



Challenges of the **Economic Censuses**

In Mexico



September 28th, 2021

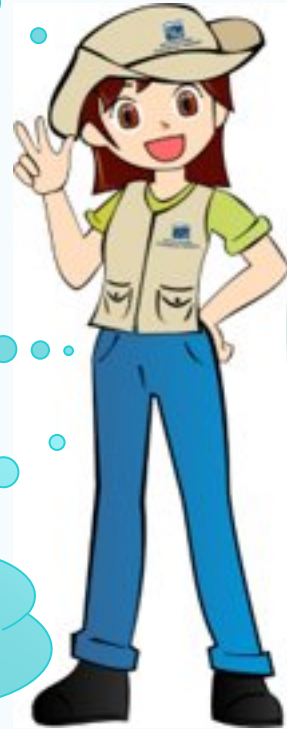
“The **2** greatest fears”

I'm afraid of walking through this block. It is so empty!

Will I be received by the informant?

Maybe he distrusts me...

How can I convince him to respond the questionnaire?



Interviewer



Informant

Will they REALLY come from INEGI?

How will they use my data?

Should I trust the interviewer?

**Insecurity
Distrust**

Interviewer's Point of view



I have lots of activities to do...



Collecting an average of seven questionnaires per day



Counting dwellings, landplots and empty establishments



Updating the cartography



Verifying and updating the Enterprises Directory

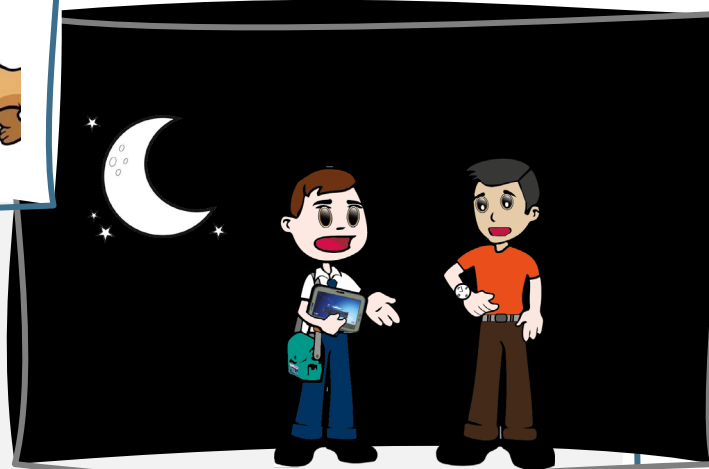


Update, validate and identify each one of the establishments in the cartography

Interviewer's Point of view



But, during data collection in the field, I face...

