



## The Asia Foundation

### *Democracy and Conflict in Southern Thailand: A Survey of the Thai Electorate in Yala, Narathiwat, and Pattani*

#### **Frequently Asked Questions**

**December 16, 2010**

#### **Q1. What is the survey about?**

Designed and managed by The Asia Foundation's office in Bangkok, *Democracy and Conflict in Southern Thailand: A Survey of the Thai Electorate in Yala, Narathiwat, and Pattani* is the Foundation's first public perception survey focused on Thailand's three southern border provinces of Yala, Narathiwat, and Pattani.

#### **Q2. What is the focus of the survey?**

The 2010 Southern Survey probes the opinions of citizens of the three southern border provinces, providing essential information on citizen views and experiences in a region that has been plagued by unrest for six years.

The survey features chapters on the southern mood, democratic values and institutions, political interest and efficacy, influences on voting choices, causes of the southern conflict, separatism and decentralization, and the role of the unique Pattani-Malay culture in defining southern values, identity, and expectations.

#### **Q3. When was the survey conducted?**

Face-to-face interviews were conducted between July 2, 2010 and August 30, 2010.

#### **Q4. Who developed the survey?**

The Asia Foundation's office in Bangkok designed and directed the survey.

#### **Q5. Who funded the survey?**

The poll is a product of The Asia Foundation, supported by the U.S. Agency for International Development (USAID).

#### **Q6. Who did The Asia Foundation partner with to carry out the survey?**

Bangkok-based MIAdvisory conducted the face-to-face, in-home interviews with respondents.

#### **Q7. How many Thai citizens were surveyed?**

750 individuals aged 18 and older (approximately split between men and women) were surveyed.

**Q8. How was the survey questionnaire developed?**

The Asia Foundation developed a rigorous questionnaire whose core elements have been tried-and-tested in the other countries we work in and adapted for use in Thailand, with a block of questions added that are specific to the circumstances of the Deep South.

**Q9. What methodology was used?**

The methodology included a multi-stage random, representative sample of 750 in-person, at-home interviews with Thai citizens aged 18 and older residing in urban and rural areas of the three provinces of Yala, Narathiwat, and Pattani. A total of 117 questions were asked (10 stratification/qualification questions and 107 substantive questions).

All data collected from the interviews was processed using SPSS weighted data. The population demographic information (i.e. age-gender distribution by region) used in the tabulations is based on the figures presented in the 2000 Population and Housing Census report of the National Statistical Office of Thailand (TNSO).

(A full explanation of the methodology is provided in Appendix C of the report.)

**Q10. How is this different from The Asia Foundation's previous surveys?**

This survey builds on The Asia Foundation's 2009 National Survey of 1,500 Thai citizens, which was not administered in the three southern border provinces.

**Q11. Will there be more surveys?**

Yes. A new national perception survey covering the country's 26 provinces is slated for release in 2011 and will provide new insights on public perception of political and other events of the last year in Thailand.

**Q12. What does The Asia Foundation think of the survey?**

As with our past survey reports, The Asia Foundation does not take a position on the findings. Our role is to place robust, useful, and unique data in the public domain that can illuminate the situation on the ground and provide context for relevant policy work.

**Q13. Why does The Asia Foundation conduct this survey?**

The Asia Foundation has established a reputation for developing sophisticated empirical surveys for use across Asia in order to pinpoint citizen concerns and needs, to gauge public support for development initiatives, and to inform important policy debate and Foundation program design and refinement.

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