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Upcoming censuses in the United Nations Economic Commission for Europe region

Preparing the 2025 Population and Housing Count in Mexico

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Summary

Mexico is preparing for a Population and Housing Count in 2025. The 2025 Population and Housing Count is an upcoming statistical project in Mexico that will follow the same methodology as a regular decennial census, which involves a complete enumeration of all residents. The country has been conducting intercensal statistical projects since 1995 to meet the demand for information. The 2025 Population and Housing Count is significant, as it will capture the changes in demographic dynamics and socioeconomic characteristics due to the SARS-CoV-2 (COVID-19) pandemic. These changes will be measured against the results of the 2020 census, which was carried out at the onset of the pandemic and provided valuable lessons that are being taken into account in this new statistical project.

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NOTE: The designations employed in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

I. Introduction

1. This document presents the necessary actions for Mexico's 2025 Population and Housing Count. The Count is an intercensal exercise of the National Institute of Statistics and Geography (INEGI), which is carried out every ten years, in years ending in five, with the objective of updating the national sociodemographic statistics in shorter periods than the census rounds.
2. The first section of the document provides background information on the censuses and intercensal exercises carried out in this Latin American country, the evolution of its population during the 20th and 21st centuries, and the impact that different social and natural contingencies have had on the development of census activities and the country's population. The second section then details the methodological characteristics of the censuses conducted, which have sought to preserve the conceptual comparability of variables over time.
3. After the contextual and methodological approach, the third part of the paper goes into more depth in the description of the necessary actions for planning the 2025 Population and Housing Count. The lessons learned in previous census exercises are presented, pointing out their impact on planning the next Count and on reducing the costs of the project and ensuring the timely delivery of results. It also describes how INEGI is taking advantage of technological advances, explains how the use of administrative records has been promoted to support activities, and details the strategies used to address the lack of responses. All the above are done to ensure adequate data quality. Finally, the document closes by describing the identification of risks that could affect the development of this statistical project and by explaining the methodology that has been implemented to mitigate those risks that could hinder the achievement of institutional objectives and goals.

II. Background of censuses in Mexico

4. The General Census of the Mexican Republic, in 1895, marked the beginning of a series of modern population censuses in Mexico which have been carried out every ten years since 1900, except for 1921. These censuses provide valuable information on the demographic, social, and economic characteristics of the Mexican population, including its territorial distribution and historical evolution. Given the rapid changes in population structure due to demographic dynamics and the demand for information at the finest geographical level, Mexico began implementing intercensal events with a methodology similar to a census but with shorter questionnaires. Such population and housing counts were conducted in 1995 and 2005. However, in 2015, due to a budget reduction, an Intercensal Survey was carried out instead of a population count. This survey aimed to estimate population and housing totals for the national, state, and municipal levels, as well as for each locality with 50 thousand or more inhabitants.

Table 1
List of past censuses and counts over the years

<i>Census event</i>	<i>Years</i>	<i>Total</i>
Censuses	1895, 1900, 1910, 1921*, 1930, 1940, 1950, 1960, 1970, 1980, 1990, 2000, 2010, 2020	14
Counts	1995, 2005, In process 2025	3
Intercensal Survey	2015	1

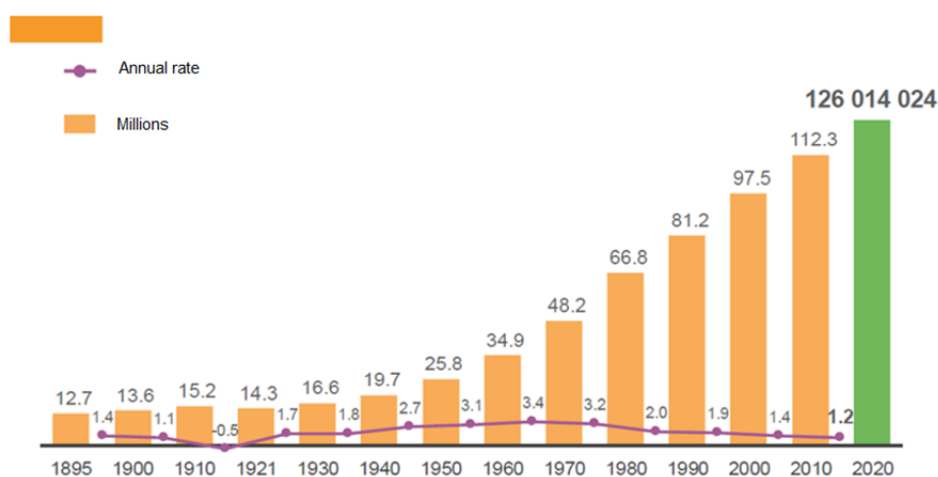
Note: * Postponed due the Mexican Revolution

