

**WORLD  
VALUES  
SURVEY  
2010**

***Methodological questionnaire***

**PLEASE WRITE IN THE NAME OF YOUR COUNTRY: THAILAND**

**Section 1: the questionnaire**

1. Was the WVS questionnaire translated or adapted in any way from the English master questionnaire?

Yes  → **ANSWER Q2**  
No  → **GO TO Q3**

**IF QUESTIONNAIRE TRANSLATED/ADAPTED**

2a. Who carried out the translation of the questionnaire?

A specialist translator

A member of the research team

Other (PLEASE WRITE DETAILS BELOW)

---

---

b. Was the translated questionnaire then back-translated into English?

Yes

No

c. Was the translated questionnaire pre-tested?

Yes

No

d. **IF 'YES'**

How was the questionnaire pre-tested? How many pre-tests were carried out?

*PLEASE WRITE IN:*

**A pre-test survey was conducted by face-to-face interviewing. The target group was 50 Thai electorates.**

e. Were there any questions or concepts that caused particular problems when being translated into your language?

Yes

No

**IF 'YES'**

f. Which questions or concepts caused particular problems?

*PLEASE WRITE IN:*

g. How were these problems solved?  
*PLEASE WRITE IN:*

**EVERYONE PLEASE ANSWER**

3. Did you use other questionnaires to make the WVS questionnaire

the German questionnaire

the French questionnaire

Other (PLEASE WRITE IN BELOW )

The Thai questionnaire

---

---

4. Have any optional WVS questions and/or items been included?

No

Yes (PLEASE WRITE IN QUESTION AND/OR ITEMNUMBERS BELOW )

---

---

5. Were country-specific questions, and/or items i. e. neither compulsory nor optional WVS questions, or questions included in the survey?

No country-specific questions included  → **GO TO Q7**

Country-specific questions were included  → **ANSWER Q6**

**IF THERE WERE COUNTRY-SPECIFIC QUESTIONS**

6. Were country specific questions included at the end of the questionnaire, just before the demographics?

Yes  → **GO TO Q7**

No  → **GO TO Q6a**

6a Please indicate the location of the country-specific questions which were not at the end of the questionnaire  
WRITE IN BELOW

**EVERYONE PLEASE ANSWER**

7. Were all questions asked in the prescribed order?

Yes

No

8. Were all core WVS questions included in your questionnaire (by core we mean all items except those that were optional)?

No - some question(s) from WVS questionnaire not included  → **ANSWER Q9**

No - some demographic question(s) not included  → **ANSWER Q9**

Yes - all questions included  → **SECTION 2**

**IF ANY CORE WVS QUESTIONS WERE NOT INCLUDED**

9. Please write in details of the items and the reasons why they were not included.

*WVS question number or description of question:*

*Reason(s) not included:*

## Section 2: Sampling

10. Was your sample designed to be representative of the entire adult population, i. e. 18 years and older, of your country?

Yes  → **GO TO Q12**

No  → **ANSWER Q11**

### IF NOT DESIGNED TO BE REPRESENTATIVE

11. Which groups were excluded from, under-represented or over-represented in your sample design?

Excluded (PLEASE SPECIFY):

Over-represented: (PLEASE SPECIFY):

Under-represented (PLEASE SPECIFY):

### EVERYONE PLEASE ANSWER

12. What was the lower age cut-off for your sample?

Yes - please write in cut-off

No cut-off

13. Was there any upper age cut-off for your sample?

Yes - please write in cut-off

No cut-off

14. What were the different stages in your sampling procedure?

*PLEASE WRITE IN:*

The sampling technique used in this survey is multi-stage systematic random sampling. For the purpose of this survey, the country was divided in five regions corresponding to the four regions of Thailand from which Bangkok was extracted to be considered as a region in itself.

A) IN THE REGIONS The four regions are the North, the South, the Northeast and the Central Region.

(1) For the first stage of sampling, a list of Amphoe (district) per region was randomly selected, whose number per region was determined in proportion to the population of the region.

(2) The second stage consisted in randomly selecting a number of Tambol (subdistrict) in each Amphoe (district) in proportion to the population in the selected Amphoe per region.

(3) The third stage consisted in randomly selecting a number of Village in each Tambol in proportion to the population in the selected Tambol per region.

