



## The 12<sup>th</sup> Heads of NSOs of East Asian Countries (East Asian Statistical Conference)

### The 2010 Population and Housing Census of Thailand



Jirawan Boonperm  
Deputy Secretary General  
NSO Thailand

13-15 November 2008

Tokyo Japan



# ***Outline of presentation***

- 1. Introduction**
- 2. Problems Encountered in Last Censuses**
- 3. Preparation and Lesson Learnt**
- 4. Conclusion**



# PHC in Thailand

## Ministry of Interior

First 1909

Second 1919

Third  
1929

Fourth  
1937

Fifth 1947

## National Statistical Office

Sixth 1960

Seventh 1970 *since 1970  
Add housing*

Eighth 1980

Ninth 1990

Tenth 2000

**Eleventh 2010**



## Problems Encountered in Last Censuses

- Undercount in the Bangkok Metropolis and other big cities
  - Flat, Condo, Apt.
  - Housing Projects, Slum
- Undercount of international migrants
- High turn over rate of enumerators and field staff
- ICR System (first use in 2000)



## ***I. Progress in Strategic Plan of 2010 PHC***

- **Establishing the cooperation among alliance agencies i.e. Min. of Interior, Labor, Education, Public Health, Social dev. and Human security, Agriculture and cooperatives, NESDB and Thai Post**
- **Organizing seminar for high-rise building association**

## ***MOU with Alliance Agencies***





# Establish Networking wt. High-rise Building Associations





## ***I. Progress in Strategic Plan of 2010 PHC (Cont'd)***

- **Establishing community network  
1,900 community : 3 seminars**
- **The use of multi-modal data collection**
- **Setting up “Call Centre”**
- **Public relation and campaign of the project**



# *Establish Networking wt. Communities*





# New Initiatives in 2010 PHC

## . Develop media device

- PHC. logo
- NSO songs.



POPULATION AND HOUSING CENSUS 2010  
สำมะโนประชากรและเคหะ พ.ศ. 2553





## ***New Initiatives in 2010 PHC (Cont.)***

- . Setting-up Telephone Interview Center***
  - Training interviewers
  - Trial on regular surveys in BMA.
- . Develop Digital Map: Incorporate basic information of EAs.***
  - Locate high-rise builds, housing project
  - Identify major characteristics.  
(no of floors, no of houses etc.)
  - Contact addresses/persons



