

Using In-depth interview at interviewees'
homes
with
nationwide quantitative survey for
understanding Southeast Asian lifestyles

Midori Aoyagi (National Institute for Environmental Studies),
Vu Huy (Vietnamese Academy of Social Sciences, Institute for
Regional Sustainable Development)
Aya Yoshida (National Institute for Environmental Studies)

Background of this survey

- SDGs(Sustainable Development Goals) (September, 2015)
- Climate Change issue: Paris agreement (December, 2015)

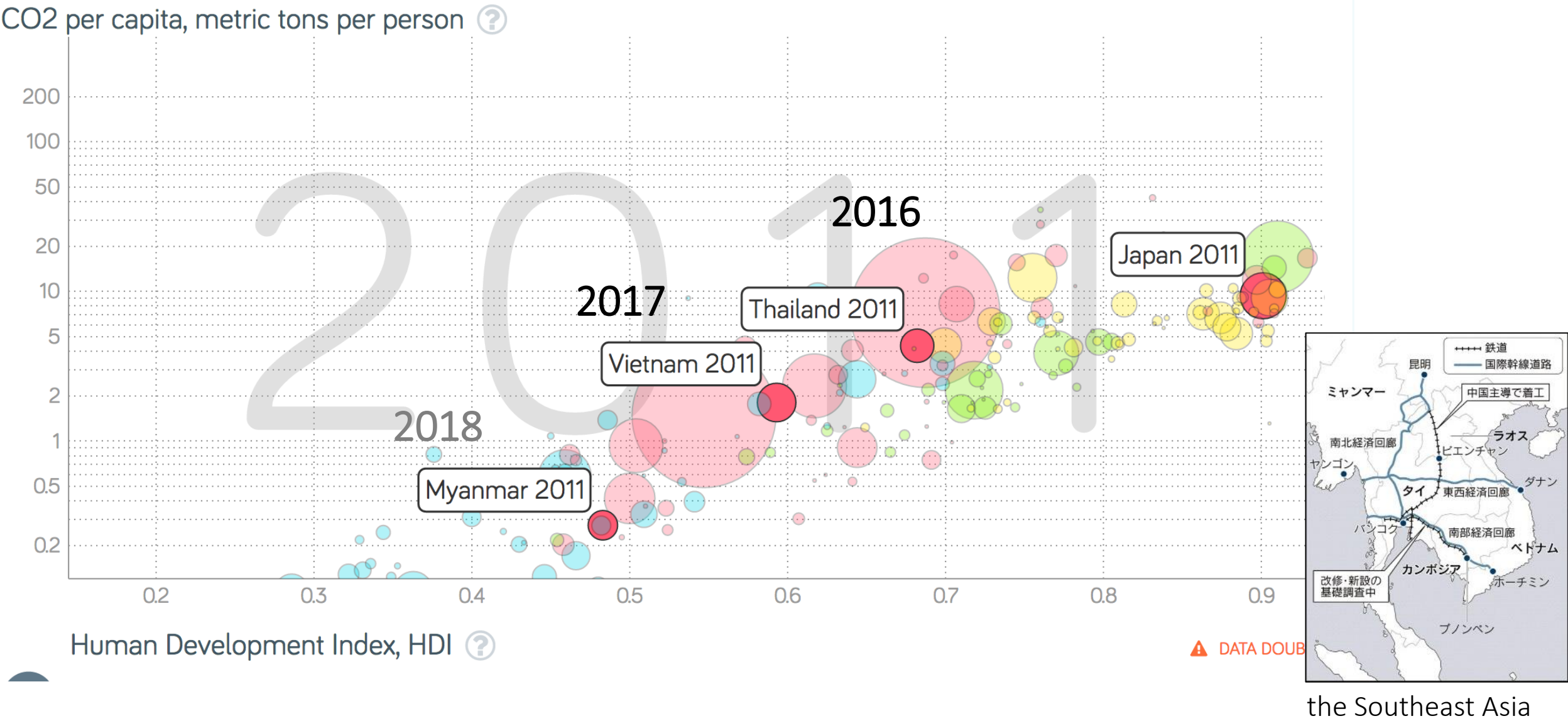


- New policy targets:
 - Building low carbon society
 - Sustainable consumption and lifestyles
 - Tackling Poverty issues



- Surveys in Southeast Asian countries

Three Years' project about the sustainable consumption and production in the Southeast Asian region funded by the ministry of the environment, Japan



In every Country: Combined Methodology

**Qualitative Study:
In-home Visits**

- Qualitative Ethnographic Interviews to understand the Carbon Footprint at homes, across Socio-economic class.
- Checking relevancy of questionnaires.

