

Abstract

The research entitled “The Image of the National Statistical Office” was conducted as a survey research with target population who are familiar and users of the statistical data from the National Statistical Office residing in Bangkok Metropolis. The data were collected using questionnaires from 400 interviewed sample respondents. Data analyzed were presented by percentage, frequency distribution and mean. The data parameters were taken to determine the general perception of the target group with regards to the dissemination of information, efficiency on the access and quality of the statistical data. Data were analyzed using Pearson’s Product Moment Correlation Coefficient to determine the relationship between the dependent and independent variables. The one-way ANOVA was used to determine the correlation between the variables.

The results of the study revealed that majority or 57.8 percent of the respondents were female and 42.2 were male. The age range distribution were between 21-30 years (52.5 percent), between 31-40 years (20.5 percent), between 41-50 years (15.3 percent), less than 20 years (8.2 percent), and more than 50 years (3.5 percent).

The educational background of the respondents includes college degree or diploma level or 62.3 percent, graduate degree level or 30 percent, and lower than the college degree level or 7.2 percent.

Majority of the respondents were students (49.5 percent), followed by civil service officials/state enterprise (22.2 percent), private employees (15.0 percent), free lancers (7.5 percent), merchants/businessmen (4.8 percent), and others (1.0 percent).

The income of the respondents ranged from 10,000 Baht or 44.2 percent, between 10,001-20,000 Baht or 25.2 percent, between 20,001-30,000 Baht or 18.3 percent, and income of more than 30,000 Baht at 11.3 percent.

The perception with regards to the access to information is as follows:

1. The respondents access general information from television at an average of 5 days/week access, newspaper at 2.9 days/week access, radio at 2.1 days/week access, and others at 0.2 days/week access. Majority accessed information

from the National Statistical Office thru internet at an average of 1.5 day/week access, television at 0.7 days/week, newspaper at 0.5 days/week, radio at 0.3 days/week, and others at 0.01 days/week.

2. The respondents obtain data information thru National Statistical Office's website, internet, television, newspaper, radio, annual reports, leaflets, statistical journal, movingboard, VCD/DVD, conferences/seminar, and pocket books. Moreover has recommended the National Statistical Office to have public relation campaign programs thru television and websites, internet, newspaper, pocket book, radio, brochures, statistical journals/media, VCD/DVD, conference/seminars, annual reports and others, respectively, to enhance public awareness on the statistical and socio-economic data available useful for the public and private sectors, news information, events, activities, roles, services and media available at the National Statistical Office.

3. The respondents' perception on the image of the National Statistical Office in general was high at an average of 4.10 percent, perception on the personnel was high at an average of 4.20, perception on the role and effectiveness was high at 4.07, perception on the services was highest at an average of 4.33, and perception with regards to public relation was high at an average of 3.57.

4. Result showed significant correlation with demographic parameters such as gender, educational background, occupation, and income on the image perception of the National Statistical Office, except on the age variables that is not significantly correlated with the image perception to National Statistical Office.

5. The mode of access to the information of National Statistical Office in the Bangkok vicinity has no significant correlation on the perception to National Statistical Office.

The study recommends that the National Statistical Office has to disseminate information thru media that could be easily and effectively accessible to the public. There should be continuous public campaign. Among the effective media for public campaign includes websites, internet, television, and electric train, in order for the public to be informed on the information and to enhance public perception on the image of the NSO.

Since the statistical data are in numbers, and difficult to comprehend, the form of presentations should be easily understood, and be presented using modern and attractive media. Likewise, the users should be able to comprehend the usefulness of the data.

As to the services, the statistical data should be provided in variety of media that are responsive to the needs of the users. The statistical data should be credible and accurate, starting from field data collection, recording, and the data sources. There should be continuous updating of the statistical data and has to be based on the needs of the users from the public and private sector. There should also be efficient system to input data thru various media, and data search tools that are simple and easily accessible.