# YouGov Survey Results - Thailand

**Fieldwork: October 2016**

| | 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 |
| **Q1. Globalization is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world. Overall, do you think GLOBALIZATION is a force for good or bad for the world?** | | | | | | | | | | | | | | |
| **Base** | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| Force for good | 76% | 81% | 71% | 74% | 78% | 81% | 64% | 50% | 70% | 68% | 78% | 83% | 75% | 25% |
| Force for bad | 12% | 10% | 14% | 13% | 12% | 3% | 9% | 11% | 16% | 17% | 11% | 10% | 12% | 25% |
| Don't know | 12% | 9% | 15% | 13% | 10% | 15% | 27% | 38% | 14% | 15% | 11% | 7% | 12% | 50% |
| **Q2. Thinking about international trade... Which ONE of the following comes closest to your view? - Thailand** | | | | | | | | | | | | | | |
| **Base** | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| Thailand should be able to meet all of its own needs without needing to rely on imports from other countries | 59% | 60% | 59% | 57% | 63% | 60% | 55% | 46% | 57% | 60% | 60% | 59% | 75% | 62% |
| It's fine for Thailand to import things it needs from other countries | 34% | 35% | 33% | 36% | 31% | 35% | 36% | 35% | 37% | 31% | 35% | 34% | 25% | - |
| Don't know | 7% | 5% | 8% | 7% | 7% | 5% | 9% | 19% | 5% | 10% | 5% | 7% | - | 38% |
| **Q3. Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Thailand?** | | | | | | | | | | | | | | |
| **Base** | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| Acceptable | 65% | 66% | 64% | 65% | 65% | 69% | 64% | 69% | 70% | 73% | 62% | 66% | 81% | 38% |
| Unacceptable | 27% | 26% | 27% | 26% | 28% | 28% | 18% | 15% | 23% | 16% | 31% | 28% | 19% | 25% |
| Don't know | 8% | 7% | 9% | 9% | 7% | 3% | 18% | 15% | 8% | 11% | 8% | 6% | - | 38% |
| **Q4. Overall, do you think immigrants from other countries into Thailand have a positive or negative effect on the country?** | | | | | | | | | | | | | | |
| **Base** | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| Positive | 21% | 27% | 15% | 21% | 19% | 22% | 18% | 27% | 17% | 21% | 18% | 28% | 31% | - |
| Neither positive nor negative | 26% | 24% | 27% | 28% | 22% | 19% | 9% | 31% | 32% | 30% | 26% | 19% | 25% | 12% |
| Negative | 48% | 44% | 51% | 44% | 54% | 52% | 54% | 35% | 43% | 40% | 51% | 47% | 44% | 50% |
| Don't know | 6% | 5% | 7% | 6% | 5% | 7% | 18% | 8% | 8% | 9% | 5% | 6% | - | 38% |

# YouGov Survey Results - Thailand

**Fieldwork: October 2016**

| | 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 |
| **Q1. Globalization is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world. Overall, do you think GLOBALIZATION is a force for good or bad for the world?** | | | | | | | | | | | |
| **Base** | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Force for good | 76% | 72% | 79% | 86% | 80% | 71% | 77% | 63% | 82% | 67% | 74% |
| Force for bad | 12% | 13% | 11% | 5% | 9% | 16% | 21% | 16% | 9% | 17% | 12% |
| Don't know | 12% | 14% | 10% | 9% | 11% | 14% | 2% | 21% | 9% | 17% | 14% |
| **Q2. Thinking about international trade... Which ONE of the following comes closest to your view? - Thailand** | | | | | | | | | | | |
| **Base** | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Thailand should be able to meet all of its own needs without needing to rely on imports from other countries | 59% | 60% | 60% | 62% | 63% | 67% | 63% | 53% | 54% | 50% | 56% |
| It's fine for Thailand to import things it needs from other countries | 34% | 33% | 35% | 34% | 34% | 28% | 35% | 26% | 41% | 41% | 36% |
| Don't know | 7% | 7% | 5% | 4% | 3% | 6% | 2% | 21% | 5% | 8% | 9% |
| **Q3. Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Thailand?** | | | | | | | | | | | |
| **Base** | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Acceptable | 65% | 64% | 68% | 67% | 68% | 67% | 61% | 58% | 59% | 83% | 64% |
| Unacceptable | 27% | 28% | 26% | 26% | 27% | 22% | 39% | 32% | 32% | 8% | 27% |
| Don't know | 8% | 8% | 6% | 7% | 6% | 11% | - | 11% | 9% | 8% | 9% |
| **Q4. Overall, do you think immigrants from other countries into Thailand have a positive or negative effect on the country?** | | | | | | | | | | | |
| **Base** | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Positive | 21% | 21% | 22% | 24% | 22% | 17% | 28% | 32% | 32% | 17% | 20% |
| Neither positive nor negative | 26% | 25% | 26% | 22% | 24% | 27% | 35% | 16% | 9% | 17% | 26% |
| Negative | 48% | 49% | 45% | 49% | 50% | 49% | 32% | 42% | 50% | 66% | 47% |
| Don't know | 6% | 5% | 6% | 5% | 4% | 7% | 5% | 10% | 9% | - | 7% |

