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English

SOURCE: National Statistical Office, Thailand

TITLE: Measuring ICT usage through household survey in Thailand

MEASURING ICT USAGE THROUGH HOUSEHOLD SURVEY IN THAILAND

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**10th WTIM Bangkok, Thailand
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**National Statistical Office
Thailand**

OUTLINE

- **BACKGROUND**
- **SURVEY DESIGN**
- **SAMPLING DESIGN**
- **DISSEMINATION**
- **FINDING RESULTS**
- **CHALLENGES**

BACKGROUND

ICT Household Survey :

- was taken The first time in 2001.
- during 2003 to 2004, the questionnaire was attached with the Labor Force Survey (LFS).
- since 2005 the questionnaire has been separated from the LFS in order to add more questions to serve demand of users.
- is conducted in 1st quarter (January – March) and has the same sample as the LFS.

SURVEY DESIGN

- **Scope and coverage for households and individuals**

 - Household : the private households and special households.

 - Individual : all individuals reside the private and special households. For individuals aged 6 years and over were asked the ICT questions.

- **Target population and Sampling frame**

 - Target population : population projection

 - Sampling frame : population census (Updated with Household Basic Information Survey every year)

- **Statistical unit**

 - Households and individuals.

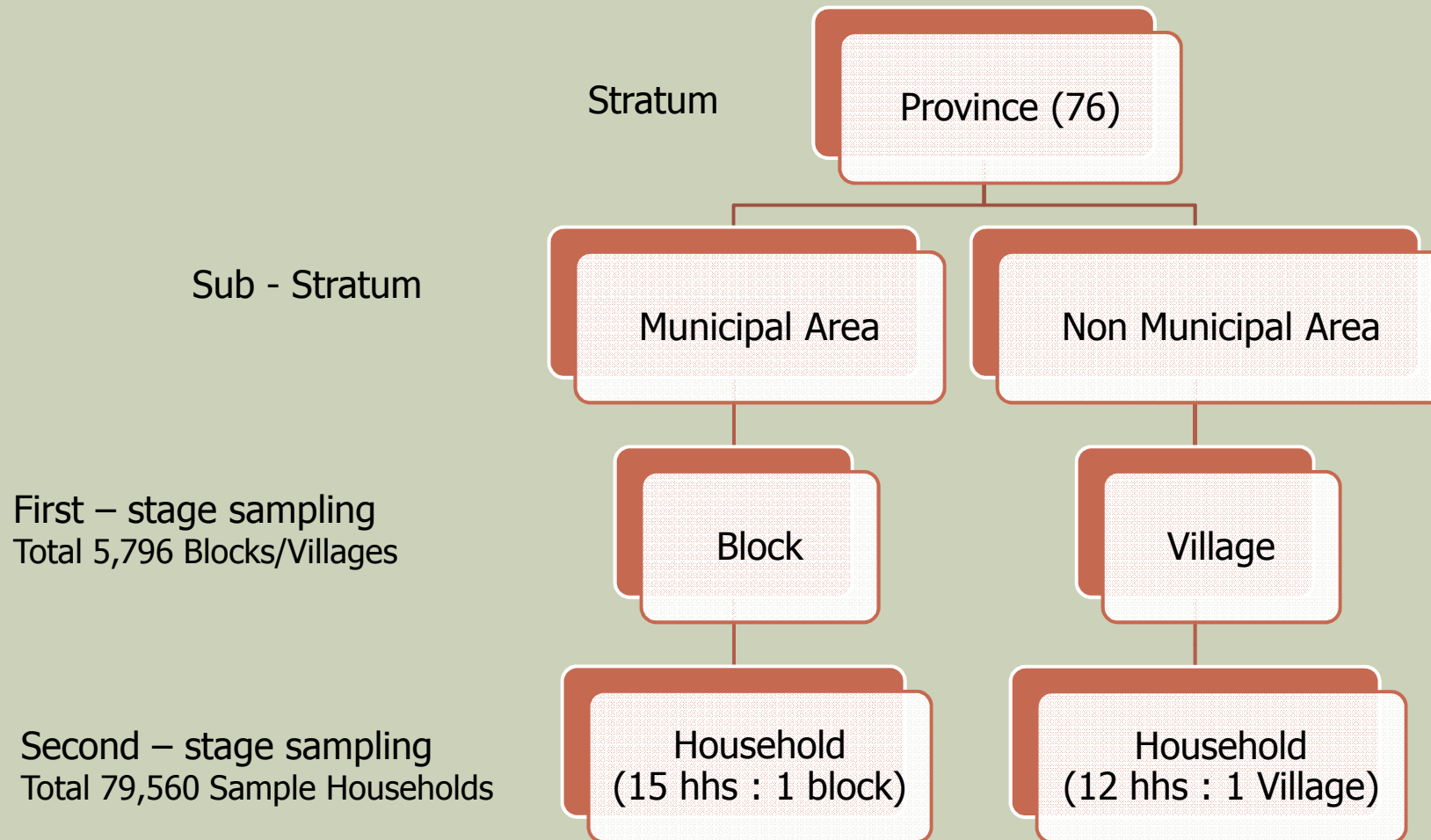
- **Sample design and selection**

 - Stratified two – stage sampling.

- **Data collection techniques**

 - Personal face-to-face interviews.

SURVEY METHODOLOGY : STRATIFIED TWO – STAGE SAMPLING



DATA QUALITY CONTROL

■ Planning

- Data specification are well defined consistent with the objective of the survey
- Sampling frame is completed and up to date
- Appropriate methods of interview are well outlined and instructions are made non-ambiguous
- The pretest has been done to make the questionnaire corrected

DATA QUALITY CONTROL

- Data collecting
 - Enumerator
 - Well-Trained
 - Verifies answers of respondents
 - Supervisor
 - Observe , evaluate the enumerator
 - Re-interview
 - Post Enumeration Survey (PES)
 - To be conducted shortly after the survey and by staff from the central office

DISSEMINATION

- Hard Copy

- Publication/CD Rom/Fact sheet

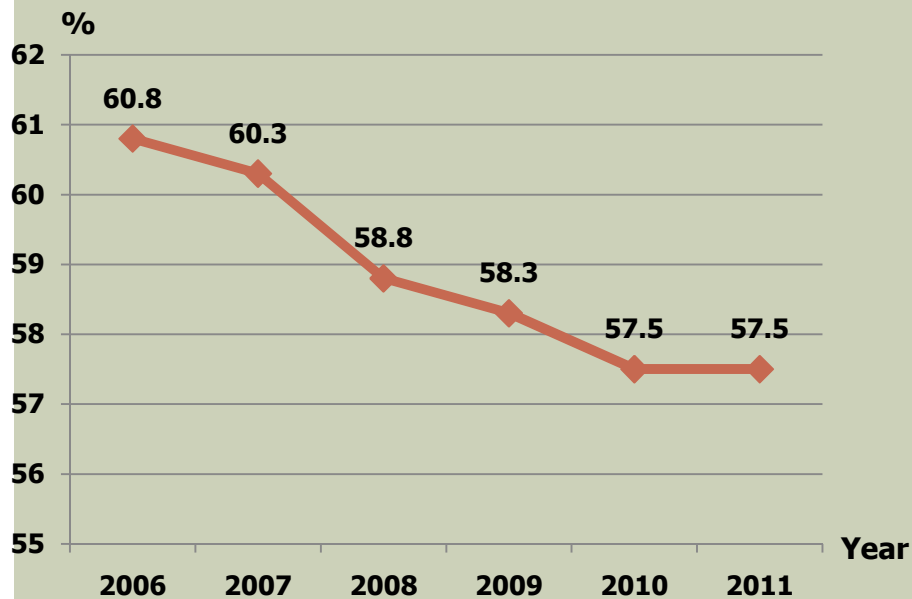
- On web services (www.nso.go.th)

