

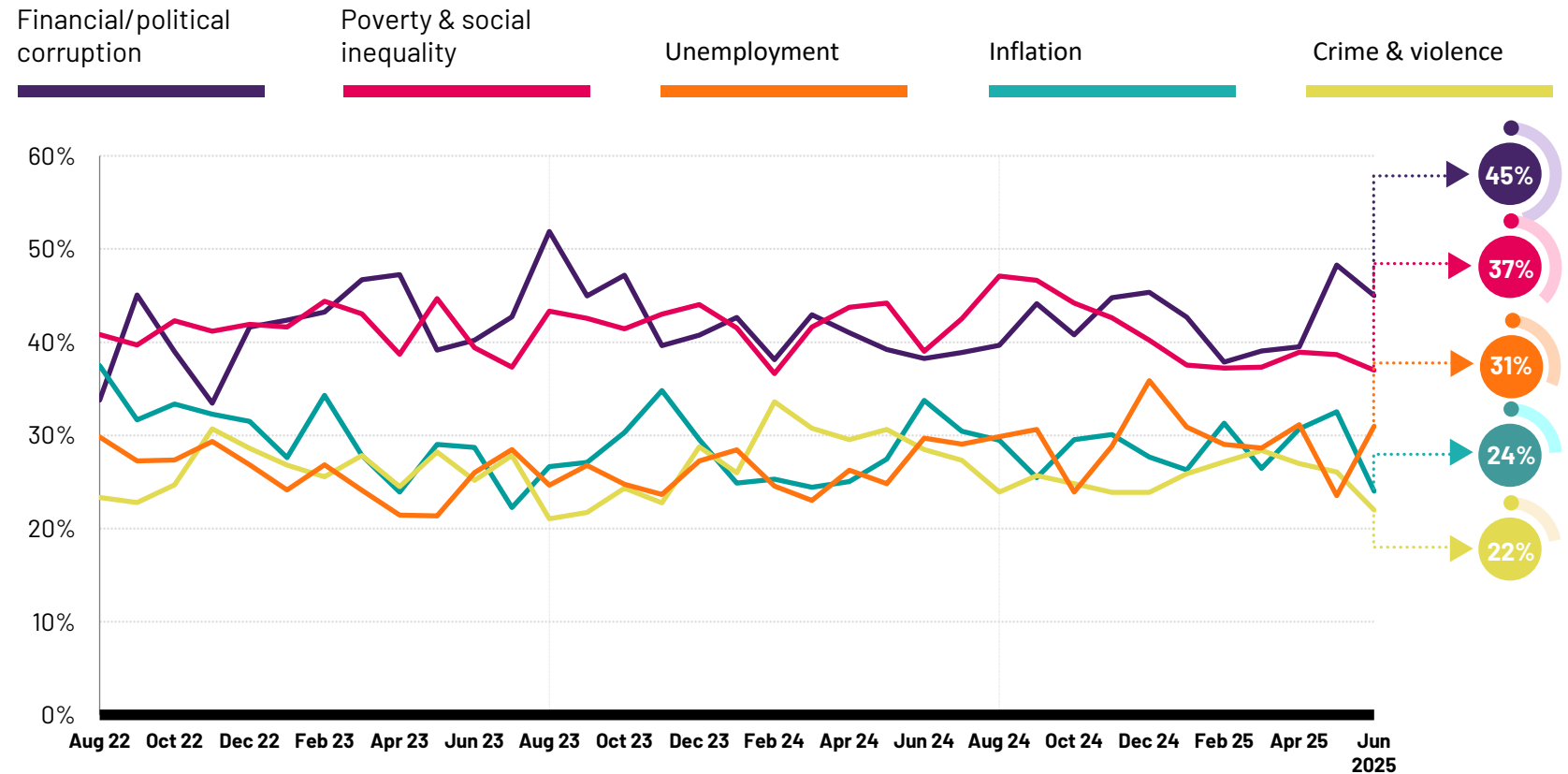
WHAT WORRIES THAILAND?

H1 2025

Societal issues
are the top
concerns
among Thais
ever since we
joined the study
in 2022

Thailand's current top five worries: long-term trend

Q: Which three of the following topics do you find the most worrying in your country? Global country average



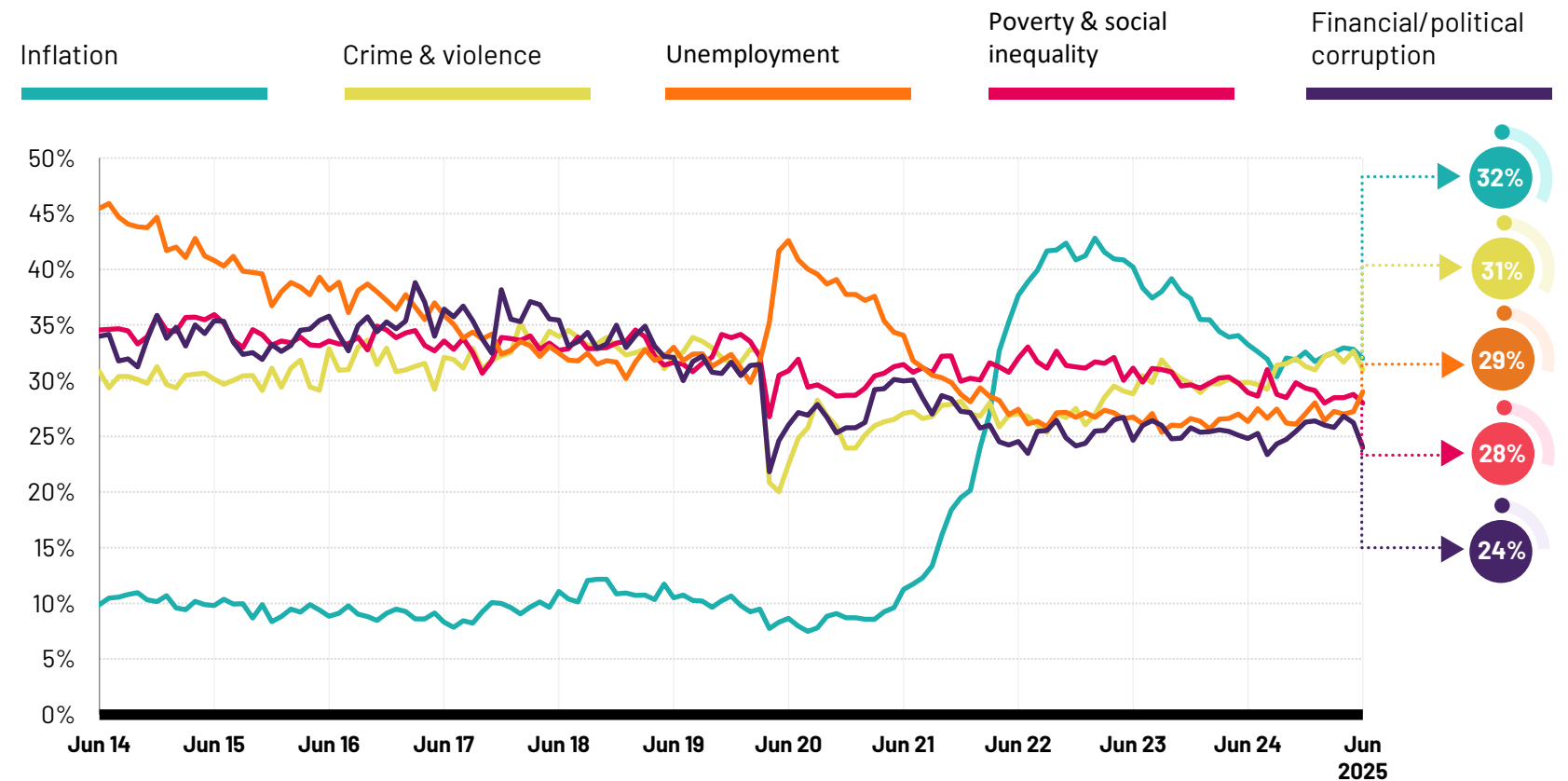
Base: Representative sample of Thai adults aged 20-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Thailand | Current Wave: June 25

