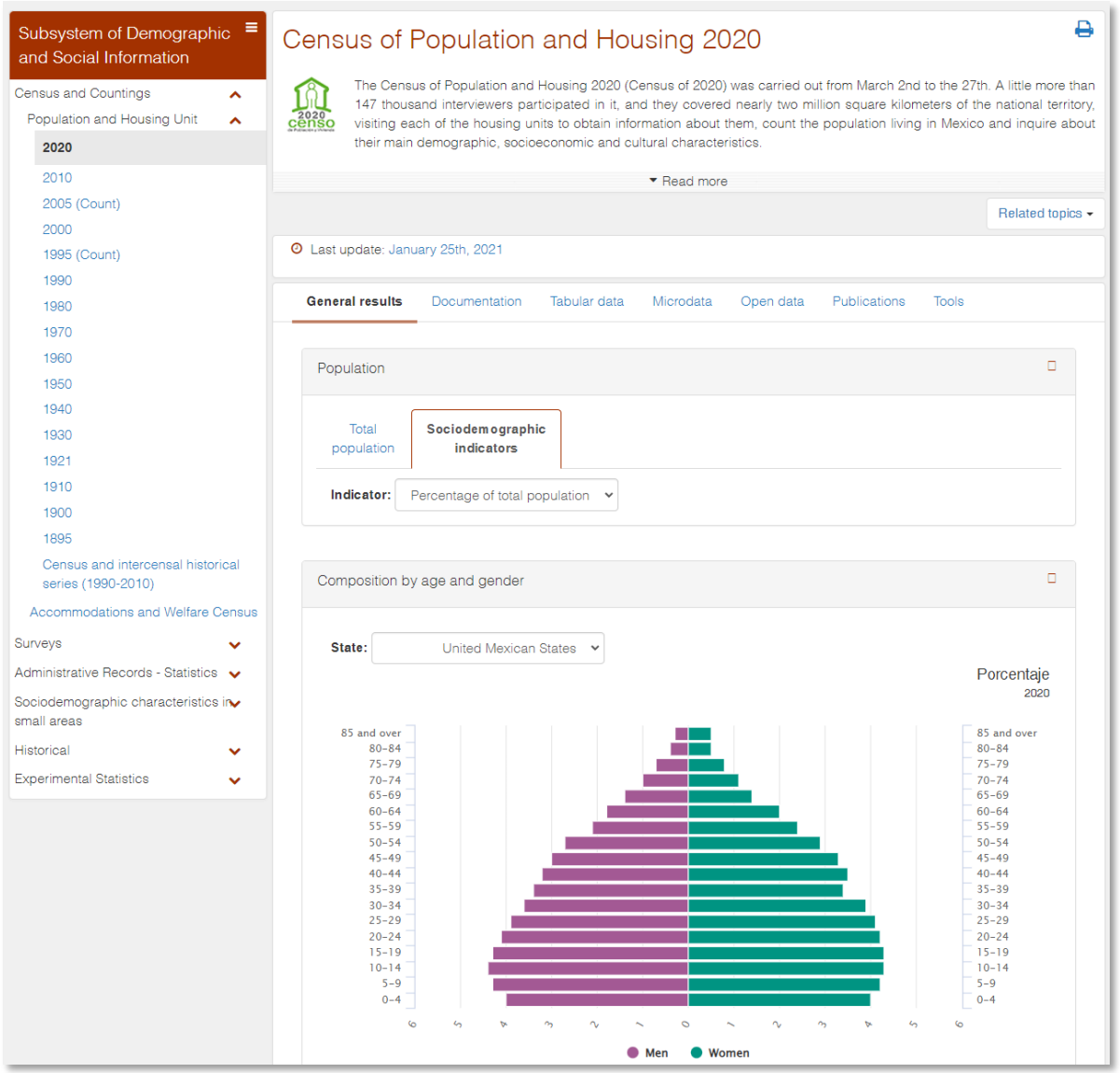
DISSEMINATION OF RESULTS



- 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.

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RESULTS DISSEMINATION

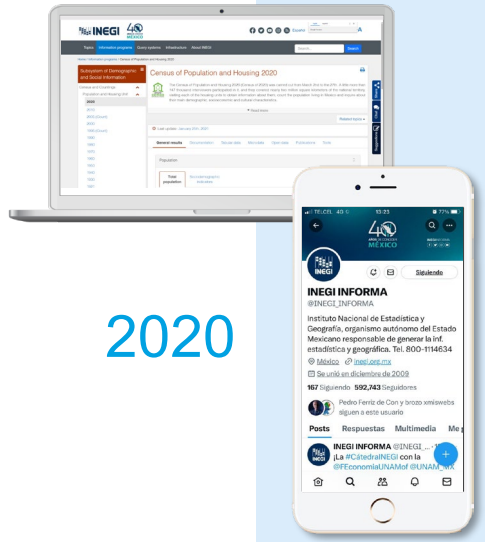
- INEGI provides society with National Interest Information, following the guiding principles of accessibility, transparency, objectivity, and independence.

- There has been an evolution from primarily printed publications to consult and dissemination tools via the Internet and social media.