- Table Statistics

- Data Warehouse

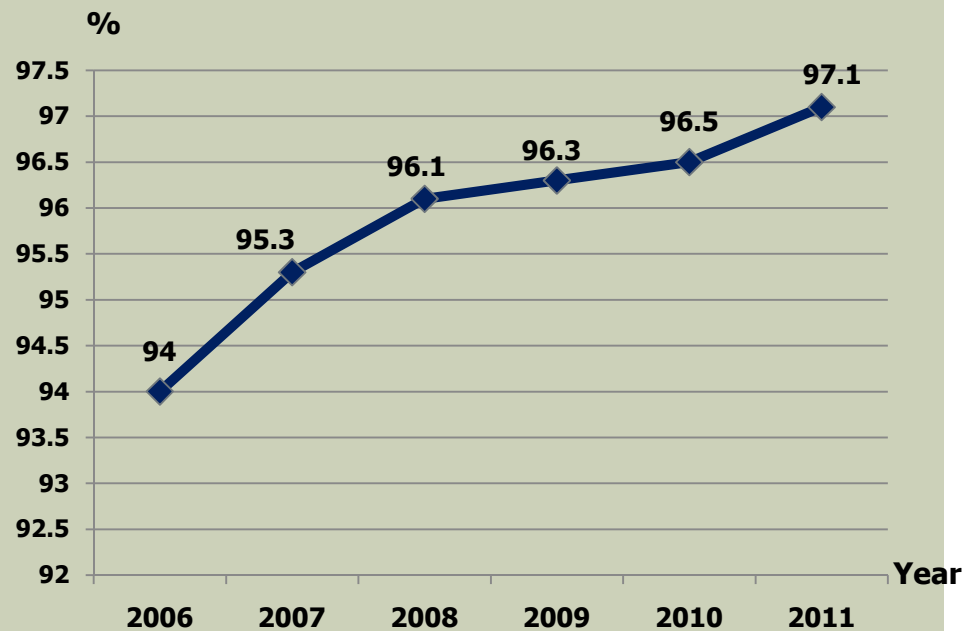
- GIS (Geographic Information System)