| | 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 |

**Q5. Thinking about immigration… Which ONE of the following would you say is closest to your view?**

| | Total | 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 |
| Immigration is enriching and adding to the traditional culture of my country | 12% | 17% | 7% | 15% | 8% | 5% | 9% | 19% | 10% | 11% | 10% | 16% | 25% | - |
| Immigration is eroding the traditional culture of my country | 41% | 40% | 42% | 38% | 45% | 50% | 36% | 38% | 40% | 41% | 43% | 39% | 44% | 25% |
| Immigration has little effect on the traditional culture of my country | 39% | 36% | 42% | 39% | 40% | 38% | 46% | 31% | 40% | 41% | 40% | 38% | 25% | 25% |
| Don't know | 8% | 7% | 8% | 8% | 7% | 7% | 9% | 12% | 10% | 7% | 7% | 7% | 6% | 51% |

**Q6. To what extent do you agree or disagree with each of the following statements? - Globalization has mostly benefited the wealthy rather than ordinary citizens**

| | Total | 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 |
| Strongly agree | 16% | 18% | 14% | 18% | 14% | 12% | 9% | 4% | 15% | 16% | 17% | 15% | 25% | 12% |
| Somewhat agree | 40% | 39% | 42% | 41% | 39% | 43% | 63% | 46% | 41% | 41% | 41% | 35% | 37% | 50% |
| Neither agree nor disagree | 25% | 23% | 28% | 28% | 22% | 19% | 9% | 39% | 30% | 29% | 24% | 25% | 25% | - |
| Somewhat disagree | 13% | 14% | 12% | 9% | 19% | 19% | 9% | 12% | 9% | 6% | 13% | 20% | 6% | 13% |
| Strongly disagree | 2% | 3% | 1% | 1% | 3% | 3% | - | - | 3% | 1% | 1% | 3% | 6% | 12% |
| Don't know | 3% | 4% | 3% | 3% | 4% | 3% | 9% | - | 3% | 6% | 3% | 2% | - | 13% |
| Mean | 3.57 | 3.57 | 3.58 | 3.66 | 3.44 | 3.43 | 3.80 | 3.42 | 3.58 | 3.69 | 3.62 | 3.39 | 3.68 | 3.43 |

**Q6. To what extent do you agree or disagree with each of the following statements? - A country is stronger when its people have a shared and common culture**

| | Total | 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 |
| Strongly agree | 15% | 17% | 13% | 18% | 11% | 14% | 28% | 15% | 19% | 18% | 15% | 10% | 31% | - |
| Somewhat agree | 40% | 41% | 38% | 37% | 44% | 43% | 36% | 54% | 34% | 36% | 43% | 36% | 37% | - |
| Neither agree nor disagree | 29% | 26% | 32% | 31% | 27% | 19% | 27% | 23% | 27% | 34% | 28% | 30% | 25% | 37% |
| Somewhat disagree | 12% | 11% | 14% | 12% | 13% | 19% | - | 4% | 15% | 4% | 11% | 19% | 6% | 50% |
| Strongly disagree | 2% | 3% | 2% | 1% | 4% | 2% | - | 4% | 3% | 2% | 2% | 3% | - | - |
| Don't know | 2% | 2% | 2% | 2% | 2% | 3% | 9% | - | 1% | 5% | 1% | 2% | - | 13% |
| Mean | 3.54 | 3.61 | 3.48 | 3.59 | 3.47 | 3.50 | 4.00 | 3.73 | 3.52 | 3.67 | 3.60 | 3.32 | 3.94 | 2.43 |

| | 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 |

**Q5. Thinking about immigration… Which ONE of the following would you say is closest to your view?**

| | Total | Lower | Medium | Higher | Married | Living w/ partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Immigration is enriching and adding to the traditional culture of my country | 12% | 13% | 10% | 14% | 12% | 10% | 28% | 16% | 9% | 9% | 11% |
| Immigration is eroding the traditional culture of my country | 41% | 42% | 37% | 41% | 45% | 43% | 37% | 42% | 41% | 58% | 38% |
| Immigration has little effect on the traditional culture of my country | 39% | 38% | 45% | 40% | 39% | 38% | 35% | 21% | 45% | 33% | 41% |
| Don't know | 8% | 8% | 8% | 6% | 4% | 8% | - | 21% | 5% | - | 10% |

**Q6. To what extent do you agree or disagree with each of the following statements? - Globalization has mostly benefited the wealthy rather than ordinary citizens**

| | Total | Lower | Medium | Higher | Married | Living w/ partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Strongly agree | 16% | 16% | 14% | 16% | 18% | 13% | 14% | 16% | 14% | 25% | 16% |
| Somewhat agree | 40% | 43% | 38% | 40% | 44% | 46% | 40% | 31% | 32% | 58% | 38% |
| Neither agree nor disagree | 25% | 27% | 25% | 20% | 21% | 25% | 26% | 27% | 13% | 8% | 29% |
| Somewhat disagree | 13% | 10% | 18% | 19% | 13% | 10% | 16% | 16% | 27% | - | 13% |
| Strongly disagree | 2% | 1% | 2% | 3% | 2% | 1% | 5% | - | 9% | - | 2% |
| Don't know | 3% | 3% | 3% | 3% | 2% | 6% | - | 10% | 5% | 8% | 3% |
| Mean | 3.57 | 3.63 | 3.46 | 3.49 | 3.64 | 3.63 | 3.42 | 3.53 | 3.14 | 4.19 | 3.54 |