1990

2000

2010
Free information



2020

INEGI Informa
Followers

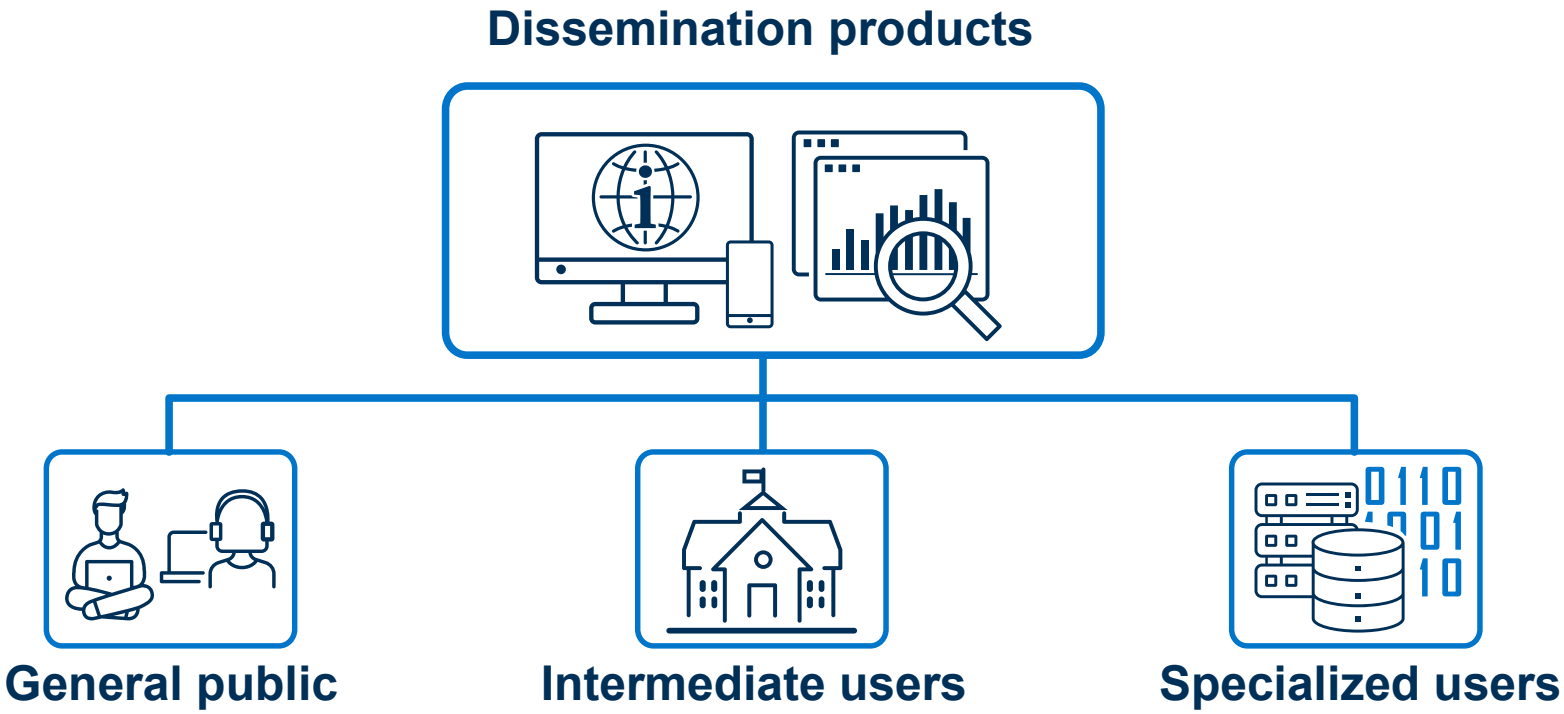
592.6 K

407.0 K

51.5 K

12.2 K

RESULTS DISSEMINATION

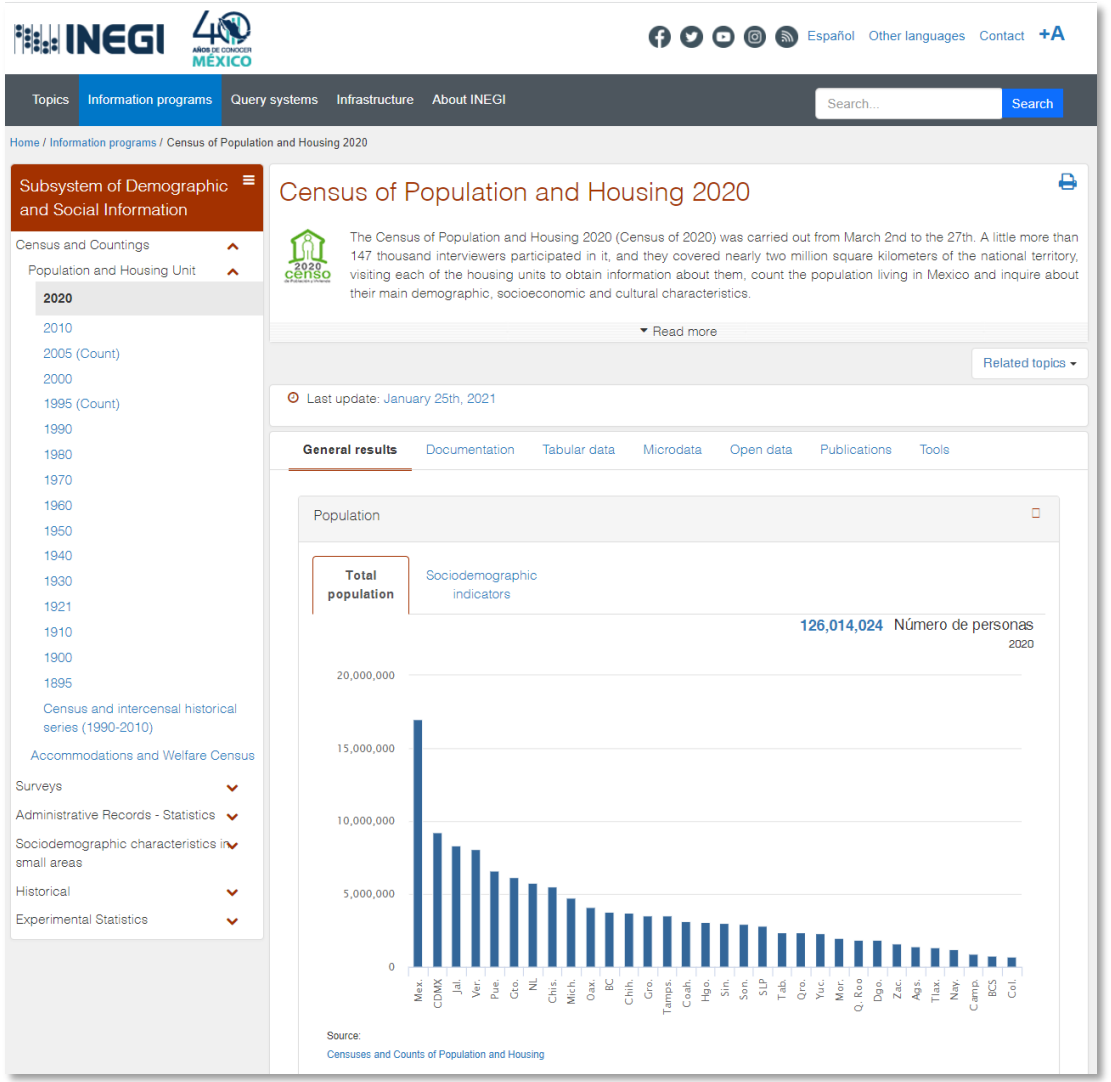


The census is the only statistical project that provides universal and comprehensive coverage at different levels of geographical disaggregation: national, state, municipal, locality, and even smaller areas (AGEB or urban block). Dissemination products need to safeguard the security and confidentiality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

DISSEMINATION PRODUCTS

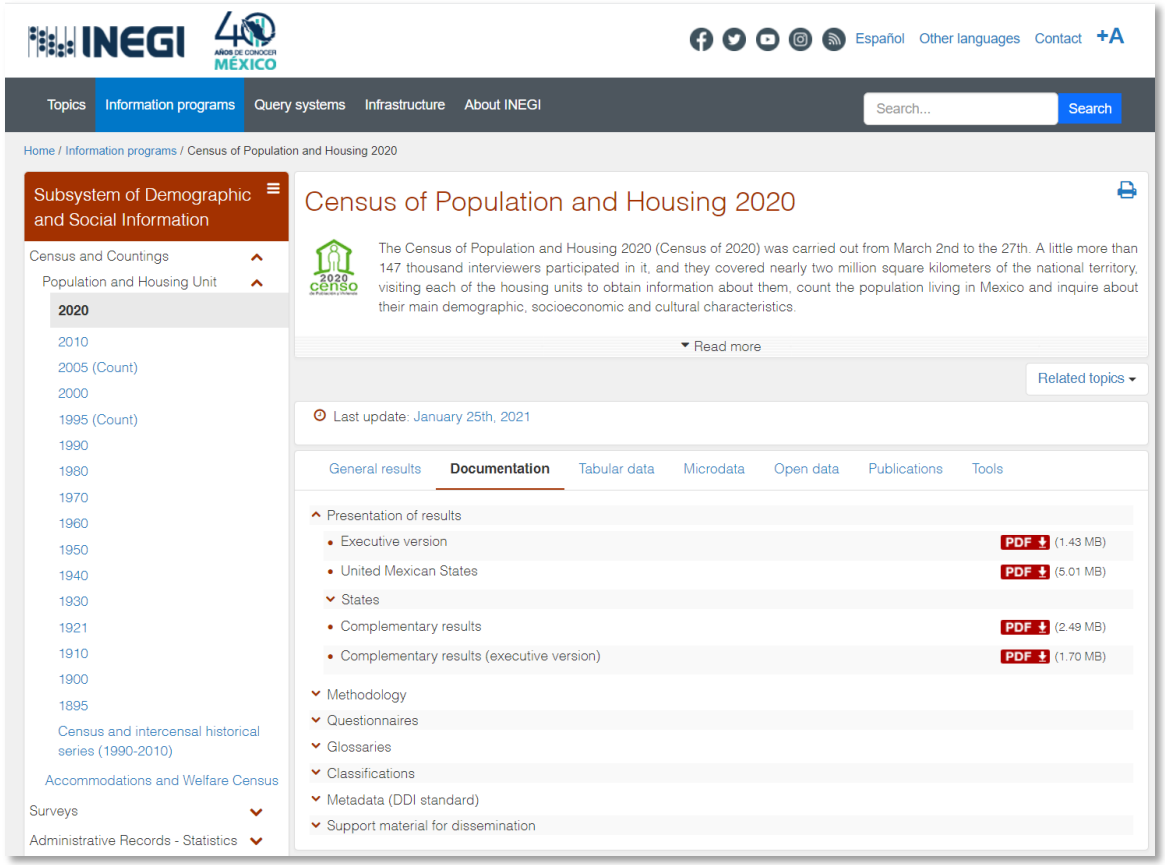
- INEGI website in Spanish
  https://inegi.org.mx/programas/ccpv/2020/

  In English
  https://en.www.inegi.org.mx/programas/ccpv/2020/



DISSEMINATION PRODUCTS

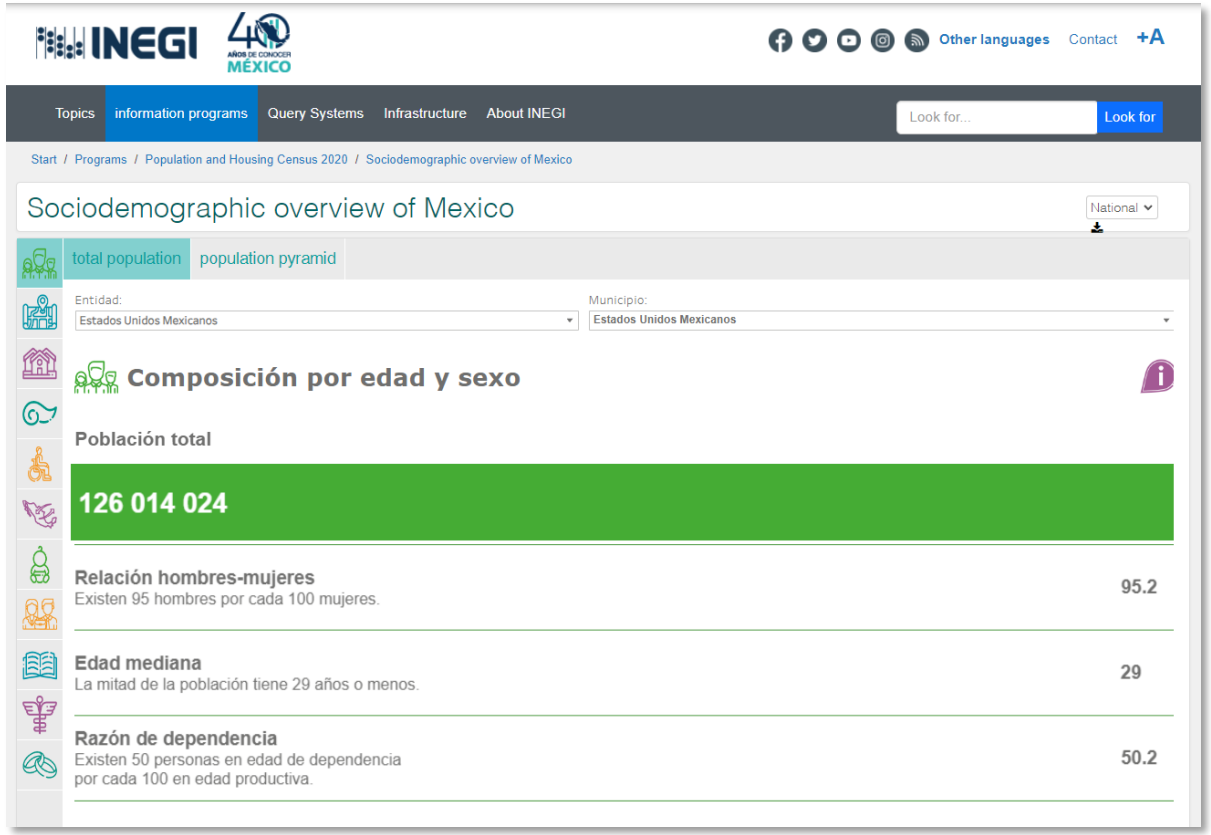
- Presentation of results.
- Methodological documentation.



