

Total	Income Group			Marital Status						
	Lower income (Bellow THB 35.000)	Medium income (THB 35,001 - 60.000)	Higher income (THB 60,001 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Highest Education Level - Thailand

	Base	1000	549	242	154	293	109	43	19	22	12	502
Primary school (P1-P6)	1%	2%	-	-	-	1%	1%	5%	5%	-	-	1%
Middle school (M1-M3)	3%	4%	1%	-	-	2%	7%	-	11%	-	8%	2%
High school (M4-M6)	15%	20%	8%	4%	5%	17%	12%	10%	5%	8%	20%	
Vocational college education	9%	12%	7%	2%	8%	21%	7%	16%	9%	17%	7%	
University first degree	50%	46%	58%	51%	57%	40%	37%	31%	59%	42%	49%	
University higher degree	20%	13%	25%	42%	25%	13%	35%	21%	27%	16%	17%	
Professional higher education	2%	2%	1%	1%	1%	1%	2%	-	-	8%	2%	
None of these	1%	1%	-	-	1%	-	2%	5%	-	-	1%	

Social networks - member of

	Base	1000	549	242	154	293	109	43	19	22	12	502
Facebook	92%	92%	92%	94%	92%	92%	93%	91%	84%	100%	92%	92%
Facebook Messenger	-	-	-	-	-	-	-	-	-	-	-	-
Twitter	36%	34%	36%	39%	33%	35%	37%	10%	36%	42%	38%	
LinkedIn	10%	7%	10%	16%	12%	7%	9%	-	9%	8%	9%	
Google+	58%	58%	58%	59%	58%	63%	58%	37%	68%	75%	56%	
MySpace	4%	4%	2%	5%	5%	3%	5%	-	5%	8%	3%	
Pinterest	9%	6%	9%	14%	11%	11%	14%	5%	9%	-	6%	
Tumblr	5%	5%	3%	7%	4%	5%	9%	-	9%	-	6%	
Instagram	50%	51%	47%	49%	40%	47%	60%	32%	41%	67%	56%	
Vine	3%	3%	3%	4%	4%	3%	2%	5%	-	8%	3%	
Snapchat	4%	4%	4%	5%	4%	1%	2%	5%	9%	8%	5%	
WeChat	12%	11%	14%	16%	11%	13%	14%	10%	9%	17%	13%	
Line	89%	88%	91%	95%	93%	93%	84%	84%	96%	75%	88%	
Vimeo	-	-	-	-	-	-	-	-	-	-	-	-
Tinder	-	-	-	-	-	-	-	-	-	-	-	-
Mindtalk	-	-	-	-	-	-	-	-	-	-	-	-
Path	-	-	-	-	-	-	-	-	-	-	-	-
Bebo	-	-	-	-	-	-	-	-	-	-	-	-
BeeTalk	11%	12%	10%	7%	8%	12%	19%	5%	9%	25%	12%	
Skype	-	-	-	-	-	-	-	-	-	-	-	-
Whatsapp	-	-	-	-	-	-	-	-	-	-	-	-
Sina Weibo	-	-	-	-	-	-	-	-	-	-	-	-
Other	15%	15%	17%	13%	12%	16%	23%	11%	9%	8%	16%	
Don't Know	0%	0%	-	1%	-	-	-	-	-	-	0%	
Not applicable - I am not currently a member of any social networks	1%	0%	0%	-	-	1%	-	-	-	-	1%	

Region Thailand

	Total	Gender		Age Group			Highest Education Level - Thailand							
		Male	Female	18-34	35-54	55+	Primary school (P1-P6)	Middle school (M1-M3)	High school (M4-M6)	Vocational college education	University first degree	University higher degree	Professional higher education	None of these
Base	1000	490	510	610	330	60	11	26	146	94	498	200	16	8
Bangkok and Vicinity	59%	58%	60%	53%	68%	67%	36%	42%	41%	51%	63%	70%	50%	50%
Central Region	5%	7%	3%	5%	4%	7%	9%	15%	7%	8%	4%	2%	-	-
Northern Region	8%	9%	8%	9%	8%	7%	9%	12%	10%	7%	9%	5%	19%	25%
Northeastern Region	15%	16%	14%	18%	10%	9%	37%	8%	26%	12%	13%	11%	19%	13%
Southern Region	8%	6%	9%	8%	6%	5%	9%	12%	12%	4%	6%	7%	6%	13%
Eastern Region	4%	3%	5%	5%	2%	5%	-	8%	3%	15%	3%	2%	-	-
Western Region	1%	1%	2%	1%	2%	-	-	4%	1%	2%	1%	1%	6%	-

Region Thailand

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Base	1000	549	242	154	293	109	43	19	22	12	502
Bangkok and Vicinity	59%	53%	65%	74%	61%	59%	60%	48%	59%	25%	59%
Central Region	5%	6%	5%	2%	5%	4%	-	11%	9%	17%	4%
Northern Region	8%	10%	6%	6%	9%	9%	9%	11%	5%	-	8%
Northeastern Region	15%	19%	8%	10%	13%	13%	19%	26%	18%	50%	15%
Southern Region	8%	7%	10%	6%	6%	6%	7%	-	-	8%	9%
Eastern Region	4%	4%	5%	3%	5%	6%	2%	-	9%	-	3%
Western Region	1%	2%	1%	-	1%	2%	2%	5%	-	-	2%