## ***New Initiatives in 2010 PHC (Cont.)***

### ***. Develop Multimode for Data Collection:SOA Providing Respondents wt. Multi-choices***

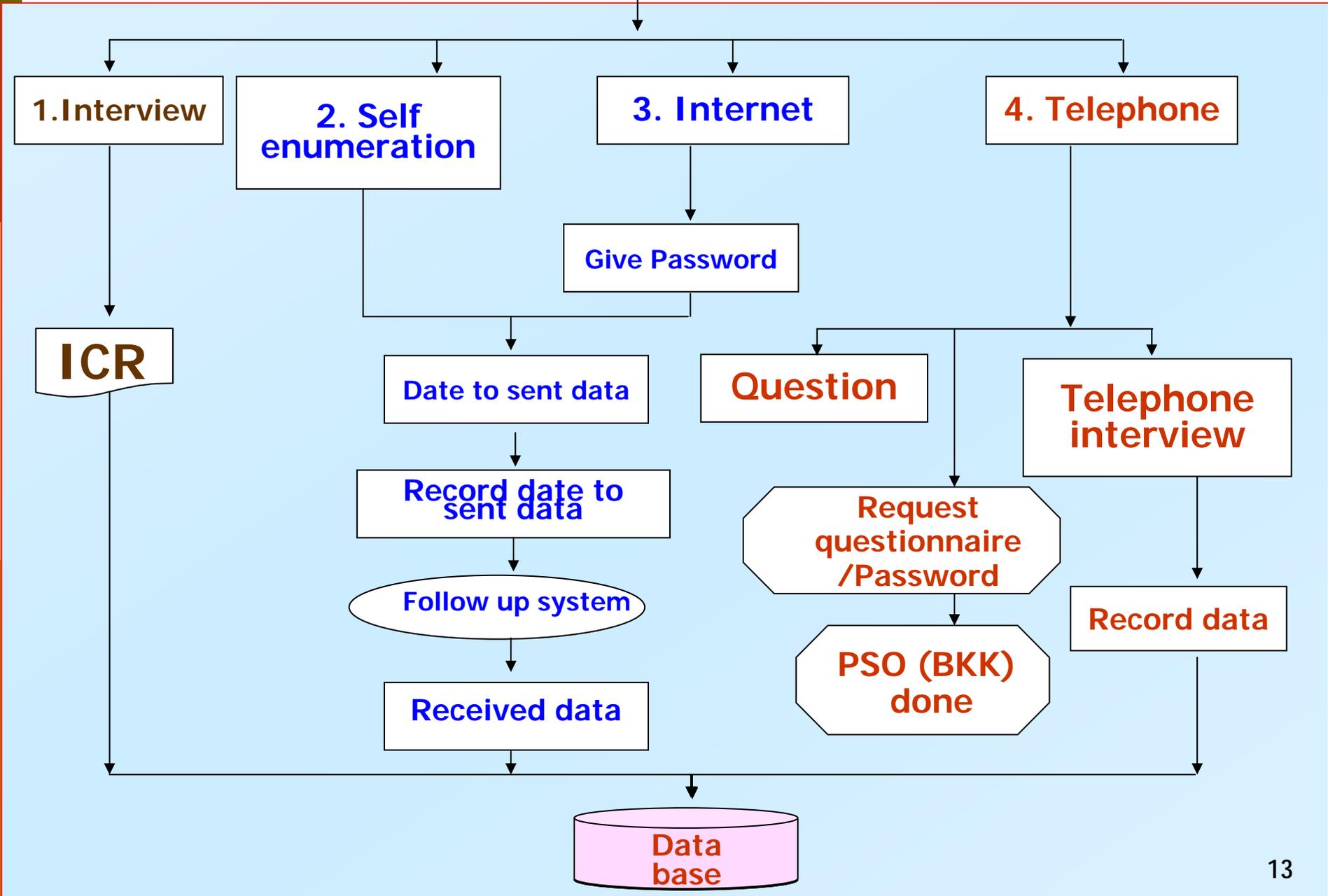
▶▶ **Face to face interview**

▶▶ **Self-enumeration**

- Dropped-off / picked-up (mail) questionnaire
- Telephone interview via TIC
- Internet



# Data Collection Flowchart





## ***Work Done***

- 1. Pilot project in Pitsanulok province**
  - 81 EA**
  - enumerators local government officers, village health voluntary**
  - data collection; interview, leave out questionnaire and mail**
- 2. Pilot project on Incorporating Migrant Population in Tak, Chonburi and Bangkok**



## ***Lesson learned from Incorporating Migrant Population in 2010 PHC***

- Difficulties to access International migrants
- Lack of cooperation / need good understanding about census
- Difficulties in communication with migrants
  - not allow to talk to others
  - language barrier
- Self- enumeration questionnaire designed for high-rise building



## ***New Initiatives in 2010 PHC (Cont.)***

- Developing a Survey Technique and Outreach Strategy for Incorporating Migrant Populations in PHC 2010***
  - Pretest in 2007, 2008 : Tak, Chonburi, Bangkok**
  - Share lesson learnt**
    - NSO team ; August 2008**
    - GMS ; December 2008**



