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InsightAsia
RESEARCH GROUP

Thailand National Public Opinion Survey:

Insights on Thailand's Political Conditions

October 10 – November 15, 2007

Survey Methodology
and
Socio-Demographics

Research Design

- Sample size: 1,119 respondents
- Location: Nationwide
- Margin of error: 3 percent
- Data collection method: Multi-stage Random Sampling
  - A random sampling method where recruitment of target respondents was conducted based on the proportion of population in each area
  - Random door-to-door method for Bangkok and Municipal areas
  - Random intercept interviews in non-municipal areas
- Respondent qualifications
  - Age: 18 and older
  - Must not be involved with politicians, parliament officials, election organisers and/or local administrative organisations
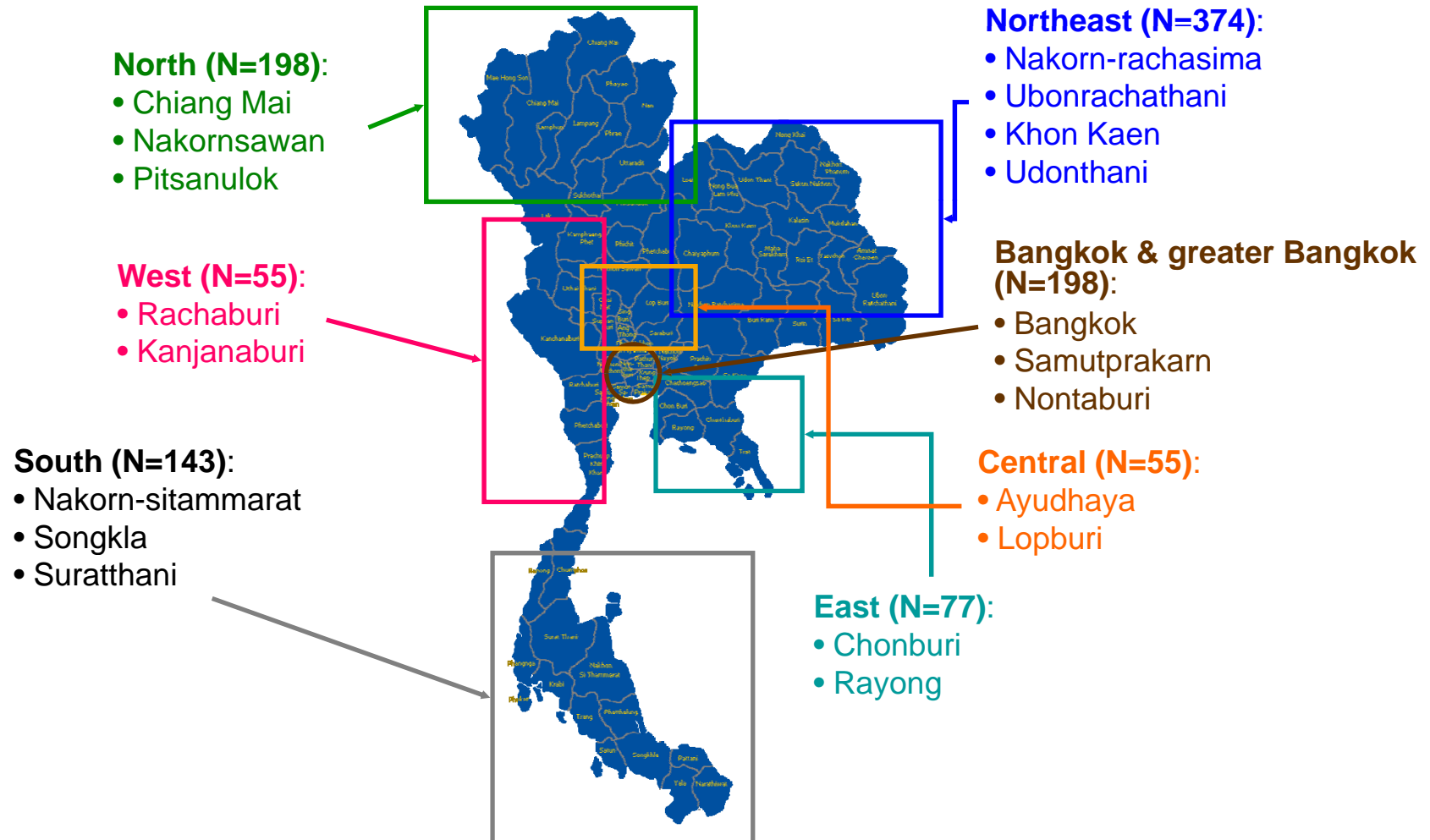- Response rate: 20 percent