Inflation,
although not as
high as in the
previous years,
**remain the
world's top
worry**

World's current top five worries: long-term trend

Q: Which three of the following topics do you find the most worrying in your country? Global country average



Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: June 25

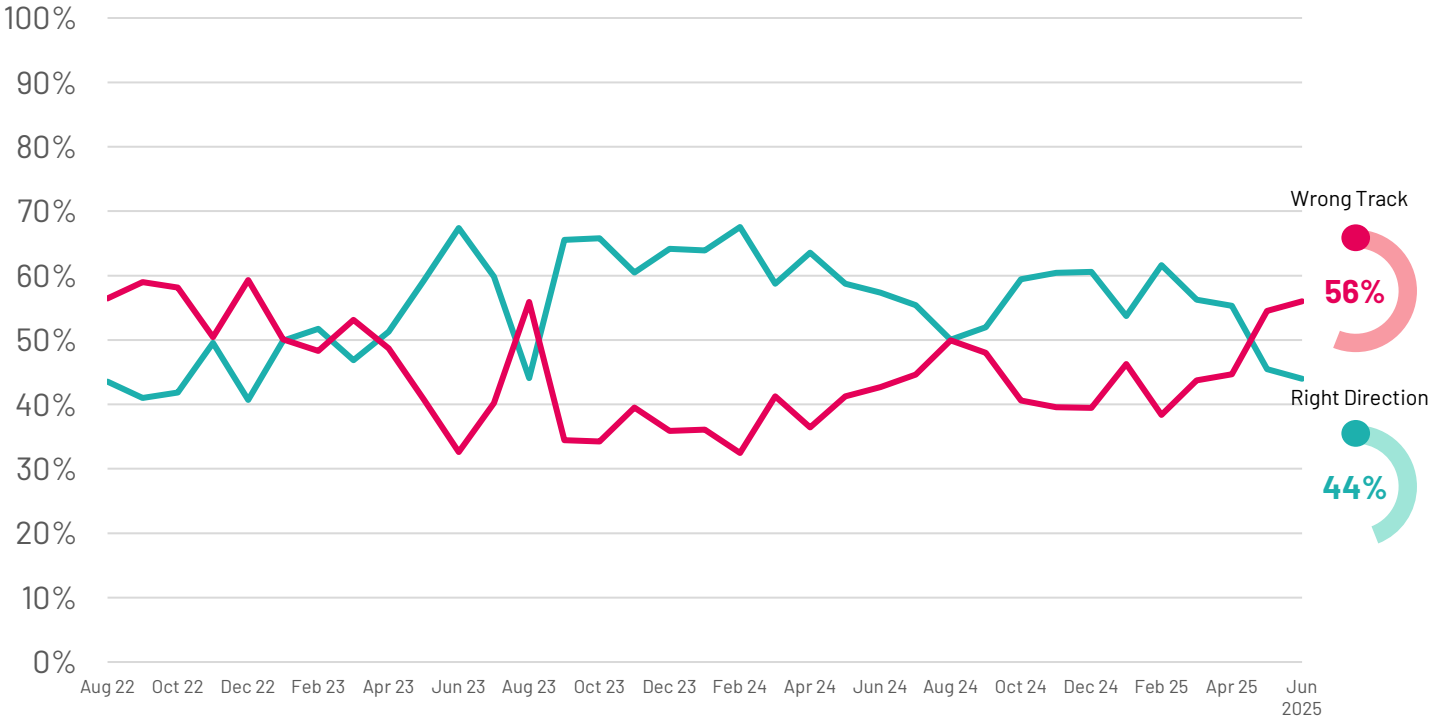
More than half Thais think the country is heading off on the wrong track

State of the country

Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



44%
RIGHT DIRECTION
56% +13pp vs. last year
WRONG TRACK



SOCIETAL ISSUES REMAIN TOP CONCERNS FOR THAIS



Thais feel a notably strong sense of societal and national fragility.

An illustration of four hands, each holding a sign. The hands are rendered in a stylized, halftone-dot pattern with orange outlines. The first two hands hold teal signs with white text, while the other two are empty.

66%

of Thais think
Society is Broken

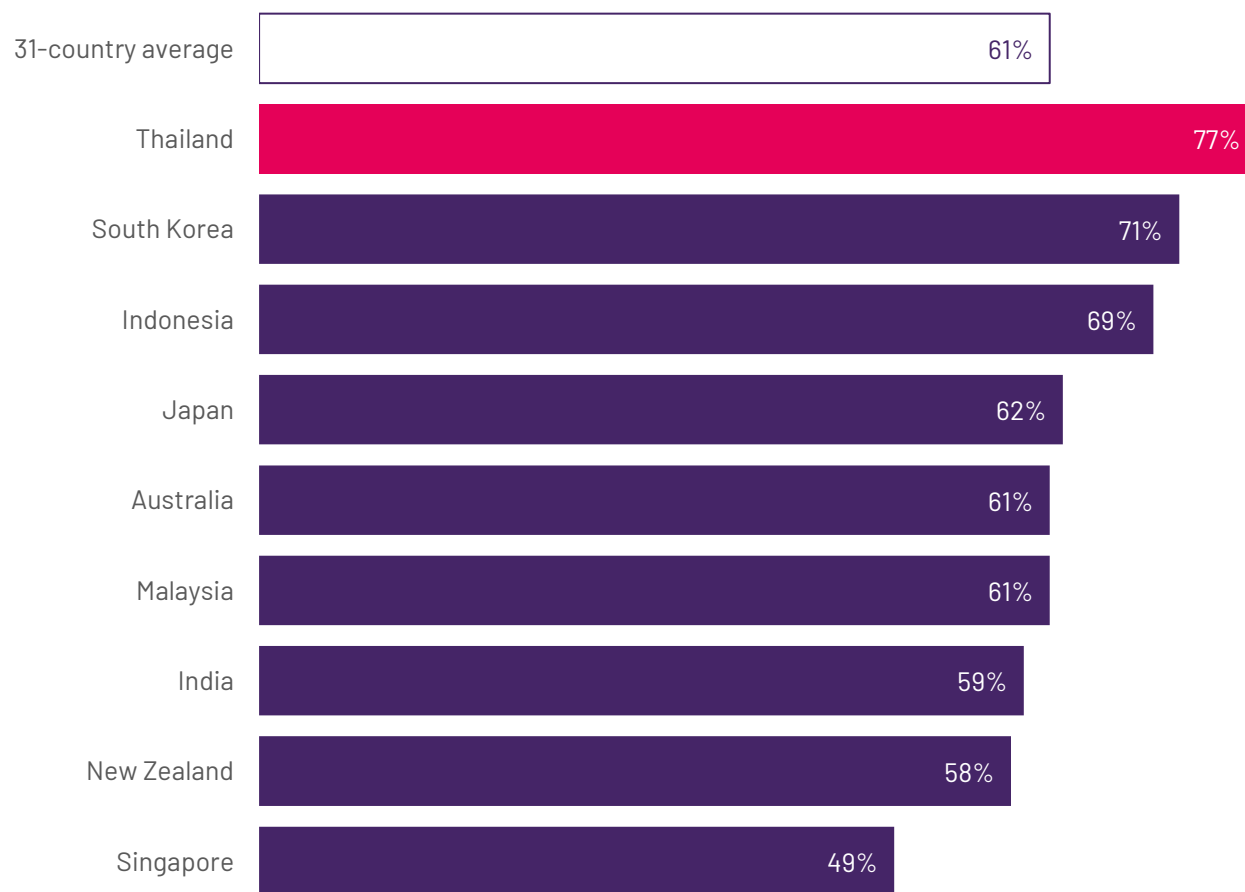
60%

think the **Country**
is in Decline

Base: Representative sample of 23,228 adults aged 16-74 in 31 participating countries, 500 individuals aged 20-74 in Thailand from February 21st 2025 to May 17th 2025.

