38th meeting of the Voorburg Group on Service Statistics

The relevance of the combination of data collection methods in the Business Surveys during and after the COVID-19 pandemic in Mexico

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Start of the Business Surveys in Mexico

1963
- Manufacturing (Y)

1964
Periodic measurements of manufacturing activities in Mexico begins
- Manufacturing (M)

1983
- Trade (M)
- Construction (M)

1993
- Services (M)

1994
- Trade (Y)

2000
- Construction (Y)

2004
Qualitative indicators
- Business Opinion (M)
- Transport (Y)

2005
Non-Financial Private Services (Y)

Monthly (M)
Yearly (Y)

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Start of the Business Surveys in Mexico

Integrated System of Surveys in Economic Units (SIEUE)

National Economic Information System Law

National Economic Information Subsystem

Article 23 | Artícle 24 | Artícle 25

Infrastructure

Key Indicators

Surces of Information:

- National Economic and Agricultural Censuses
- **Integrated System of Surveys in Economic Units (SIEUE)**
- Administrative Records

Legal framework

INEGI

Start of the Business Surveys in Mexico

Integrated system of surveys

Internal users

Statistic Programs of Business Surveys by INEGI

- Construction Companies
- Industrial Manufacturing
- Trade
- Services and Transport
- Business Opinion

External users

Business Surveys by State Units

- Technologic Investigation and Development (National Council of Science and Technology)
- Companies Financing (National Banking and Securities Commission)

Monthly and yearly processes

INEGI

Objectives

1. Technical and methodological homologation.
2. To offer technical, normative and methodological elements
3. Linking systems: National Accounts, Economic Censuses and Price Indexes.