Research Methodology: Sample Size

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Total Sample (N)

N = 1,119

Bangkok N=201 (18%)	Central N=56 (5%)	North N=201 (18%)	Northeast N=380 (34%)	East N=78 (7%)	West N=56 (5%)	South N=146 (13%)

- Sample distribution was calculated based on the National Population Distribution Data of National Economic and Social Development Board, Office of the Prime Minister, as of 2006.

- The information in this report has been compiled in accordance with international standards for market and social research methodologies. Figures in charts and tables may not sum to 100 percent due to rounding error.

Research Methodology: Sampling Locations

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For each region, provinces where fieldwork was carried out were selected below. Note that provinces selected are based on the population size as well as the nature of population in the province in order to be the best representation of the population for each region.

North (N=198):
• Chiang Mai
• Nakornsawan
• Pitsanulok

West (N=55):
• Rachaburi
• Kanjanaburi

South (N=143):
• Nakorn-sitammarat
• Songkla
• Suratthani

Northeast (N=374):
• Nakorn-rachasima
• Ubonrachathani
• Khon Kaen
• Udonthani

Bangkok & greater Bangkok (N=198):
• Bangkok
• Samutprakarn
• Nontaburi

Central (N=55):
• Ayudhaya
• Lopburi

East (N=77):
• Chonburi
• Rayong

Socioeconomic Status

🌼 Five categories: A, B, C, D and E

🌼 Earnings per month

GREATER BANGKOK AND VINICITIES	
A	More than 50,000 baht
B	40,000 - 49,999 baht
C	20,000 - 39,999 baht
D	10,000 - 19,999 baht
E	Less than 10,000 baht

URBAN	
A	More than 40,000 baht
B	25,000 - 39,999 baht
C	10,000 - 24,999 baht
D	6,000 - 9,999 baht
E	Less than 6,000 baht

RURAL	
A	More than 20,000 baht
B	12,500 - 19,999 baht
C	6,000 - 12,499 baht
D	4,000 - 5,999 baht
E	Less than 4,000 baht

🌼 Conversion into U.S. Dollars

GREATER BANGKOK AND VINICITIES	
A	More than $1,500
B	$1,200 - $1,500
C	$630 - $1,200
D	$320 - $630
E	Less than $320

URBAN	
A	More than $1,200
B	$790 - $1,200
C	$320 - $790
D	$190 - $320
E	Less than $190

RURAL	
A	More than $630
B	$400 - $630
C	$190 - $400
D	$130 - $190
E	Less than $130

Socio-Demographic: Respondent Profile

GENDER	
Male	49%
Female	51%

AGE	
18 - 24	17%
25 - 34	25%
35 - 44	23%
45 - 54	15%
55 - 64	10%
65 and Older	9%

STRATA	
Urban	37%
Rural	63%

RELIGION	
Buddhism	97%
Islam	3%

SOCIOECONOMIC STATUS
(earnings per month)

GREATER BANGKOK AND VINICITIES**	
More than 50,000 baht	8%
40,000 - 49,999 baht	11%
20,000 - 39,999 baht	24%
10,000 - 19,999 baht	37%
Less than 10,000 baht	20%