Ipsos | What Worries Thailand H1 2025

A significant majority in Thailand believes the current system **isn't working**, ranking #1 in the **Society is Broken Index**



Base: Representative sample of 23,228 adults aged 16-74 in 31 participating countries, 500 individuals aged 20-74 in Thailand from February 21st 2025 – March 7th 2025.

The **Ipsos Society is Broken Index** is made up of the average agreement to the five statements below:

The [country's] economy is rigged to advantage the rich and powerful

Traditional parties and politicians don't care about people like me

To fix [COUNTRY], we need a strong leader willing to break the rules

[COUNTRY] needs a strong leader to take the country back from the rich and powerful

Experts in this country don't understand the lives of people like me

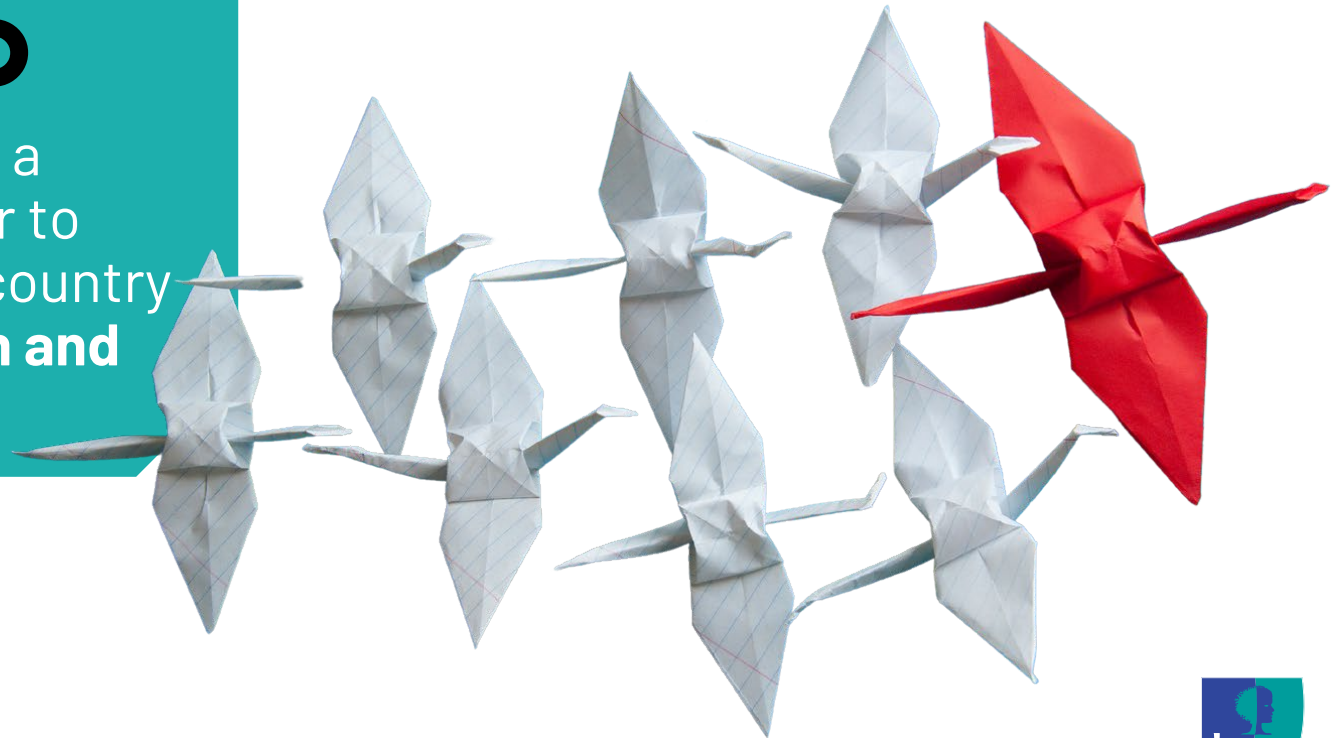
A striking call for powerful leaders to address societal and economic challenges

79%

of Thais express a need for a leader willing to break the rules to **fix the country**

77%

advocate for a strong leader to reclaim the country from **the rich and powerful**



Base: Representative sample of 23,228 adults aged 16-74 in 31 participating countries, 500 individuals aged 20-74 in Thailand from February 21st 2025 – March 7th 2025.

Support for economic "cakeism" remains high.



45%

of Thais reject increased taxes aimed at financing additional public spending, but...

70%

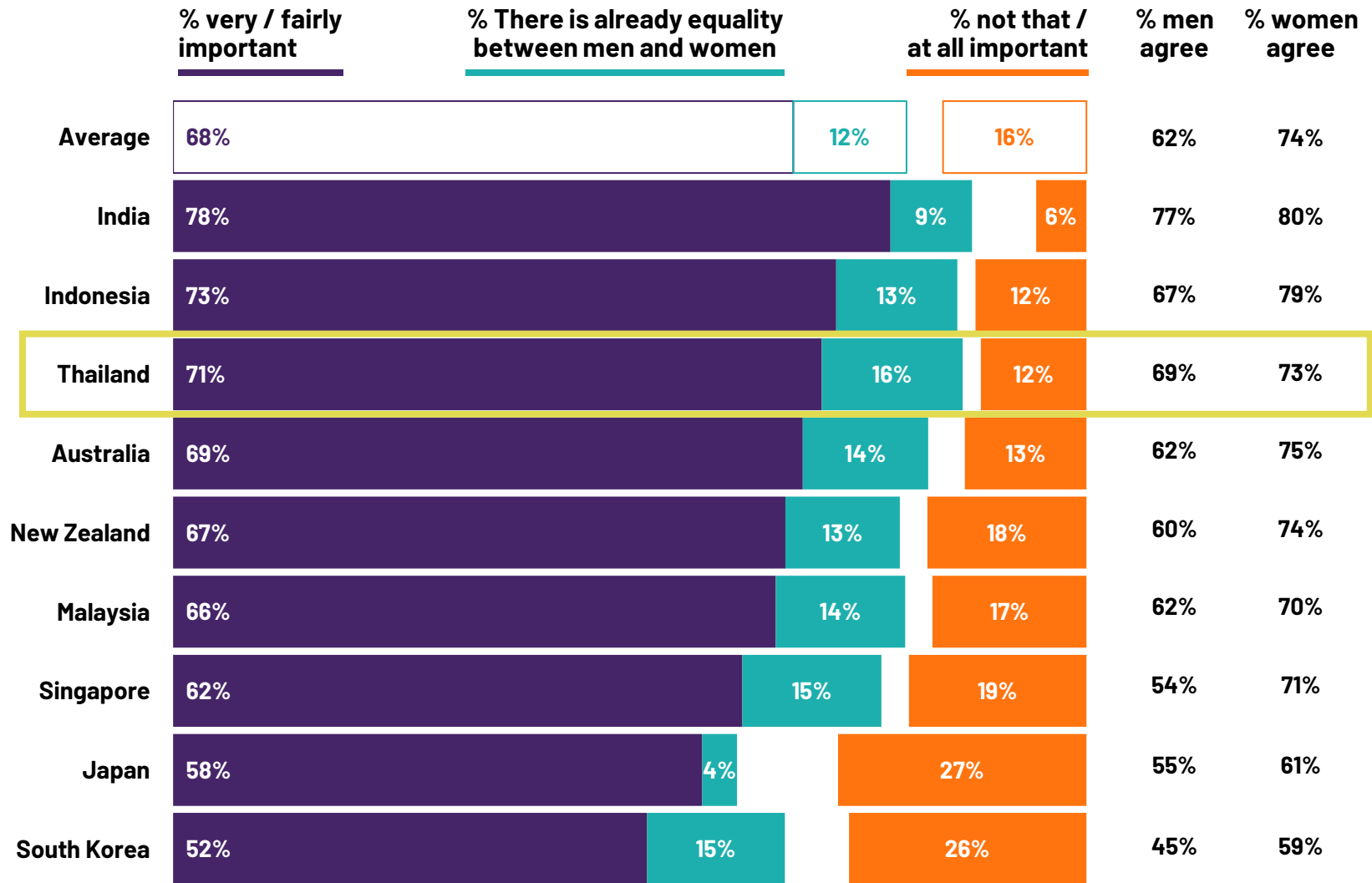
support increased spending for all public services

