

"How does Mexican society perceive INEGI, according to a perception survey"

National Institute of Statistics and Geography (INEGI) – Mexico

Silvia Marroquín

Deputy Director General of Communication

1. About INEGI

- Since its creation in 1983, the National Institute of Statistics and Geography (INEGI) has been seeking its continuous improvement to offer Mexican society **quality, relevant, accurate and timely information** that supports decision-making in public and private areas.
- INEGI aims to contribute to the Mexican development, under the principles of **accessibility, transparency, objectivity and independence.**



2. OECD recommendations



- Following OECD's recommendations, INEGI carried out the "Survey for the Measurement of Trust in INEGI and its Information" in 2014, to accomplish the recommendation to measure the social perception of the Institute.
- Then, in 2017, the fulfillment of this recommendation was extended, commissioning the realization of a study to a qualified and independent third party: the National Autonomous University of Mexico (UNAM), which was called: **Study of Social Perceptions of INEGI.**

3. Social-perception study (design)

- The study included **surveys in households and establishments** to assess the perception of INEGI's role.
- The surveys were conducted between **May and July of 2017** and a sample of **7,900 households** was estimated, while for establishments **the sample was of 10,040 units.**
- The study also had **a qualitative module.** The aim was to investigate the way specialists use the information on a daily basis. This module was carried out under a focus-group modality.

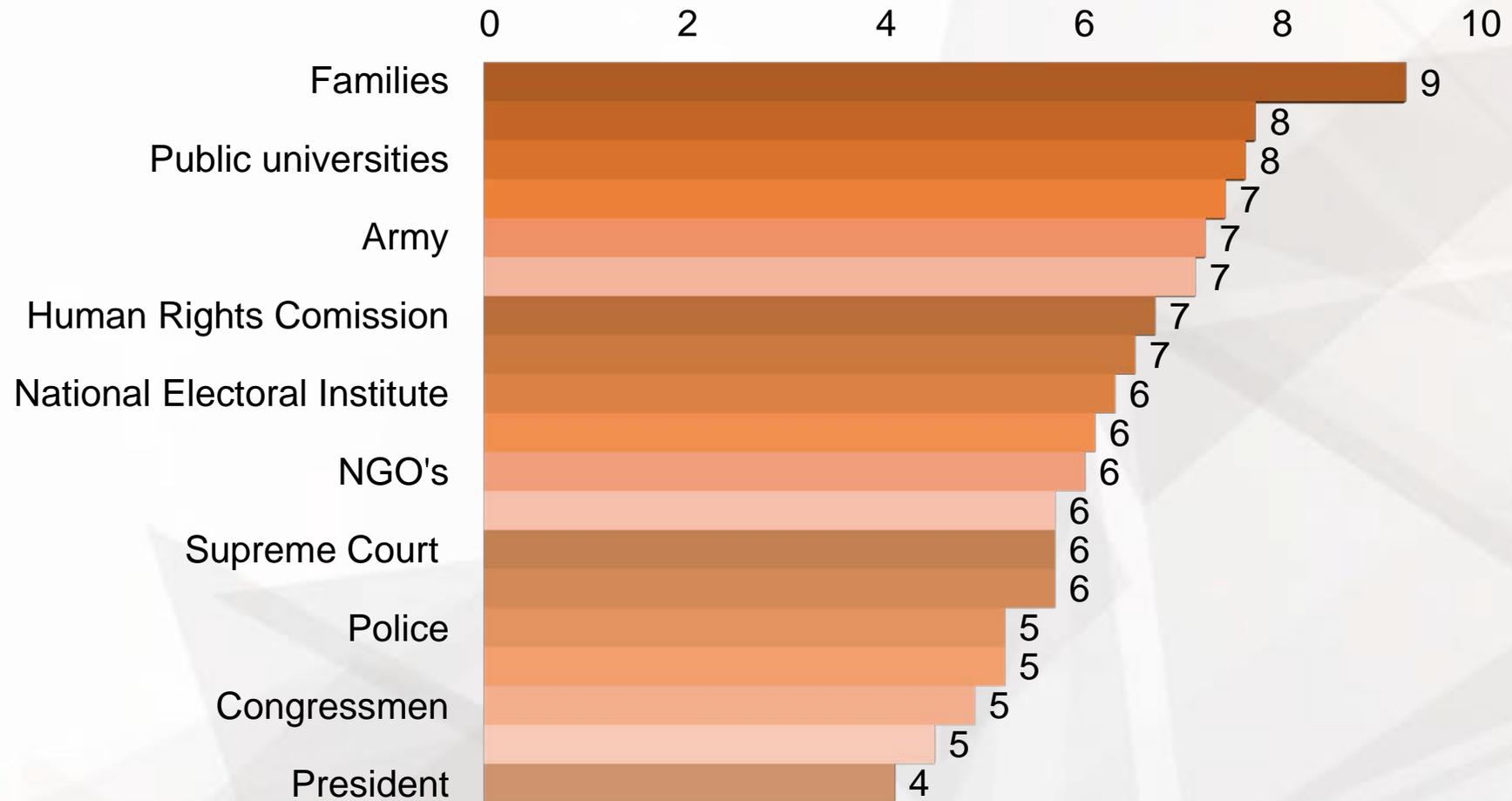


4. How Mexican see us (main findings) I

- According to the study in households:
 - **82.4% recognizes the institution (brand awareness),**
 - 14.2% declares to have used its information,
 - It is the **second most reliable institution** in Mexico, only below public universities.
- Meanwhile, for establishments the report shows that:
 - **89.2% recognizes the institution (brand awareness),**
 - 10.3% declares to have used its information,
 - It is the **second most reliable institution** in Mexico, only below public universities.



5. Benchmark



6. What can we improve?

The specialists participating in the focus groups also mentioned specific areas for improvement:

- **Accuracy:** greater accuracy and clarity in the publication of methodologies.
- **Opportunity:** they believe that some information is too sporadic and it ceases to be timely for their research (There are censuses every 5 or 10 years, for example).
- **Comparability:** in some cases, the impossibility of comparing INEGI data versus other international institutions or among time series of INEGI due to methodological adjustments.
- **Coverage:** more information is required by entity (Mexican states) regarding information that, at the momento, only exists disaggregated at national level.
- The **website** of the INEGI should be more friendly and intuitive for all types of audiences.
- The development of **applications** for mobile devices should be strengthened.

7. Improving our communication I

- This year a **new version of the website** will be launched, which will be more user-friendly and will facilitate navigation to search by topics and not by the name of the specific program or product.
- One more action implemented in the field of communication has been an improvement in social networks. This has moved from sporadic shipments with generic messages and without strategy, to an **expanded and planned dissemination**, with information on the situation and with a greater diversity of graphic and language resources.

8. Conclusions

- The study of Social Perceptions has been a very useful tool to know the way in which Mexican society perceives us. Its design, based on quantitative and qualitative elements, has allowed INEGI **to identify areas of opportunity to continue our constant improvement, in adherence to the best international practices.**
- The findings are relevant. **INEGI enjoys prestige among households and Mexican establishments**, which are clearly present (*brand awareness*), higher than 80% in both cases, while **placing it among the most reliable institutions** in the country.
- However, **we must keep working on other aspects**, such as having a more user-friendly website, and having apps on mobile devices, which we are already working on.