Source: own elaboration

A. Evolution of the total population in Mexico from 1895 to 2020

5. According to the 2020 Population and Housing Census, Mexico had a population of 126,014,024 people. The average annual growth rate of the population showed a relatively steady increase, except for the period between 1910 and 1921, when it declined due to the Revolution. After that, the population growth rate reached its highest point at 3.4 per cent in the 1960s. The growth rate started to slow down in 1970 and dropped to 1.2 per cent in the decade from 2010 to 2020.

Figure 1
Mexico. Total population and growth rate. 1895-2020

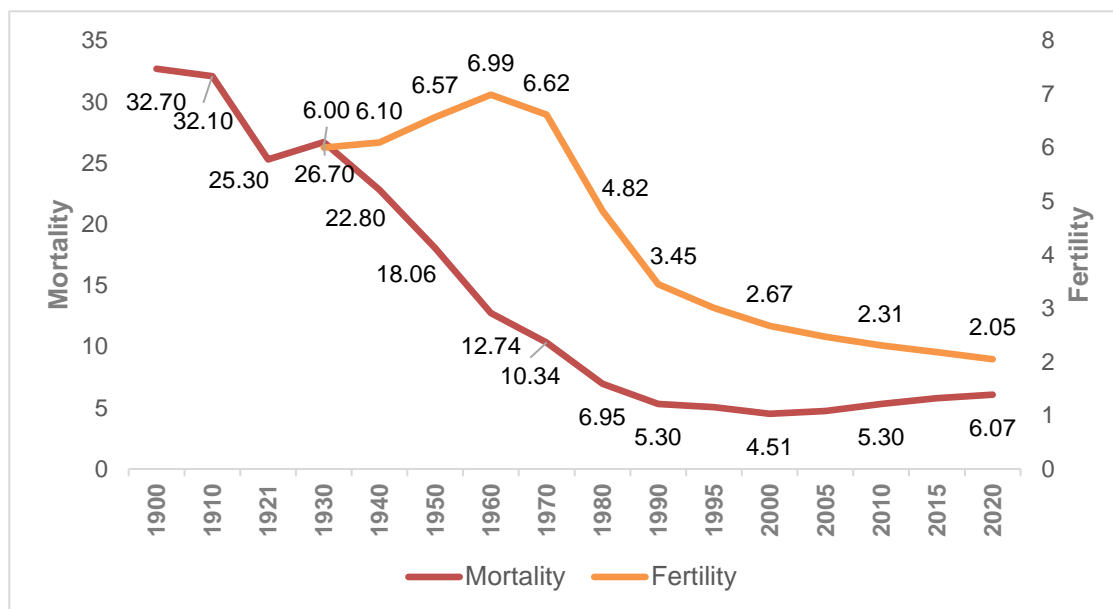


Source: INEGI (National Institute of Statistics and Geography). Population and Housing Censuses and Counts.

6. The change in population dynamics in Mexico shifted from a scenario with high birth and death rates to another where these indicators are lower. 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. In Mexico, the population pyramid for 2020 has a narrower base compared to previous decades, indicating a gradual ageing of the population.

Figure 2
Mexico. Mortality and Fertility rates. 1900-2020



Source: CONAPO (2023). *Demographic Indicators of Mexico from 1950 to 2050*. INEGI (2014). *Historical Statistics of Mexico 2014. Statistical Annex. History of Population Censuses in Mexico, 19th Century*.