Start of the Business Surveys in Mexico

Collection methods evolution

1964

Paper questionnaire

Since the beginning and for about four decades

2003

CAWI

Computer-Assisted Internet Interviewing

2011

CATI

Computer Assisted Telephone Interviewing

2012

CAPI

Computer Assisted Personal Interviewing

Data Collection of the Business Surveys

Sample sizes of Monthly Surveys in Economic Units

National sample
35 558

Construction
3 556

Business Opinion
3 379

Manufacturing
10 341

Transport
876

Trade
8 716

Services
8 690

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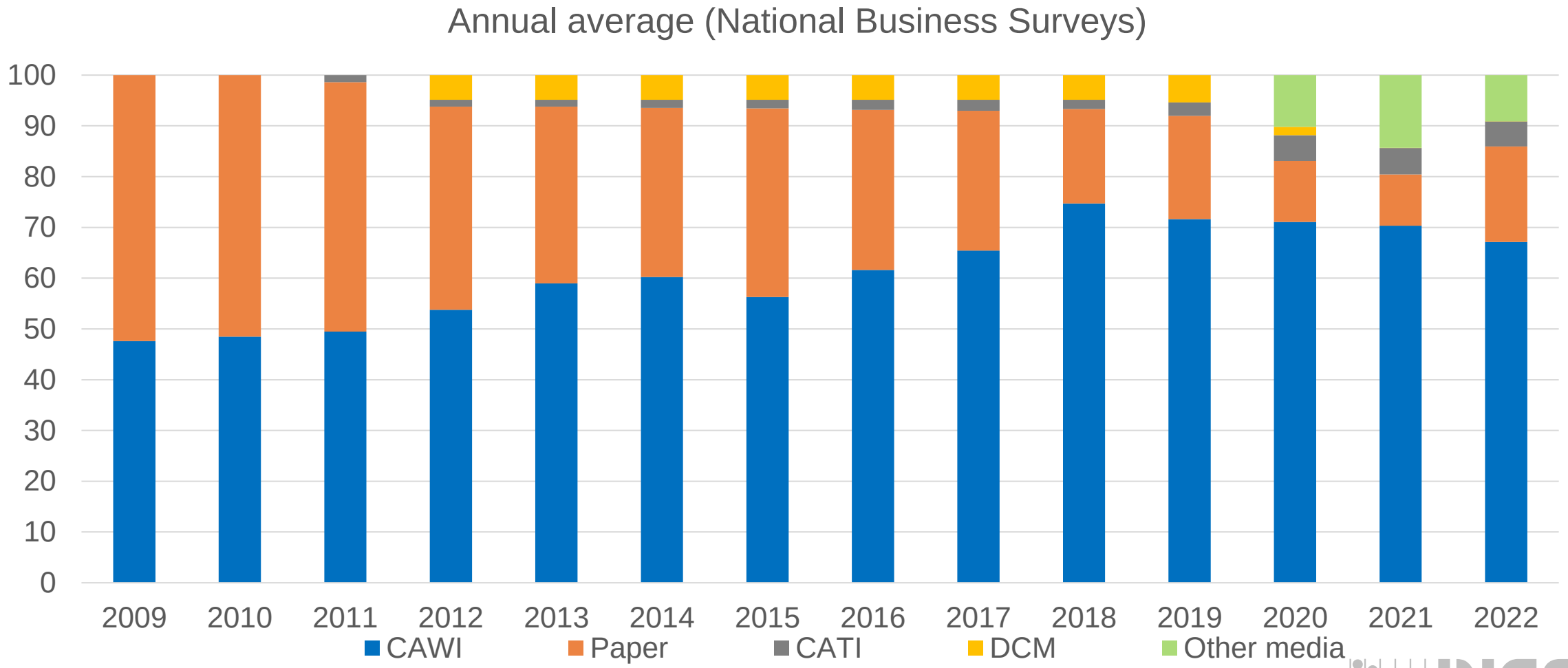
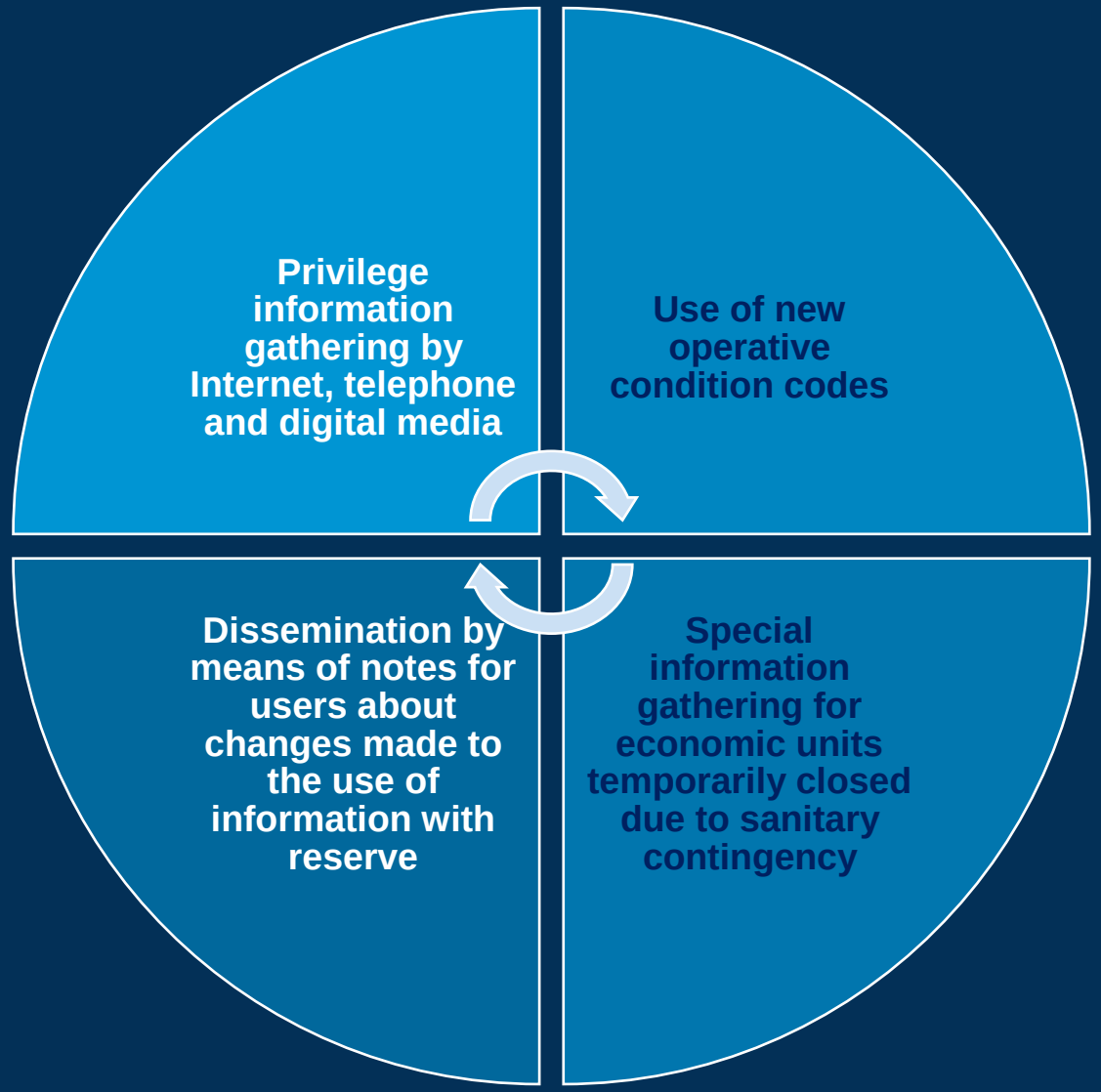
Data Collection of the Business Surveys