PROPORTION OF HOUSEHOLDS WITH TELEVISION, RADIO; 2006-2011

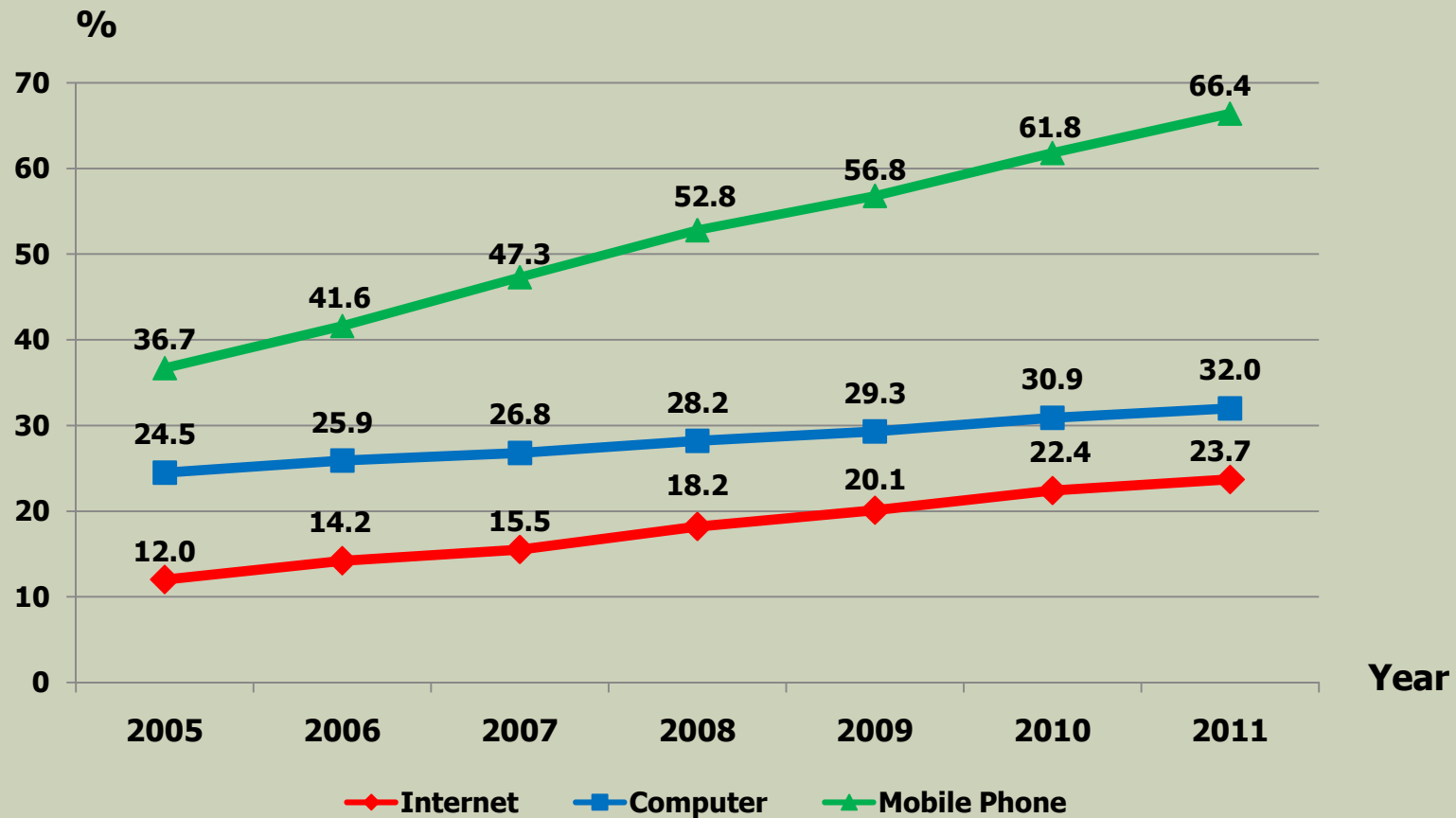


Proportion of households with television; 2006-2011

Proportion of households with radio; 2006-2011

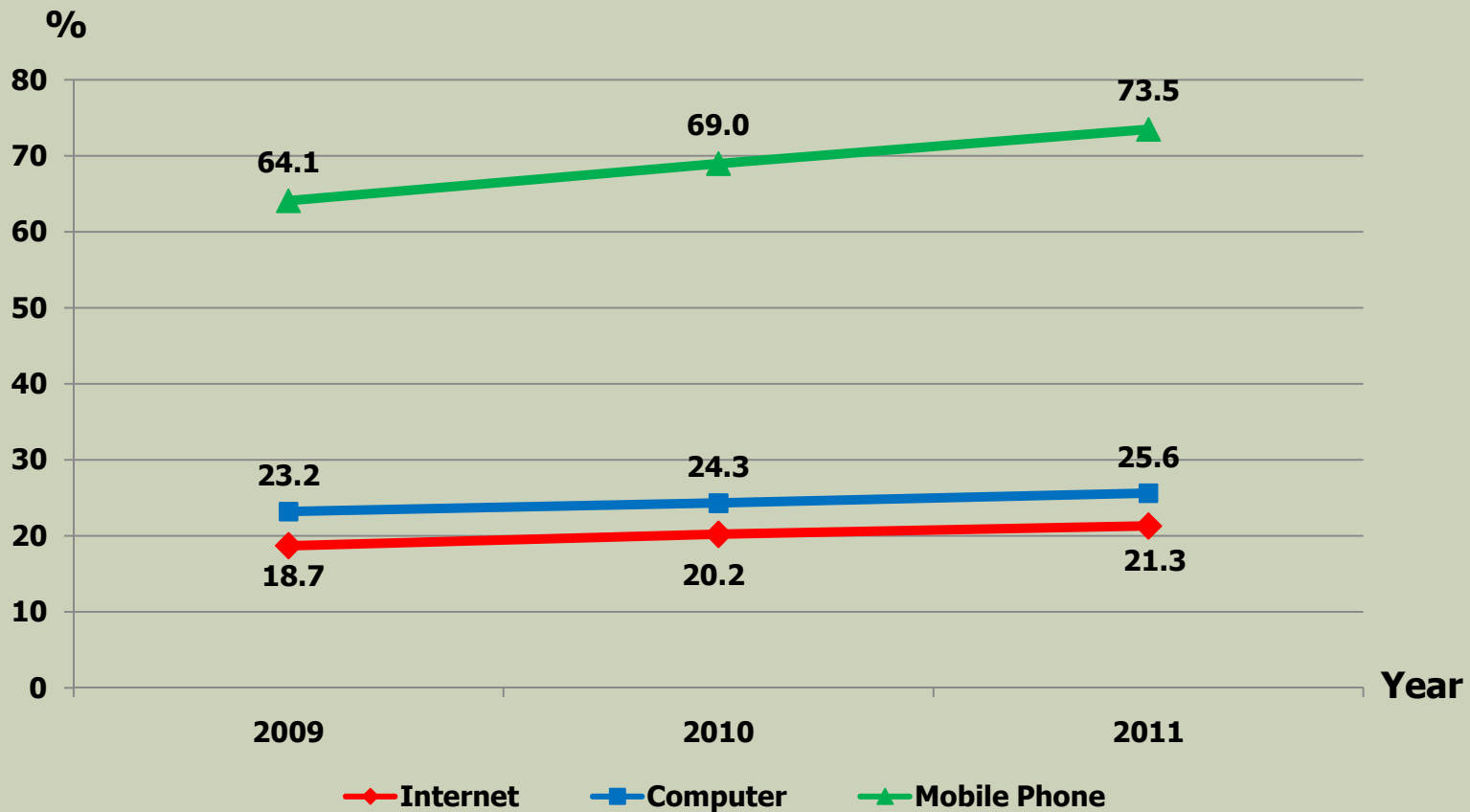


PENETRATION AND USAGE ON ICT DEVICES: 2005 - 2011 (POPULATION AGE 6 YEARS AND OVER)



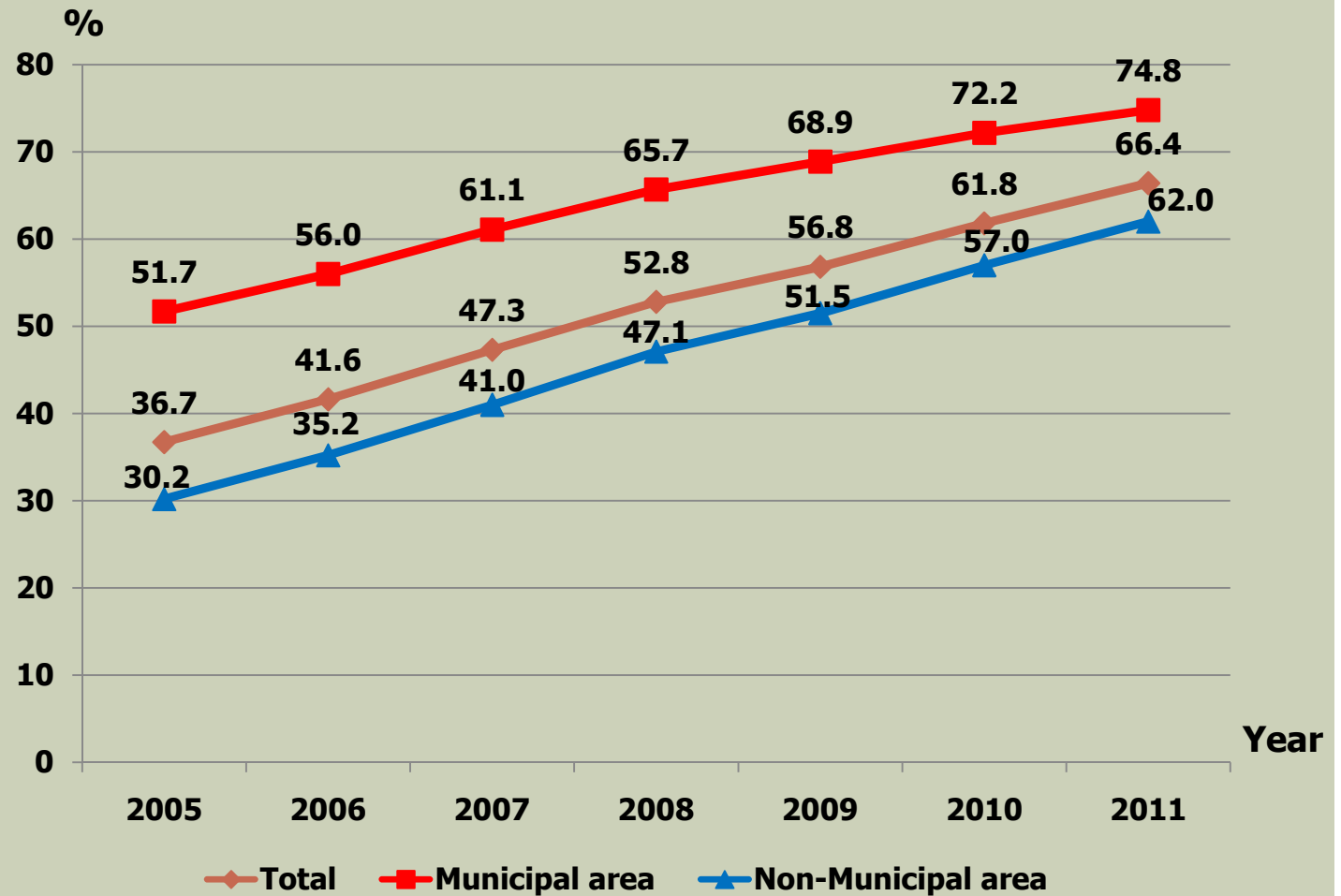
Source: ICT Household Survey, National Statistical Office ¹⁰

PENETRATION AND USAGE ON ICT DEVICES: 2009 - 2011 (POPULATION AGE 15 YEARS AND OVER)