Base: Representative sample of 23,228 adults aged 16-74 in 31 participating countries, 500 individuals aged 20-74 in Thailand from February 21st 2025 – March 7th 2025.

Majority of **Thais** say achieving equality is **important to them** personally.

Even though there is a gap between **men and women** on the issue

Q: How important or not important is achieving equality between men and women to you personally?

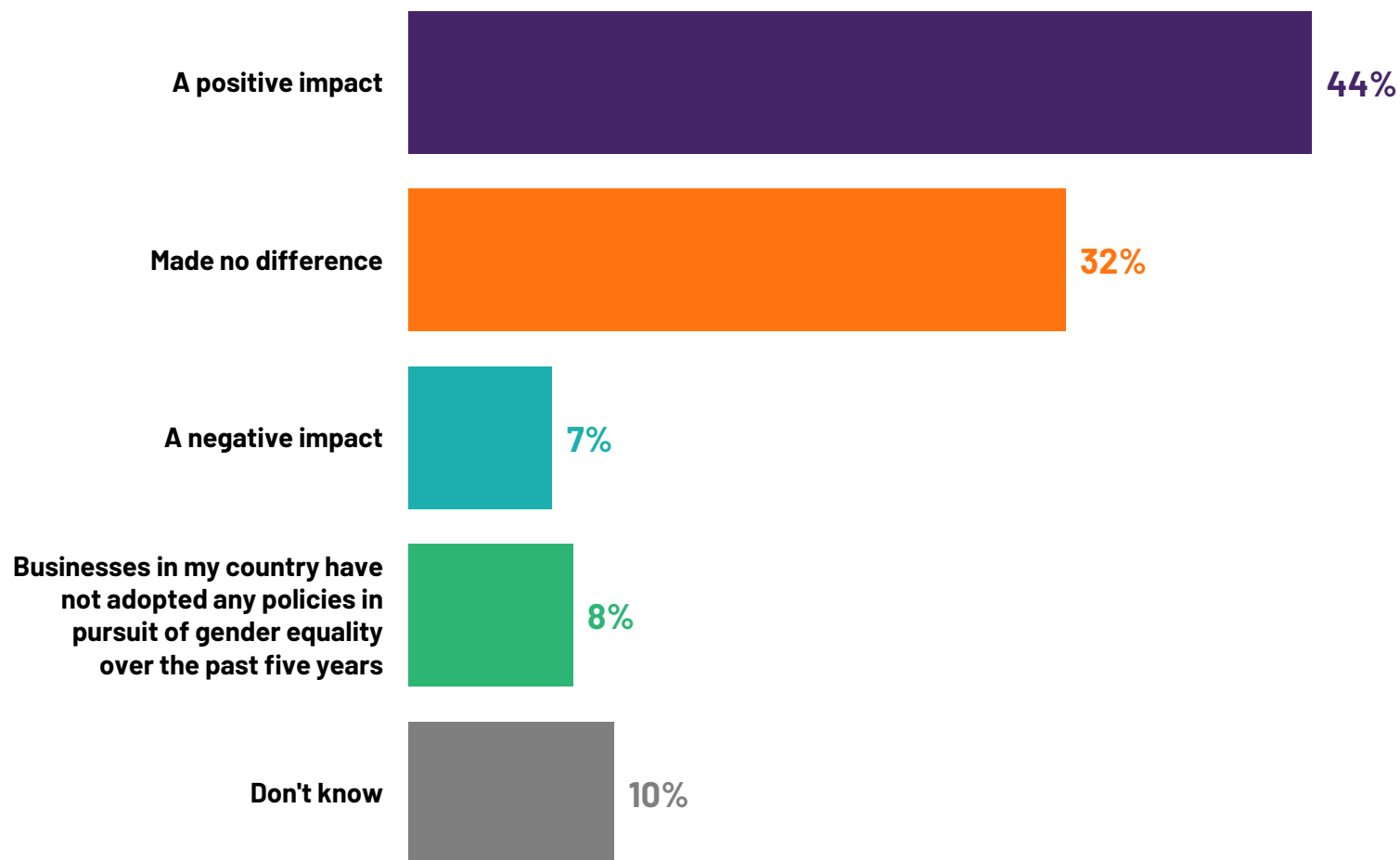


Base: Representative sample of 23,765 online adults aged 16-74 in 30 participating countries, 500 individuals aged 20-74 in Thailand from 20 December 2024-3 January 2025

Thai people back business on gender equality

Thai people are more likely to say gender equality policies adopted by business are having a positive impact than a negative impact or make no difference.

Q: Do you think policies adopted by the businesses of ... in the pursuit of gender equality over the past five years have had a positive impact on society, a negative impact on society or has it made no difference?



Base: Representative sample of 23,765 online adults aged 16-74 in 30 participating countries, 500 individuals aged 20-74 in Thailand from 20 December 2024-3 January 2025

While most Thais believe the current efforts towards equal opportunities are appropriate, **a notable portion feels they haven't gone far enough**, with a smaller segment believing they've gone too far.

Q: In ..., do you think attempts to give equal opportunities have gone too far or not gone far enough for women, or about right?



Base: Representative sample of 23,765 online adults aged 16-74 in 30 participating countries, 500 individuals aged 20-74 in Thailand from 20 December 2024-3 January 2025



Q

How much tension, if any, would you say there is between the following in **Thailand** today?

On average across the 30 countries surveyed, the dominant tensions identified are those between the rich and poor (73%) and immigrants and people born in that country (70%).