**Quantitative Study:
Public Opinion Poll**

- Public opinion survey to understand perceptions amongst+ Vietnamese population towards sustainability and sustainable societies



The first issue: Searching for counterparts!

- Thailand: Ipsos Thailand
 - We were working with Cardiff University, UK about the Climate change and Energy issue. They work with Ipsos-MORI in UK.
- Vietnam: Vietnam Academy of Social Sciences, Institute of Regional Sustainable Development (IRSD=VASS).
- Myanmar: Myanmar Survey Research:
 - This is the only organization in Myanmar on the ESOMAR directory.

Survey

In each country, we planned the combination of two-types of surveys:

- Qualitative: Household visits:
 - Ten Households (and interviewees) in each areas(Hanoi, Hoi an, and Ho Chi Minh City) considering income level, education level and rural/urban areas. Thirty Household in total.
 - The advantage of working with VASS in Vietnam is that we can access residents' registration system for sampling, as VASS is the one of the governmental bodies.
- NIES-VASS team visited and interviewed with video taped and recorded. (From July to August, 2017)
- **We planned to use basically same questionnaires in Thailand(2016) and Vietnam(2017). So, we needed to check appropriateness of questionnaires.**
- **The main reason of this is that NIES(Japan) wanted to understand people in Vietnam well.**
- **But, IRSD-VASS team thought this is the “pretest” of the quantitative survey. So they planned only a few days in three cities. We discussed it and re-scheduled our survey.**

Second
issue!

Sampling framework for Qualitative survey
(Household Visits)

Hanoi	Urban	male		female	
		younger	older	younger	older
	poor		1	1	
	non-poor	1	1	1	
	Rural	male		female	
		younger	older	younger	older
	poor	1	1	0.5	
	non-poor	1		0.5	1

Hoi An	Urban	male		female	
		younger	older	younger	older
	poor	1			1
	non-poor	1	1	1	
	Rural	male		female	
		younger	older	younger	older
	poor		1	1	
	non-poor	1		1	1

Nha Be	Urban	male		female	
(Ho Chi Minh City)		younger	older	younger	older
	poor	1			1
	non-poor	1	1	1	
	Rural	male		female	
		younger	older	younger	older
	poor		1	1	
	non-poor	1		1	1



Survey

- Quantitative: Nationally drawn adults(18 and over) representative samples of 1200(completed).
 - Fielded by VASS, with cooperation of regional VASS institutes, from October to November, 2017.
 - Thailand: NIES worked with Ipsos Bangkok, in 2016.
- Interview flows and questionnaires are almost same in Thailand and Vietnam.
- The advantage of working with VASS in Vietnam is that we can access residents' registration system for sampling, as VASS is the one of the governmental bodies. But disadvantage was that they are used to “Household-based” surveys, not individual based.

Nationwide Survey (Quantitative)

(Northern mountain)
North Eastern

(Northern mountain)
Northern Western

Northern Central Coast

South Central Coast

Central High Land

South Eastern

Mekong River Delta

Household Survey (Qualitative)

Hanoi

(Da Nang)

