

General understanding	Yes	No	Not sure
7. Do you know about Thai PBS from the news?			
8. Do you think Thai PBS is the former TITV?			

Thai PBS administration	Yes	No	Not sure
9. Do you think Thai PBS is operated by the State government?			
10. Do you think Thai PBS is operated by a Free organization?			

Thai PBS financial funding model	Yes	No	Not sure
11. Do you think Thai PBS gains revenue from advertisements?			
12. Do you think Thai PBS gains revenue from license fees?			
13. Do you think Thai PBS gains revenue from government funding?			

Thai PBS programming and presentation	Yes	No	Not sure
14. Do you think Thai PBS has management and programs similar to the existing free television stations: channels 3, 5, 7, 9 and TITV?			
15. Do you think Thai PBS has as its fundamental principle to produce only useful and valuable programs for the public interest?			
16. Do you think Thai PBS has as its fundamental principle not to provide entertainment and drama programs?			

Thai PBS's role and task	Yes	No	Not sure
17. Do you think Thai PBS has as its fundamental principle to be completely free from government, capitalist and politicians?			
18. Do you think people have the right to express ideas to develop Thai PBS's programs?			
19. Do you think that you are well-informed and understand well on Thai PBS's role?			

Part 3: Respondents' attitude towards existing television stations

Topic	Strongly agree	Agree	Moderate agree	Disagree	Strongly disagree
20. Do you think that the number of existing television stations is enough to serving public demand?					
21. Do you think programs and contents provided on existing television stations are enough to serve public demand?					
22. Do you think the existing television stations should create more valuable and useful programs for society?					
23. Do you think the existing television stations are interfered with by politicians?					
24. Do you think the existing television stations are interfered with by capitalist groups?					
25. Do you think the existing television stations are interfered with by government?					
26. Do you think the existing television stations are responsible in carrying out their duties?					

27. What is your favorite program on the existing television station? Please order the most favorite station to the least favorite station by filling in the number from 1-6

Television station	number
Channel 3	
Channel 5	
Channel 7	
Channel 9	
Channel 11	
Channel ITTV	

Part 4: Attitude towards favorite programs on existing television stations and Thai PBS.

(Please use numbers in front of the program listed below and fill in the blanks)

28. What are the most programs you most preferred to watch on existing television stations?

1. _____ 2. _____ 3. _____

29. What are the most programs you think that Thai PBS should give precedence to?

1. _____ 2. _____ 3. _____

30. What is the most important program you think can strengthen Thai society?

1. _____

31. Do you think Thai PBS should provide all the programs shown in the program list's table below?

Yes	No	Reason

Program lists
1. News and News documentary
2. Educational program
3. Political program
4. Economic program
5. Cultural program
6. Kids program
7. Thai and International documentary
8. Open vision program on international issue
9. Drama, Sitcom and Movie program
10. Entertainment and variety program
11. Games show and Comedy show
12. Sport program
13. Music program
14. Cartoon program
15. Food program
16. Dharma program

Part 5: Attitude toward preferred techniques and factors on programs provided on Thai PBS

33. By which techniques and factors do you think the valuable and interesting programs should be presented? (Please see the table below)

1. _____ 2. _____ 3. _____

Techniques and Factors
1. Emphasis on valuable content not presentation
2. Emphasis on various contents
3. Emphasis on creative presentation
4. Emphasis on easily telling a story
5. Emphasis on special effects of editing and program production
6. Emphasis on using a well educated program's host or expert in each field/area
7. Emphasis on enjoyable programs
8. Emphasis on original and different programs
9. Emphasis on edutainment programs
10. Emphasis on socially responsibility programs
11. Emphasis on freedom of expression programs
12. Emphasis on ethical programs
13. Emphasis on neutral programs no intervention