(4) The fourth stage of sampling determined the number of people to be surveyed according to the number of selected Muban (villages) per region

(5) Systematic sampling was then used, with a skip number

(B) IN BANGKOK A list of sub-district in BKK was randomly selected, whose number per region was determined in proportion to the population of BKK. Then use systematic sampling.

15. What was the final number of clusters or sampling points?

No clusters

WRITE IN:

16. What was the sampled unit you got from office sampling?

Address  → ANSWER Q17

Household  → ANSWER Q17

Named individual  → GO TO Q18

Other (PLEASE WRITE IN DETAILS BELOW)  → ANSWER Q17

---

---

**IF NAMED INDIVIDUAL WAS NOT THE SAMPLED UNIT**

17. What selection method was used to identify a respondent?  
PLEASE SPECIFY:

---

---

18. Were there any quota-controls on the type of individual selected to take part in the survey (for example, age or sex controls)?

Yes  → ANSWER Q19

No  → GO TO Q20

**IF QUOTA CONTROLS**

19. In what way were quota controls used?  
*PLEASE WRITE IN:*

**EVERYONE PLEASE ANSWER**

20. Was substitution permitted at any stage of your selection process or during fieldwork?

Yes  → ANSWER Q21

No  → GO TO Q22

**IF 'YES'**

21. In what way was substitution permitted?  
*PLEASE WRITE IN:*

We have a list of reserve samples in each area. Besides, if the field survey staff couldn't find following the list, they can choose another one from the side of sample's house, however, it must be the same gender and age.

**EVERYONE PLEASE ANSWER**

22. Did you use any stratification factors when drawing your sample?

Yes  → ANSWER Q23

No  → GO TO Q24

**IF STRATIFICATION FACTORS USED**

23. What stratification factors were used, and at what stage(s) of selection?  
*PLEASE WRITE IN:*

**The sampling process as in the question14**

**EVERYONE PLEASE ANSWER**

24. All in all, what are the known limitations of your realized sample?

For example: non-response rate; is there differential coverage of particular groups, either because of sample design or response differences?

% response or % non-response: PLEASE WRITE IN:

No problem in this issue because we have the reserved sample. (The real samples are 1200 and the reserved samples are 1390, total 2590). If the samples were not found or sick, we will use the reserved instead of these samples. Finally, we got 1200 respondents (%100)

25. Please fill in the following details about your sample. If some categories do not apply, please complete to the highest level of detail possible and use the 'other' box to give more information.

- Total number of starting names/addresses 

2	5	9	0
---	---	---	---
- addresses which could not be traced at all 

			-
--	--	--	---
- addresses established as empty, demolished or containing no private dwellings 

			-
--	--	--	---
- selected respondent too sick/incapacitated to participate 

		1	0
--	--	---	---
- selected respondent away during survey period 

		1	5
--	--	---	---
- selected respondent had inadequate understanding of language of survey 

			8
--	--	--	---
- no contact at selected address 

			-
--	--	--	---
- no contact with selected person 

			-
--	--	--	---
- refusal at selected address 

			-
--	--	--	---
- proxy refusal (on behalf of selected respondent) 

			-
--	--	--	---
- personal refusal by selected respondent 

			-
--	--	--	---
- other type of unproductive (please write in full details in the box below) 

			-
--	--	--	---
- full productive interview 

			-
--	--	--	---
- partial productive interview 

			-
--	--	--	---

**IF 'OTHER' CATEGORY USED**

26. Please specify

**Section 3: Fieldwork**

27.If interviews were not face-to-face, please specify the way of interviewing:

-

28. The next group of questions are about interviewers.  
If no interviewers were used at any point in the WVS survey, please go to Q32.

**IF INTERVIEWERS USED**

a. Were interviewers paid according to performance (for example, according to the number of interviews they obtained)?

Yes

No

b. Which, if any, of these rules governed how an interviewer approached an address/household?  
*PLEASE TICK THOSE THAT APPLY*

Calls must be made at different times of day

Calls must be made on different days of week

Neither of the above

c. Were interviewers required to make a certain number of re-calls before they stopped approaching an address or household?

Minimum number of re-calls required - please write in number

No minimum re-call requirement

d. Were any interviews supervised?

Yes - please write in approximate proportion   %

No

e. Were any interviews back-checked?

Yes - please write in approximate proportion   %

No

100% because there were the survey teal leader who checked all questionnaires before sending to KPI.