URBAN	
More than 40,000 baht	5%
25,000 - 39,999 baht	12%
10,000 - 24,999 baht	37%
6,000 - 9,999 baht	23%
Less than 6,000 baht	23%

RURAL	
More than 20,000 baht	14%
12,500 - 19,999 baht	16%
6,000 - 12,499 baht	34%
4,000 - 5,999 baht	12%
Less than 4,000 baht	24%

**Greater BKK & Vicinities are split between Urban (N=142) and Rural (N=60)

Socio-Demographic: Respondent Profile

Education

Legend:
- No Formal Education
- Primary
- Secondary (M1-M3)
- High School/Pre-University (M4-M6)
- Technical/Vocational Only
- Tertiary/University/Colleges

Education pie chart values: 2%, 38%, 15%, 16%, 13%, 16%

Occupation

Legend:
- Business Owners
- Blue Collar Workers
- Farmers
- Housewives
- White Collar Workers
- Students
- Unemployed
- Government Officers
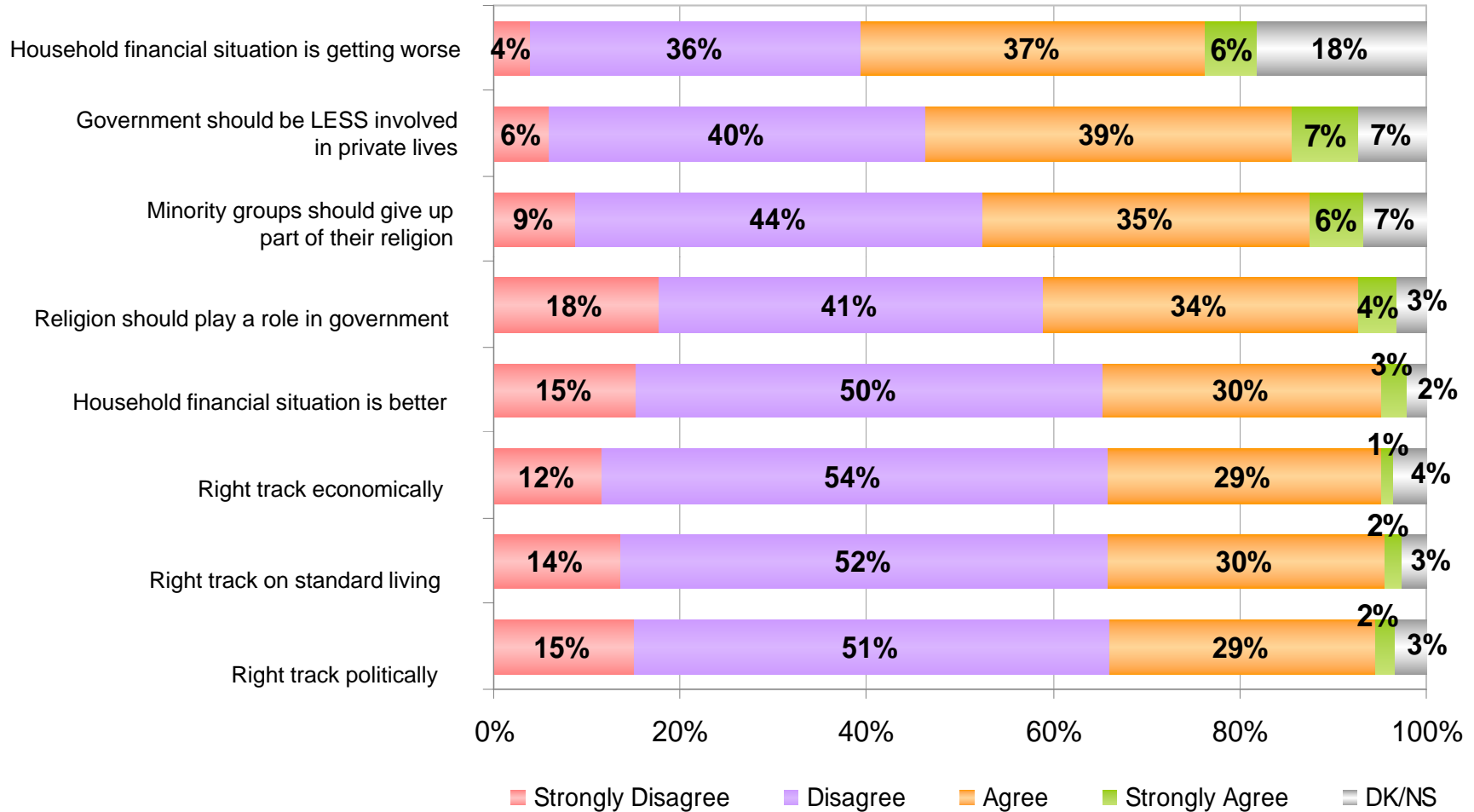- Retired