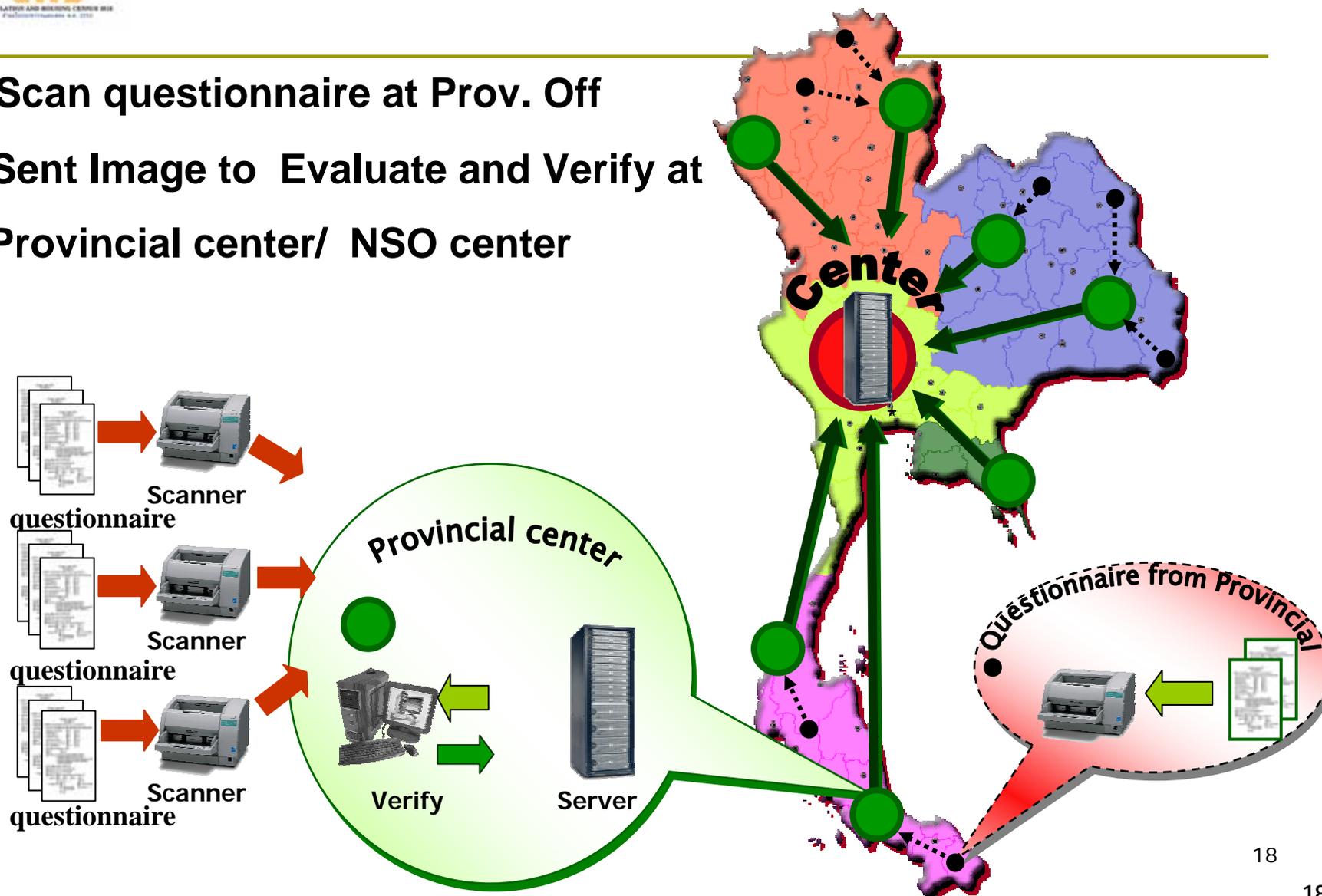
## ***Improvement of ICT System***

### ***. Improve Data Capturing/Processing***

- Install scanner at provinces or cluster of provinces**
- Increase ICR system capacity**
- Improve data processing system**
  - Hardware**
  - Software**

# Improvement of ICT System (Cont.)

- Scan questionnaire at Prov. Off
- Sent Image to Evaluate and Verify at Provincial center/ NSO center





## ***General Preparation***

- . Continuous PR Campaign**
- . Pilot project in Pitsanulok Prov. (2008)**
- . Pilot project in 2 districts in BMA (2009)**
- . Develop training VCD**
- . Continuous dialogue wt. users to draft census questionnaire**
- . Continuous dialogue wt. users to review standard classification: ed., ind., occ.**

**Thank You**

**Q & A**