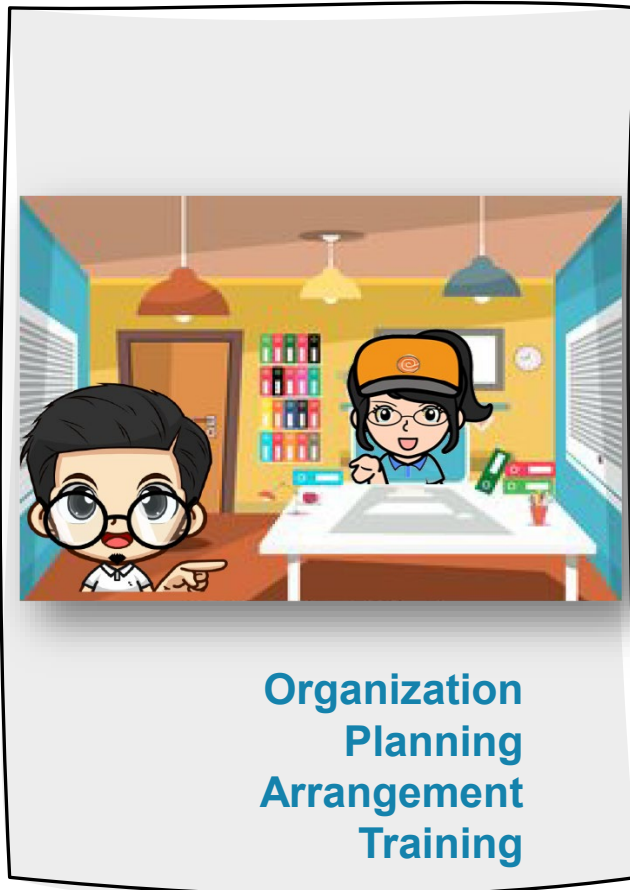


I'M NOT RESPONDING!!!



INEGI's actions

Before starting operational activities in the field



- Identification of high-risk areas and unsafe blocks.
- Search for support from the national guard in specific conflict zones.
 - ✓ Talks and meetings with:
 - ✓ Neighborhood leaders, seeking guidance on appropriate schedules and best strategies in the area.
- Requesting local authorities support to protect the integrity of the interviewers.
- Formation of interviewer brigades to go to the blocks as a group.
- Training to know exactly how to act in risk situations.
- Specific training on interviewing techniques, on the usefulness of census information, on confidentiality...

INEGI's actions

During data collection in the field



Personnel accreditation

Security protocol

National meetings to review progress, assessment and getting feedback

Weekly meetings of the operational local staff, to review progress and getting feedback



Implementing a SOS system for emergencies in the field

Tools for convincing the informant



Without informant's participation...
There is no census!!!

- Broad training to convince the informant



- His/ her business is so important!!!
- Data from their establishments is the basis for the economic statistics of the country!
- Confidentiality
- Usefulness of information for decision making
- Useful INEGI's products for informants

Some Results



The effectiveness of the actions undertaken is observed.

Interviewer's

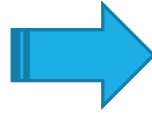
Point of view



Will they
REALLY come
from INEGI?

How will
they use my
data?

Should I trust
the
interviewer?



IM NOT RESPONDING!!!



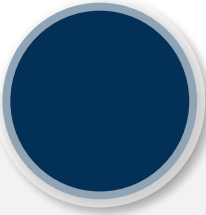
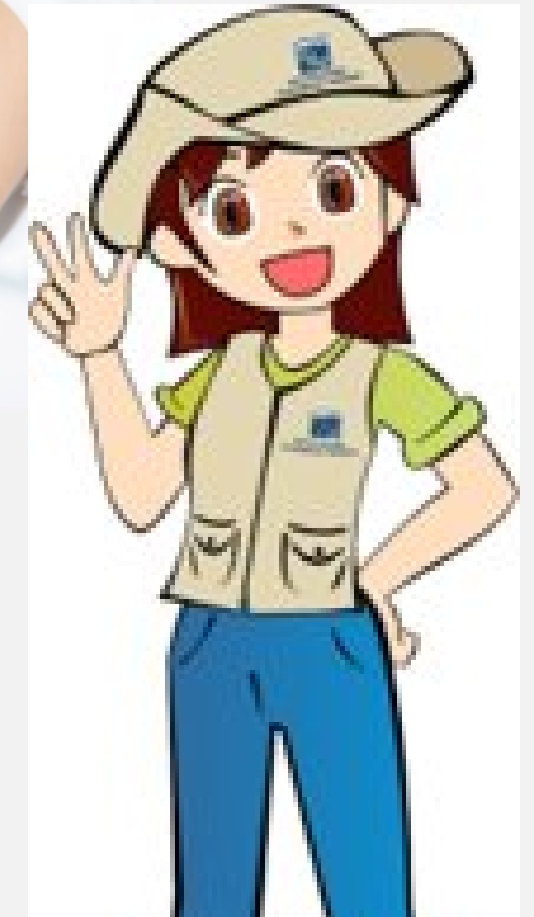
What is missing?

COMUNICACIÓN

Interviewer's Point of view



Would you give your house keys
to a **STRANGER** ?