Occupation pie chart values: 29%, 16%, 12%, 12%, 11%, 7%, 6%, 5%, 2%
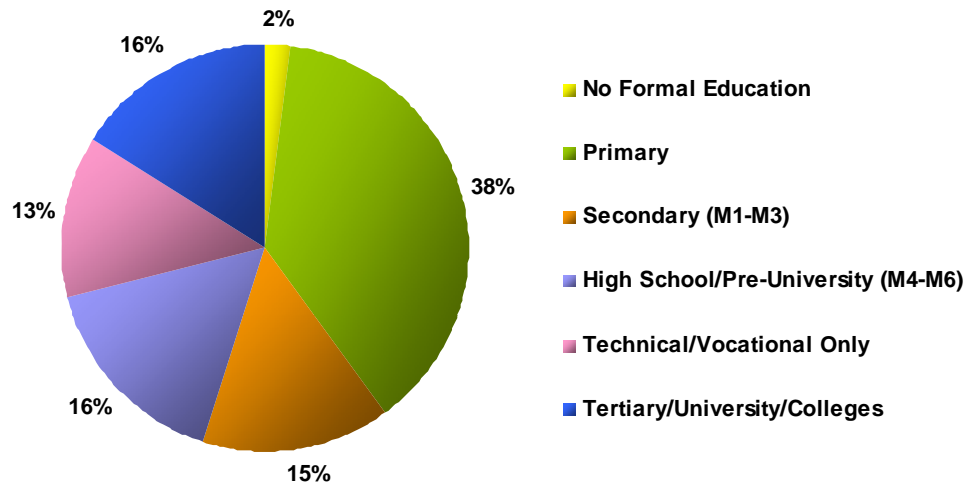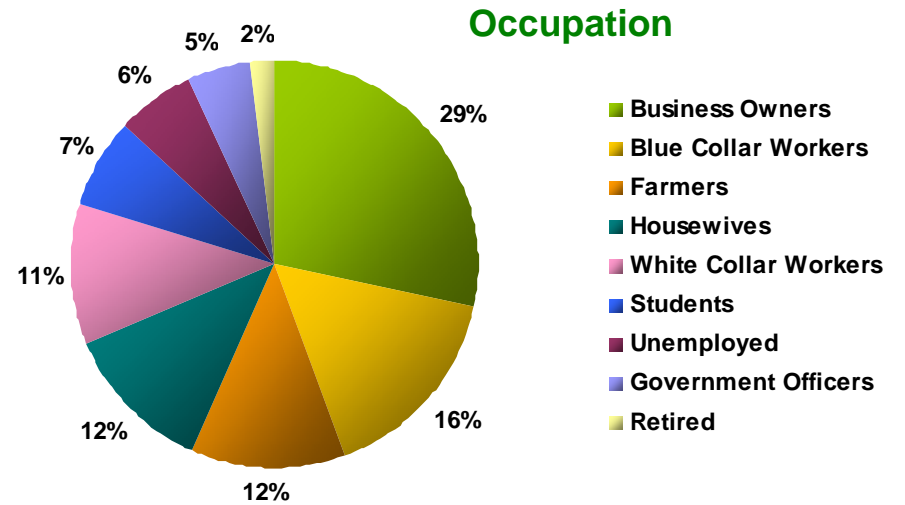
Mood of the Country

Do you agree or disagree with the following perceptions about Thailand's general direction?