7. In Mexico, at the beginning of the 20th Century, the crude death rate was nearly 33 deaths per thousand inhabitants. By 2020, this figure decreased to 6 deaths per thousand, representing less than one-fifth of the mortality rate recorded in 1900. Meanwhile, the TFR displayed an upward trend between 1930 and 1960, but from 1970 to 2020, it showed a sustained decline.
8. Censuses in Mexico have been conducted regularly despite the challenges posed by various adverse situations such as epidemics, wars, natural disasters, and social events that have affected the organization and execution of censuses of population and housing, as well as the population account and its structure. Among these situations, the Mexican Revolution (1910-1921) and the COVID-19 pandemic (2020-2023) stand out for their national impact. The Mexican Revolution caused the census planned for 1920 to be delayed until the following year, while the COVID-19 pandemic required the rescheduling of the data collection, processing, and delivery of the results of the 2020 Census.

B. Impacts of epidemics, wars, and natural and social phenomena in census activities

1. Revolutionary movement

9. In 1910-1921, there were political and social conflicts in which an estimated 900,000 people died; the conflicts culminated in May 1920, with which a stage of efforts to stabilize the country began, making it possible to carry out the Census of 1921. With the results of this census, a decrease in the total population was identified, being the only period with a census that has registered this situation. The living conditions of this period favoured the spread of infectious and parasitic diseases, such as Spanish influenza, meningitis, and measles; Yellow and typhoid fever stand out due to the number of deaths they caused.

2. Malaria

10. Between 1922 and 1932, more than 250,000 people died, representing a rate of 138 deaths per 100,000 inhabitants in the period.

3. Earthquakes

11. Mexico, being in a seismic zone, regularly presents seismic movements. In 1985, 2017, and 2019 earthquakes of more than 6 degrees on the Richter scale had repercussions in Mexico City and surrounding areas. In particular, that of 1985 affected the INEGI facilities so that the buildings had damage that amounted to more than 47 thousand square metres, leaving more than two thousand employees without a work area; this situation accelerated the relocation of offices.

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

12. In January 1994, an armed group emerged in the country's southeast; its presence affected the activities of the 1995 Count and the 2000 Census. In areas with EZLN influence, interviewers were not allowed to enter towns in Chiapas.

5. Hurricanes

13. Every year, from May to November, Mexico experiences hydrometeorological phenomena that bring destructive winds, torrential rains, floods, and even tornadoes. The survey period for the 2005 Count coincided with the formation of hurricanes Stan and Wilma, which, due to their effects, hampered collection activities in the eastern and south-eastern states of Mexico.

6. Influenza pandemic

14. In 2009 Mexico, there were cases of Influenza A/H1N1 in Veracruz, Oaxaca San Luis Potosí, and the state of Mexico. The disease spread to the entire country and 73 other countries and territories. For this reason, the World Health Organization (WHO) declared a pandemic in June of that year. At the end of 2009, WHO had recognized almost 16,000 deaths worldwide. Nearly 70,000 confirmed cases, and around a thousand deaths had accumulated in Mexico.

7. Migrant caravans

15. In October 2018, the first migrant caravan of people from South America, Central America, and the Caribbean bound for the United States of America entered the country, estimated to have reached 20,000 people. The phenomenon has been repeated; some people have chosen to settle in Mexico, impacting the population structure of the places in which they arrive.

8. COVID-19 pandemic

16. In March 2020, the WHO declared a health emergency from the COVID-19 pandemic. In May 2023, the agency determined the end of the pandemic. In Mexico, at the beginning of the pandemic, a mobility restriction was implemented that coincided with the end of the 2020 Population and Housing Census data collection phase. Therefore, there was a need to postpone or adapt the following phases until there were suitable conditions to conclude them.

III. Methodological characteristics of recent censuses

17. A population and housing census is a process that involves gathering, processing, assessing, examining and disseminating numerical and qualitative data on the size, distribution, and characteristics of the people and households in a country, as well as the number and features of the dwellings and their amenities and facilities, at a specific point in time. The data obtained from the census can be displayed and studied in the form of statistics for various geographical levels, ranging from the entire country to small towns and blocks in urban areas.