Thailand

% A great deal / some tension

% Not much / no tension

Rich and poor

84%

13%

Old and young

76%

20%

Those with more socially liberal, progressive ideas and those with more traditional values

73%

22%

Men and women

71%

25%

Those in cities and those outside of cities

71%

25%

Immigrants and people born in Thailand

70%

24%

Different ethnicities

60%

36%

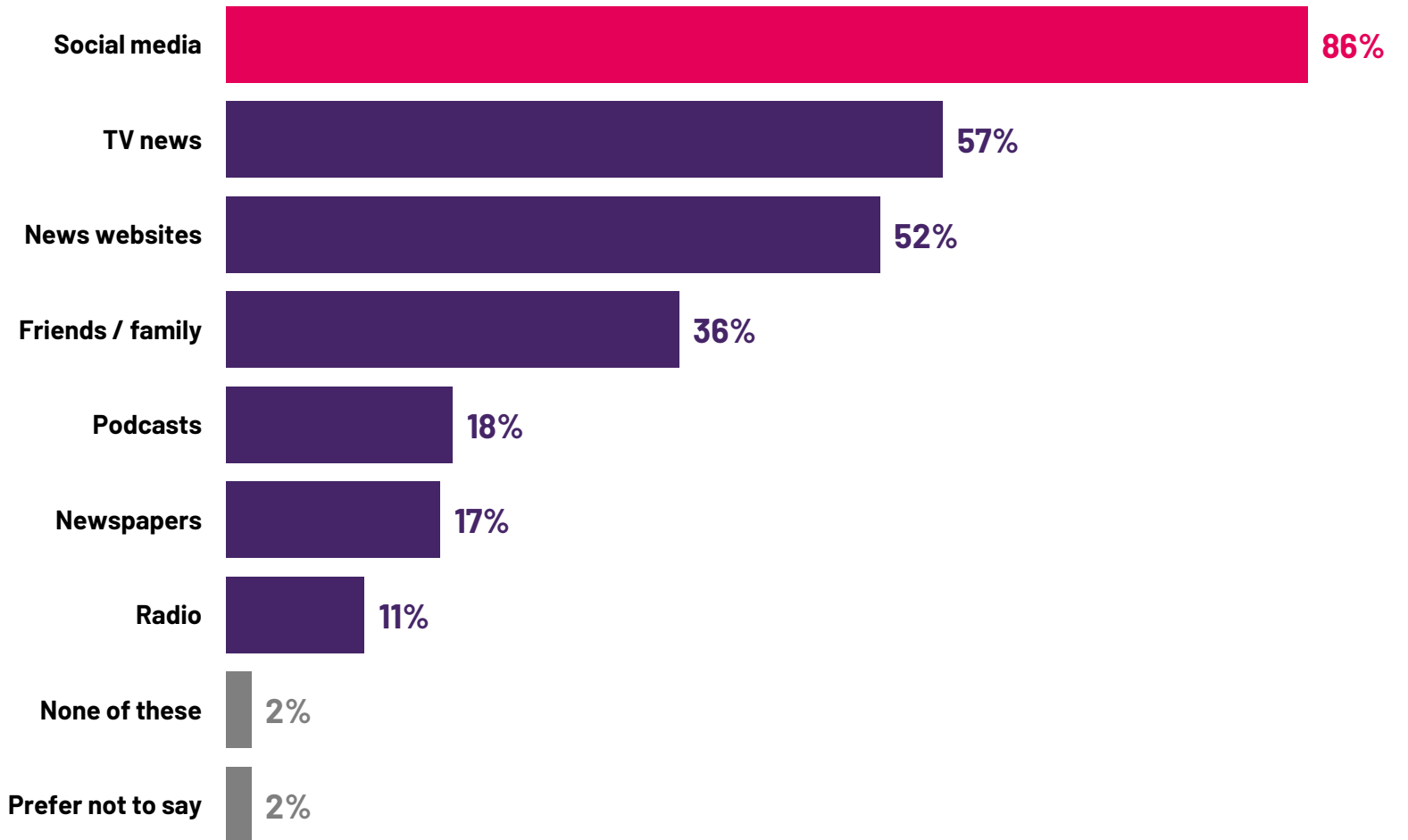
Base: Representative sample of 23,765 online adults aged 16-74 in 30 participating countries, 500 individuals aged 20-74 in Thailand from 20 December 2024-3 January 2025

Q

Which of the following, if any, would you say are the **main places you go to for news?**

Across a 30-country average, around 3 in 5 people say TV news is the main place they go for news (58%), with a similar share also naming social media (54%). Half further mention news websites as a leading source (50%).

Thailand



Base: Representative sample of 23,765 online adults aged 16-74 in 30 participating countries, 500 individuals aged 20-74 in Thailand from 20 December 2024-3 January 2025

ECONOMIC OUTLOOK





65%

of Thais describe the current economic situation in the country as **bad**
(+10pp vs. last year)

Q: How would you describe the current economic situation in your country?

Base: Representative sample of Thai adults aged 20-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Filter: Country: Thailand | Current Wave: June 25

Economic pessimism intensified across all income groups, notably surging among **low-income households**

Q: How would you describe the current economic situation in your country?

June 2025

Good

Bad

High Household Income

Change vs.
last month



Medium Household Income



Low Household Income



Thailand - monthly HH Income	
Less than 60,000 Baht	Low
60,000 to 120,000 Baht	Medium
120,000 to 180,000 Baht	
180,000 Baht or more	High

Thais are increasingly hesitant about making major purchases like homes and cars, and even everyday household purchases

53%



Less comfortable making a **major purchase**, like a home or car

(+6pp vs. last year)

Q: Compared to 6 months ago, are you NOW more or less comfortable making a **major purchase**, like a home or car?

46%



Less comfortable making **other household purchases**

(+10pp vs. last year)

Q: Compared to 6 months ago, are you NOW more or less comfortable making **other household purchases**?

Base: Representative sample of Thai adults aged 20-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Thailand | Current Wave: June 25, Kasikorn Research, BangkokBizNews

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ครึ่งปีแรก 'คนไทยกุมเงิน-กุมมือ' ใช้จ่ายลดลง
ดูเชิงไม่รับซื้อ

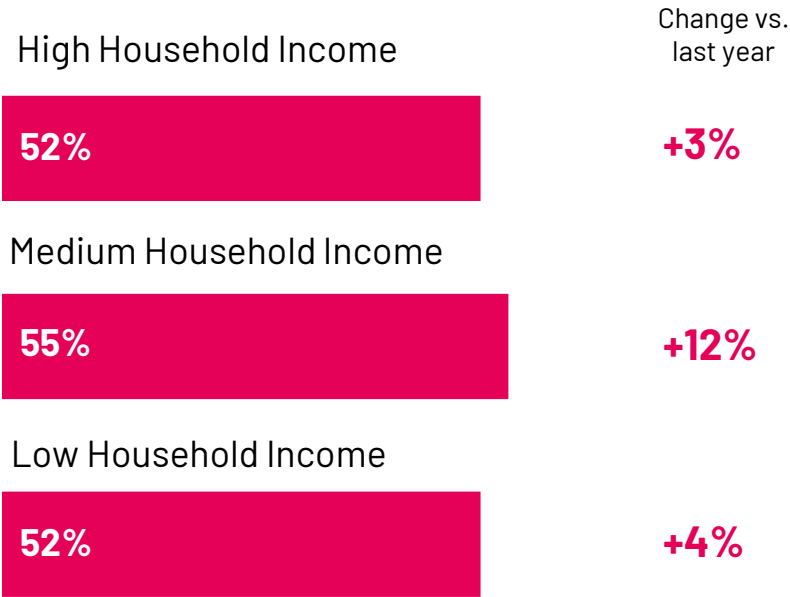
By สวัสดิ์ วัฒนวงศ์ | 23 มิ.ย. 2025 เวลา 18:37 น.