**Q6. To what extent do you agree or disagree with each of the following statements? - A country is stronger when its people have a shared and common culture**

| | Total | Lower | Medium | Higher | Married | Living w/ partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Strongly agree | 15% | 17% | 12% | 14% | 17% | 18% | 16% | 5% | 23% | 25% | 13% |
| Somewhat agree | 40% | 41% | 41% | 36% | 46% | 38% | 40% | 58% | 36% | 42% | 35% |
| Neither agree nor disagree | 29% | 28% | 29% | 25% | 21% | 32% | 21% | 31% | 23% | 17% | 34% |
| Somewhat disagree | 12% | 10% | 16% | 19% | 13% | 7% | 14% | 5% | 14% | 17% | 13% |
| Strongly disagree | 2% | 2% | 1% | 5% | 2% | 1% | 9% | - | - | - | 2% |
| Don't know | 2% | 1% | 2% | 1% | 1% | 3% | - | - | 5% | - | 2% |
| Mean | 3.54 | 3.63 | 3.47 | 3.36 | 3.63 | 3.68 | 3.40 | 3.63 | 3.72 | 3.75 | 3.46 |

| | 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 |

**Q6. To what extent do you agree or disagree with each of the following statements? - Multiculturalism is a negative result of globalization**

| | Total | 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 |
| Strongly agree | 10% | 10% | 9% | 12% | 7% | - | 9% | 4% | 10% | 19% | 9% | 6% | 19% | - |
| Somewhat agree | 29% | 27% | 30% | 28% | 31% | 28% | 45% | 42% | 30% | 25% | 29% | 26% | 19% | 25% |
| Neither agree nor disagree | 34% | 32% | 36% | 38% | 29% | 24% | 9% | 46% | 39% | 37% | 33% | 30% | 50% | 62% |
| Somewhat disagree | 19% | 20% | 18% | 15% | 25% | 34% | 18% | 8% | 12% | 8% | 21% | 27% | 6% | - |
| Strongly disagree | 5% | 6% | 4% | 3% | 6% | 10% | - | - | 6% | 2% | 4% | 8% | 6% | - |
| Don't know | 3% | 4% | 3% | 4% | 3% | 3% | 18% | - | 2% | 9% | 3% | 3% | - | 13% |
| Mean | 3.20 | 3.16 | 3.23 | 3.32 | 3.06 | 2.71 | 3.56 | 3.43 | 3.27 | 3.57 | 3.19 | 2.95 | 3.37 | 3.29 |

**Q7. Which ONE of the following best describes the way you feel about Thailand?**

| | Total | 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 |
| Thailand is the best country in the world | 25% | 26% | 25% | 27% | 24% | 14% | 37% | 38% | 30% | 32% | 24% | 22% | 25% | 12% |
| Thailand is better than most other countries | 23% | 23% | 23% | 19% | 29% | 24% | 45% | 11% | 20% | 23% | 23% | 26% | 19% | 12% |
| Thailand is as good as most other countries | 31% | 28% | 34% | 30% | 31% | 41% | - | 27% | 26% | 29% | 32% | 35% | 37% | 37% |
| Thailand is not as good as most other countries | 16% | 17% | 15% | 18% | 13% | 12% | 18% | 19% | 19% | 11% | 17% | 12% | 19% | 13% |
| Thailand is the worst country in the world | 1% | 1% | 1% | 1% | 1% | - | - | - | 2% | - | 1% | 1% | - | - |
| Don't know | 4% | 5% | 3% | 4% | 2% | 9% | - | 4% | 3% | 5% | 4% | 4% | - | 25% |

**Q8. If you had the opportunity to move to any country of your choice, would you take it? Please select the option that best applies.**

| | Total | 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 |
| Yes, definitely | 10% | 12% | 8% | 12% | 8% | 2% | 9% | 4% | 15% | 9% | 9% | 11% | 13% | - |
| Yes, probably | 29% | 29% | 30% | 31% | 28% | 21% | 18% | 31% | 26% | 28% | 31% | 28% | 50% | 25% |
| No, probably not | 25% | 22% | 27% | 28% | 21% | 16% | 27% | 31% | 32% | 27% | 23% | 21% | 19% | 25% |
| No, definitely not | 32% | 32% | 31% | 24% | 40% | 60% | 36% | 31% | 23% | 34% | 33% | 35% | 19% | 25% |
| Don't know | 4% | 4% | 4% | 5% | 4% | 2% | 9% | 4% | 5% | 3% | 3% | 5% | - | 25% |

