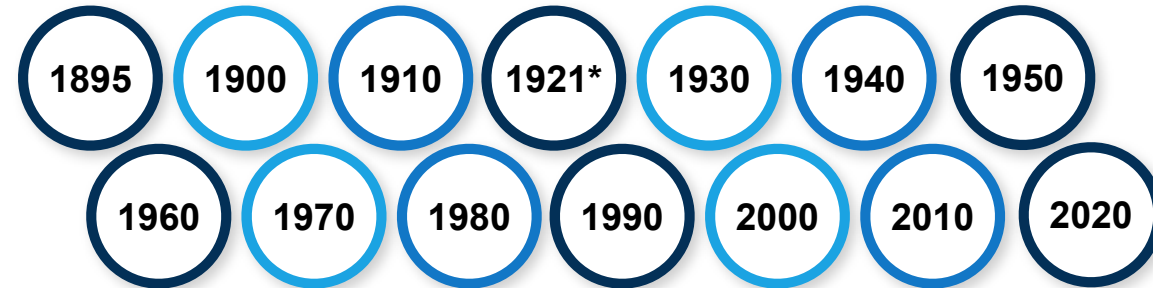# Preparing the 2025 Population and Housing Count in Mexico
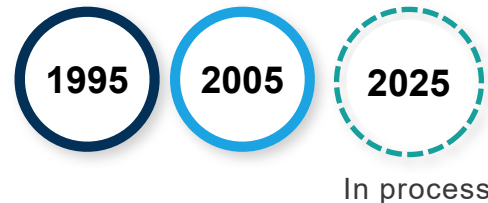
Mauricio Rodríguez Abreu, PhD.

1

LIST OF PAST CENSUSES AND COUNTS OVER THE YEARS

14 Censuses

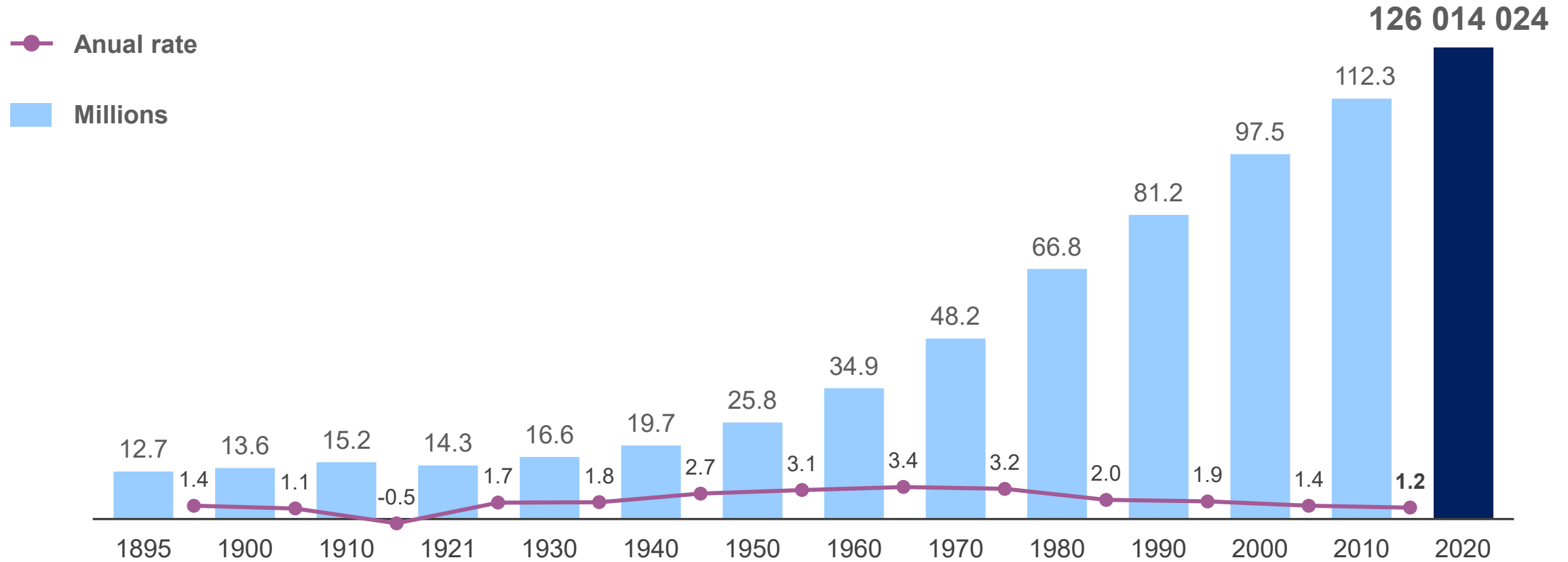| 1895 | 1900 | 1910 | 1921* | 1930 | 1940 | 1950 |
| 1960 | 1970 | 1980 | 1990 | 2000 | 2010 | 2020 |

3 Population Counts

1995   2005   2025
In process

1 Intercensal Survey

2015

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* In 1920, Postponed due the Mexican Revolution.