Escalating economic caution is seen among all income groups

June 2025

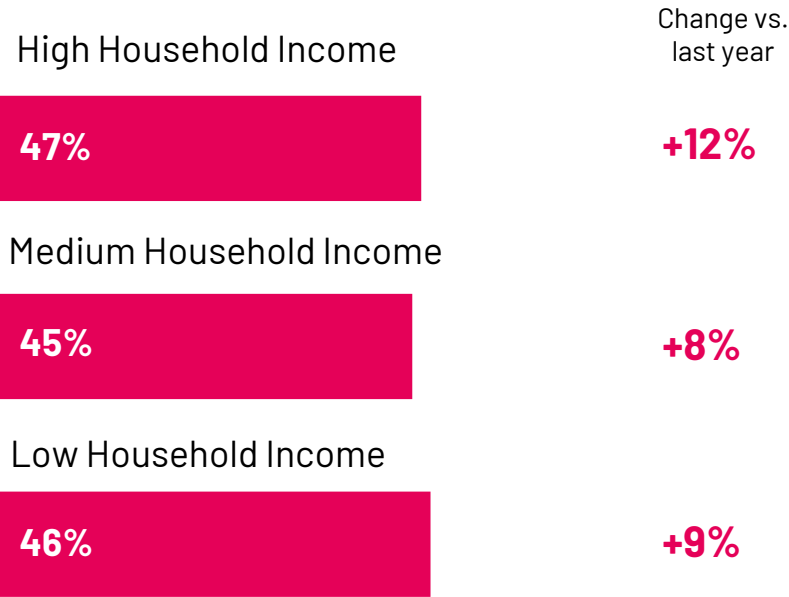
% **Less comfortable** making a **major purchase**,
like a home or car



Q: Compared to 6 months ago, are you NOW more or less comfortable making a **major purchase**, like a home or car?

June 2025

% **Less comfortable** making a **other household purchase**



Q: Compared to 6 months ago, are you NOW more or less comfortable making **other household purchases**?

Base: Representative sample of Thai adults aged 20-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Thailand | Current Wave: June 25

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37%

expect their **personal financial situation**
to be **stronger** in the next six months
(-17pp vs last year)

Q: Looking ahead six months from now, do you expect your **personal financial situation** to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

Base: Representative sample of Thai adults aged 20-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Filter: Country: Thailand | Current Wave: June 25

This pessimism is particularly pronounced among **low-income households**

Base: Representative sample of Thai adults aged 20-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Thailand | Current Wave: June 25,

Thairath, Workpointtoday

June 2025

% expect **personal financial situation** to be **stronger** in the next six months

High Household Income

41%

Change vs. last year

-9%

Medium Household Income

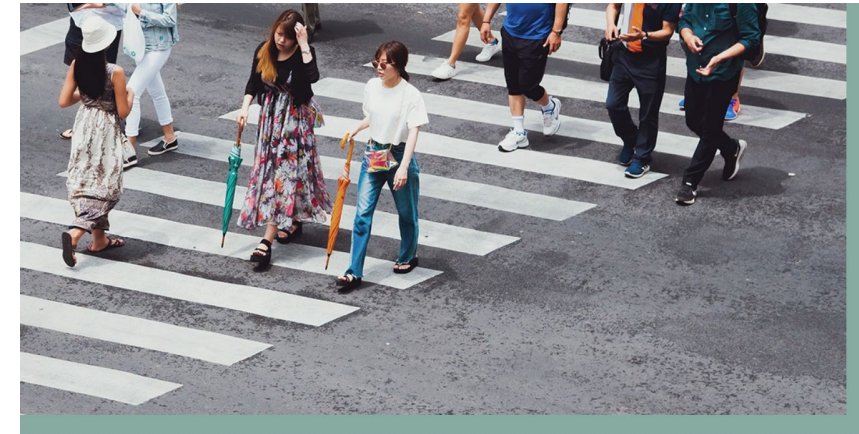
37%

-13%

Low Household Income

24%


-31%



คนไทยกังวลปัญหาเศรษฐกิจ การเงินอ่อนแอ เกือบครึ่งมี “เงินสำรอง” ไว้ใช้ยามฉุกเฉินไม่ถึงเดือน

Date Time: 13 มิ.ย. 2568 09:48 (x)

ปัญหาใหญ่คนไทย ‘หนี้สินพอกพูน – ใช้เงินเดือนชนเดือน’
ค่าครองชีพสูงเลยคิดจะขึ้นก่อนใช้จ่าย

ข่าววันนี้  Prakarn | Writer 4 มิ.ย. 2568

Almost 6 in 10 Thais know someone who recently lost their jobs, with nearly a third concerned about their own job security in the near future

59%



Know someone who **experienced job loss** in the past 6 months

(-2pp vs. last year)

Q14. Thinking of the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?

28%



Say they are **likely to experience job loss** in next 6 months

(-2pp vs. last year)

Q15. Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?

ไตรมาสแรกปีนี้ คนไทยตกงานพุ่งทะลุ 3.6 แสนคน เหตุภาคอุตสาหกรรมหดตัว

เศรษฐกิจ



ข่าวสด

จบใหม่ “เสี่ยง” ตกงานสูง

89% นายจ้างชี้ไร้ประสบการณ์ ไร้มารยาท

Base: Representative sample of Thai adults aged 20-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Thailand | Current Wave: June 25, Khaosod, ThaiPBS

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Concerns for job security and invest ability has risen significantly compared to last year

48%



Less confident about **job security** for themselves, their families or other people they know personally
(+12pp vs. last year)

Q12. Compared to 6 months ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

54%



Less confident about **ability to invest** in the future including retirement or children's education
(+15pp vs. last year)

Q13. Compared to 6 months ago, are you NOW more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?

Base: Representative sample of Thai adults aged 20-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Thailand | Current Wave: June 25, Prachachat, BangkokBizNews

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คนไทย 30% ไม่มีเงินเก็บเพื่อเกษียณ 60%
มีเงินเก็บไม่ถึง 200,000 บาท

วันที่ 7 ตุลาคม 2567 - 15:41 น.



กรุงเทพธุรกิจ

**คนรุ่นใหม่ไทย 33%
ไม่เรียนต่อปริญญา**

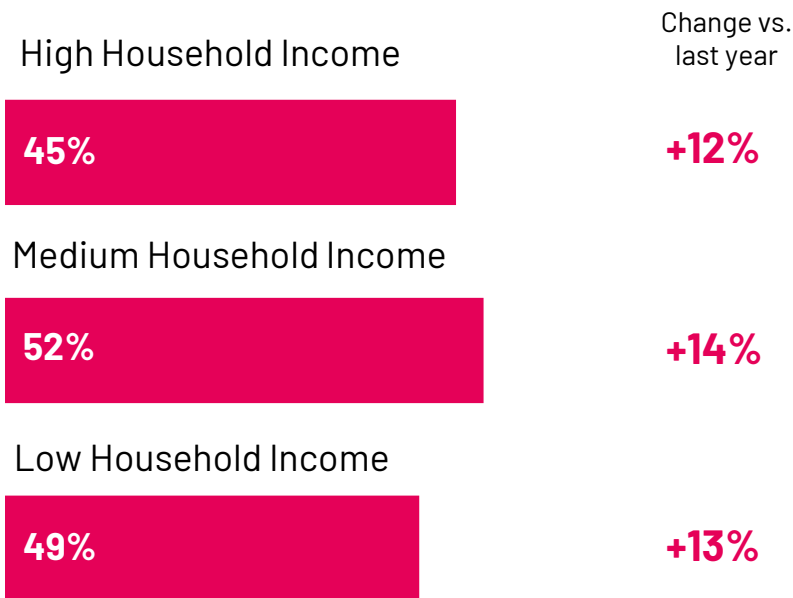
ครอบครัวไม่พร้อม-ทุนทรัพย์จำกัด
บางส่วนกลัวจ่ายหนี้ที่ยืมเรียนไม่ไหว