	Strongly Disagree	Disagree	Agree	Strongly Agree	DK/NS
Household financial situation is getting worse	4%	36%	37%	6%	18%
Government should be LESS involved in private lives	6%	40%	39%	7%	7%
Minority groups should give up part of their religion	9%	44%	35%	6%	7%
Religion should play a role in government	18%	41%	34%	4%	3%
Household financial situation is better	15%	50%	30%	3%	2%
Right track economically	12%	54%	29%	1%	4%
Right track on standard living	14%	52%	30%	2%	3%
Right track politically	15%	51%	29%	2%	3%

DK/NS = Don't know/Not sure

10

Please rate Thailand's current conditions using the scale below.

Legend: 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | DK/NS

POOR — EXCELLENT
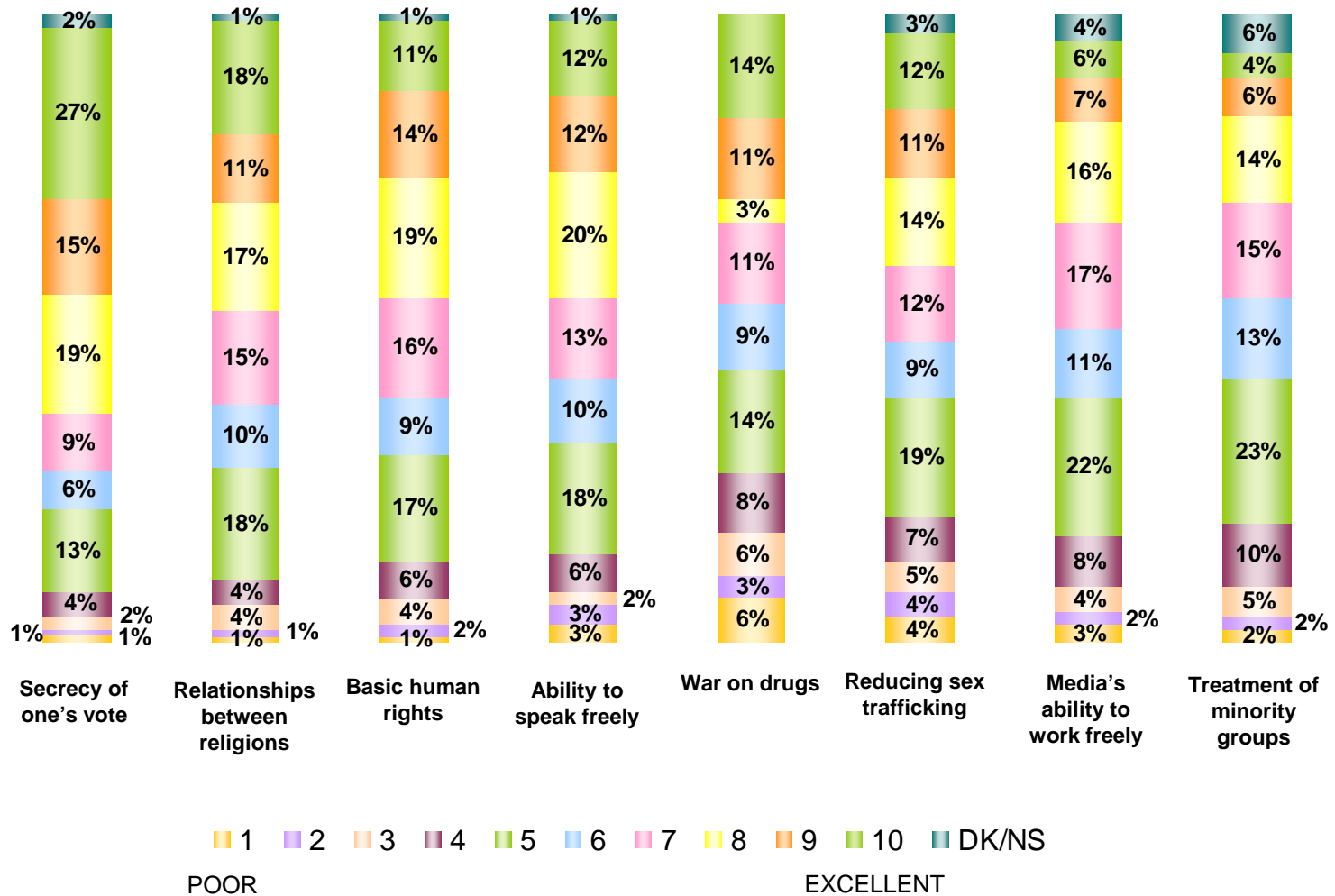
What are the top three issues that need immediate solutions?