DISSEMINATION PRODUCTS

- Sociodemographic overview of Mexico (National/State).

Interactive query



Digital publication (PDF)

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DISSEMINATION PRODUCTS

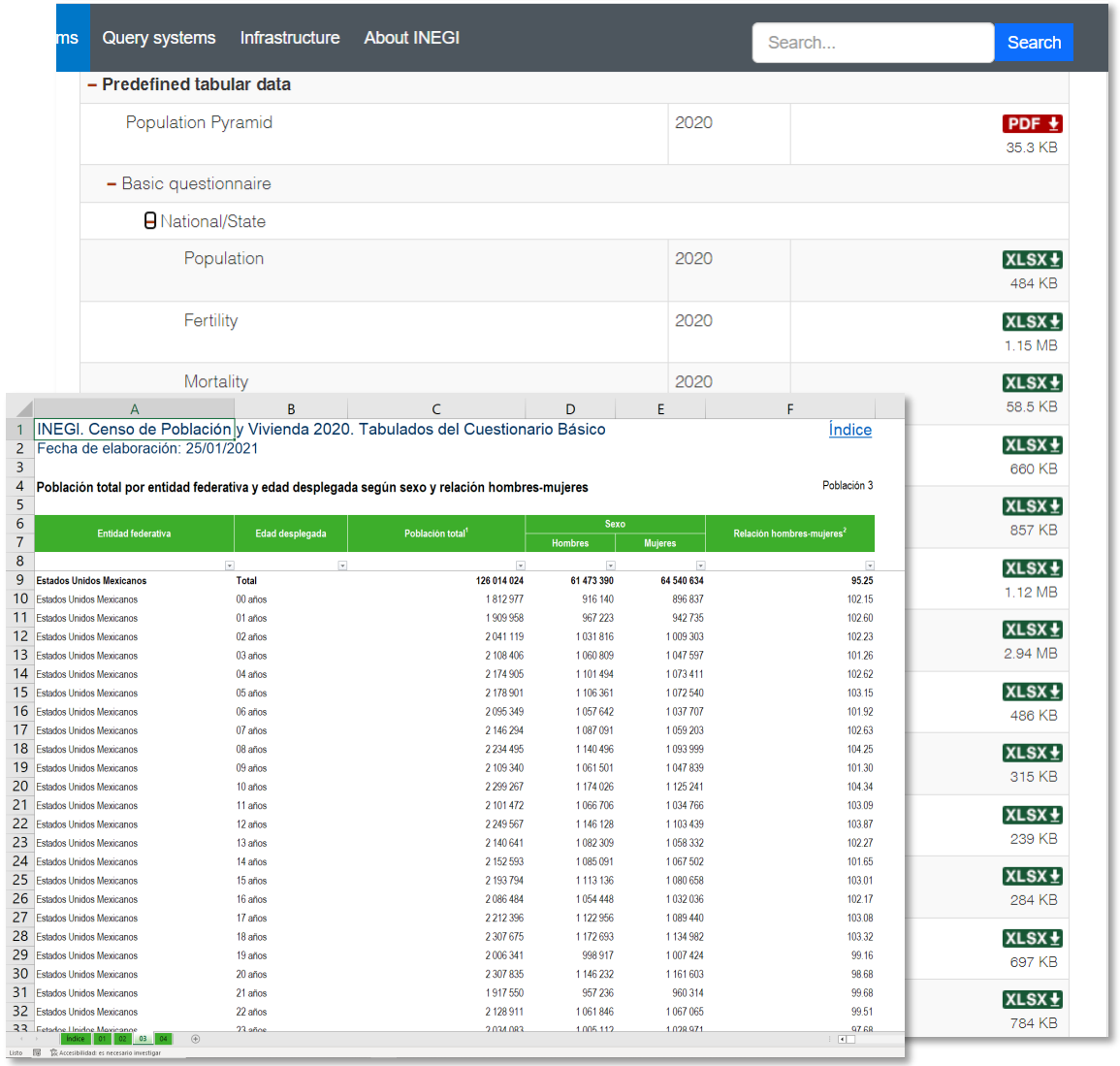
- Predefined tabular data (National/State, State/Municipal)

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.**

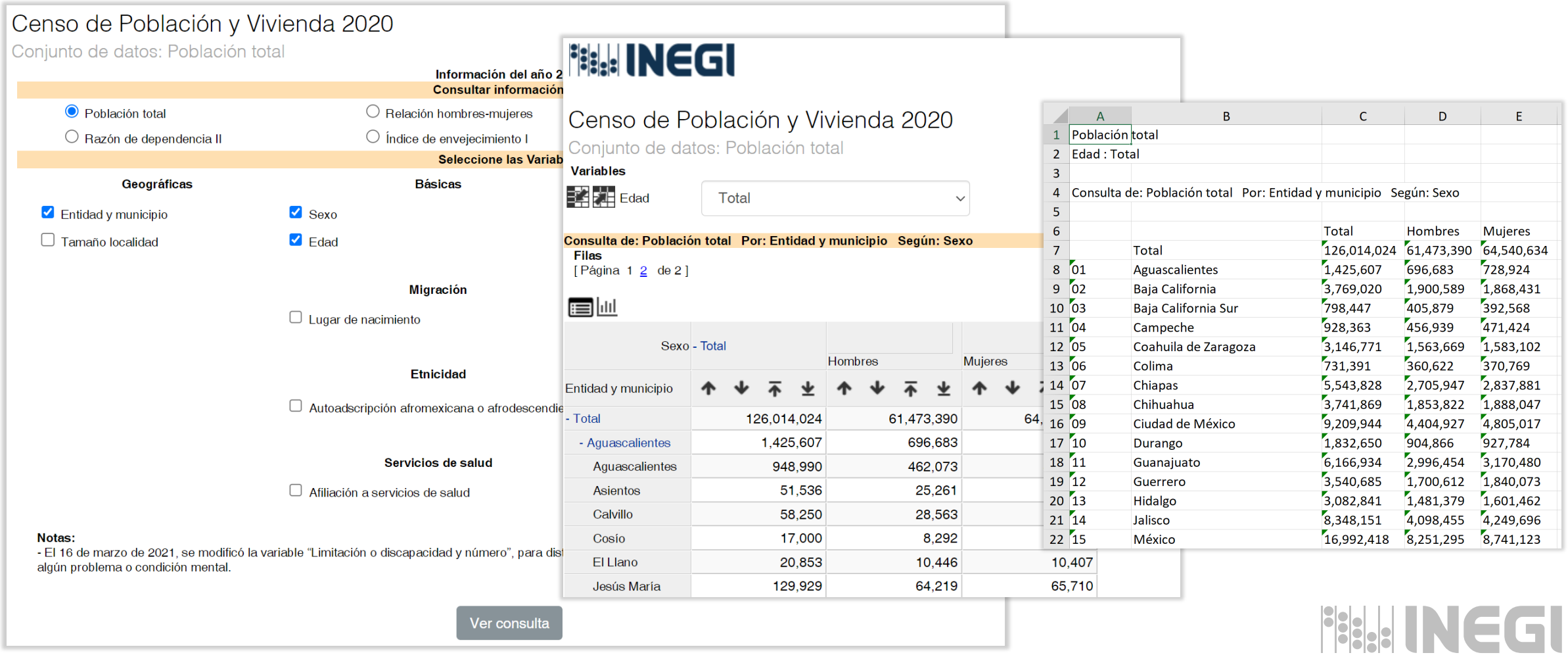
87 tabulations related to **associated projects.**

5,501 statistical tables.