**Q9. Who would you rather was president of the USA?**

| | Total | 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 |
| Donald Trump | 20% | 23% | 16% | 23% | 13% | 21% | - | 27% | 24% | 17% | 20% | 17% | 37% | - |
| Hillary Clinton | 49% | 51% | 47% | 43% | 59% | 57% | 9% | 23% | 39% | 48% | 51% | 59% | 37% | 25% |
| Don't know | 31% | 26% | 36% | 34% | 27% | 22% | 91% | 50% | 37% | 35% | 29% | 24% | 25% | 75% |

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| | 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 |

**Q6. To what extent do you agree or disagree with each of the following statements? - Multiculturalism is a negative result of globalization**

| | Total | Lower income | Medium income | Higher income | Married | Living with partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Strongly agree | 10% | 11% | 6% | 10% | 9% | 13% | 7% | 11% | 9% | - | 10% |
| Somewhat agree | 29% | 32% | 27% | 20% | 31% | 29% | 40% | 37% | 36% | 42% | 26% |
| Neither agree nor disagree | 34% | 36% | 35% | 29% | 30% | 36% | 26% | 47% | 18% | 33% | 38% |
| Somewhat disagree | 19% | 14% | 24% | 33% | 24% | 15% | 16% | - | 22% | 17% | 18% |
| Strongly disagree | 5% | 3% | 6% | 5% | 5% | 3% | 12% | - | 9% | - | 5% |
| Don't know | 3% | 3% | 3% | 3% | 2% | 5% | - | 5% | 5% | 8% | 4% |
| Mean | 3.20 | 3.34 | 3.04 | 2.97 | 3.15 | 3.37 | 3.14 | 3.61 | 3.14 | 3.27 | 3.18 |

**Q7. Which ONE of the following best describes the way you feel about Thailand?**

| | Total | Lower income | Medium income | Higher income | Married | Living with partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Thailand is the best country in the world | 25% | 28% | 21% | 21% | 28% | 25% | 26% | 37% | 32% | 25% | 23% |
| Thailand is better than most other countries | 23% | 21% | 26% | 27% | 27% | 21% | 21% | 16% | 27% | 42% | 21% |
| Thailand is as good as most other countries | 31% | 30% | 33% | 33% | 30% | 29% | 33% | 37% | 14% | 25% | 33% |
| Thailand is not as good as most other countries | 16% | 16% | 17% | 15% | 12% | 19% | 19% | 5% | 18% | 8% | 18% |
| Thailand is the worst country in the world | 1% | 1% | 1% | 1% | 1% | 2% | - | - | - | - | 1% |
| Don't know | 4% | 4% | 3% | 3% | 2% | 5% | 2% | 5% | 9% | - | 5% |

**Q8. If you had the opportunity to move to any country of your choice, would you take it? Please select the option that best applies.**

| | Total | Lower income | Medium income | Higher income | Married | Living with partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Yes, definitely | 10% | 11% | 9% | 10% | 7% | 11% | 14% | 16% | 9% | 25% | 11% |
| Yes, probably | 29% | 28% | 33% | 25% | 31% | 27% | 35% | 16% | 18% | 8% | 30% |
| No, probably not | 25% | 24% | 26% | 23% | 22% | 31% | 26% | 21% | 14% | 17% | 26% |
| No, definitely not | 32% | 33% | 28% | 39% | 40% | 28% | 26% | 42% | 55% | 50% | 27% |
| Don't know | 4% | 4% | 3% | 3% | 1% | 3% | - | 5% | 5% | - | 7% |

**Q9. Who would you rather was president of the USA?**

| | Total | Lower income | Medium income | Higher income | Married | Living with partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Donald Trump | 20% | 21% | 19% | 22% | 20% | 18% | 26% | 32% | 9% | 17% | 19% |
| Hillary Clinton | 49% | 44% | 58% | 58% | 56% | 47% | 46% | 37% | 54% | 66% | 45% |
| Don't know | 31% | 35% | 23% | 21% | 24% | 35% | 28% | 32% | 37% | 17% | 35% |