|	1st mentioned	2nd mentioned	3rd mentioned	TOTAL
National Economy	50%	16%	10%	**76%**
Poverty Eradication	18%	23%	15%	**56%**
Better Education	4%	10%	14%	**29%**
Corruption	7%	10%	9%	26%
Unemployment	4%	9%	13%	26%
Politics	6%	9%	6%	21%
Agricultural Issues	5%	6%	8%	18%
Household Debt	1%	4%	8%	13%
Crime Rate	2%	3%	6%	11%
Social Welfare	0%	3%	4%	8%
Trade Relations	1%	3%	1%	5%
Environmental Issues	1%	2%	3%	5%
Child Prostitution	0%	1%	2%	3%
Foreign Affairs	0%	1%	1%	2%

Views on the
Constitutional Referendum and Voting

Acceptance Of August 2007 National Constitutional Referendum

- Do you agree or disagree with the outcome of the national constitutional referendum?

No comment 10%

DK/NS 3%

Disagree 20%

Agree 67%
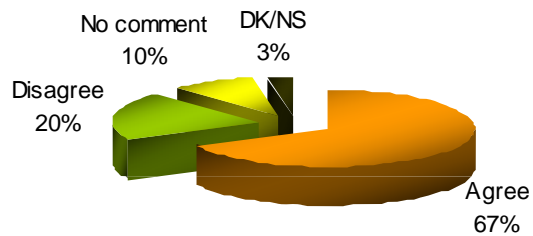
- Was the constitutional referendum process implemented in a free and fair manner?

DK/NS 13%

No 23%

Yes 64%
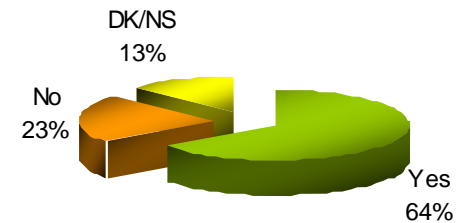
- Do most people in your area accept or reject the result?

Mixed 22%

DK/NS 4%

Reject 14%

Accept 60%
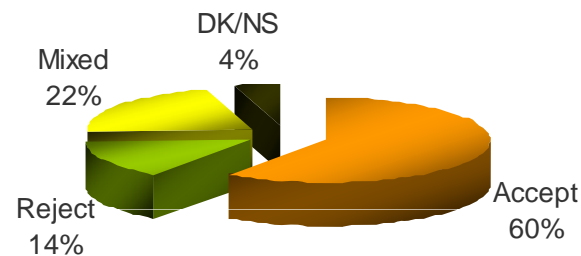
What are your primary reasons for voting in the December 2007 National Assembly election?