DISSEMINATION PRODUCTS

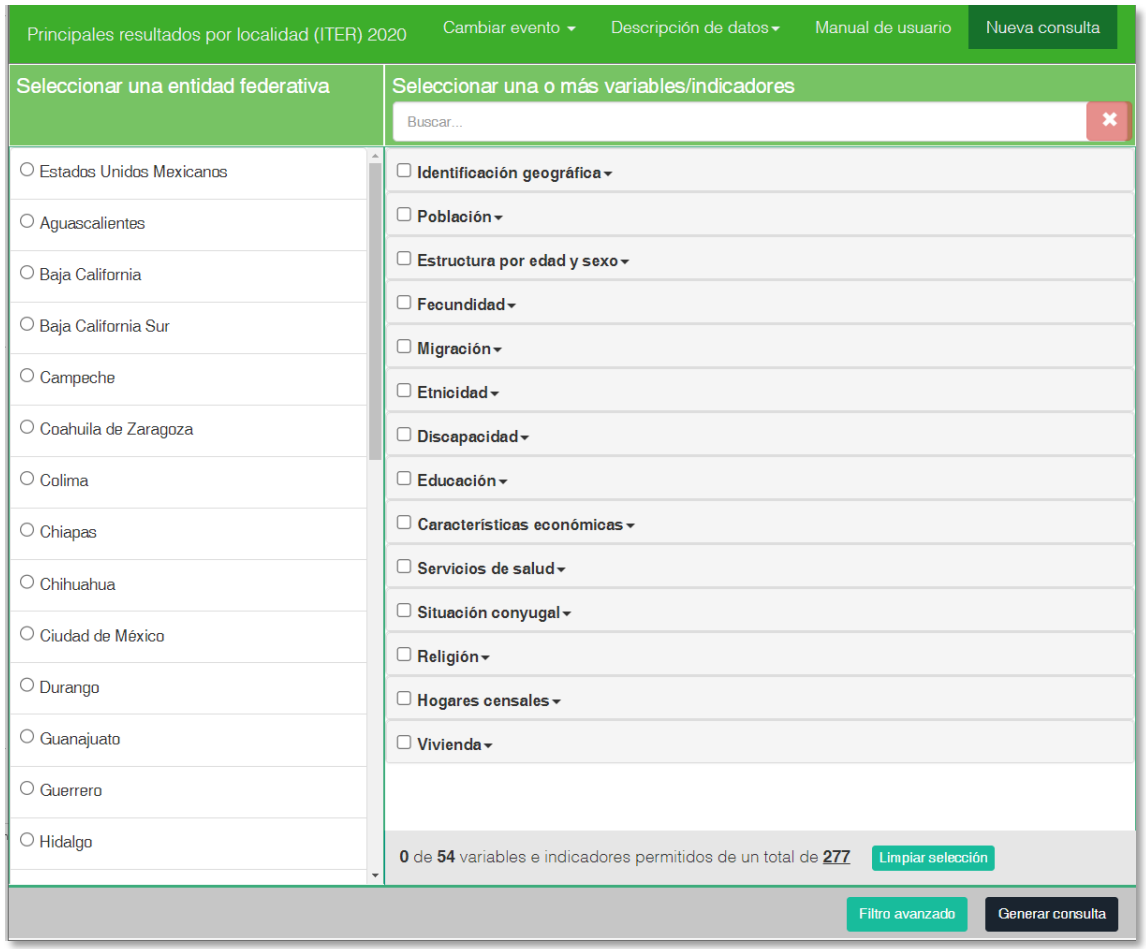
- Interactive tabular data.



DISSEMINATION PRODUCTS

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

Query system



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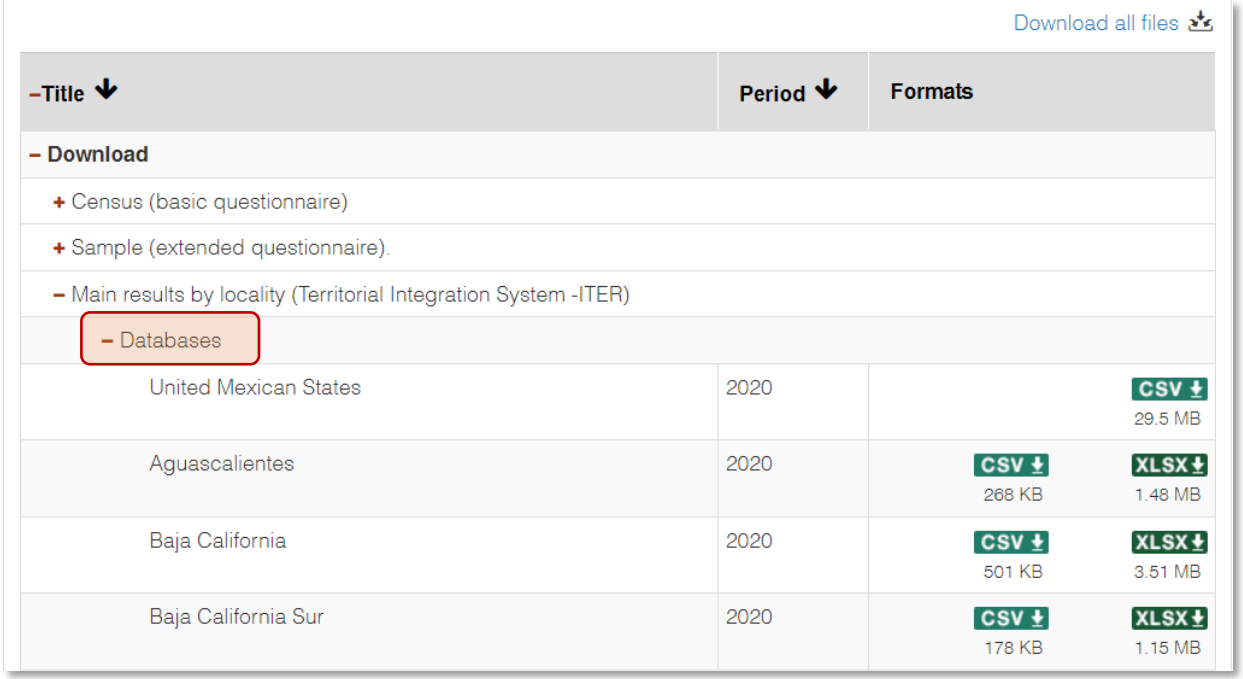

Locality: 276 indicators.
AGEB: 222 indicators.
Block: 215 indicators.

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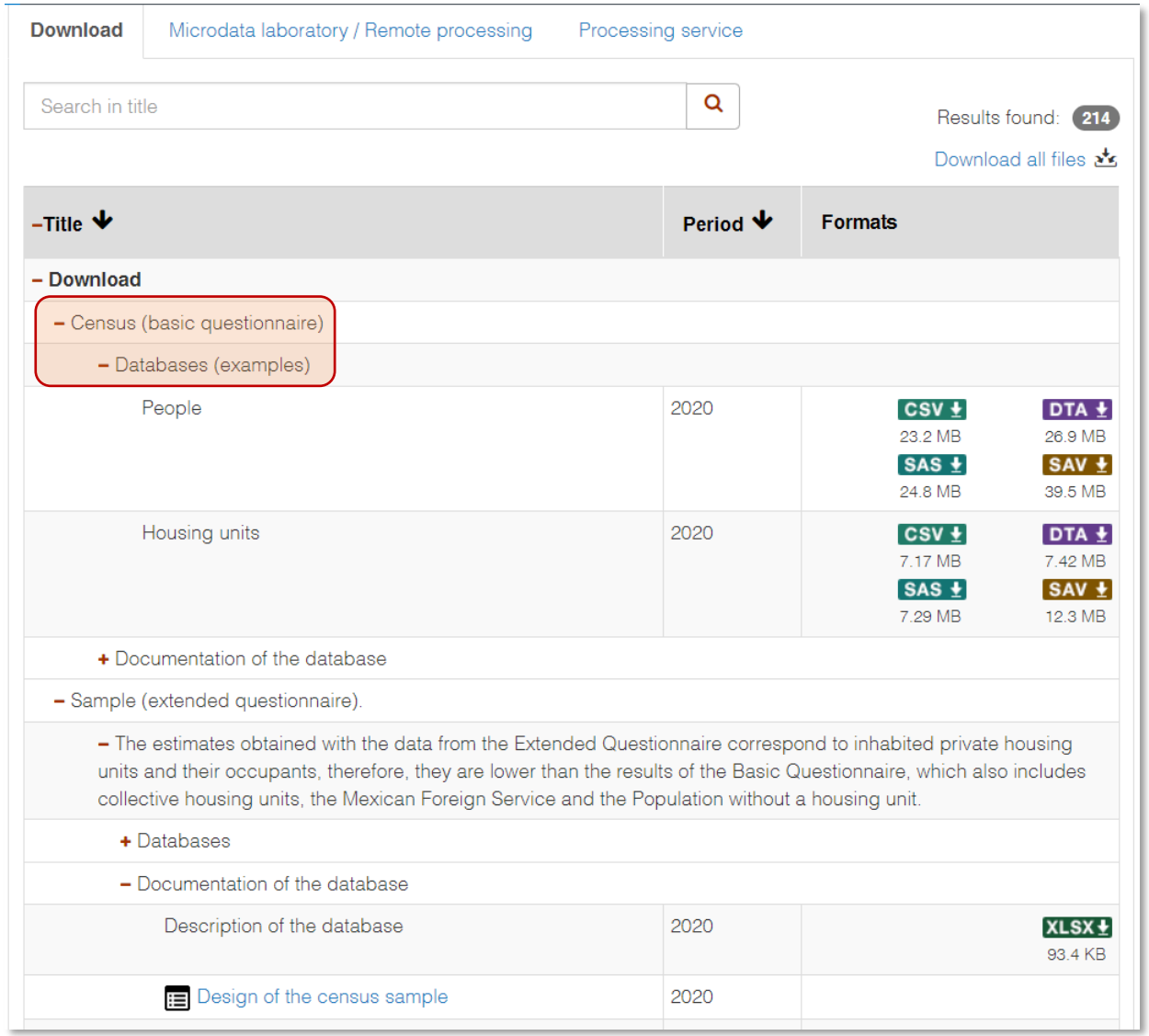
DISSEMINATION PRODUCTS

