Alternatives offered to the informant to answer the Economic Census questionnaires
Obtain basic statistical information, referred to the year 2018, on all establishments producing goods, trading establishments and service providers, to generate economic indicators of Mexico at a great level of geographical, sectoral and thematic detail.
Wealth of information

Economic Censuses offer:
- National
- State
- Municipal
- Region
- By locality
- By block…

- All economic activities*, in almost a thousand kinds of activity
  *Except agricultural

- Data of about 200 variables common to all sectors, in addition to multiple specific topics of each sector

- They allow comparing the information with a long series of previous censuses

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Geographic
Sectorial
Thematic
Historic

Censos económicos 2019

INEGI
Four capturing means were used

1. Mobile computing device (MCD)
2. Printed questionnaires (18)
3. Spreadsheet via internet
4. Questionnaires via internet

Face-to-face interview. At the moment
Mobile computing device (MCD)

The MCD revolution

- No paper
- Capture and validation at the time of the interview
- Congruence and logical consistencies
- Geo-reference and cartographic update
- Update the National Directory of Economic Units (DENUE)
- Count the dwellings
- Internet shipments

Data from 97% of all the questionnaires is collected in a face-to-face interview.

As of today, around 5.4 million questionnaires have been recovered in 2019 Economic Censuses.
Pilot Test

Some aspects that were observed during the test:

- The census theme
- Utility and clarity of filling instructions
- Use of the mobile computing device
- Strategy for updating the directory
- Geographic location systems
- Logistics
- Productivity day/person set
- Interview duration time
- Operational routine

Interruption of the interview
Problem Statement

Questionnaire designed for interview at the moment, but:

- Greater fiscal control
- Greater degree of “formality”
- Higher incomes
- No time at the moment
- Companies with many establishments

- Hiring an accountant
- Responsible employees do not know the business data
- Info is concentrate in headquarter
- Appointment for later interview

Data not available for first interview
New strategies implemented for a new reality

One of these strategies was the design of a summarized questionnaire called: **Prepare your answers!**

Its goal is to get the informant familiar with the main variables of the questionnaire.

It is given to the informant before or during the first visit for him to prepare the corresponding answers.

And for him to prepare the corresponding answers.

It was also given to Accountant Colleges in order to ask them to prepare the data of their clients.
Prepare your answers!

This is the Questionnaire Summary, which contains all the accounting information of an establishment, in addition to the location and identification data.
In addition to other variables with which INEGI intends to continue developing the use of administrative records.
They were requested:

- Have the information of the establishments for which they provide their services ready.
- Prepare the accounting information of its clients to be provided to INEGI staff when they visit them.
- Receive the interviewers and advisors who will visit them to apply the questionnaire at the establishment of the accountant.
- Raise awareness among owners, administrators or managers of economic units that refuse to provide information.
Conditions to apply the Questionnaire summary

The interviewers used it under the following conditions:

1. As support when the appropriate informant was absent (owner or manager), to previously fill in the information and set an appointment date for the complete filling.

2. In establishments where the accountant would fill in the economic data and the owner or manager will complete the qualitative information of the questionnaire.

3. Establishments where refusals were received due to lack of time to answer the questionnaire.

The Summary served as a prior support and the questionnaire was completed in the presence of the informant in the mobile computing device.
Advantages

Interviewers mentioned:

• The simplicity of the Summary reduced the stress of the informant.
• It provided an overview of the data contained in the questionnaire.
• It improved the accuracy of the answers.
• The response time improved.
• It supported effectively and accurately obtaining specific information when the appropriate informant was missing.
Results

• The Questionnaire summary was very efficient in establishments that did not have the data at hand

• It was applied in approximately 30% of the interviews and the results were very good

• The interviewers consulted reported 90% success in applying this instrument.
We are getting ready for new challenges

In Economic Censuses 2019 the establishments were asked for some additional data

Federal Taxpayer Registry number (RFC)

Employer Registry number in the Mexican Social Security Institute (IMSS)

Meter number from the electricity supply company (CFE)
We are getting ready for new challenges

The goal is to reduce the burden on the informant

Ask for new administrative records data: IMSS, CFE, RFC

Generate economic indicators that increase the supply of economic information in Mexico

Link the Economic Censuses records with the databases of DENUE (Directory of economic units).

We are analyzing the data to take some info from Administrative sources instead of asking informants

Response rate:
CFE 50.8%
RFC 28.5%
IMSS 4.0%

To Be Continued...
Conociendo México

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