Combination of collection methods before, during and after the pandemic



Data Collection of the Business Surveys

Field strategies during the COVID-19 pandemic



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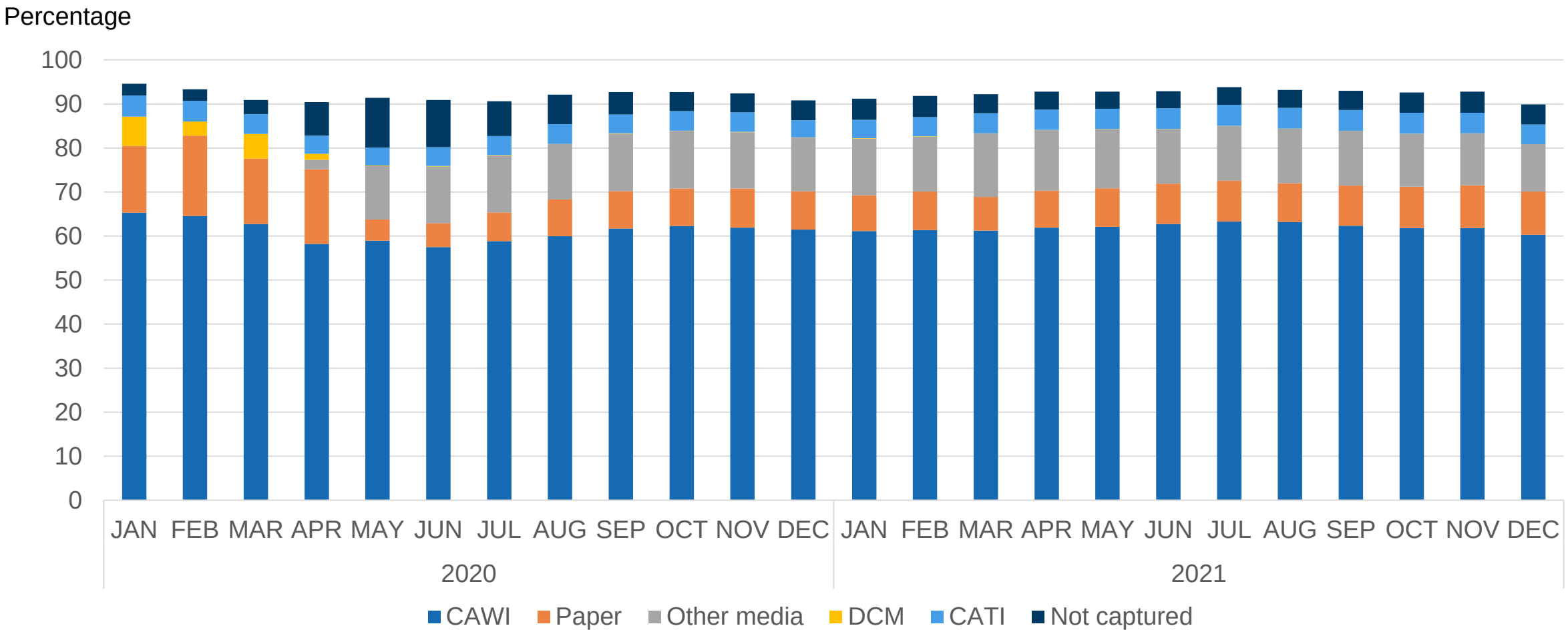
Monthly collection of Business Surveys by means of collection

Level of business surveys gathering during the pandemic



Source: INEGI.