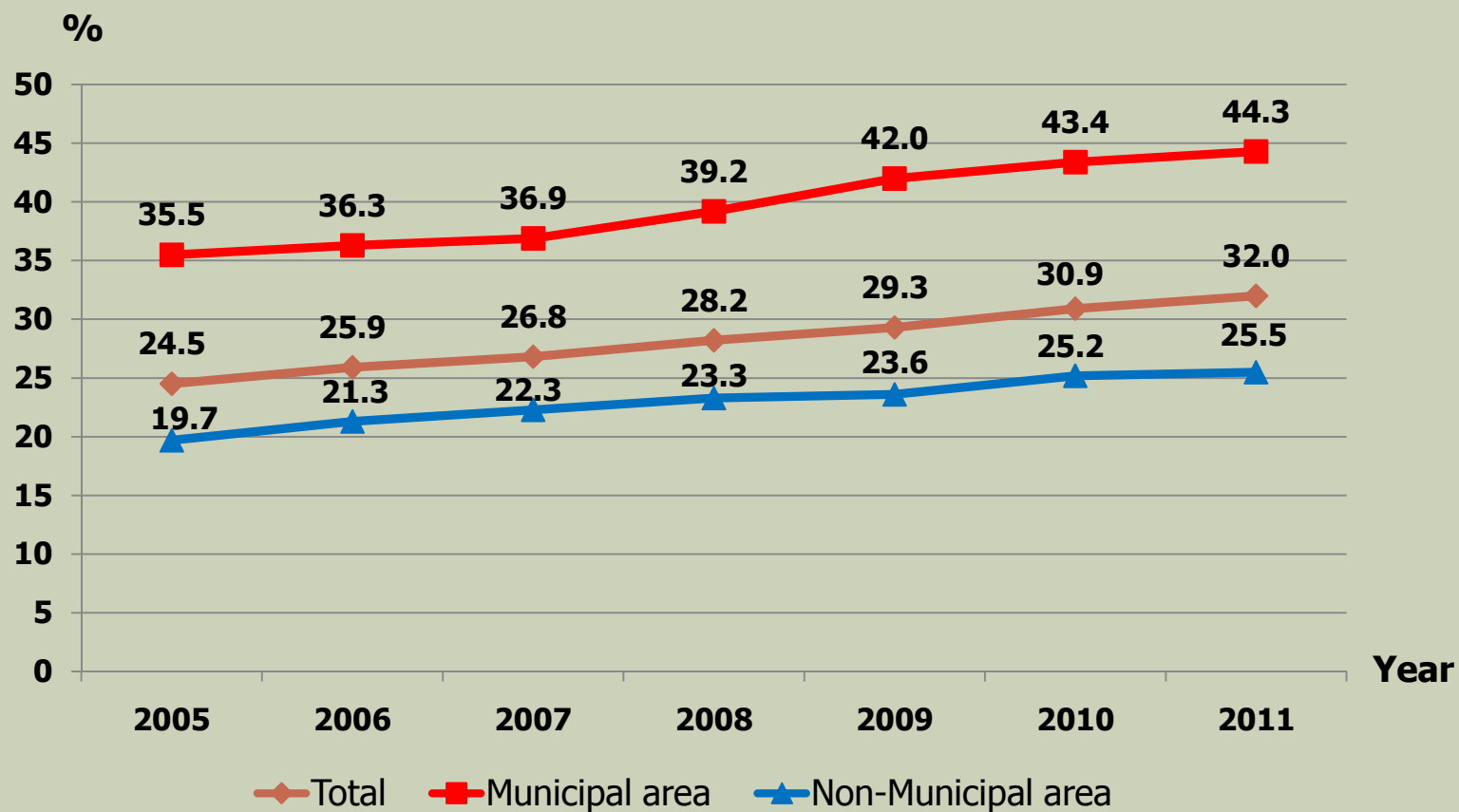
Source: ICT Household Survey, National Statistical Office

PROPORTION OF POPULATION AGED 6 YEARS AND OVER USED MOBILE PHONE BY AREA; 2005-2011



Source: ICT Household Survey, National Statistical Office

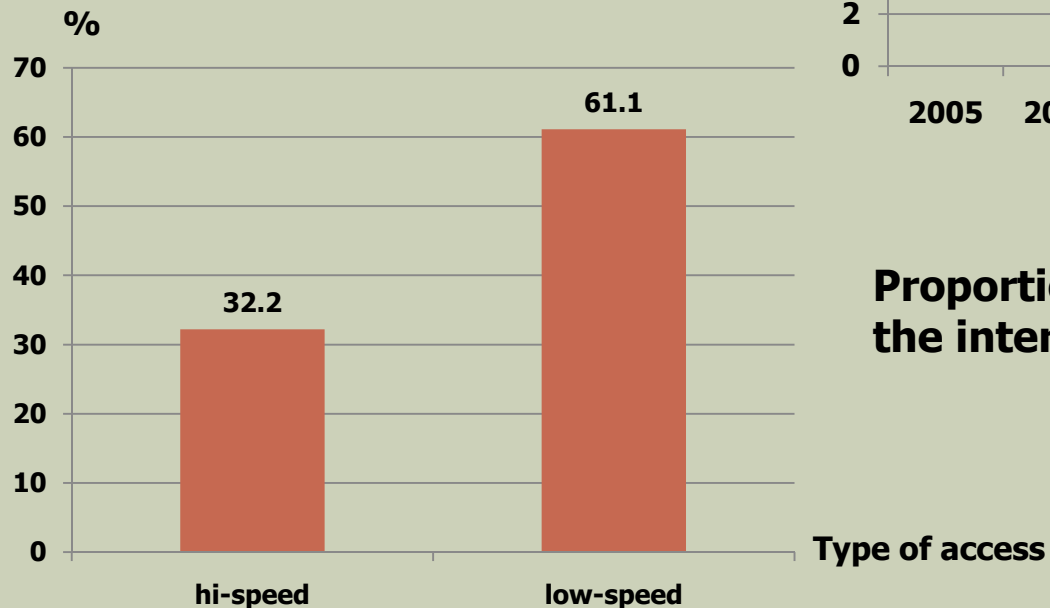
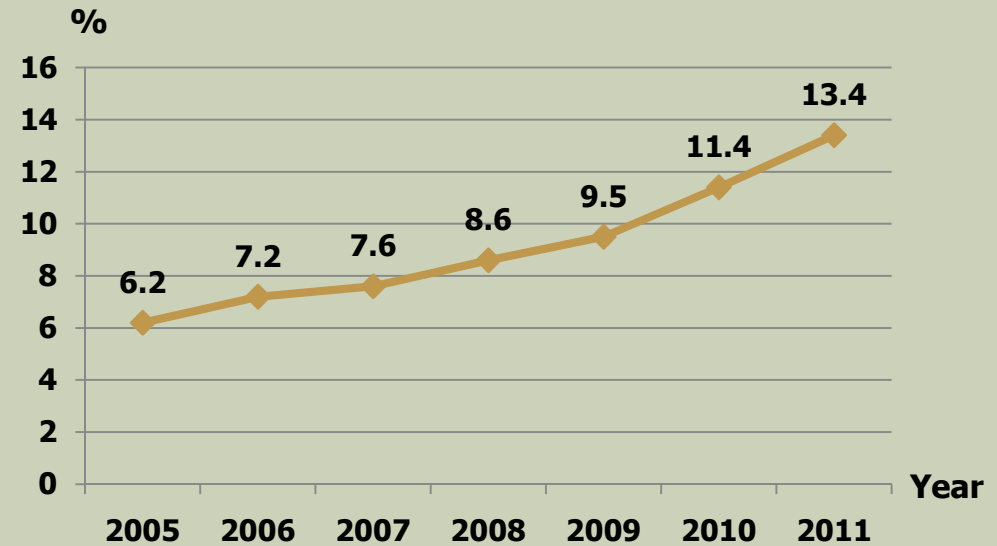
PROPORTION OF POPULATION AGED 6 YEARS AND OVER USED COMPUTER BY AREA; 2005-2011