**EVERYONE PLEASE ANSWER**

29. Please write in the approximate start and end dates of fieldwork.

**D D M M Y Y**

Start date 

0	1	0	9	1	3
---	---	---	---	---	---

End date 

3	0	0	9	1	3
---	---	---	---	---	---

30. Please write in the name of the institute which has done the fieldwork.

\_\_\_\_\_King Prajadhipok's Institute\_\_\_\_\_

## Section 4: Data

31. Were any measures of coding reliability employed?

Yes  → **ANSWER Q31a**  
No

31a. Which one? Please specify

ALPHA INTERSYSTEM COMPANY LIMITED, the scan and coding company, has worked for Research and Development Office, KPI more than 5 years. They worked efficiently and finished on time.

32. Were the data from the questionnaire keyed subsequent to the interview (that is, non-CAPI surveys)?

Yes  → **ANSWER Q33**  
No  → **GO TO Q34**

### IF DATA KEYED

33. Was keying verified?

Yes - please write in approximate level of verification  %  
No

### EVERYONE PLEASE ANSWER

34. Were any reliability checks made on derived variables?

Yes   
No

35. Were data checked/edited to ensure that filter instructions were followed correctly?

Yes   
No

36. Were data checked/edited for logic or consistency?

Yes   
No

37. Were data checked/edited to ensure they fell within permitted coding ranges?

Yes   
No

38. Have you answered 'yes' on any or all of questions 32 to 34 above?

Yes  → **ANSWER Q39**  
No  → **GO TO Q40**

**IF DATA CHECKED/EDITED**

39. Were errors corrected individually or automatically (through, for example, a 'forced' edit)?

Yes - individual correction

Yes - automatic correction

No - not corrected

**EVERYONE PLEASE ANSWER**

40. Did you add a weight variable?

Yes  → **ANSWER Q.41**

No  → **SECTION 5**

**IF WEIGHT VARIABLE ADDED**

41. Please describe the weighting or post-stratification strategy used.

Weighted by the sample in each region and calculated from the population in each region.

## Section 5: Characteristics of National Population

45. Each WVS member is asked to provide information on known characteristics of its national population, from census or the best available estimates from government surveys or other high-quality data-sources:

- sex distribution of the population
- age distribution of the population : Department of Provincial Administration, Ministry of the Interior.
- education (years of schooling) of the population
- other characteristics (PLEASE SPECIFY)

Please specify also the sources which have been used. Please note that the number of characteristics is what is minimal required. You can add as many characteristics as you like, but do not forget to specify them.

In the table below please present the information from census or from other government surveys or other high-quality data (column SOURCE 1) and the proportions obtained in your data, before and after weighting

	Source:	Unweighted data	Weighted data
<b>Gender</b>	: Department of Provincial Administration, Ministry of the Interior.		
Female	%50.8	%52.3	%52.3
Male	%49.2	%47.7	%47.7
<b>Age Groups</b>	: Department of Provincial Administration, Ministry of the Interior.		
18-29 years	%22.8	%12.2	%12.1
30-39 years	%21.0	%20.9	%20.9
40-49 years	%21.4	%28.9	%29.0
50-59 years	%16.6	%25.8	%25.9
60 and more years	%18.1	%12.1	%12.1
<b>Years/Schooling Groups</b>	: National Statistical Office		
No formal education	%4.3	%1.5	%1.5
Incomplete primary school	%24.3	%3.7	%3.7
Complete primary school	%22.8	%49.6	%49.5
Incomplete secondary school: technical/vocational type	%0	%3.6	%3.6
Complete secondary school: technical/vocational type	%19.5	%10.6	%10.6
Incomplete secondary: university-preparatory type	%0	%2.6	%2.6
Complete secondary: university- preparatory type	%14.7	%9.9	%9.9
Some university-level education, without degree	%0	%1.1	%1.1
University-level education, with degree	%14.1	%17.4	%17.5
Other	%0.2	%0	%0
<b>Other characteristics</b> Please specify			
	%	%	
	%	%	
	%	%	
	%	%	

**THANK YOU VERY MUCH !**

**PLEASE RETURN THE QUESTIONNAIRE TO JAIME DIEZ MEDRANO [jdiezmed@jdsurvey.net](mailto:jdiezmed@jdsurvey.net)**