Challenges of the Economic Censuses in Mexico
Will they REALLY come from INEGI?

How can I convince him to respond the questionnaire?

"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?

How will they use my data?

Should I trust the interviewer?

Insecurity

Distrust

Interviewer

Informant

Censos económicos 2019
Interviewer’s Point of view

- Counting dwellings, landplots and empty establishments
- Collecting an average of seven questionnaires per day
- Verifying and updating the Enterprises Directory
- Updating the cartography
- Update, validate and identify each one of the establishments in the cartography

I have lots of activities to do…
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

- 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

Without informant’s participation…
There is no census!!!
Some Results

Insecurity incidents reported

Weeks employed for data collection

- S1: 52
- S2: 60
- S3: 90
- S4: 63
- S5: 27
- S6: 24
- S7: 12
- S8: 30
- S9: 17
- S10: 5
- S11: 10
- S12: 3
- S13: 0
- S14: 0

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?

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

1.15% satisfied interviewers

Uninjured interviewers

Calm relatives

Enthusiastic informants

Informants that provided data

INEGI fulfilled the objective

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

0.0017%
Our interviewers and
Our informants