| | 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 |
| **Q10. Do you think the world has got better or worse in the past 12 months, or has there been no change?** | | | | | | | | | | | | | | |
| Base | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| Better | 23% | 27% | 20% | 25% | 20% | 21% | 27% | 35% | 19% | 22% | 21% | 28% | 50% | - |
| No change | 25% | 27% | 24% | 27% | 23% | 19% | 18% | 15% | 28% | 28% | 26% | 23% | 25% | 25% |
| Worse | 46% | 41% | 50% | 42% | 52% | 57% | 45% | 42% | 47% | 39% | 48% | 44% | 25% | 50% |
| Don't know | 6% | 5% | 6% | 6% | 5% | 3% | 9% | 8% | 6% | 11% | 5% | 4% | - | 25% |
| **Gender** | | | | | | | | | | | | | | |
| Base | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| Male | 49% | 100% | - | 43% | 56% | 71% | 64% | 35% | 47% | 52% | 49% | 50% | 69% | 25% |
| Female | 51% | - | 100% | 57% | 44% | 29% | 36% | 65% | 53% | 48% | 51% | 50% | 31% | 75% |
| **Age Group** | | | | | | | | | | | | | | |
| Base | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| 18-24 | 28% | 24% | 31% | 46% | - | - | 55% | 58% | 64% | 40% | 21% | 6% | 44% | 38% |
| 25-34 | 33% | 29% | 37% | 54% | - | - | 18% | 23% | 21% | 25% | 36% | 40% | 31% | 37% |
| 35-44 | 21% | 23% | 19% | - | 64% | - | - | 8% | 10% | 21% | 24% | 25% | 18% | 12% |
| 45-54 | 12% | 15% | 9% | - | 36% | - | 27% | 4% | 3% | 8% | 13% | 20% | 6% | 12% |
| 55+ | 6% | 9% | 3% | - | - | 100% | - | 8% | 1% | 5% | 6% | 10% | - | - |
| Mean | 33.21 | 35.16 | 31.33 | 25.68 | 42.26 | 59.92 | 30.29 | 28.24 | 25.40 | 31.18 | 34.16 | 38.71 | 28.91 | 31.26 |
| **Working Status** | | | | | | | | | | | | | | |
| Base | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| Working full time (30 or more hours per week) | 56% | 57% | 54% | 49% | 71% | 34% | 18% | 42% | 24% | 51% | 62% | 71% | 50% | 25% |
| Working part time (8-29 hours a week) | 15% | 16% | 13% | 14% | 16% | 12% | 9% | 15% | 10% | 17% | 15% | 16% | 25% | 12% |
| Working part time (Less than 8 hours a week) | 5% | 5% | 5% | 5% | 5% | 5% | - | 4% | 5% | 7% | 5% | 3% | 12% | 12% |
| Full time student | 11% | 9% | 14% | 18% | 1% | - | 9% | 12% | 37% | 8% | 9% | 2% | 6% | 13% |
| Retired | 2% | 4% | 1% | - | - | 38% | - | - | 1% | 3% | 3% | 2% | - | - |
| Unemployed | 5% | 4% | 6% | 7% | 2% | 2% | 27% | 12% | 12% | 8% | 3% | 3% | - | 13% |
| Not working | 4% | 3% | 5% | 4% | 3% | 3% | 27% | 15% | 8% | 2% | 3% | 1% | 6% | 13% |
| Other | 2% | 3% | 2% | 2% | 2% | 5% | 9% | - | 3% | 3% | 2% | 2% | - | 13% |
| **Marital Status** | | | | | | | | | | | | | | |
| Base | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| Married | 29% | 32% | 27% | 19% | 43% | 64% | 27% | 19% | 11% | 25% | 34% | 36% | 19% | 25% |
| Living with partner | 11% | 10% | 11% | 12% | 9% | 7% | 9% | 31% | 12% | 24% | 9% | 7% | 6% | - |
| In relationship, but not living with partner | 4% | 4% | 4% | 4% | 5% | - | 18% | - | 3% | 3% | 3% | 7% | 6% | 12% |
| Widowed | 2% | 2% | 2% | 2% | 2% | 3% | 9% | 8% | 1% | 3% | 1% | 2% | - | 13% |
| Divorced | 2% | 4% | 1% | 1% | 3% | 10% | - | - | 1% | 2% | 3% | 3% | - | - |
| Separated | 1% | 1% | 1% | 1% | 2% | - | - | 4% | 1% | 2% | 1% | 1% | 6% | - |
| Single | 50% | 47% | 53% | 61% | 37% | 16% | 36% | 39% | 70% | 39% | 49% | 44% | 63% | 50% |

| | 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 |

**Q10. Do you think the world has got better or worse in the past 12 months, or has there been no change?**

| | Total | Lower income | Medium income | Higher income | Married | Living with partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Better | 23% | 24% | 25% | 24% | 24% | 25% | 21% | 42% | 18% | 25% | 22% |
| No change | 25% | 27% | 24% | 22% | 25% | 24% | 40% | 16% | 27% | 25% | 25% |
| Worse | 46% | 44% | 48% | 49% | 48% | 45% | 37% | 32% | 50% | 50% | 46% |
| Don't know | 6% | 5% | 3% | 5% | 3% | 6% | 2% | 11% | 5% | - | 7% |

**Gender**

| | Total | Lower income | Medium income | Higher income | Married | Living with partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Male | 49% | 47% | 55% | 51% | 54% | 47% | 47% | 43% | 77% | 42% | 46% |
| Female | 51% | 53% | 45% | 49% | 46% | 53% | 53% | 57% | 23% | 58% | 54% |

**Age Group**

| | Total | Lower income | Medium income | Higher income | Married | Living with partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| 18-24 | 28% | 37% | 17% | 7% | 7% | 29% | 21% | 21% | 9% | 17% | 42% |
| 25-34 | 33% | 34% | 33% | 32% | 32% | 40% | 42% | 31% | 18% | 33% | 32% |
| 35-44 | 21% | 16% | 33% | 25% | 28% | 19% | 25% | 16% | 18% | 25% | 17% |
| 45-54 | 12% | 8% | 10% | 25% | 20% | 8% | 11% | 21% | 27% | 25% | 7% |
| 55+ | 6% | 5% | 7% | 11% | 13% | 4% | - | 11% | 28% | - | 2% |
| Mean | 33.21 | 30.87 | 35.09 | 39.48 | 39.92 | 31.26 | 32.23 | 38.14 | 44.38 | 35.84 | 29.05 |