Example database for access to microdata

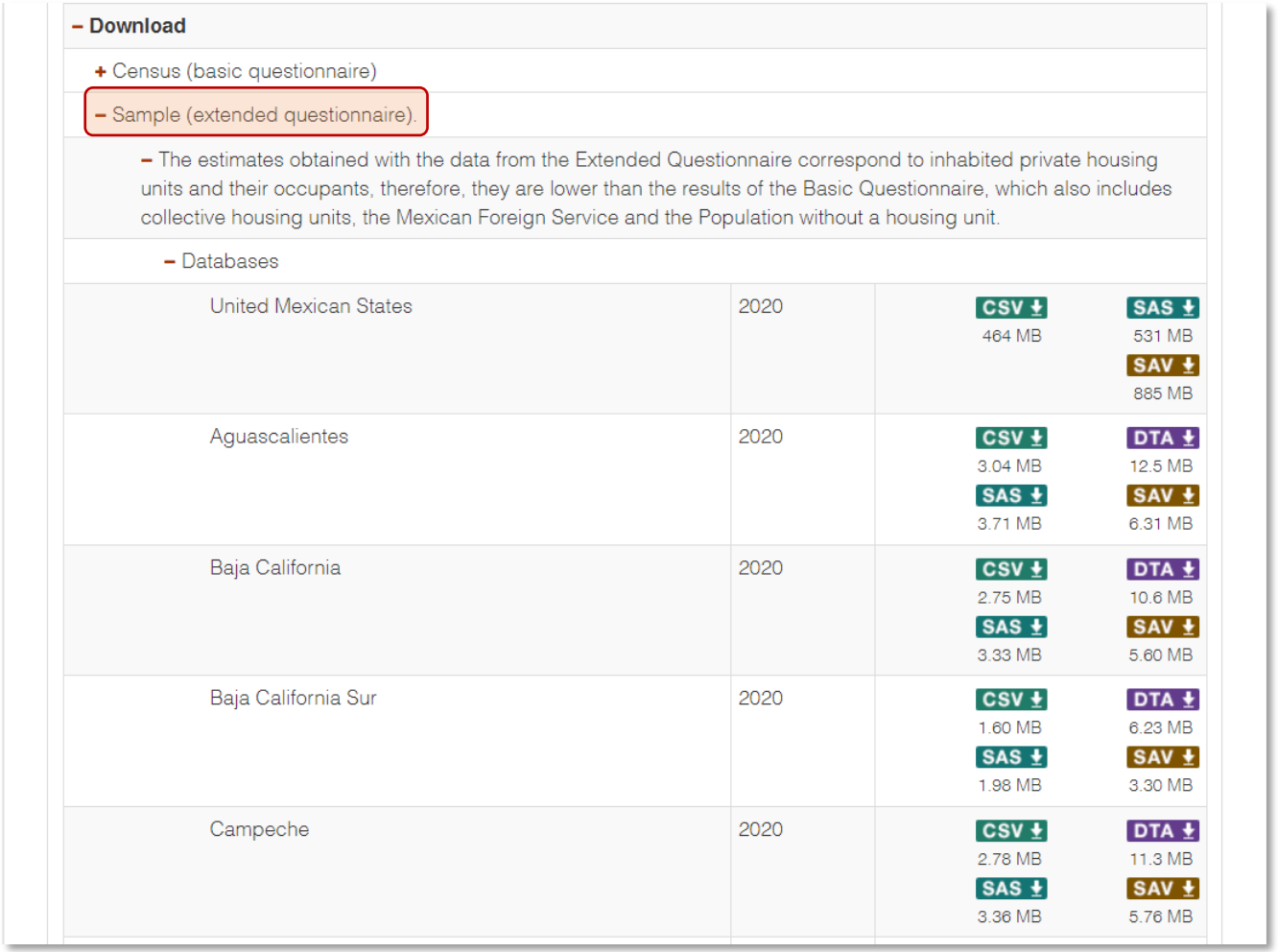
- Examples of the Basic Questionnaire database are available but don´t allow statistical inference. They are provided to show their characteristics and for users to test their syntax before submitting it for processing through the sections: Microdata Laboratory, Remote Processing, and Processing Service.



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).

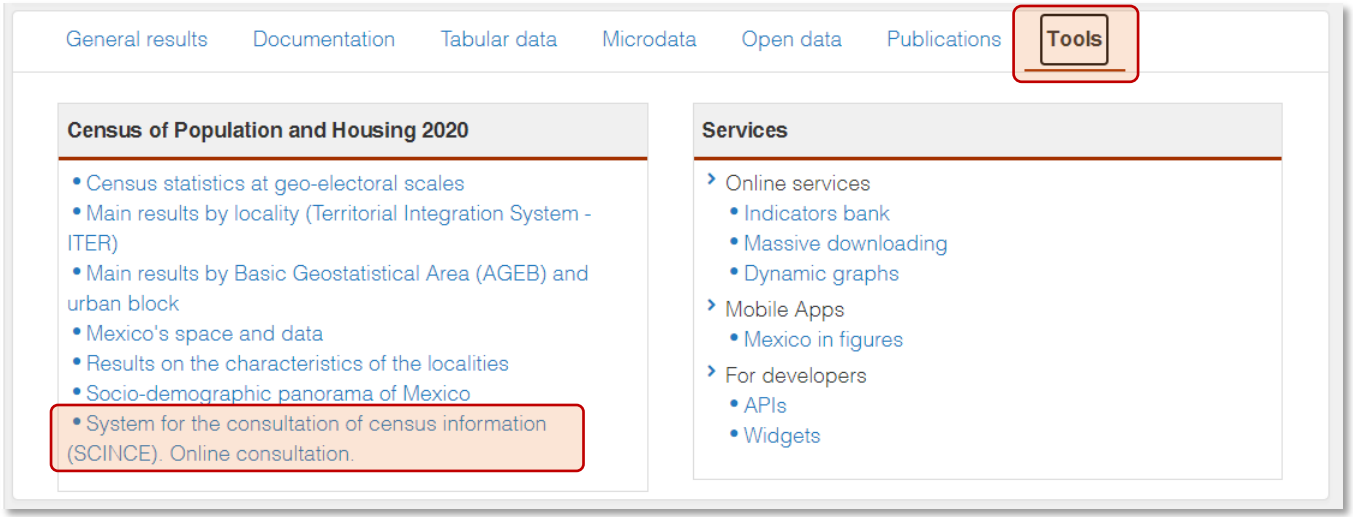
– The estimates obtained with the data from the Extended Questionnaire correspond to inhabited private housing units and their occupants, therefore, they are lower than the results of the Basic Questionnaire, which also includes collective housing units, the Mexican Foreign Service and the Population without a housing unit.

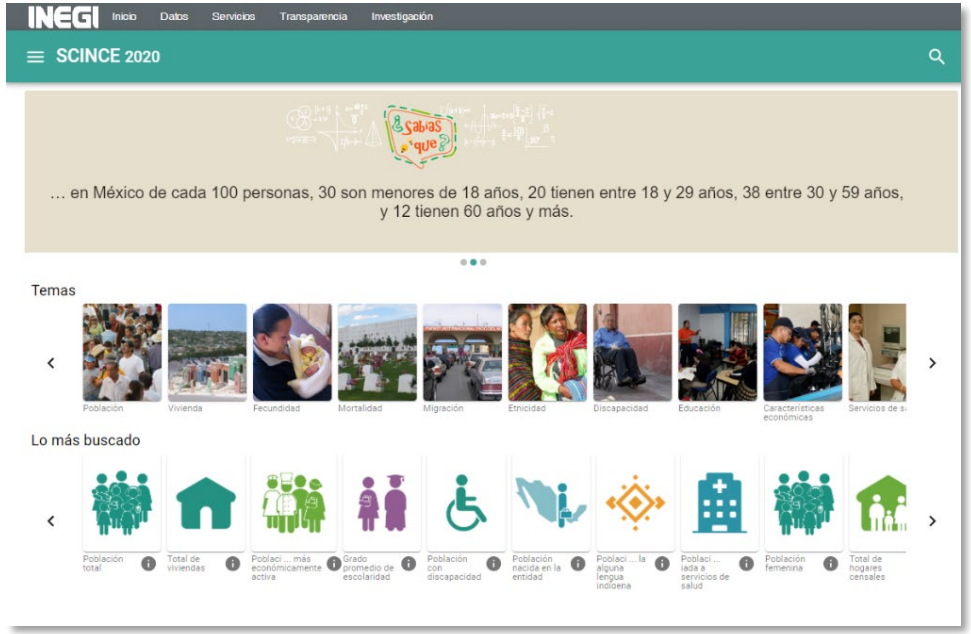
– Databases

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.