4 มิ.ย. 2568

Medium-income households experiencing the most financial anxiety

June 2025

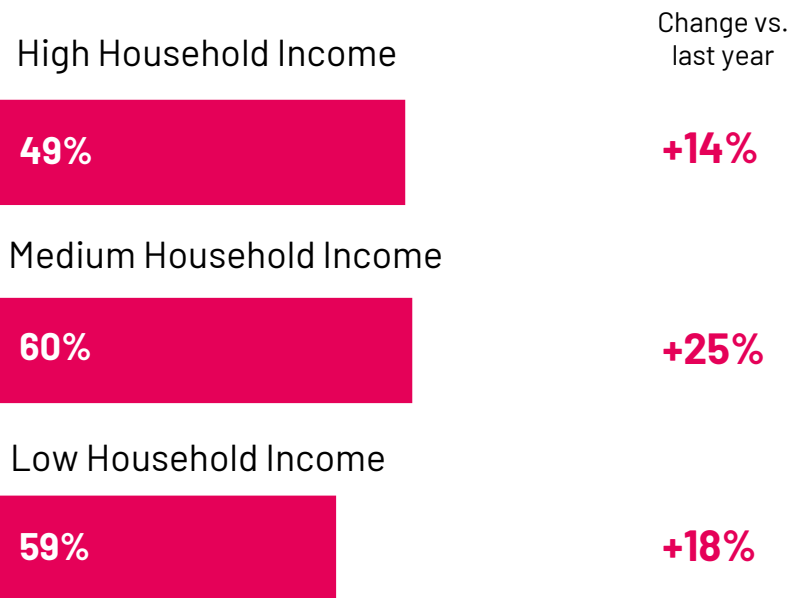
% Less confident about job security



Q12. Compared to 6 months ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

June 2025

% Less confident about ability to invest

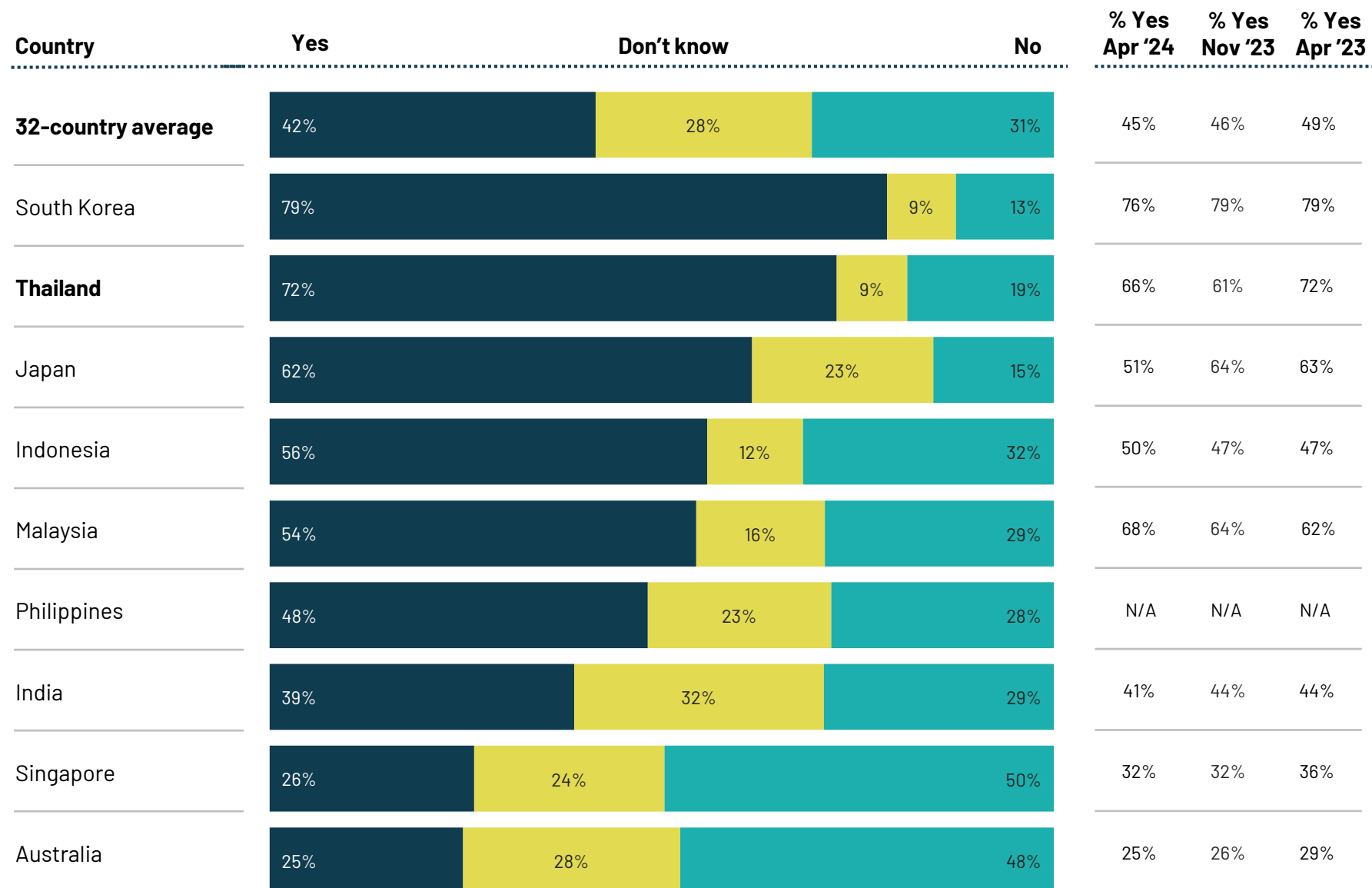


Q13. Compared to 6 months ago, are you NOW more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?

Over 7 in 10 Thais acknowledge **economic downturn**, showing a marked increased in pessimism.

Q: As far as you are aware, is the economy in your country **currently in a recession?**

Base: 22,720 online adults under age 75 across 32 countries, interviewed October 25 – November 8, 2024





59%

think it will take longer than more than
a year – *or never* – before inflation
returns to normal in Thailand

(+13pp vs previous year)

Q: How long do you think it will take before inflation returns to normal in your country?