Source: ICT Household Survey, National Statistical Office

PROPORTION OF HOUSEHOLDS WITH INTERNET ACCESS, TYPE OF ACCESS

Proportion of households with internet access; 2005-2011



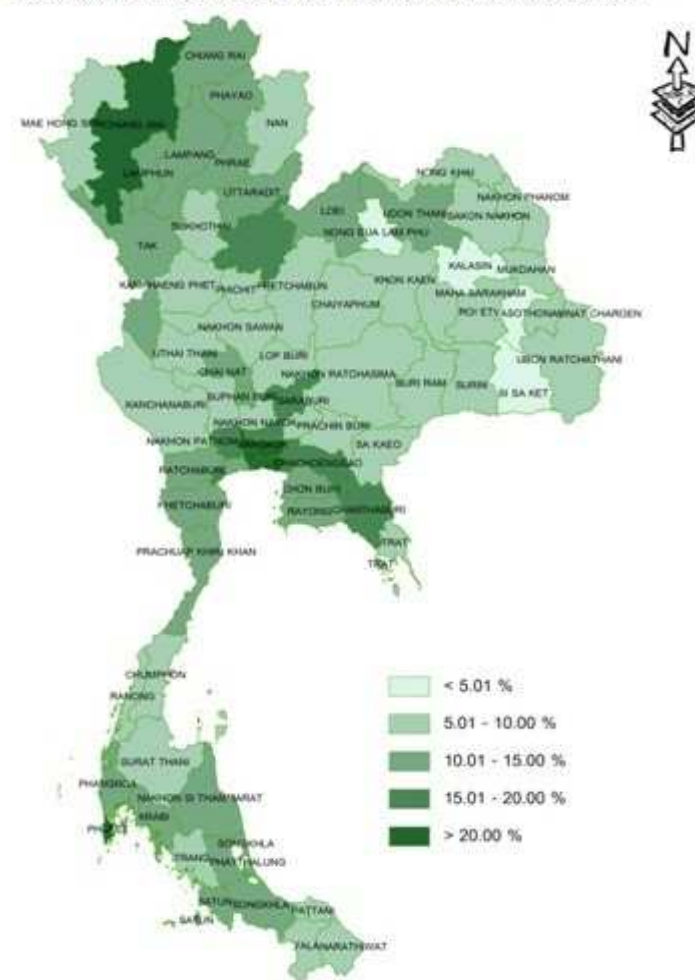
Proportion of households with access to the internet by type of access; 2011

PROPORTION OF HH WITH INTERNET ACCESS (2011)

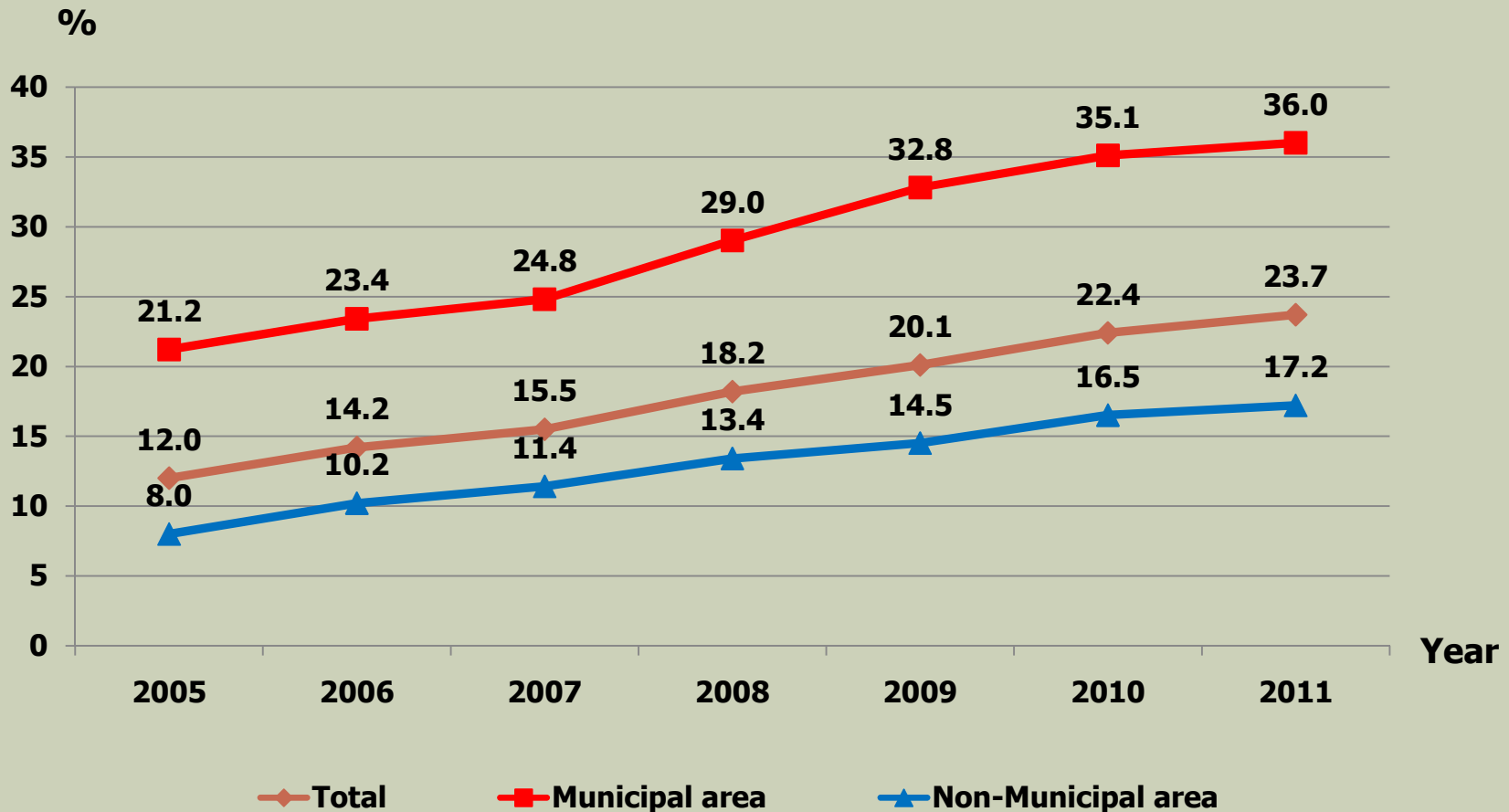
Proportion of households with internet access by region