**Working Status**

| | Total | Lower income | Medium income | Higher income | Married | Living with partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Working full time (30 or more hours per week) | 56% | 48% | 69% | 70% | 68% | 47% | 56% | 47% | 72% | 50% | 50% |
| Working part time (8-29 hours a week) | 15% | 16% | 14% | 15% | 16% | 25% | 21% | 5% | 9% | 17% | 12% |
| Working part time (Less than 8 hours a week) | 5% | 6% | 3% | 3% | 4% | 5% | 7% | - | - | 8% | 5% |
| Full time student | 11% | 15% | 6% | 3% | 1% | 2% | 7% | 16% | - | 8% | 20% |
| Retired | 2% | 2% | 2% | 3% | 5% | 1% | - | 5% | 9% | - | 1% |
| Unemployed | 5% | 7% | 3% | 3% | 2% | 8% | 2% | 21% | 5% | 17% | 6% |
| Not working | 4% | 4% | 2% | 3% | 3% | 6% | 7% | 5% | 5% | - | 4% |
| Other | 2% | 2% | 1% | 1% | 2% | 6% | - | - | - | - | 2% |

**Marital Status**

| | Total | Lower income | Medium income | Higher income | Married | Living with partner | In relationship | Widowed | Divorced | Separated | Single |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Married | 29% | 22% | 39% | 46% | 100% | - | - | - | - | - | - |
| Living with partner | 11% | 11% | 12% | 10% | - | 100% | - | - | - | - | - |
| In relationship, but not living with partner | 4% | 5% | 4% | 3% | - | - | 100% | - | - | - | - |
| Widowed | 2% | 3% | 2% | - | - | - | - | 100% | - | - | - |
| Divorced | 2% | 2% | 2% | 4% | - | - | - | - | 100% | - | - |
| Separated | 1% | 2% | 0% | 1% | - | - | - | - | - | 100% | - |
| Single | 50% | 56% | 40% | 36% | - | - | - | - | - | - | 100% |

|  | 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 |
| **Household size** | | | | | | | | | | | | | | |
| Base | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| 1 | 5% | 6% | 4% | 4% | 6% | 10% | - | 4% | - | 3% | 6% | 7% | 13% | 12% |
| 2 | 14% | 14% | 13% | 12% | 16% | 22% | 9% | 31% | 12% | 12% | 13% | 17% | 12% | - |
| 3 | 17% | 18% | 16% | 16% | 18% | 16% | 27% | 15% | 14% | 20% | 17% | 16% | 12% | - |
| 4 | 26% | 27% | 25% | 25% | 30% | 22% | - | 12% | 30% | 23% | 27% | 27% | 25% | 25% |
| 5 | 19% | 19% | 19% | 23% | 13% | 19% | 18% | 12% | 25% | 23% | 18% | 17% | 13% | - |
| 6 | 8% | 6% | 10% | 9% | 7% | 3% | 27% | 8% | 7% | 11% | 8% | 6% | 12% | - |
| 7 | 5% | 5% | 5% | 5% | 4% | 3% | 18% | 4% | 4% | 1% | 5% | 5% | 6% | - |
| 8 or more | 5% | 5% | 5% | 5% | 5% | 3% | - | 15% | 6% | 4% | 4% | 3% | - | 38% |
| Don't know | 0% | 0% | 0% | 0% | - | - | - | - | - | 1% | 0% | - | - | - |
| Prefer not to say | 2% | 1% | 2% | 2% | 1% | - | - | - | 3% | 1% | 1% | 1% | 6% | 25% |
| **Children** | | | | | | | | | | | | | | |
| Base | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| None - I don't have children | 66% | 67% | 66% | 73% | 53% | 74% | 46% | 46% | 77% | 58% | 66% | 66% | 56% | 75% |
| 1 | 20% | 17% | 24% | 19% | 25% | 12% | 46% | 31% | 16% | 29% | 20% | 19% | 31% | - |
| 2 | 10% | 12% | 9% | 6% | 18% | 5% | - | 15% | 4% | 9% | 12% | 11% | 6% | 25% |
| 3 | 2% | 2% | 1% | 1% | 3% | - | - | - | 2% | 2% | 1% | 1% | 6% | - |
| 4 | 0% | 1% | - | 0% | 0% | - | - | 4% | - | - | 0% | 1% | - | - |
| 5 or more | 0% | 0% | 0% | 0% | - | - | - | - | 1% | 1% | - | 1% | - | - |
| None - My children are 18 or above | 1% | 1% | 0% | 0% | 1% | 9% | 9% | 4% | - | 1% | 1% | 1% | - | - |
| **Monthly Household Income - Thailand** | | | | | | | | | | | | | | |
| Base | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| Less than 8,000 Baht | 11% | 10% | 13% | 16% | 3% | 3% | 28% | 15% | 32% | 13% | 7% | 3% | 6% | 13% |
| 8,001 -15,000 Baht | 14% | 13% | 15% | 17% | 8% | 10% | 37% | 50% | 21% | 20% | 10% | 7% | 25% | 12% |
| 15,001 - 25,000 Baht | 16% | 16% | 16% | 18% | 13% | 16% | 18% | 8% | 11% | 18% | 20% | 9% | 31% | 25% |
| 25,001 - 35,000 Baht | 14% | 14% | 14% | 13% | 16% | 12% | 18% | 12% | 12% | 17% | 14% | 16% | - | 12% |
| 35,001 - 45,000 Baht | 11% | 12% | 10% | 10% | 12% | 17% | - | 8% | 8% | 6% | 13% | 11% | - | - |
| 45,001 - 50,000 Baht | 7% | 8% | 5% | 5% | 11% | 5% | - | - | 4% | 6% | 7% | 10% | - | - |
| 50,001 - 60,000 Baht | 7% | 7% | 6% | 6% | 9% | 5% | - | 4% | 1% | 5% | 8% | 9% | 12% | - |
| 60,001 - 100,000 Baht | 8% | 8% | 9% | 5% | 13% | 14% | - | - | 2% | 1% | 10% | 15% | 6% | - |
| 100,001 - 130,000 Baht | 2% | 3% | 2% | 2% | 4% | 3% | - | - | 1% | - | 2% | 6% | - | - |
| 130,001 - 150,000 Baht | 1% | 1% | 2% | 1% | 1% | 7% | - | - | 1% | 1% | 1% | 3% | - | - |
| More than 150,000 Baht | 3% | 4% | 2% | 2% | 5% | 5% | - | - | - | 1% | 3% | 7% | 6% | - |
| Prefer not to say | 3% | 2% | 4% | 3% | 4% | 2% | - | - | 2% | 9% | 3% | 2% | - | 12% |
| Don't know | 2% | 2% | 3% | 3% | 1% | - | - | 4% | 4% | 2% | 2% | 1% | 12% | 25% |
| Mean | ##### | #### | ####### | ##### | ##### | #### | 14270.52 | 17213.95 | 20710.80 | 27791.05 | 42594.78 | 63981.68 | 40141.04 | ####### |