Survey on the Economic Impact Generated by COVID-19 on Businesses (ECOVID-IE)

Observation unit
The company

Study Domains
- National-sector
- National-company size

Sampling Frame
1 873 564 companies with telephone

Three events (reference period)
✓ April, 2020
✓ August, 2020
✓ February, 2021

Geographical Coverage
National

Results by stratum:
MICRO SMEs LARGE

Survey on the Economic Impact Generated by COVID-19 on Businesses (ECOVID-IE)

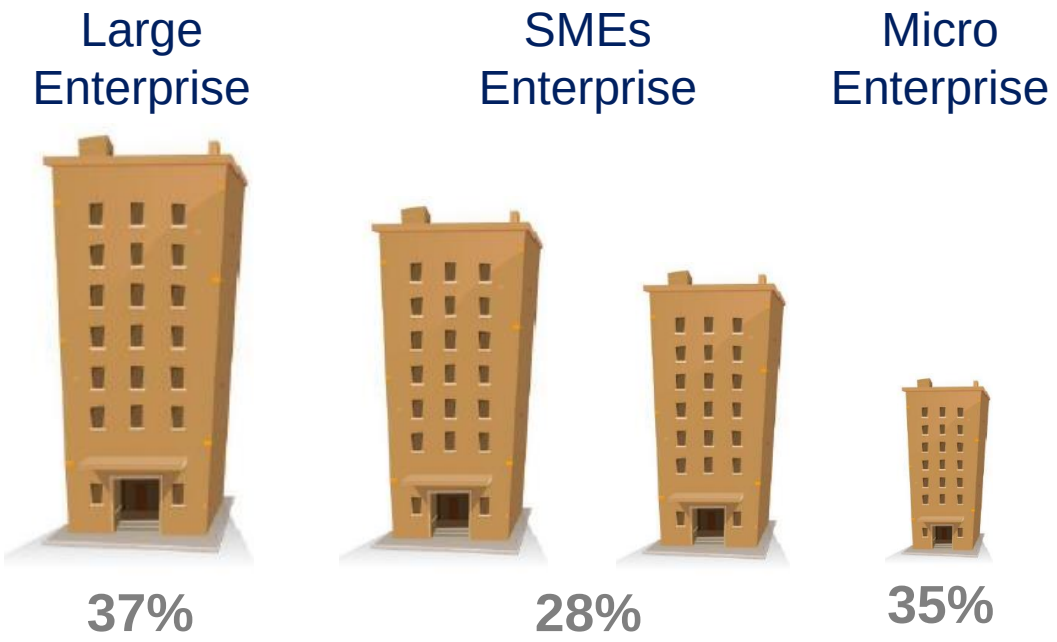
Statistical design

Sampling Parameters

Confidence	95%
Relative error (according to the event)	From 3% to 5%
Average number of enterprises affected by COVID-19	50%

Sampling size

Approximately 5 thousand enterprises



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Survey on the Economic Impact Generated by COVID-19 on Businesses (ECOVID-IE)

Data collection logistics

Interviews via CATI (Home office)

48 interviewers on average

25 minutes per interview on average

Data Collection

- ✓ May – June, 2020
- ✓ September – October, 2020
- ✓ March, 2021

To reach the sample, more than 15 thousand calls were made by event

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Strategies after COVID-19 pandemic

- The previous use of digital means of collection for business surveys allowed the Institute to reinforce its use to maintain it definitively.

- The information collection strategies have been adjusted in accordance with the standardization of economic, statistical and geographic activities, with the end of the COVID-19 health emergency on May 9, 2023 by the Mexican government.

INEGI has designed and structured plans of action for contingencies like this and similar types.

INEGI

Aftermath

- The set of collection means, particularly CAWI, represented the main strength to face the prevailing conditions during the pandemic.
- The set of collection strategies implemented made it possible to maintain the dissemination of all the indicators from the business surveys, without modifying the dates established in the dissemination calendar.
- The main lesson learned was the capacity of informants and collaborators of the business surveys to adapt to all the changes.
- The availability of action plans designed and structured to deal with contingencies of this nature or with complicated scenarios represents one of the most important lessons for the performance of national statistical offices in the future.

THANK YOU

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