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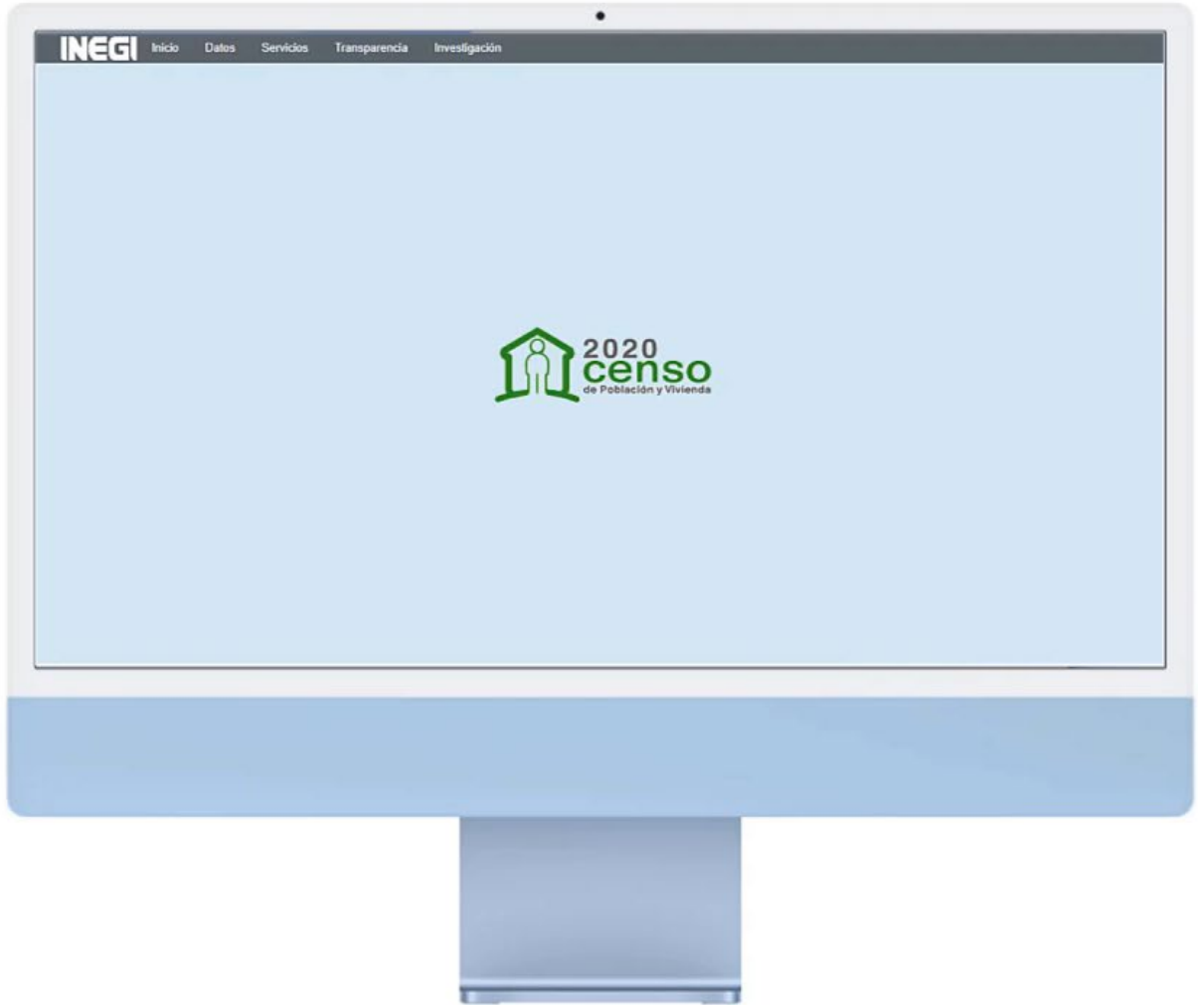
SYSTEM FOR CONSULTING CENSUS INFORMATION (SCINCE)

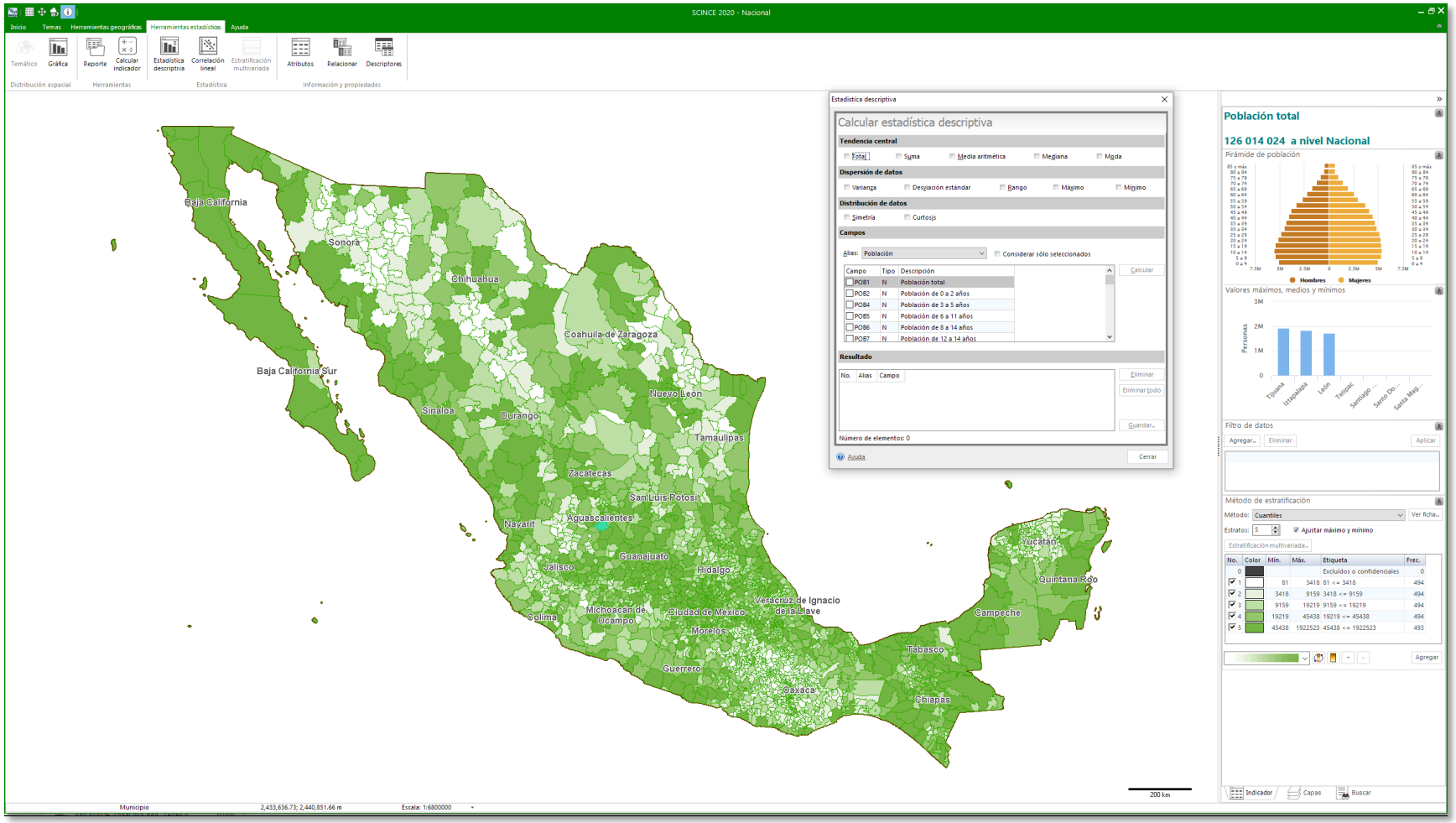


SYSTEM FOR CONSULTING CENSUS INFORMATION (SCINCE)

Desktop version

Allows:

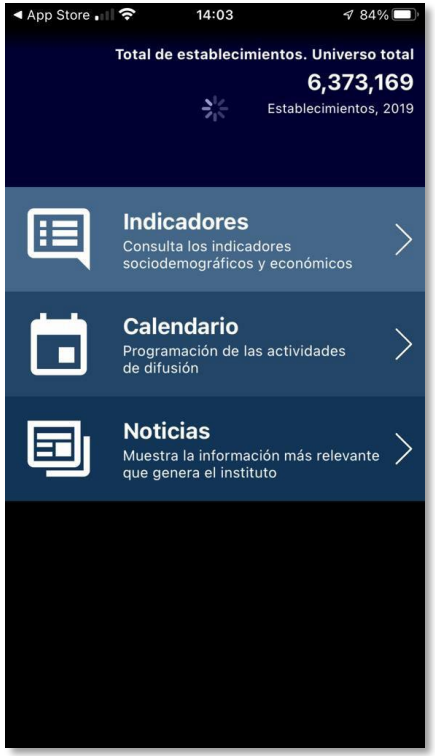
- Uploading custom layers.
- Calculating indicators.
- Descriptive statistics.
- Linear correlation.
- Multivariate stratification.