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| | 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 |
| **Household size** | | | | | | | | | | | |
| **Base** | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| 1 | 5% | 6% | 3% | 5% | 1% | - | 5% | 5% | 14% | 8% | 8% |
| 2 | 14% | 15% | 15% | 12% | 13% | 32% | 14% | 16% | 22% | 8% | 10% |
| 3 | 17% | 17% | 21% | 12% | 23% | 18% | 23% | 10% | 9% | 8% | 13% |
| 4 | 26% | 24% | 30% | 29% | 28% | 20% | 16% | 26% | 18% | 25% | 28% |
| 5 | 19% | 20% | 17% | 20% | 18% | 15% | 16% | 16% | 23% | 25% | 21% |
| 6 | 8% | 8% | 5% | 10% | 6% | 5% | 16% | 11% | 5% | 17% | 9% |
| 7 | 5% | 4% | 5% | 8% | 4% | 6% | 5% | 5% | 5% | - | 5% |
| 8 or more | 5% | 5% | 4% | 5% | 6% | 3% | 2% | 5% | 5% | 8% | 4% |
| Don't know | 0% | 0% | - | - | - | 1% | - | 5% | - | - | - |
| Prefer not to say | 2% | 1% | - | - | - | 1% | 2% | - | - | - | 3% |
| **Children** | | | | | | | | | | | |
| **Base** | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| None - I don't have children | 66% | 69% | 61% | 60% | 36% | 57% | 77% | 26% | 37% | 17% | 89% |
| 1 | 20% | 19% | 25% | 19% | 36% | 32% | 14% | 26% | 36% | 42% | 8% |
| 2 | 10% | 8% | 11% | 18% | 23% | 8% | 5% | 32% | 18% | 41% | 2% |
| 3 | 2% | 1% | 3% | - | 3% | 3% | 2% | 5% | - | - | 0% |
| 4 | 0% | 0% | - | 1% | 0% | - | 2% | - | - | - | 0% |
| 5 or more | 0% | 1% | - | - | 0% | - | - | - | - | - | 0% |
| None - My children are 18 or above | 1% | 1% | - | 1% | 2% | - | - | 11% | 9% | - | - |
| **Monthly Household Income - Thailand** | | | | | | | | | | | |
| **Base** | 1000 | 549 | 242 | 154 | 293 | 109 | 43 | 19 | 22 | 12 | 502 |
| Less than 8,000 Baht | 11% | 20% | - | - | 2% | 12% | 16% | 21% | 5% | 17% | 16% |
| 8,001 -15,000 Baht | 14% | 25% | - | - | 10% | 17% | 12% | 21% | 14% | 17% | 15% |
| 15,001 - 25,000 Baht | 16% | 29% | - | - | 11% | 15% | 21% | 16% | 9% | 50% | 19% |
| 25,001 - 35,000 Baht | 14% | 25% | - | - | 19% | 12% | 12% | 21% | 18% | - | 12% |
| 35,001 - 45,000 Baht | 11% | - | 45% | - | 13% | 13% | 9% | 11% | 14% | 8% | 9% |
| 45,001 - 50,000 Baht | 7% | - | 28% | - | 8% | 5% | 12% | - | 9% | - | 6% |
| 50,001 - 60,000 Baht | 7% | - | 27% | - | 11% | 9% | 2% | 10% | - | - | 4% |
| 60,001 - 100,000 Baht | 8% | - | - | 55% | 14% | 7% | 7% | - | 23% | 8% | 5% |
| 100,001 - 130,000 Baht | 2% | - | - | 16% | 4% | 4% | 2% | - | - | - | 2% |
| 130,001 - 150,000 Baht | 1% | - | - | 9% | 2% | 1% | - | - | - | - | 2% |
| More than 150,000 Baht | 3% | - | - | 20% | 4% | 3% | - | - | 4% | - | 3% |
| Prefer not to say | 3% | - | - | - | 3% | 1% | 7% | - | 4% | - | 4% |
| Don't know | 2% | - | - | - | 0% | 2% | - | - | - | - | 4% |
| Mean | #### | 17153.35 | 46157.88 | 120158.57 | 53774.27 | 40003.78 | 30510.29 | 22761.15 | 49238.29 | 22521.35 | 35788.07 |