TOTAL POPULATION AND GROWTH RATE. 1895-2020

126 014 024

— Anual rate

■ Millions

Year	Millions	Annual rate
1895	12.7	1.4
1900	13.6	1.1
1910	15.2	-0.5
1921	14.3	1.7
1930	16.6	1.8
1940	19.7	2.7
1950	25.8	3.1
1960	34.9	3.4
1970	48.2	3.2
1980	66.8	2.0
1990	81.2	1.9
2000	97.5	1.4
2010	112.3	1.2
2020	126 014 024	

MORTALITY AND FERTILITY RATES. 1900-2020

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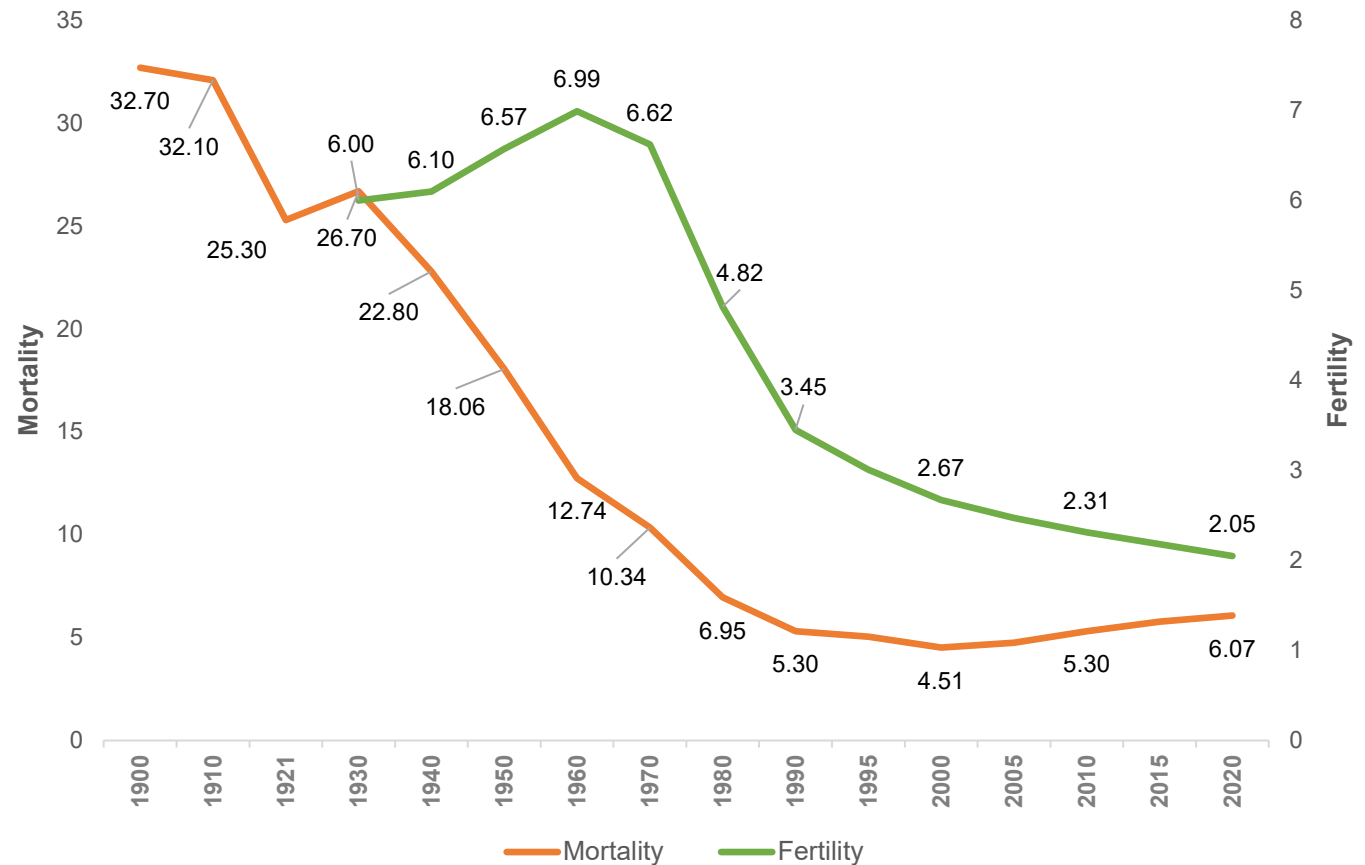
IMPACTS OF EPIDEMICS, WARS, AND NATURAL AND SOCIAL PHENOMENA IN CENSUS ACTIVITIES

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

1900   1920   1940   1960   1980   2000   2020

1922-1932

Malaria

More than 250,000 people died

1994

Armed uprising of the Zapatista Army of National Liberation (EZLN)