Broad strategy of

communication and closeness with the informant



**Dissemination
campaigns in ALL
mass media**



**Including social
networks**

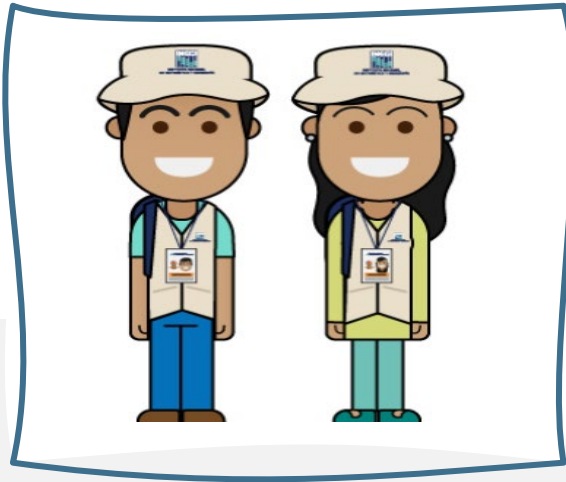


**Help desk
24/7**



**Continuous
counseling to the
informant**

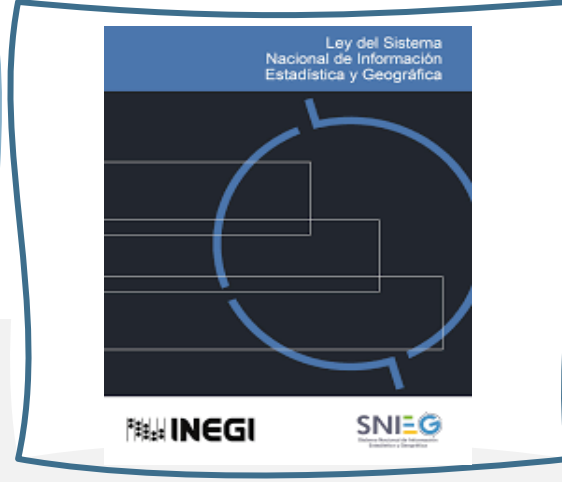
Actions to generate Trust in the informant



Identification of the interviewer,
PROVABLE in INTERNET



Presenting official documents,
PROVABLE in INTERNET



Providing information regarding the LAW that warranties
CONFIDENTIALITY

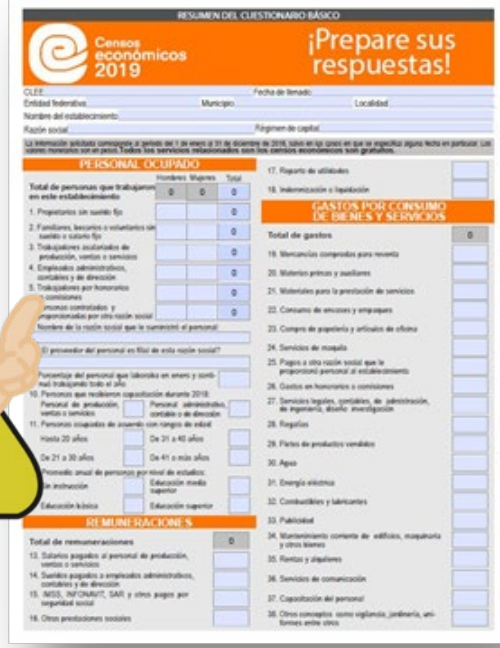



Possibility to respond via **INTERNET**

Actions to generate Trust in the informant



Prior awareness to accountants (they are in charge of filling out a high percent of questionnaires)