Proportion of households with internet access by province



PROPORTION OF POPULATION AGED 6 YEARS AND OVER USED INTERNET BY AREA; 2005-2011



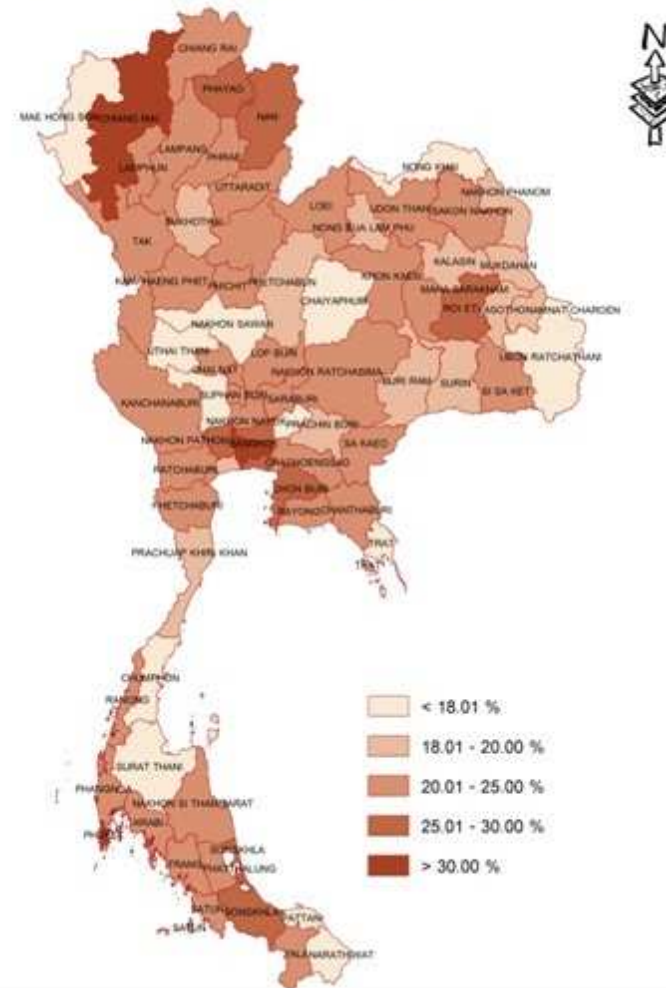
Source: ICT Household Survey, National Statistical Office

PROPORTION OF POPULATION USING THE INTERNET (2011)

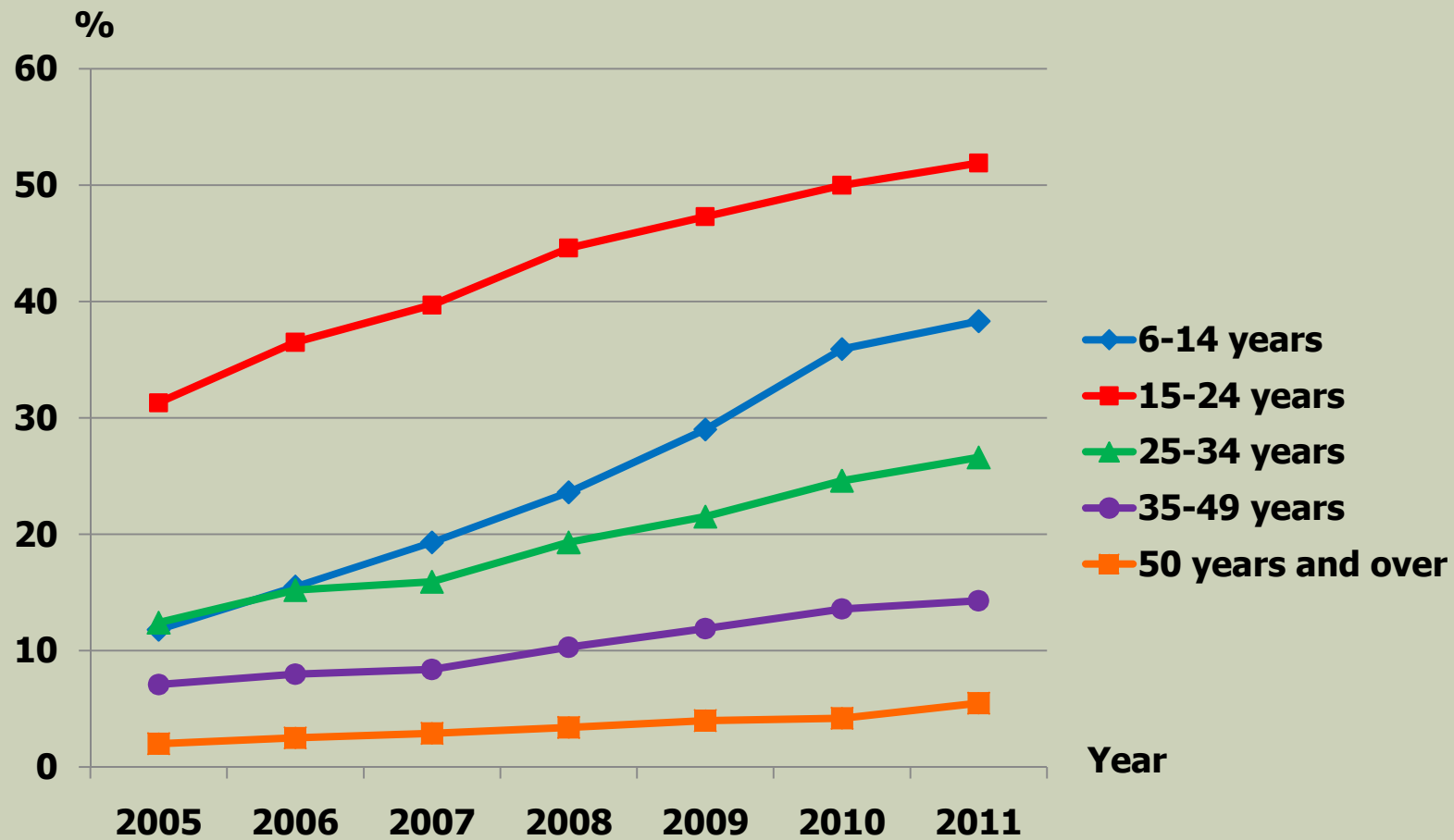
Proportion of population who used the internet by region