A. General characteristics of the census projects

18. The data collection methods for the population and housing censuses have evolved over time, according to each period's social and technological context. From 1895 to 1921, the self-registration method was used, which involved the enumerators delivering and collecting the census forms from the households after giving a brief training to the household head on how to fill them out. This method faced challenges due to the high illiteracy rate among the population.
19. From 1930 to 1980, the direct interview method with a paper questionnaire was used, which involved the enumerators, who had received prior training and practice, visiting the households and applying the census questionnaire. In these censuses, the Ministry of Public Education played a significant role by providing teachers for census-taking. The teachers also performed guidance and enumeration tasks throughout the country. The 1970 Census required many human resources, so people with at least a high school education and 16 years of age or older were also recruited for the survey.
20. From 1990 to 2015, paper questionnaires remained the primary method for census and intercensal projects. In 1990 the census involved upper secondary and higher education students as enumerators. Since 1995, INEGI has recruited staff for training for direct interview activities. In 2010, self-enumeration via the Internet and telephone interviews were introduced, but they had low response rates due to the limited Internet access and the lack of participation from the population.
21. 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, which became more

important due to the activity suspension caused by the COVID-19 pandemic mobility restriction. However, the response rate through those means was very low.

B. Comparability of variables over time, including incorporation, elimination, and conceptual changes

22. The definition of the census topics is designed to meet the prevailing information needs of the historical moment and sociodemographic context in which the project is located. Currently, to determine and finalize the subject, public consultation is conducted through the Internet, forums, and face-to-face meetings with users from diverse sectors of society. The aim is to gather their input and understand their information requirements. 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. This approach ensures that the chosen topics efficiently fulfil the users' information needs.
23. Another aspect to consider when including, eliminating or modifying census questions is the need for conceptual comparability over time. This involves analyzing conceptual changes that may affect identification of specific populations, such as people with disabilities, the indigenous population, or the Afro-Mexican population. Additionally, changes in policies, programmes or public institutions, such as the creation or elimination of health institutions or alterations in the operating rules of social programmes, are considered.
24. 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.

IV. Planning activities for the 2025 Population and Housing Count

25. Starting from the second semester of 2022, INEGI has been involved actively in planning and testing phases for the 2025 Population and Housing Count ('2025 Count'). This crucial endeavour adheres to the guiding principles of the National System of Statistical and Geographic Information (SNIEG by its acronym in Spanish) and is based on the Statistical Information Production Model used by INEGI.
26. The primary objective of this project is to update sociodemographic statistics while ensuring, to the extent possible, historical comparability with data from previous censuses and surveys. By so doing, the National Statistical and Geographic Information Systems are fortified and enhanced, facilitating a comprehensive and reliable understanding of Mexico's population and housing dynamics.

A. Importance of the 2025 Population and Housing Count

27. Carrying out 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 on health, education, housing, water services, electricity and drainage, among other areas.

28. The 2025 Count becomes more relevant since pandemics have been a factor in transcendental changes in populations, and in March 2020 in Mexico, as in the rest of the world, a health emergency was declared due to COVID-19. 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.

B. Characteristics of the 2025 Population and Housing Count

29. A census or population count is a comprehensive set of operations aimed at organizing and compiling statistical sociodemographic information simultaneously and uniformly. It involves processing, analyzing, disseminating, and evaluating data related to all inhabitants and dwellings in a country at a specific time.
30. 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.
31. In Mexico, population and housing counts are conducted between censuses, every five years. They involve questionnaires with fewer questions compared to a complete census. The count's key features include a) individual enumeration: recording the characteristics of each person and each dwelling; b) simultaneity: the count provides for a specific moment in time; c) universality: every resident must be included in the count, and d) periodicity: previous counts took place in 1995 and 2005.
32. 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, and data collection will involve direct interviews using Mobile Computing Devices (MCD), self-enumeration via the Internet, or assisted telephone interviews. In exceptional cases, a paper questionnaire may be used. 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.
33. 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. Each dwelling will be assigned only one type of questionnaire.
34. 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.
35. 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.