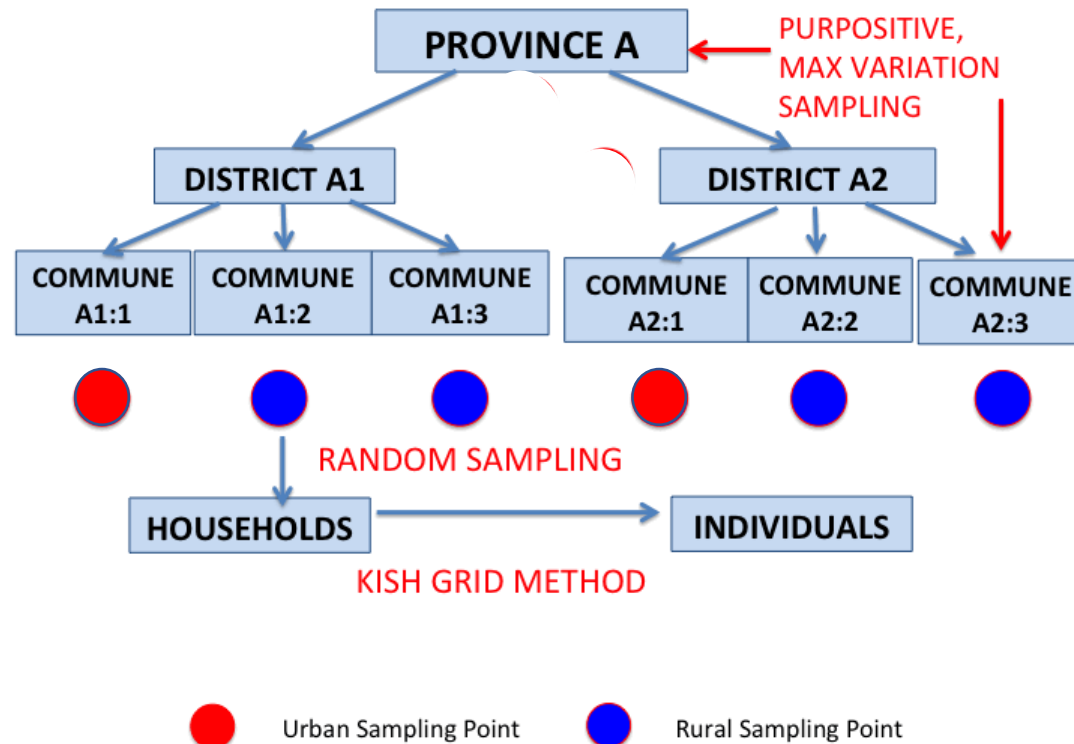
Hoi An

Ho Chi Minh City



Vietnam(2017)

Sampling Design



We chose six provinces (one from each region), then 54 sampling points (9 from each province, “ward” in towns, “commune/village” in rural areas).

Then 22 to 24 households in each sampling point are selected using systematic sampling from the list provided by the head of the commune.

Respondents who are between 18 and 75 years old in each sampling point were chosen by Kish grid at the respondent’s home.

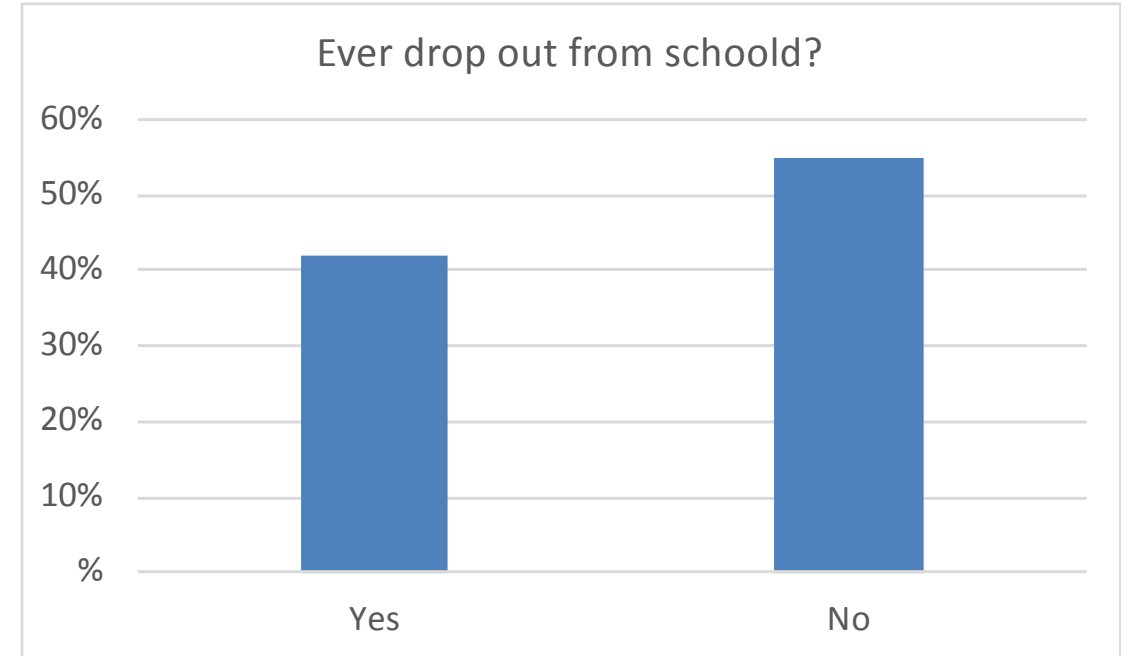
Finally, our interviewers approached approximately 1200 respondents in total in nationwide.

Quality Control: Supervising and communication

- Direct supervision and monitoring the whole process by Team Leader.
 - Due to the complexity of this survey, the team decided to take direct participation in the field survey without delegating this task to other partners.
 - Team Leader direct involved in the sampling process, selection of individuals according to the Kish grid and approved/disapproved any adjustment on the field.
 - Random check with interviewers was also performed on the field during the interviewing period.
- Regular group discussions/feedback in the field during the interviewing stage.
 - Members of the team were divided into smaller groups for interview in each cluster. A more experienced IRSD staffs were assigned as group leader for each of this group and had responsibility of supervision and quality control within this group. Team discussions and feedback were organized regularly in the field to improve the quality of the survey.