| | 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 |
| **Highest Education Level - Thailand** | | | | | | | | | | | | | | |
| Base | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| Primary school (P1-P6) | 1% | 1% | 1% | 1% | 1% | - | 100% | - | - | - | - | - | - | - |
| Middle school (M1-M3) | 3% | 2% | 3% | 3% | 1% | 3% | - | 100% | - | - | - | - | - | - |
| High school (M4-M6) | 15% | 14% | 15% | 20% | 6% | 3% | - | - | 100% | - | - | - | - | - |
| Vocational college education | 9% | 10% | 9% | 10% | 8% | 9% | - | - | - | 100% | - | - | - | - |
| University first degree | 50% | 50% | 50% | 47% | 55% | 50% | - | - | - | - | 100% | - | - | - |
| University higher degree | 20% | 20% | 20% | 15% | 27% | 35% | - | - | - | - | - | 100% | - | - |
| Professional higher education | 2% | 2% | 1% | 2% | 1% | - | - | - | - | - | - | - | 100% | - |
| None of these | 1% | 0% | 1% | 1% | 1% | - | - | - | - | - | - | - | - | 100% |
| **Social networks - member of** | | | | | | | | | | | | | | |
| Base | 1000 | 490 | 510 | 610 | 330 | 60 | 11 | 26 | 146 | 94 | 498 | 200 | 16 | 8 |
| Facebook | 92% | 90% | 94% | 91% | 94% | 90% | 100% | 88% | 91% | 87% | 94% | 92% | 88% | 75% |
| Facebook Messenger | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Twitter | 36% | 37% | 35% | 38% | 30% | 41% | 36% | 19% | 41% | 36% | 33% | 41% | 19% | 37% |
| LinkedIn | 10% | 11% | 8% | 7% | 11% | 22% | - | - | 3% | 3% | 10% | 18% | 6% | 12% |
| Google+ | 58% | 59% | 56% | 56% | 59% | 64% | 63% | 54% | 63% | 56% | 56% | 60% | 44% | 50% |
| MySpace | 4% | 5% | 2% | 5% | 1% | 3% | - | 8% | 3% | 3% | 3% | 5% | 6% | 12% |
| Pinterest | 9% | 7% | 10% | 9% | 7% | 9% | 9% | 4% | 8% | 6% | 8% | 13% | 6% | 12% |
| Tumblr | 5% | 5% | 5% | 6% | 4% | 3% | - | 4% | 5% | 6% | 5% | 7% | - | - |
| Instagram | 50% | 42% | 57% | 55% | 43% | 24% | 27% | 58% | 54% | 38% | 51% | 50% | 25% | 50% |
| Vine | 3% | 4% | 3% | 4% | 2% | 2% | - | - | 3% | 1% | 3% | 3% | 12% | 25% |
| Snapchat | 4% | 5% | 4% | 6% | 2% | 2% | - | - | 6% | 4% | 4% | 4% | 19% | - |
| WeChat | 12% | 12% | 12% | 14% | 9% | 12% | 9% | 8% | 12% | 6% | 13% | 12% | 13% | 25% |
| Line | 89% | 87% | 91% | 86% | 94% | 97% | 91% | 96% | 92% | 85% | 90% | 90% | 62% | 75% |
| Vimeo | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Tinder | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Mindtalk | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Path | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Bebo | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| BeeTalk | 11% | 12% | 10% | 14% | 6% | 3% | 18% | 8% | 12% | 11% | 11% | 10% | 19% | 12% |
| Skype | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Whatsapp | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Sina Weibo | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Other | 15% | 14% | 15% | 17% | 12% | 9% | 18% | 11% | 16% | 21% | 14% | 13% | 12% | 12% |
| Don't Know | 0% | 0% | 0% | 0% | - | - | - | - | - | 1% | 0% | - | - | - |
| Not applicable - I am not currently a member of any social networks | 1% | 1% | 0% | 1% | - | - | - | - | 1% | - | 1% | - | - | 13% |

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| | 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% | 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% | - |

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**Region Thailand**

| | 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 |
| 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% |

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