2020 NATIONAL HOUSING INVENTORY

DISSEMINATION PRODUCTS

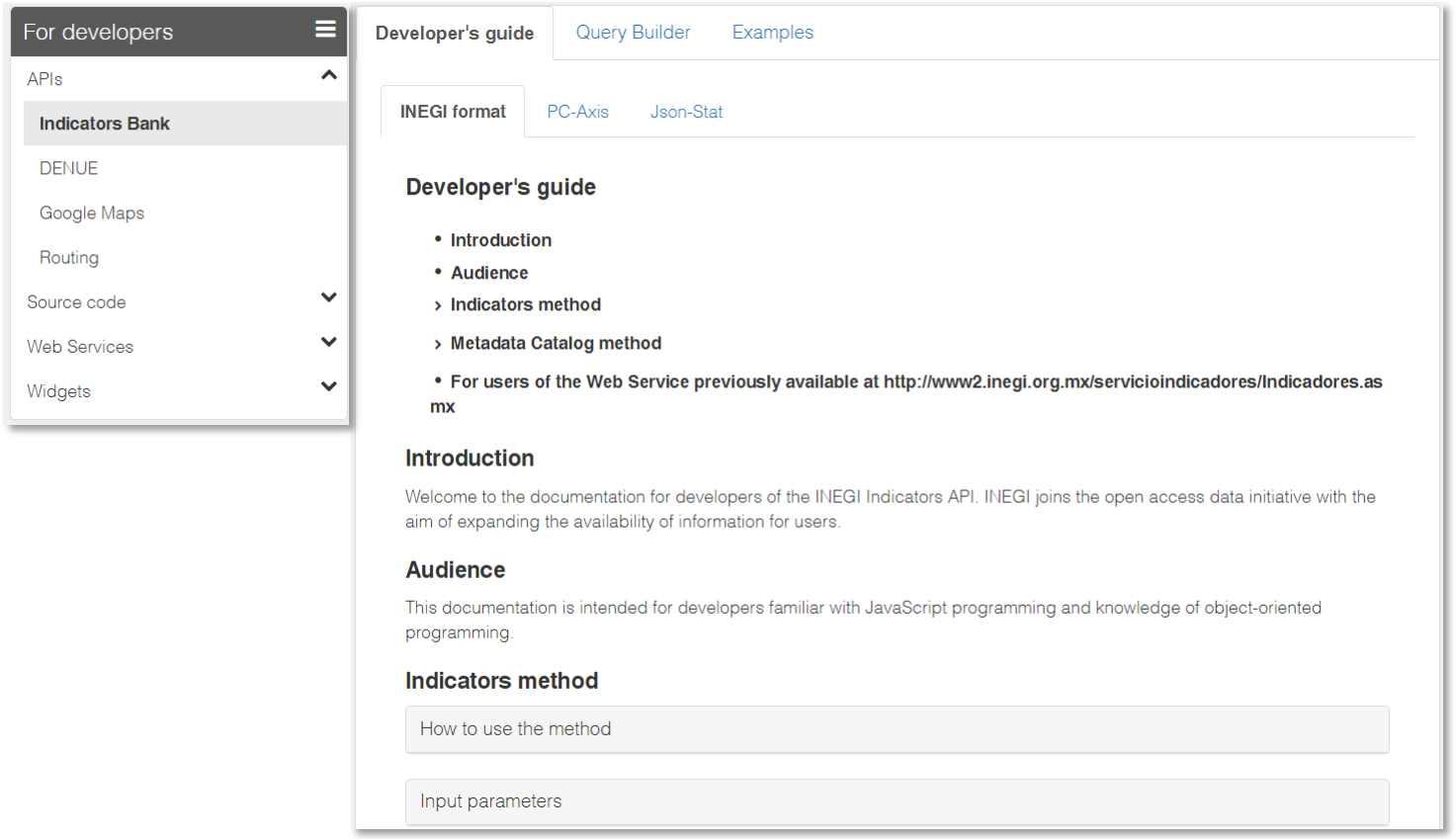
APPS (Mexico in figures)



DISSEMINATION PRODUCTS

Indicator Bank API

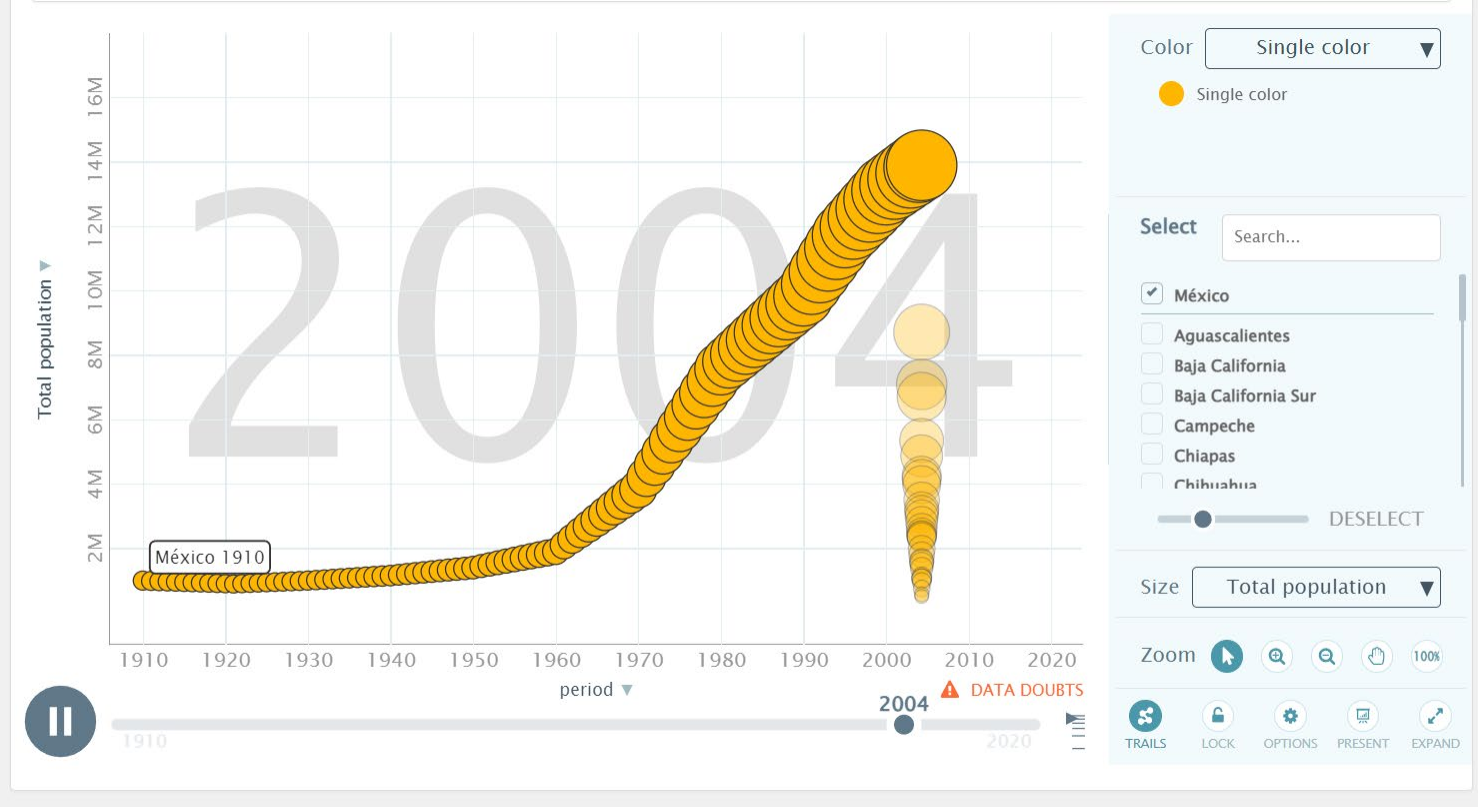
The INEGI Indicators API allows consulting the data and metadata of the available nationwide indicators by state and municipality. You can use the API to create applications that display information directly from INEGI databases it is updated.



DISSEMINATION PRODUCTS

Dynamic graphics

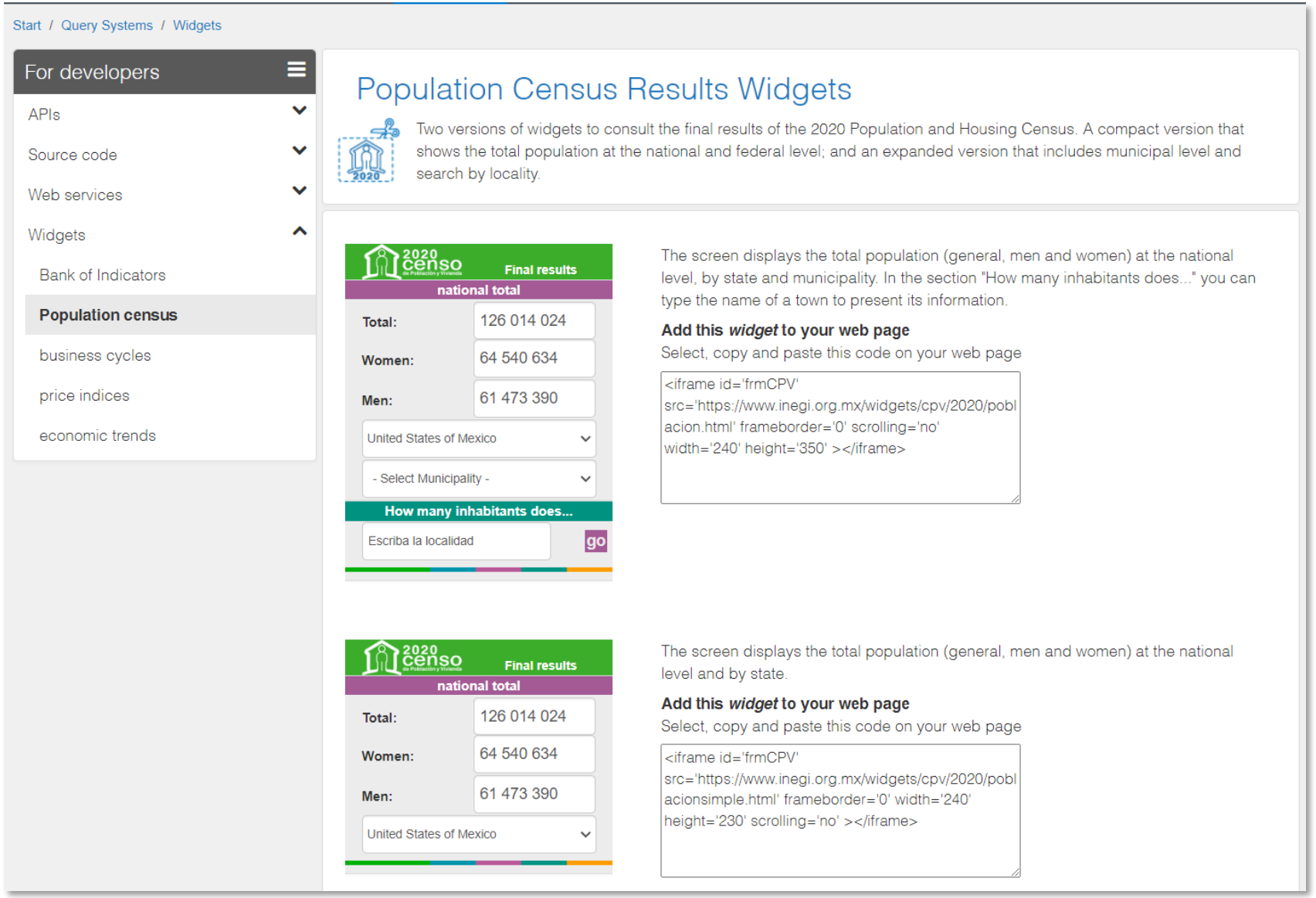
Combine the different indicators and visualize their behavior over time through interactive graphs.