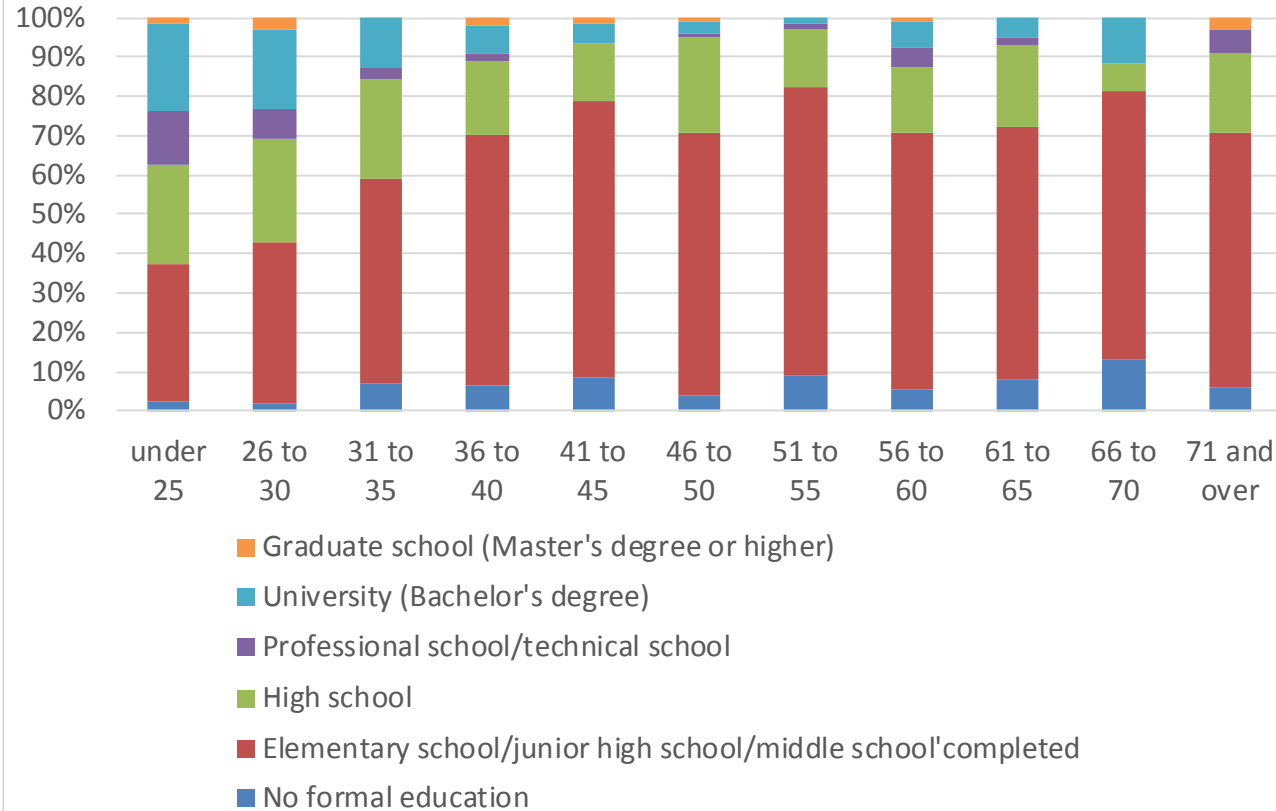
Education

- After the qualitative part, we revised several items. One is “Education” part.
- (HH interview) We realized that many respondents dropped out from school.
- We used both “years” and “school completed”.
- Effects of war (ended 1975), new policy (“Doimoi” or “Renovation” in 1986) are obvious.