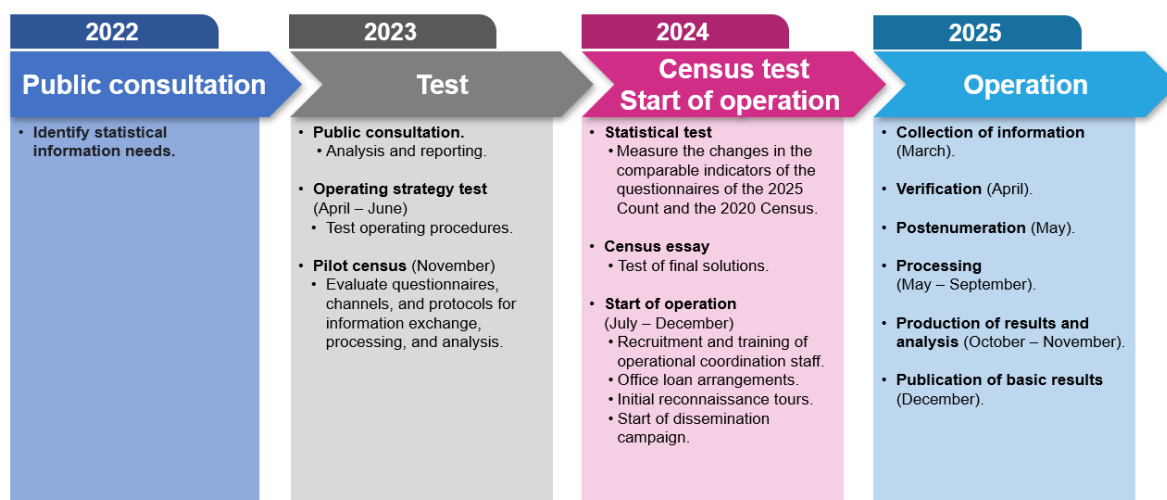
C. General planning activities for the 2025 Count

36. As mentioned, the planning, execution, and evaluation of the 2025 Count are based on INEGI's production process of statistical and geographic information, which comprises eight phases:

Needs Documentation, Design, Construction, Capture, Processing, Production Analysis, Dissemination, and Evaluation.

37. During the Needs Documentation phase, a public consultation was conducted from 8 November 2022 to 5 January 2023. This allowed users to express their opinions and propose changes concerning the methodological, conceptual, and operational aspects of the 2025 Count.
38. Moving on to the Design phase in 2023, several tests have been conducted. In April and May, the Operational Strategy Test was carried out to assess changes in operational design and their potential inclusion. In August, the Thematic Test took place to finalize the questionnaires. Subsequently, the Pilot Test will be performed in October to evaluate collection instruments, information exchange protocols, processing, and analysis.
39. In 2024, the testing will continue with the Statistical Test, aiming to measure changes in comparable indicators between the collection instruments of the 2025 Count and the 2020 Census. The 'Census Essay' (rehearsal) will test the final procedures of each stage, along with the technological and communications solutions.
40. This thorough testing and evaluation process will ensure that the 2025 Count is well-prepared and aligned with the needs and expectations of users, while enhancing the accuracy and reliability of the information gathered.
41. The Construction phase's main objective is to develop and test the IT infrastructure, components, applications, and software services required to establish a fully-functional operational environment for executing information production and conducting accreditation tests. This phase will be carried out throughout 2024 and will conclude in the first semester of 2025, with final adjustments to the analysis and results production tools. During this stage, specific applications will be created to monitor and control the operation, enabling self-enumeration through the Internet and assisted interviews via telephone. Additionally, applications for automatic and assisted coding, as well as automated validation, will be developed.
42. Concurrently, in 2024, the acquisition of MCDs will be completed through public tenders. The operational coordination team will be hired and trained during the second semester of 2024, while initial recognition tours and the publicity campaign will commence.
43. Between March and April 2025, the Enumeration and Verification operations will be conducted to collect information. Subsequently, the post-enumeration survey will be carried out in May. The Processing phase is scheduled from May to September, followed by the Production Analysis phase from September to November. Finally, in December, the Dissemination of the first results of the 2025 Count will occur.
44. This carefully-planned timeline will ensure that all necessary preparations and operations are executed efficiently, leading to a successful and timely completion of the 2025 Count with accurate and valuable results for further analysis and decision-making.