Delivery, in advance, of the format “Prepare your answers” to informants

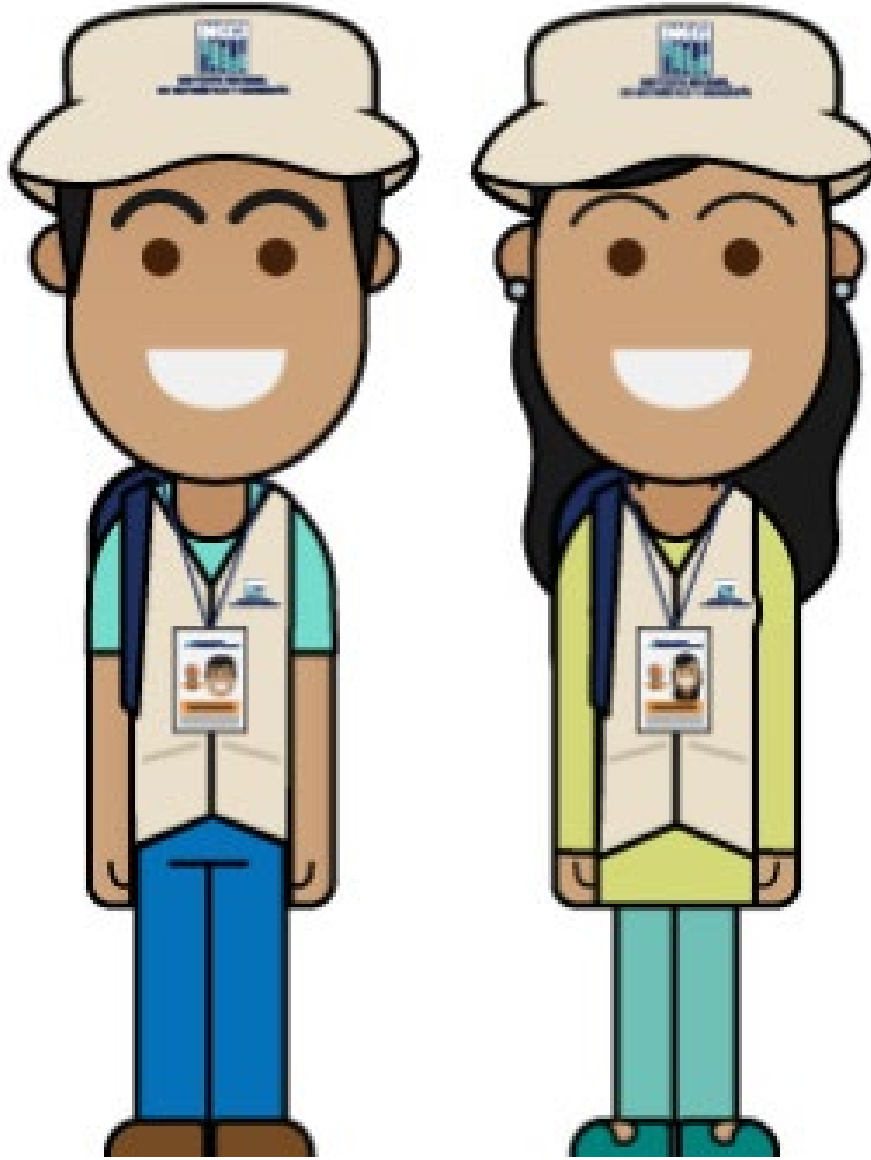
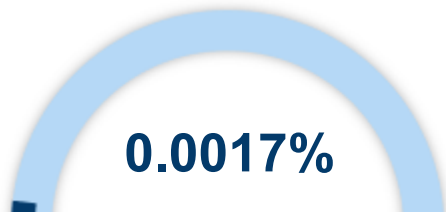
Conclusions



From a total of 5.6 million establishments, data was NOT collected in only 64,938



Out of 1.5 million blocks in the country, only 26 were not visited due to insecurity



- ✓ Satisfied interviewers
- ✓ Uninjured interviewers
- ✓ Calm relatives
- ✓ Enthusiastic informants
- ✓ Informants that provided data
- ✓ INEGI fulfilled the objective

Our interviewers and Our informants



Thanks!



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    **INEGI Informa**