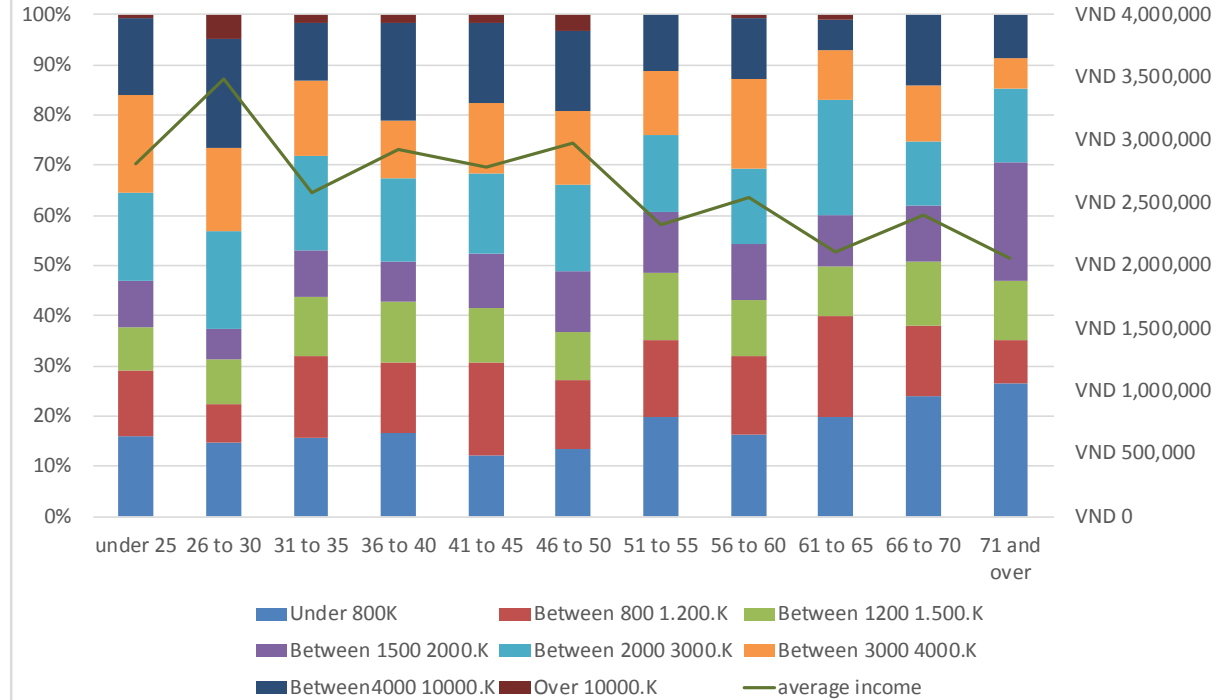


Vietnam

education by age (Vietnam)



income distribution by age(Vietnam)

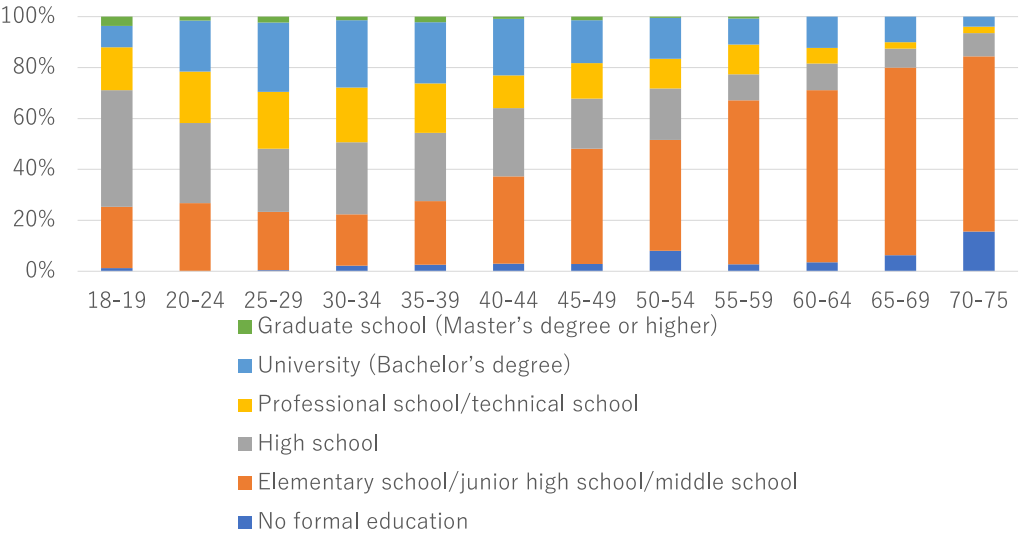


Born during the war : from 42 to 62 years old.