Figure 3
Planning the 2025 Population and Housing Count



Source: own elaboration

D. Lessons learned and their impact on the planning of the 2025 Count

45. During the 2020 Census process in the country, 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. Despite the pandemic's emergence, the necessary resources for conducting the Census had already been deployed nationwide, interviewers were trained, and a large-scale dissemination campaign had been initiated to encourage the population to participate in the 2020 Census.
46. 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. This underscores the need to address several challenges to ensure the successful execution of data collection and processing activities for the 2025 Count.
47. By learning from the experiences of the 2020 Census, the Institute can be better prepared to face any potential disruptions and ensure the reliability and accuracy of the statistical information gathered during the 2025 Count. Flexibility and adaptability will be crucial in addressing unexpected situations, safeguarding the integrity of the data, and achieving a successful outcome for this vital national undertaking. In this regard, some relevant issues to be addressed are the following:
 - (a) *Training and management of personnel.* An event as significant as the 2025 Count necessitates thorough operational planning, a meticulous process to determine the required workforce, and assigning geographic areas to each position in the structure. This strategic approach ensures that information collection is orderly, systematic, and controlled while guaranteeing comprehensive coverage of all regions across the national territory within the established timeframe. It is worth noting that the 2020 Census necessitated approximately 147 thousand personnel for the interviewer role alone, a figure which provides insight into the magnitude of the challenge in gathering data on the entire population residing in the country during the survey period.

- (b) *Providing logistical capacity to the entire event.* To ensure a successful data collection process, it is essential to equip census staff with appropriate materials and technology. The incorporation of electronic devices, paper questionnaires, and self-enumeration via the Internet necessitates implementing robust information storage and security systems. These systems are crucial in facilitating real-time access and management of the data being captured, validated, and analyzed by various census personnel.
- (c) *Contrasts in population concentration.* According to the 2020 Census, Mexico has 189,432 inhabited localities, of which 185,243 have fewer than 2,500 inhabitants, accounting for 97.8 per cent of the total. This situation implies a significant dispersion of efforts required to obtain information from these population centres.
- (d) *Differentiated Internet coverage.* According to the 2020 Census, in localities with fewer than 2,500 inhabitants, less than 19 per cent of dwellings have Internet service. This indicates that implementing Self-enumeration through this means will present difficulties for these areas of the country.

E. Reducing costs and time for delivery of results

- 48. In general, utilizing information technologies offers significant advantages in optimizing resources for the 2025 Count compared to previous census events. The experience gained from the modernization efforts in each phase of the 2020 Census will be leveraged for the upcoming Count.
- 49. In the 2020 Census, 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. Consequently, the capture load decreased, reducing the requirement for personnel, office space, furniture, and computers. Moreover, transporting numerous questionnaire packages to data centres was minimized, decreasing warehousing costs and subsequent storage and destruction expenses. The overall average interview duration was 12 minutes, and with the use of MCDs, the time was reduced by approximately one minute compared to interviews with paper questionnaires.
- 50. While the training, monitoring, and checking strategies in the 2020 Census initially did not involve tools such as chats, video calls, or virtual meetings, the conditions of 2020 necessitated their widespread adoption. Consequently, for the design of the 2025 Count, these digital communication tools will be utilized in all phases. This approach is expected to yield savings in expenses related to instructor travel and rental of physical training spaces, while facilitating better and timelier stakeholder communication. However, it is important to note that enumerator training will still be conducted using a face-to-face modality, utilizing training materials integrated into the MCDs.
- 51. The 2020 Census aimed to reduce the delivery time of results by modernizing census activities. However, due to the COVID-19 pandemic, this goal was not fully realized. Nevertheless, despite rescheduled activities, the implementation of remote work enabled the conclusion of processing and analysis activities for production.
- 52. Continuous evaluations of each census event and the exchange of international experiences serve as valuable resources for proposing process improvements, ultimately aiding in achieving the objectives of the 2025 Count more efficiently.

