



The WORLD VALUES SURVEY ASSOCIATION

[www.worldvaluessurvey.org](http://www.worldvaluessurvey.org)

### **World Values Survey Wave 7 in Thailand: Sample Design.**

The survey was conducted by the experts -who were KPI's network- in each region. However, KPI team controlled and advised them throughout the fieldwork.

The target population for the 7<sup>th</sup> wave of World Values Survey was eligible voters over the age of 18. A total of 1,200 adults were interviewed.

The sampling technique used in this survey was multi-stage systematic random sampling. The country was divided into 5 regions: North, Northeast, Central, South and Bangkok. The first four corresponds to the four regions of Thailand. This study included Bangkok as a region in itself. The fieldwork was conducted in these selected areas.

#### Selection in the North, the South, the Northeast and the Central Region

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

In the second stage, a number of Tambol (subdistricts) in each Amphoe (district) was randomly selected in proportion to the population in the selected Amphoe per region.

In the third stage, a random number of villages in each Tambol was randomly selected in proportion to the population in the selected Tambol per region.

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

Systematic sampling was then used, with a skip number.

#### Selection in Bangkok

A list of sub-districts in BKK was randomly selected, whose number per region was determined in proportion to the population of BKK. Then, systematic sampling was used.

Due to the sampling technique that was used, both rural and urban areas were proportionally represented. In fact, the size of rural population was quite equal to the urban population.

PSUs were selected by the Stratified Sampling Technique.

The number of respondents is up to the number of people in each region.

The systematic sampling was used (gender and age in each province was taken into consideration).

Interviews were usually conducted in the respondent's house.

Face-to-face interviews were conducted by using printed questionnaires.

The interviews took place on working days, excluding holidays, especially religious holidays. Both urban and rural respondents were interviewed throughout the day. For the urban respondents, appointments were arranged to interview them after they are back from work.

Questionnaires were controlled by the field staff leaders and KPI team. The staff leaders called or turned back to the respondent when there was problem with the completed questionnaire.



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Weighting was applied when necessary.

The difference in percentage between sex and age groups from WVS 2010.

	Source: Unweighted data	
<b>Gender</b>	: Department of Provincial Administration, Ministry of the Interior.	
Female	%50.8	%52.3
Male	%49.2	%47.7
<b>Age Groups</b>	: Department of Provincial Administration, Ministry of the Interior.	
18-29 years	%22.8	%12.2
30-39 years	%21.0	%20.9
40-49 years	%21.4	%28.9
50-59 years	%16.6	%25.8
60 and more years	%18.1	%12.1

Natural disasters such as flooding were taken into account during the planning of the fieldwork.

The responsible organization did not need any special permission from the state governing bodies in order to do the WVS-7.