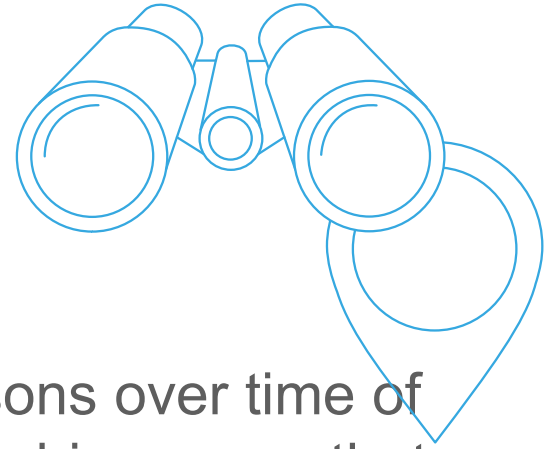
DISSEMINATION PRODUCTS

Widgets

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



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.

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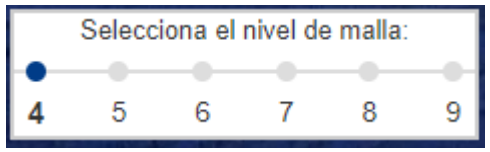
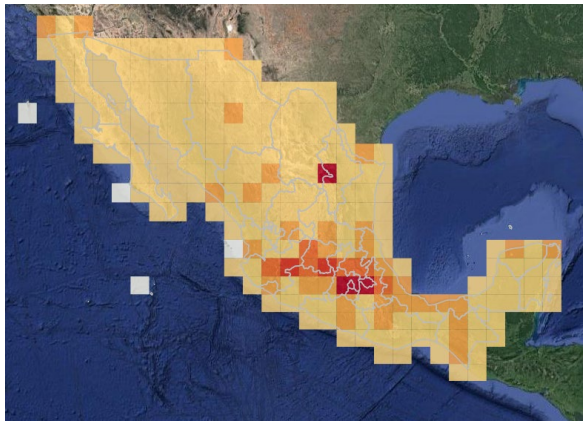
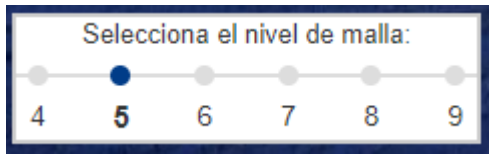
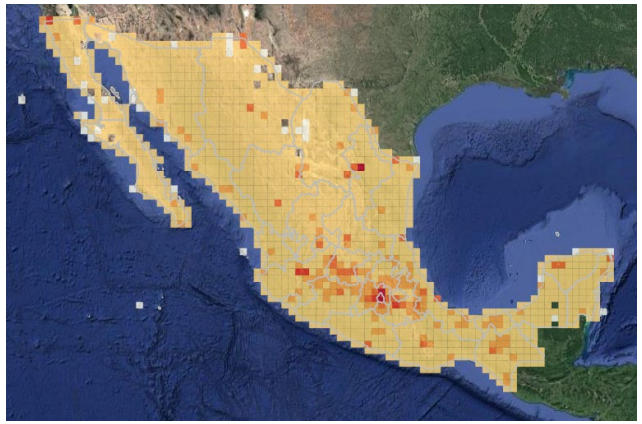
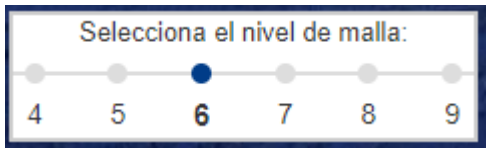
GRID FOR THE PUBLICATION OF STATISTICAL AND GEOGRAPHIC INFORMATION

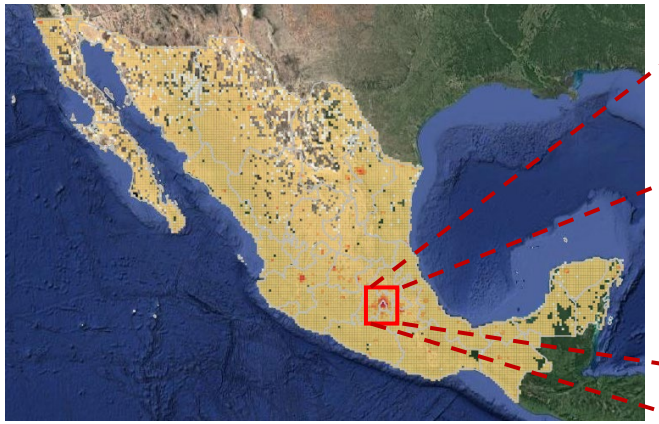


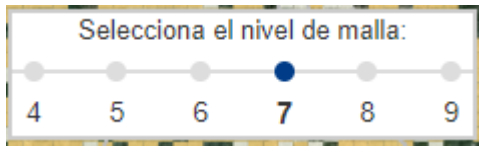


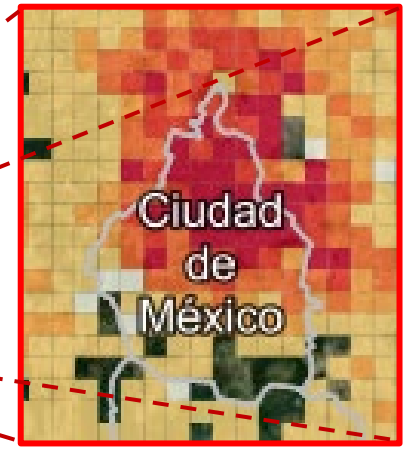


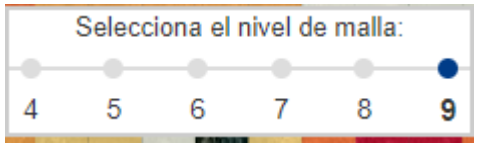


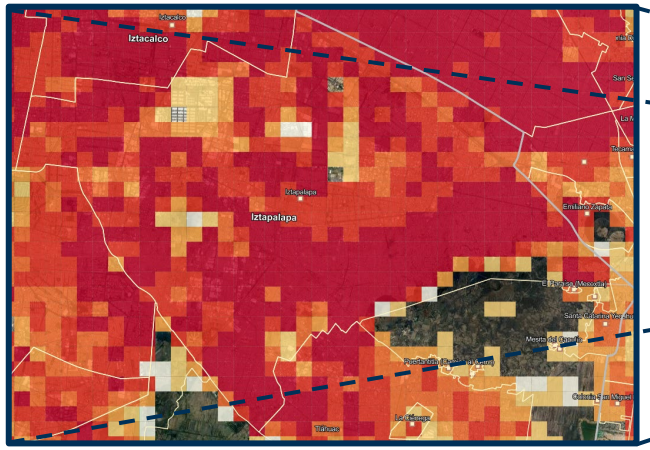


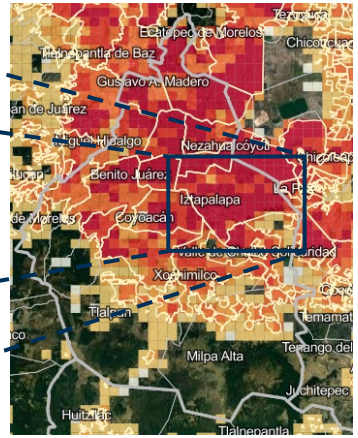


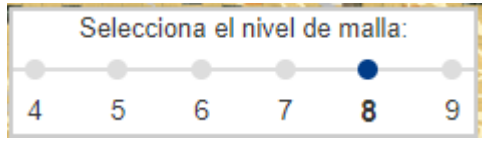












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DISSEMINATION PLAN

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.

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