VOTER'S RIGHTS	60%	POLITICAL PARTIES	8%
Express my opinion/view	21%	Want to see more development within the party	2%
Voting is in accordance with the constitution	14%	Want a political party that can solve economic problems	2%
Individual's choice	10%	Want preferred political party to become the government	2%
Don't want to lose the right to vote	9%	Want a just political party that will perfom well	1%
Elect the person who can best represent me	6%	Want to see if chosen political party fulfills promises	1%
POLITICIANS	**35%**	**SOCIAL CONCERNS**	**10%**
Want a good politician to run the country	14%	Want to live peacefully like in the "old days"	4%
Want a competent candidate to develop the country	11%	Want social order within the country	2%
Elect a good person to the parliament	7%	Want to see political turmoil solved soon	1%
Want members of parliament to develop the country	3%	Want a stable political atmosphere	1%
DEMOCRACY	**14%**	To stop the unrest in the South	1%
Citizen's reponsibility to vote	9%	Want our country to develop	1%
Government should be elected by the people	3%	**ECONOMY**	**6%**
It's the "democratic" way	2%	For a stable economy	6%
NEW GOVERNMENT	**10%**	**COUNTRY**	**3%**
Want a new government	6%	For the good of the country	3%
Want a new government that is accepted by the public	2%	**OTHER REASONS**	**1%**
Want an elected Prime Minister	2%	To stop fake/invalid ballots	1%

N = 1,105

Familiarity and Impressions: Political Parties

What is your familiarity and impression of the following political parties using the scale below?

Familiarity

| 23% | 100% | 98% | 68% | 52% | 41% | 75% | 53% |

Thai Rak Thai — 1% / 33% / 64%
Democrat — 9% / 48% / 42%
Chart Thai — 8% / 75% / 18%
People Power — 11% / 66% / 23%
Ruam Jai Thai Chart Patthana — 14% / 68% / 19%
For the Motherland — 14% / 77% / 9%
Mahachon — 14% / 76% / 9%
Pracharaj — 16% / 77% / 7%