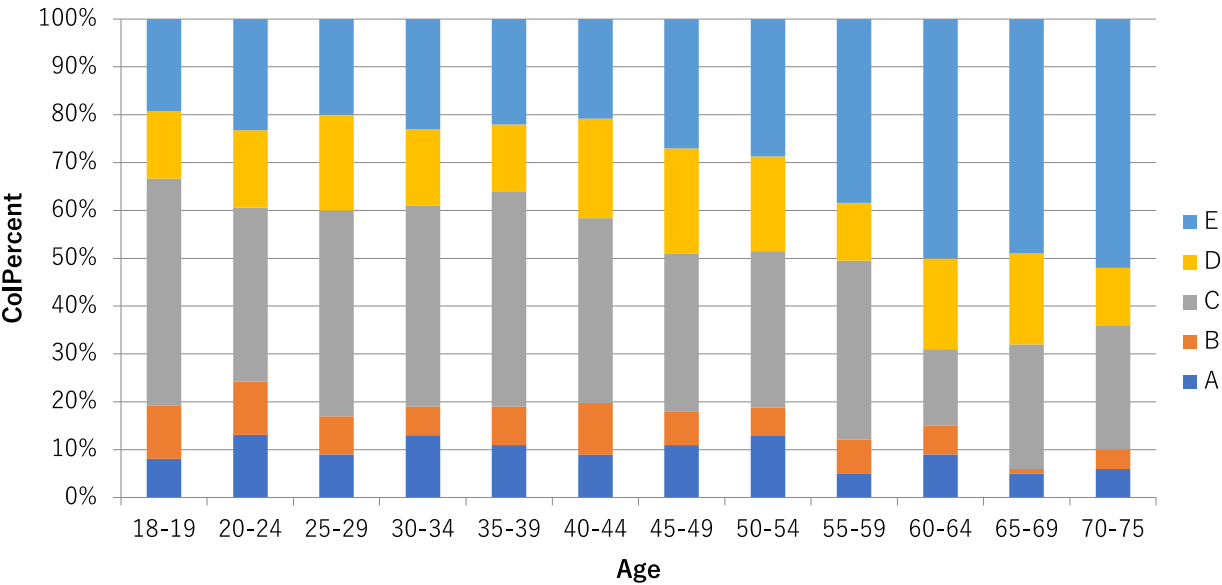
Born after “Doimoi”: 31 years old.

Thailand

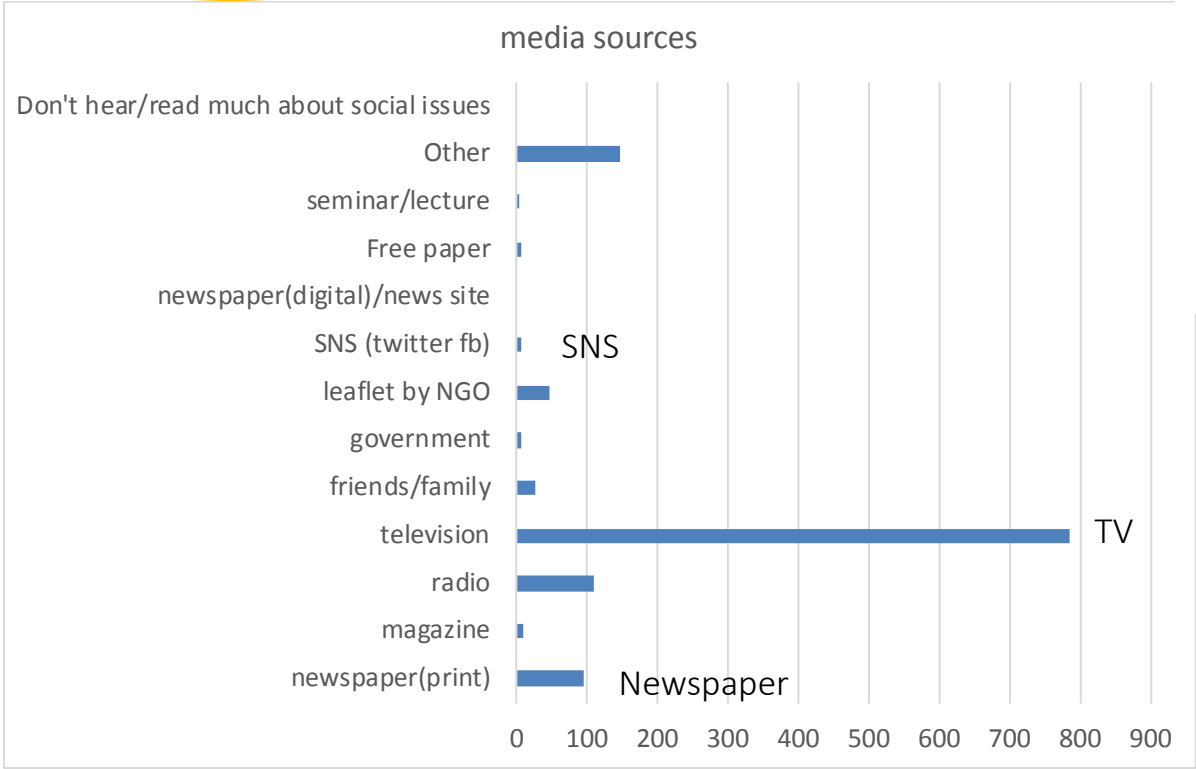
J3 What is the highest level of education you have completed?
(SA)