Proportion of population who used the internet by province

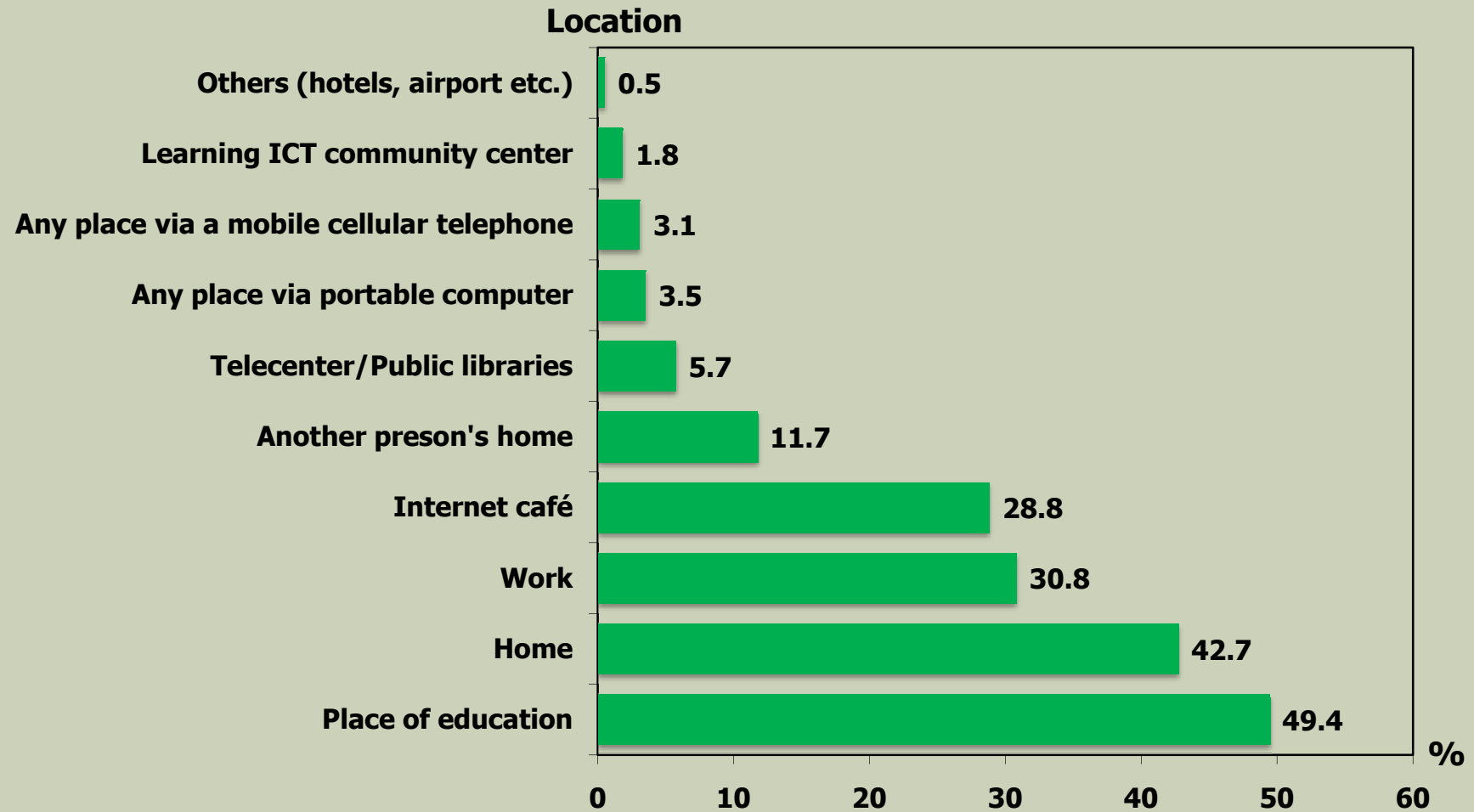


PROPORTION OF POPULATION AGED 6 YEARS AND OVER USED INTERNET BY AGE; 2005-2011



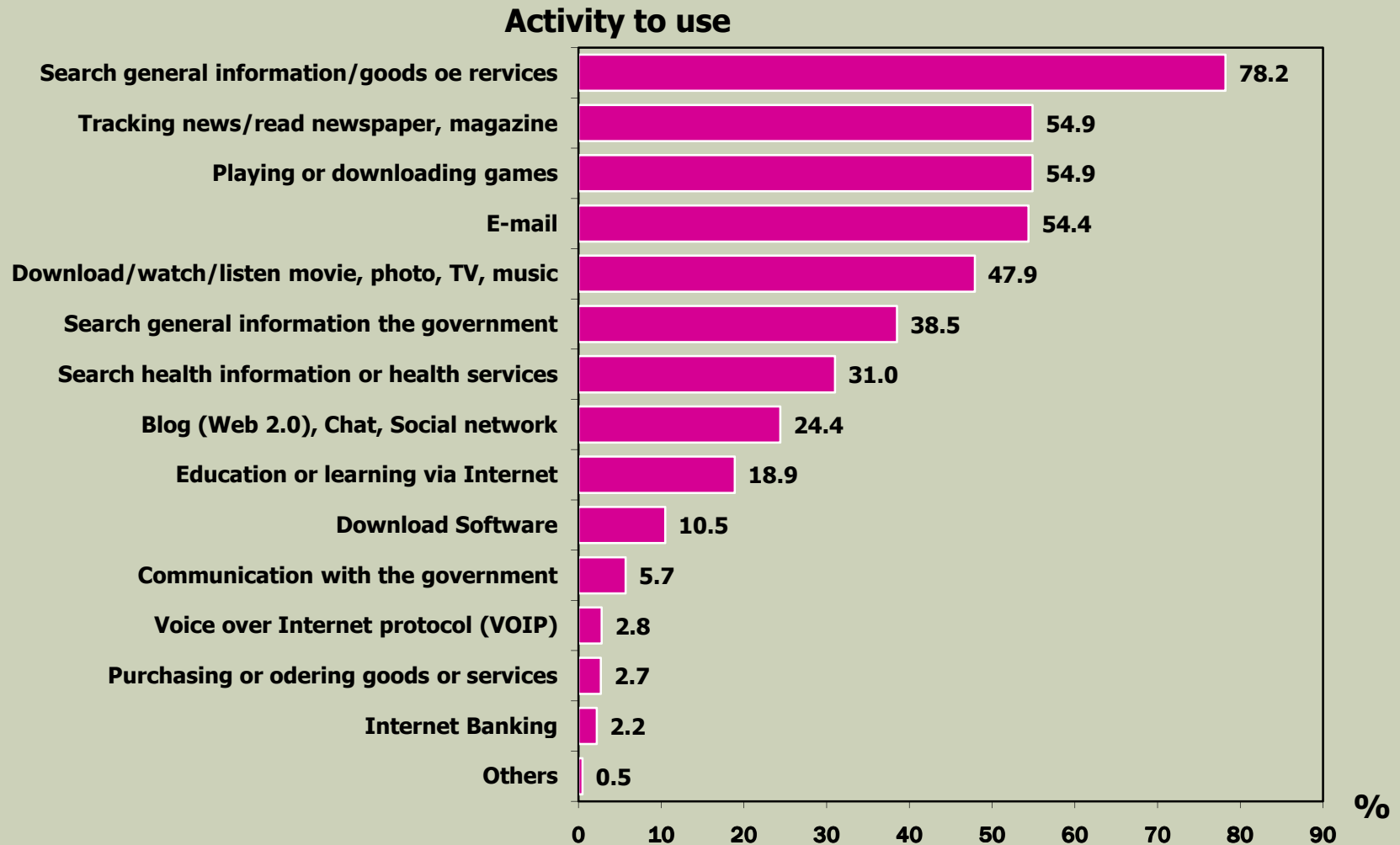
Source: ICT Household Survey, National Statistical Office ¹⁸