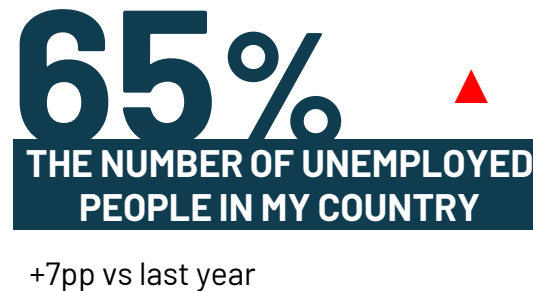
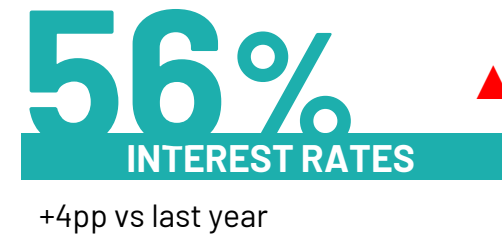
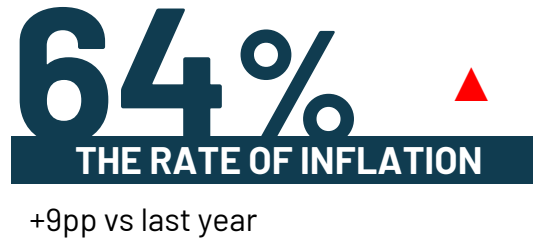
Base: 22,720 online adults under age 75 across 32 countries, 500 individuals aged 20-74 in Thailand,
interviewed October 25 – November 8, 2024

Thai anticipate **uncertain** situations

Q: Over the next year (2025), do you think each of the following will rise, decline, or stay at about the same level?

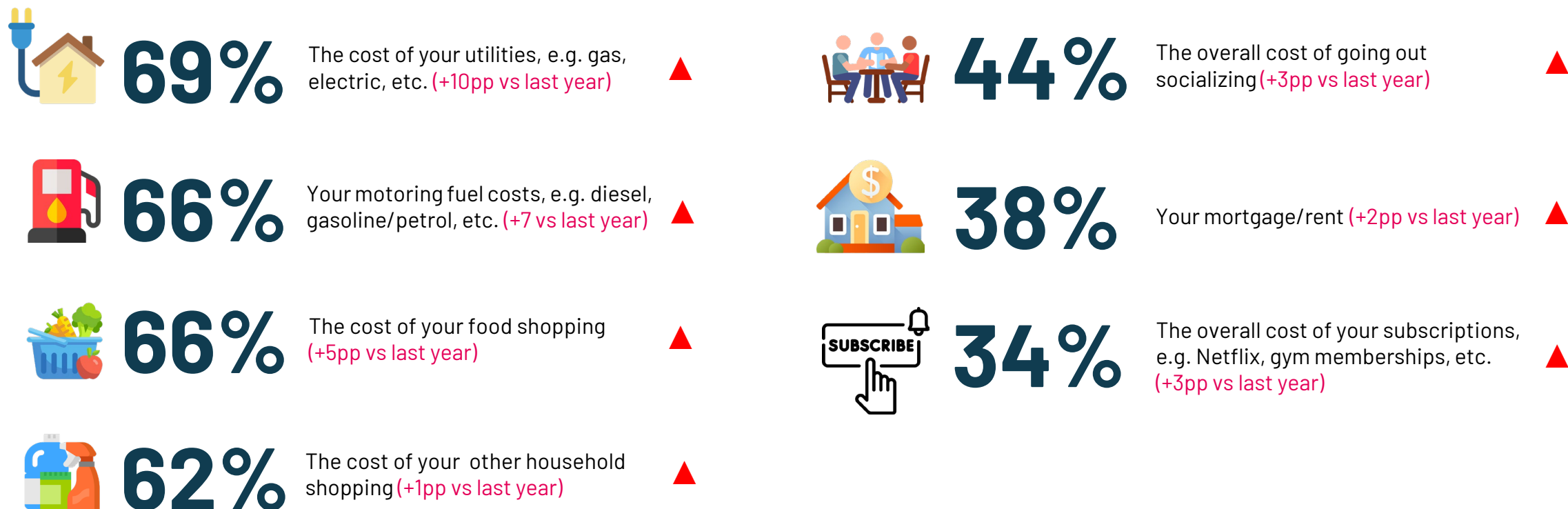
Base: 22,720 online adults under age 75 across 32 countries,
500 individuals aged 20-74 in Thailand, interviewed October 25
– November 8, 2024

% It **will rise** a lot/a little



Utilities, Motoring Fuel Costs and Food/household Shopping: Top Predicted Price Increases

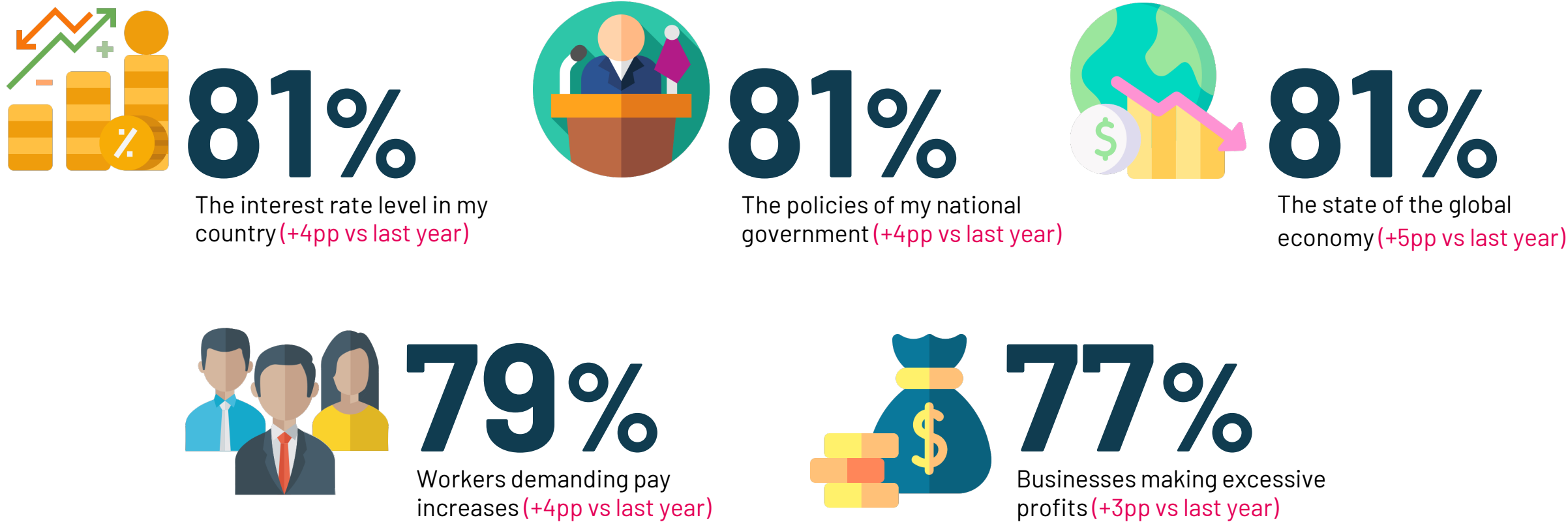
Q: Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease, or stay the same as it is now? % expect to increase



Base: 22,720 online adults under age 75 across 32 countries, 500 individuals aged 20-74 in Thailand, interviewed October 25 – November 8, 2024

Thais identify major causes of rising living costs

Q: How much, if at all, do you think each of the following are contributing to the rising cost of living in Thailand today?



Base: 22,720 online adults under age 75 across 32 countries, 500 individuals aged 20-74 in Thailand, interviewed October 25 – November 8, 2024

Implications for Businesses & Brands



Giving Back to Society; Don't Just Make Profit:

When customers see a company supporting a cause they care about, it can evoke positive emotions and strengthen their relationship with the brand, leading to increased loyalty and advocacy.



Build Trust & Loyalty Through Good Governance:

It fosters a positive customer experience by promoting fairness, efficient processes, and clear communication, ultimately driving customer loyalty.



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