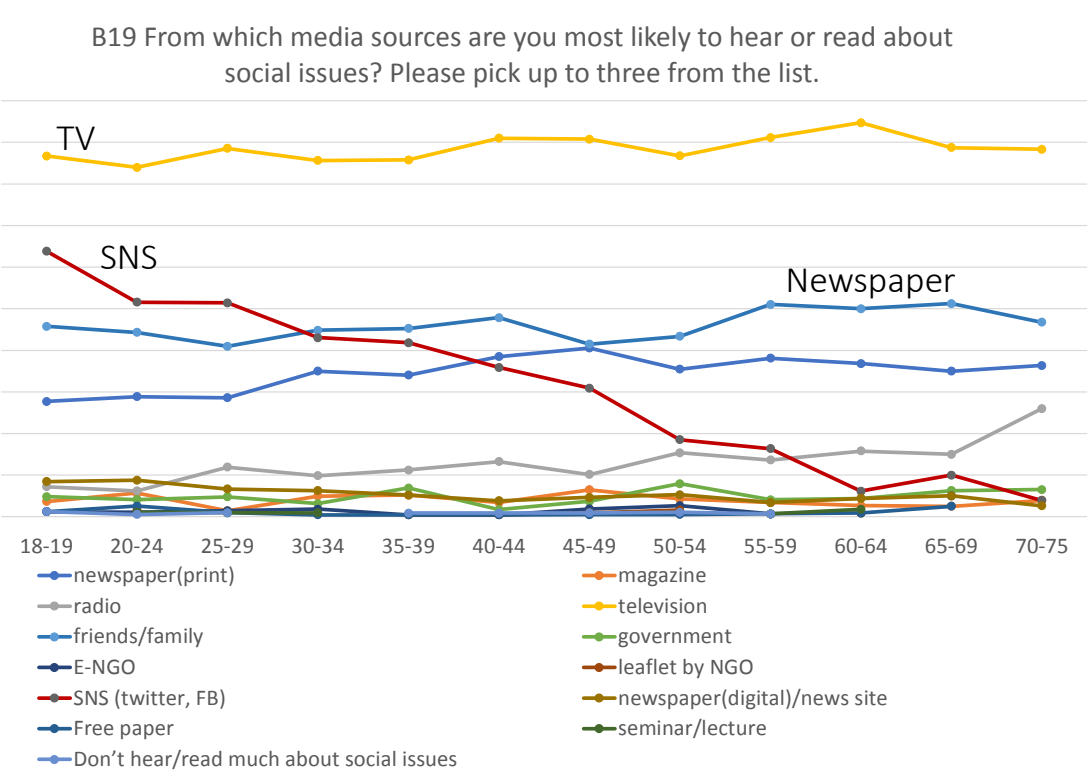
Social and economic status



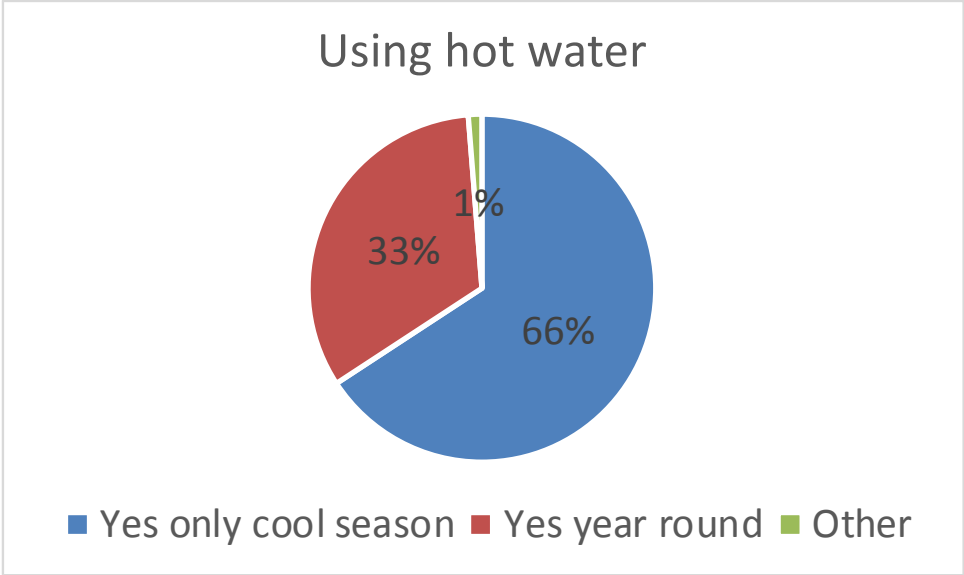
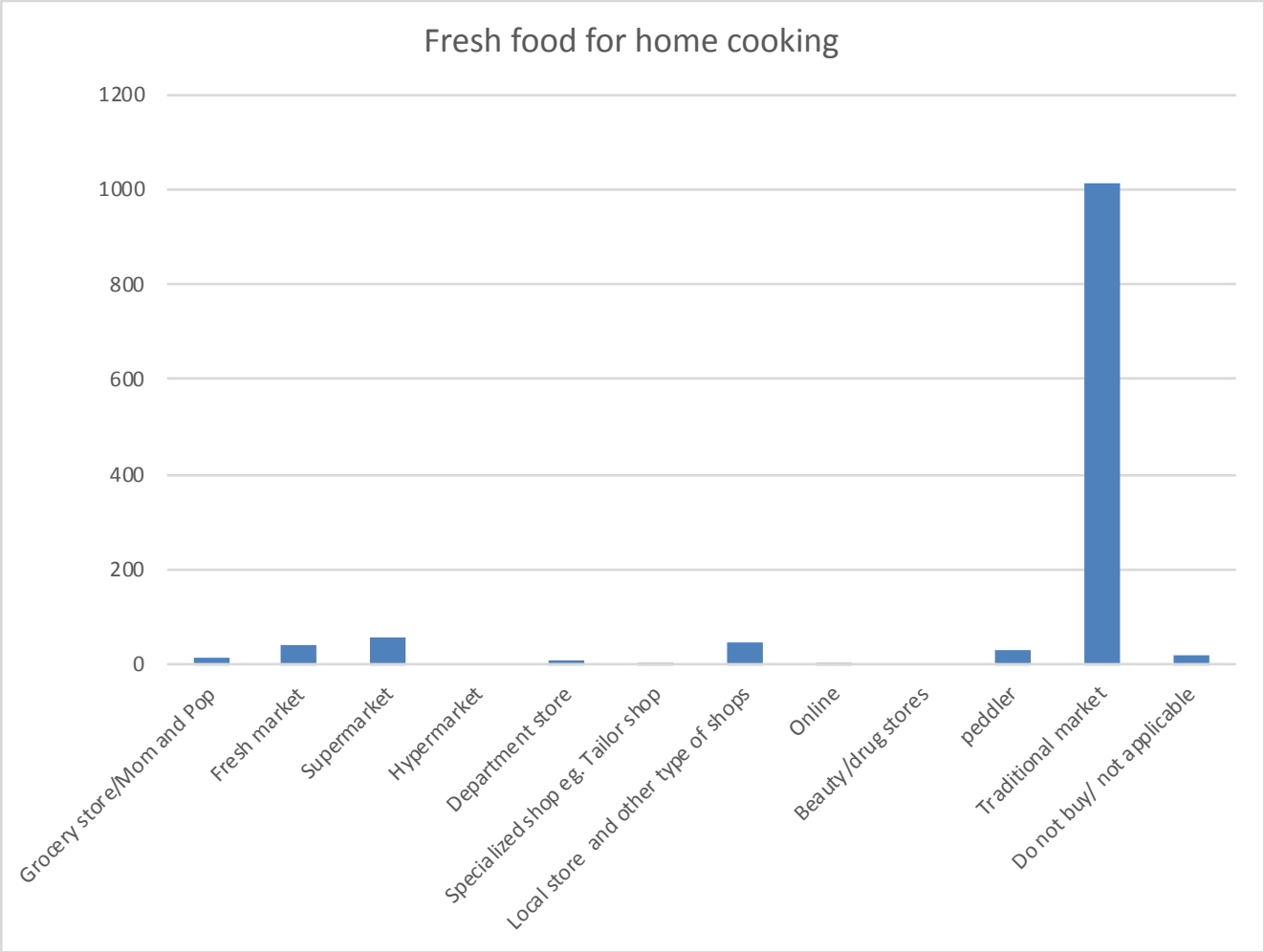
Vietnam



Thailand



Vietnam



Conclusion

- The first task: finding partner(s) in developing countries is very difficult, especially who understand the cross cultural comparability and procedures.
- Understanding cultures and “history”, is essential.
 - War, new policy, etc.
- For the next 2018 survey, MSR is proposing 50% of inspection(call back).