F. Leveraging technological advancements

53. The incorporation of technologies throughout all census phases will play a pivotal role in achieving the objectives of the 2025 Count.
54. In the 2020 Census, data collection saw significant adoption of MCDs, accounting for 97.7 per cent of data collection, with 2.0 per cent on paper and 0.3 per cent through self-enumeration on the Internet. This positive experience highlighted the successful integration of technology in information gathering.
55. During the information processing and validation period, the pandemic prompted the remote execution of many activities through connections to a Virtual Private Network (VPN), cloud services, etc. Leveraging this experience, the 2025 Count presents an opportunity to further capitalize on cloud technologies and harness technological capacities to advance information generation. This will facilitate delivering the results to users and the general population with the highest possible quality and efficiency.
56. By building on the successes of the 2020 Census and embracing technological advancements, the 2025 Count aims to optimize data collection and processing, ensuring that the results are reliable and readily accessible. A technologically-driven approach will contribute to achieving the objectives of the census while enhancing its overall effectiveness and accuracy.

G. Designing strategies to address increasing non-response rates, including promoting self-enumeration

57. Non-response and missing values are inherent in all information programmes and can introduce biases in the information generated. In the 2020 Census, the proportion of dwellings where interviews could not be conducted reached 4.5 per cent, higher than in 2010. This increase in non-response can be attributed to the closure of activities experienced between March and May 2020 due to the pandemic.
58. To address and reduce the non-response rate, it is essential to develop preventative strategies. These may include identifying areas with difficulties in obtaining interviews and implementing mass communication campaigns that motivate the population to participate in the census project actively. Corrective strategies such as verifying dwellings without information and utilizing imputation methods can also be employed.
59. One aspect to consider is self-enumeration over the Internet. Despite efforts to promote online participation in the 2020 Census, where 800,000 letters of invitation were sent and an intense communication campaign was conducted on social networks, the response rate was merely 6 per cent. To improve this rate, carefully considering the design of the questionnaires and incentives is crucial. Incentives should not be financial but instead focus on offering convenience and ease of use, making the self-enumeration process accessible to the general population. Throughout this endeavour, ensuring information security and quality is paramount to effectively enhancing the response rate.
60. By implementing comprehensive strategies that encompass preventative and corrective measures and thoughtful considerations for self-enumeration, the 2025 Count can strive for higher response rates and improved accuracy in the information generated.

H. Data Quality Assurance

61. The country has a long-standing history of conducting census and intercensal projects. INEGI has developed a robust infrastructure, methodology, and standards based on both national and international experiences, to ensure the quality of the information produced.
62. The Institute is unwavering in its commitment to the quality of statistical and geographical processes, encompassing actions and procedures undertaken for data generation, integration, and dissemination. 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.
63. Technological advancements will expedite the processing of geographical information, ensuring comprehensive and timely registration of data for each geographic area by the personnel conducting the Count.
64. By leveraging MCDs and the experience gained from the 2020 Census, primary validations integrated into the questionnaires will be reviewed and adjusted, thereby enhancing the consistency of captured information.
65. Moreover, personnel independent from those involved in the Population Count will conduct a post-enumeration survey. This measure will estimate the population coverage in private dwellings and bolster the reliability of the data published by the Institute.
66. Through these measures, the Institute reaffirms its unwavering commitment to providing high-quality, reliable, accurate statistical and geographical information that benefits society and contributes to the country's development.

I. Dissemination and Communication

67. An event as significant as a census or population count necessitates a well-thought-out dissemination strategy that addresses its various stages and informs the population about its execution, raising awareness and encouraging participation.
 - (a) *Preparatory stage.* This stage occurs months before the data collection phase and involves announcing the upcoming Count. The primary objective is to raise the awareness of authorities of public and private institutions about the importance of their participation and collaboration to garner the necessary support for the operation. The population is also invited to become part of the personnel executing the project, and information is provided regarding the project's fundamental characteristics and the significance of obtaining current information about the country.
 - (b) *Informative stage.* This stage occurs close to the start of data collection and continues throughout the information-gathering period. The population is invited to respond to the interviewer, with awareness-raising efforts focused on stressing the importance of the appropriate person providing the information. Additionally, the public is informed about how they can participate in the Count, such as through the Internet or by phone.