PROPORTION OF POPULATION AGED 6 YEARS AND OVER USED INTERNET BY LOCATION; 2011



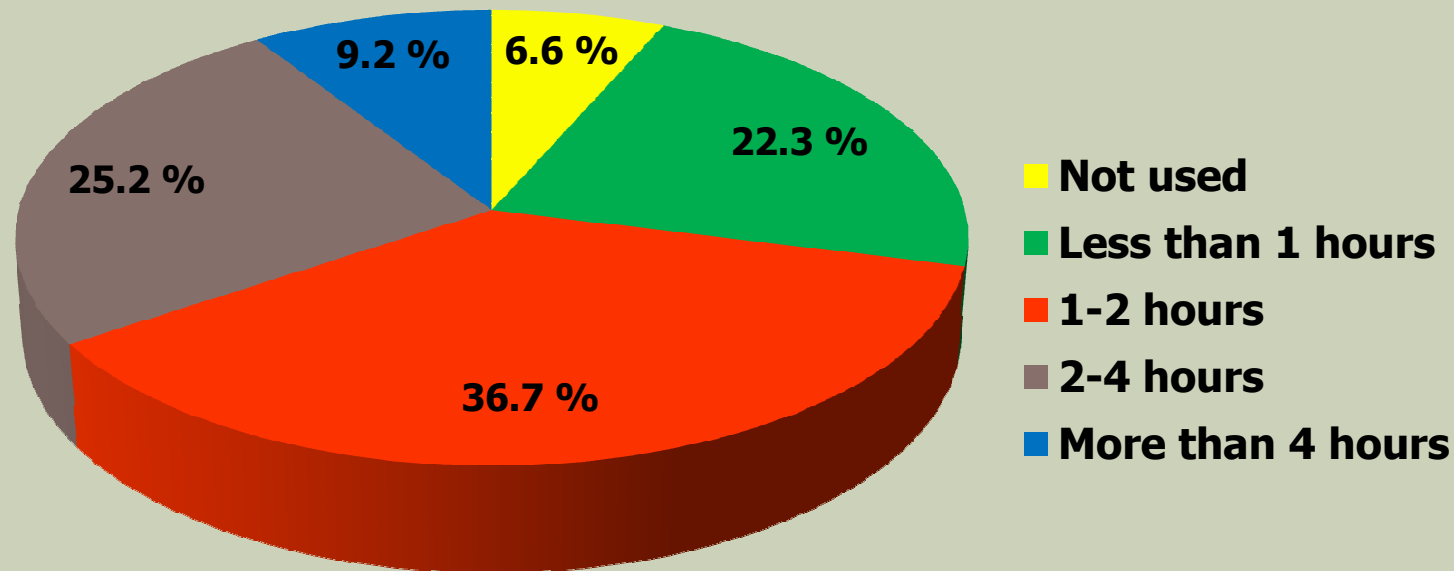
Source: ICT Household Survey, National Statistical Office

PROPORTION OF POPULATION AGED 6 YEARS AND OVER USED INTERNET BY ACTIVITY; 2011

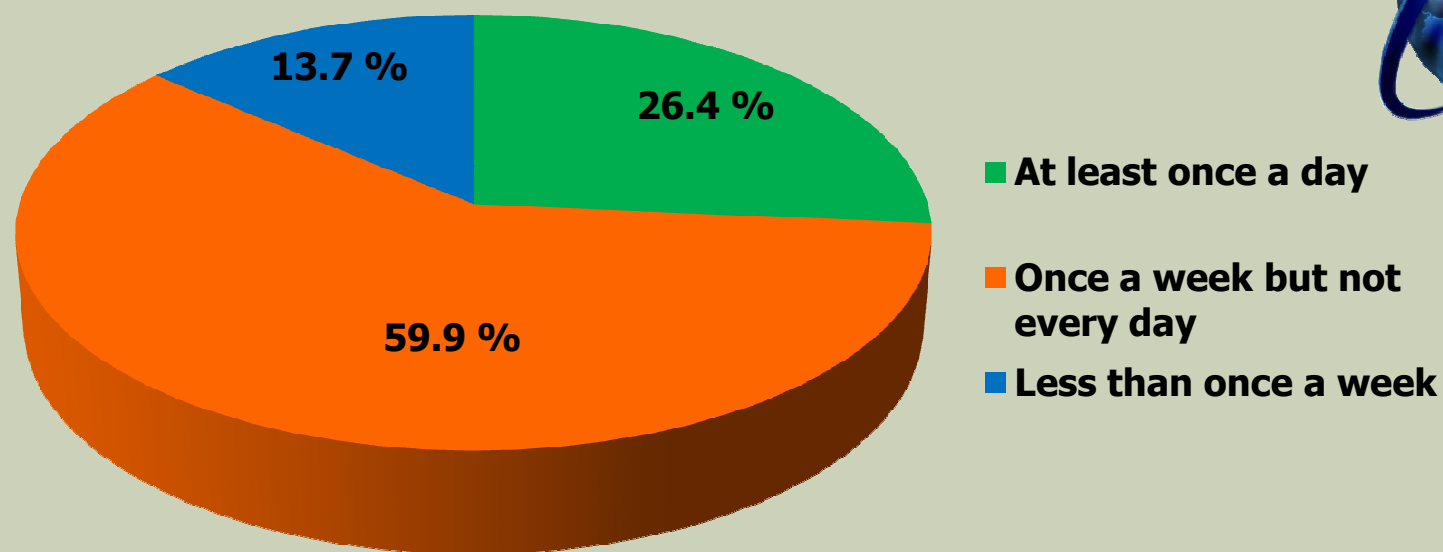


Source: ICT Household Survey, National Statistical Office

PROPORTION OF POPULATION AGED 6 YEARS AND OVER USED INTERNET BY LENGTH OF ACCESS LAST WEEK; 2011

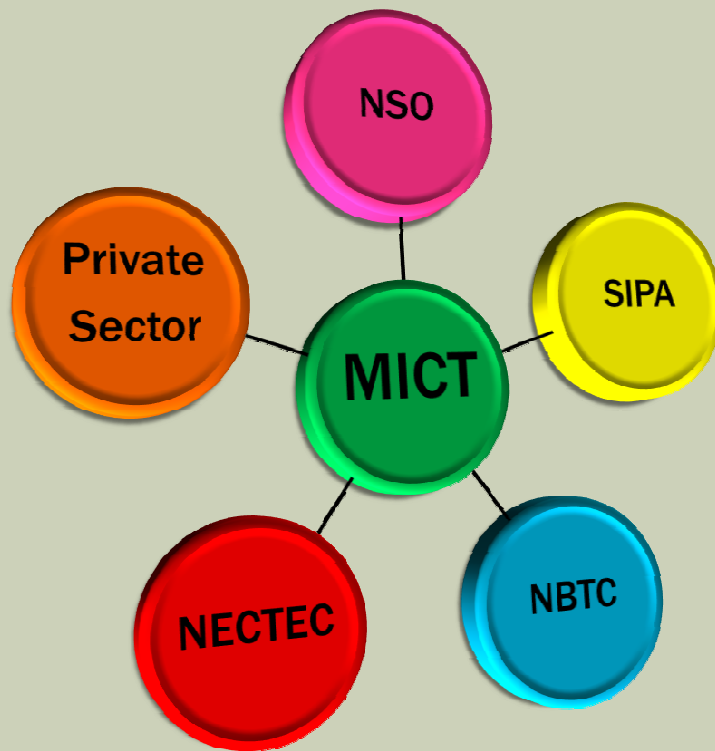


PROPORTION OF POPULATION AGED 6 YEARS AND OVER USED INTERNET BY FREQUENCY TO USE LAST YEAR; 2011



DATA COLLECTION CHALLENGING

Coordination of ICT Official Statistics for Thailand ICT master plan



MICT: Ministry of Information and Communication Technology

NSO: Thailand National Statistical Office

SIPA : The Software Industry Promotion Agency

NBTC: The Office of National Broadcasting and Telecommunications Commission

NECTEC: National Electronics and Computer Technology Center



... Thank You ...

<http://www.nso.go.th>