An armed group emerged in the country's southeast

2009

Influenza pandemic

Mexico, there were cases of Influenza A/H1N1

2020

COVID-19 pandemic

The WHO declared a health emergency from the COVID-19 pandemic

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METHODOLOGICAL CHARACTERISTICS OF RECENT CENSUSES

Census / Counts	Methodological characteristics
1895 to 1921	**Self-enumeration method.** This method faced challenges due to the high illiteracy rate among the population.
1930 to 1980	**Direct interview method** (paper questionnaire). The Ministry of Public Education played a significant role by providing teachers for census-taking.
1990 to 2015	**Direct interview method** (paper questionnaire). INEGI has recruited staff for training for direct interview activities.
2020	The 2020 Census introduced a **mobile computing device (MCD) for direct interviews** as a novel feature in a population and housing census. Moreover, the operation design anticipated self-enumeration strategies via the Internet and phone interviews.

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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.

COMPARABILITY OF VARIABLES OVER TIME, INCLUDING INCORPORATION, ELIMINATION, AND CONCEPTUAL CHANGES

- 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 / Start of operation

- **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.

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IMPORTANCE OF THE 2025 POPULATION AND HOUSING COUNT

Produce:

Statistical information that serves as input → to target populations of interest
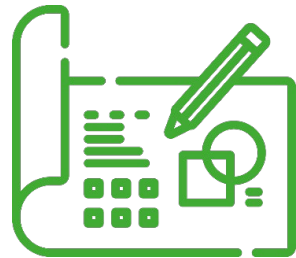
for the **planning, organization, and implementation** of public policies ← at three levels of government
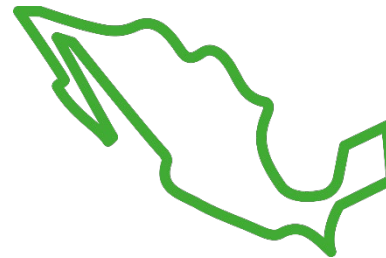
- With the results of the 2025 statistical project, it will be possible to provide information, with the maximum possible geographical disaggregation, on the changes in demographic dynamics caused by the SARS-Cov-2 virus and the COVID-19 disease.

IMPORTANCE OF THE 2025 POPULATION AND HOUSING COUNT

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.

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

Universality: every resident must be included in the count.
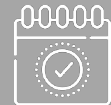
Periodicity: previous counts took place in 1995 and 2005.

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CHARACTERISTICS OF THE 2025 POPULATION AND HOUSING COUNT

2025

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

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CHARACTERISTICS OF THE 2025 POPULATION AND HOUSING COUNT

2025

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).

Self-enumeration by the Internet.

Assisted telephone interview.

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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.

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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.

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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.

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DESIGNING STRATEGIES TO ADDRESS INCREASING NON-RESPONSE RATES, INCLUDING PROMOTING SELF-ENUMERATION

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.

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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.
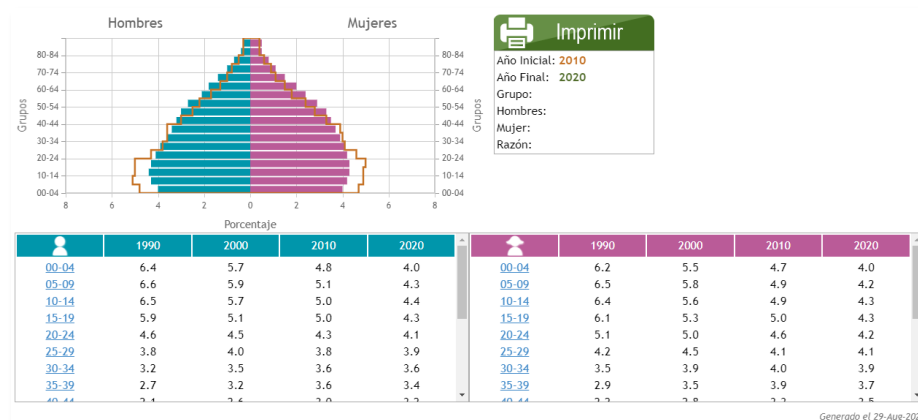
DISSEMINATION AND COMMUNICATION

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

TELEVISION

RADIO

JOURNALS

SOCIAL MEDIA

COMPLEMENTARY MEDIA

CINEMA

NEWSPAPERS

WEB

ADVERTISING ON WALLS

MOBILE ADVERTISING

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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.

Phase	Identified risks	Risk level			
		Low	Moderate	High	Extreme
Specify needs	8	1	0	4	3
Design	9	2	3	4	0
Build	7	0	2	5	0
Data collection	69	40	10	17	2
Processing	8	1	2	5	0
Analysis	6	0	0	6	0
Dissemination	6	0	2	0	4
Evaluation	1	1	0	0	0
Transversal	8	3	3	2	0
Total	122	48	22	43	9

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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.

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THANK YOU

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