(c) *Appreciation stage*. This stage occurs near the publication of the Count's results. The population's participation is acknowledged, and publicity is given to disseminating data and the means through which the public can access this information.

68. Throughout these three stages, traditional media channels such as press, television, and radio are utilized, along with billboard advertisements and other public spaces for displaying messages and slogans. Direct communication with individuals who influence public opinion is also employed. It is worth noting that for the 2025 Count, social media will play a more prominent role in reaching a broader audience. The enhanced use of social media is expected to increase engagement and outreach, ensuring that a significant portion of the population is informed and involved in the census process.

J. Strengthening the Use of Administrative Records to Support Activities

69. The information collected in administrative record systems can support planning, executing, and evaluating statistical projects. It can even generate basic statistics as an alternative or complementary approach to censuses or counts, capitalizing on existing records or formats with information available in public agencies.

70. However, using administrative records is contingent on evaluating the quality of the reported data. Despite concerted efforts, with INEGI as the coordinator of the National System of Statistical and Geographical Information (SNIEG), to establish cooperation with State Units for standardization and continuous improvement of administrative records, several areas of opportunity still require attention due to the complexity of systematizing these records.

71. In Mexico, administrative records continue to present significant challenges for their integration within the population and housing census framework, arising from the lack of access to various sources and other difficulties such as delayed updating, conceptual differences, and interoperability challenges, among others.

72. Nevertheless, since the 2020 Census, efforts have been made to employ administrative records as a source for analyzing the results. For instance, they can be utilized to contrast data such as the population attending school or the coverage of children under one year old. These strategies will be further strengthened for the 2025 Count, aiming to leverage administrative records to complement census data and enhance the depth and accuracy of the analysis. By improving the use of administrative records and addressing their challenges, the 2025 Count can benefit from richer, more comprehensive statistical information.

V. Risk Determination

73. INEGI has a Risk Management Methodology which requires all administrative units to apply it to identify, analyze, and treat risks in their information programmes. This methodology incorporates the fundamental conceptual elements of ISO 31000 (the International Organization for Standardization's standard on Risk Management¹) to identify, analyze, evaluate, and mitigate risks that could hinder the achievement of corporate objectives and goals.

¹ <https://www.iso.org/iso-31000-risk-management.html>

74. For the 2020 Census, 122 risks were identified, and corresponding actions were defined to be implemented in the case that any of these risks materialized. However, the risk assessment did not explicitly consider the occurrence of a pandemic like COVID-19 or any other adverse situation that could significantly impact the information production process.
75. Consequently, certain stages of the census had to be rescheduled, and procedures were adapted to ensure the successful provision of statistical information about the population and housing. Immediate actions were taken to adjust activities, and the population was encouraged to respond to the 2020 Census online. Despite these efforts, as mentioned earlier, the response rate was lower than desired. Additionally, technology played a role in the virtual review of households, employing satellite images for remote verification of areas.
76. The lessons learned from these experiences, including the actions taken in response to mobility restrictions during the COVID-19 pandemic, will be considered when updating the risk matrix for the 2025 Count. This updated matrix will now include the risk of a nationwide epidemic, enabling better preparedness and response strategies to mitigate potential impacts on the information production process during the upcoming census.

VI. Conclusions

77. The 2020 census round yielded crucial lessons, emphasizing the necessity for a robust and high-impact risk management programme and underscoring the significance of maintaining effective communication between the statistical office, the population, and the country's authorities. This communication should foster trust and establish a conducive environment for the successful execution of statistical programmes.
 78. Drawing from the experience of the 2020 Census, the risk matrix for the 2025 Count will encompass scenarios involving events such as a pandemic or national natural disasters. This will entail considering the timing of the risk materialization and its potential impact on the specific phase of the census process at that time.
 79. By incorporating these lessons and proactive measures into the risk management strategy for the 2025 Count, the statistical office can enhance preparedness and response capabilities. Effectively addressing potential challenges and risks, such as those posed by unforeseen events, will contribute to the successful execution of the census and ensure accurate and reliable statistical information production.
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