Impression

■ 1-3   ■ 4-7   ■ 8-10
1 POOR ———→ 10 EXCELLENT

17
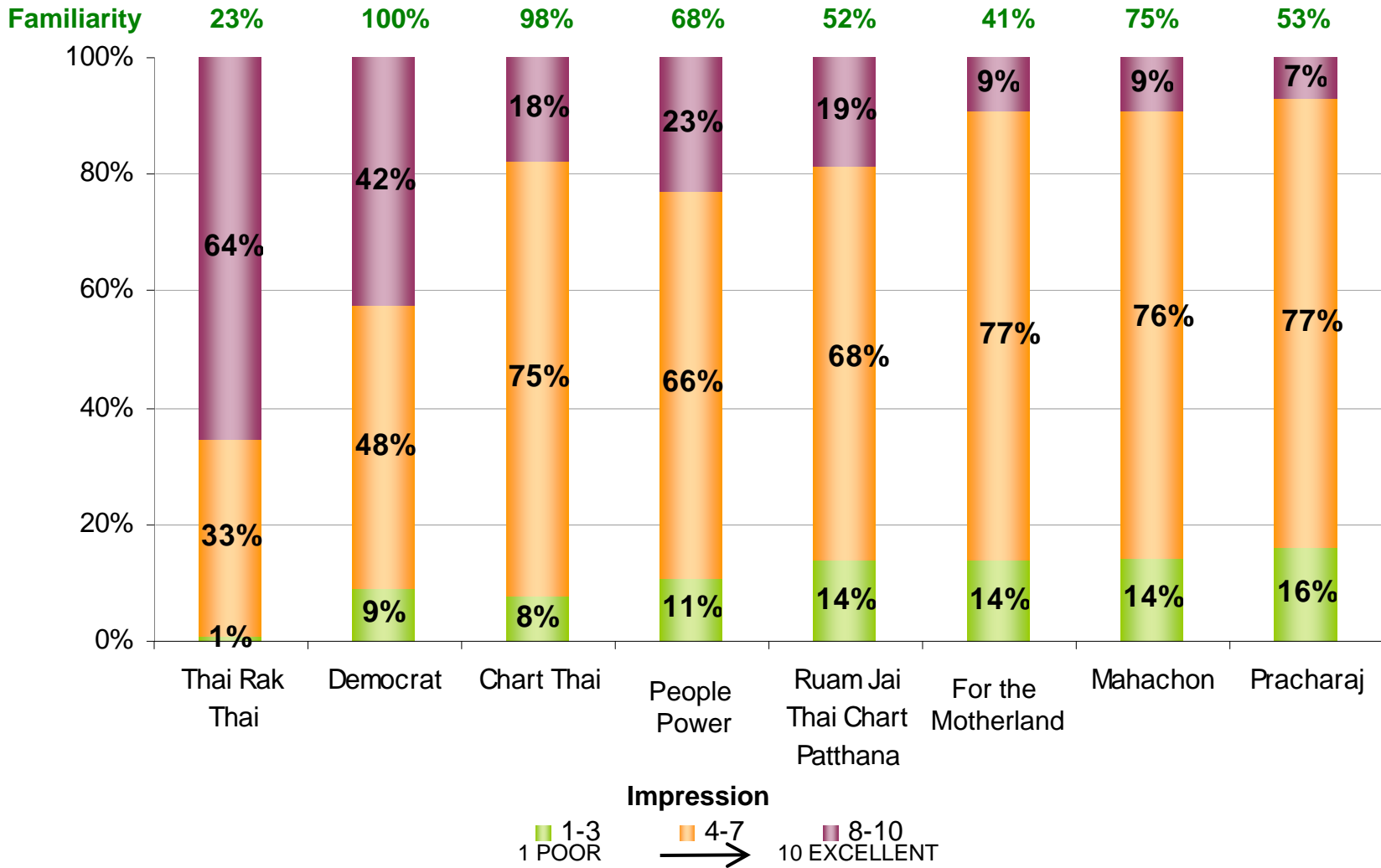
Roles of Youth and Women in Politics

Role of Youth in Politics:
Do you agree or disagree with the following statements?

Having young politicians is risky since they are inexperienced
- Strongly Disagree: 13%
- Disagree: 56%
- Agree: 24%
- Strongly Agree: 4%

Youth are the future of Thailand and should be more involved in politics
- Strongly Disagree: 1%
- Disagree: 7%
- Agree: 62%
- Strongly Agree: 33%

Youth are a valuable asset to Thailand's politics
- Strongly Disagree: 1%
- Disagree: 3%
- Agree: 65%
- Strongly Agree: 27%

Legend:
- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

Role of Youth in Politics: Breakdown

Youth in Politics	GENDER		URBAN/RURAL	
	Male	Female	Urban	Rural
Youth are a valuable asset in Thai politics	3.25	3.31	3.25	3.30
Youth should be more involved in politics	3.18	3.20	3.15	3.21
Having young politicians is risky	2.23	2.16	2.20	2.19

Youth in Politics	Socioeconomic Status (SES)**				
	SES A	SES B	SES C	SES D	SES E
Youth are a valuable asset in Thai politics	3.37	3.24	3.28	3.26	3.28
Youth should be more involved in politics	3.22	3.20	3.18	3.19	3.19
Having young politicians is risky	2.09	2.15	2.25	2.24	2.15

Youth in Politics	AGE					
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 and Older
Youth are a valuable asset in Thai politics	3.29	3.28	3.27	3.33	3.24	3.24
Youth should be more involved in politics	3.19	3.18	3.16	3.23	3.18	3.22
Having young politicians is risky	2.15	2.17	2.20	2.17	2.28	2.30

Note: Mean Scores calculated based on 4 point-scale system:

1 = **Strongly Disagree** with the statement
2 = **Disagree** with the statement
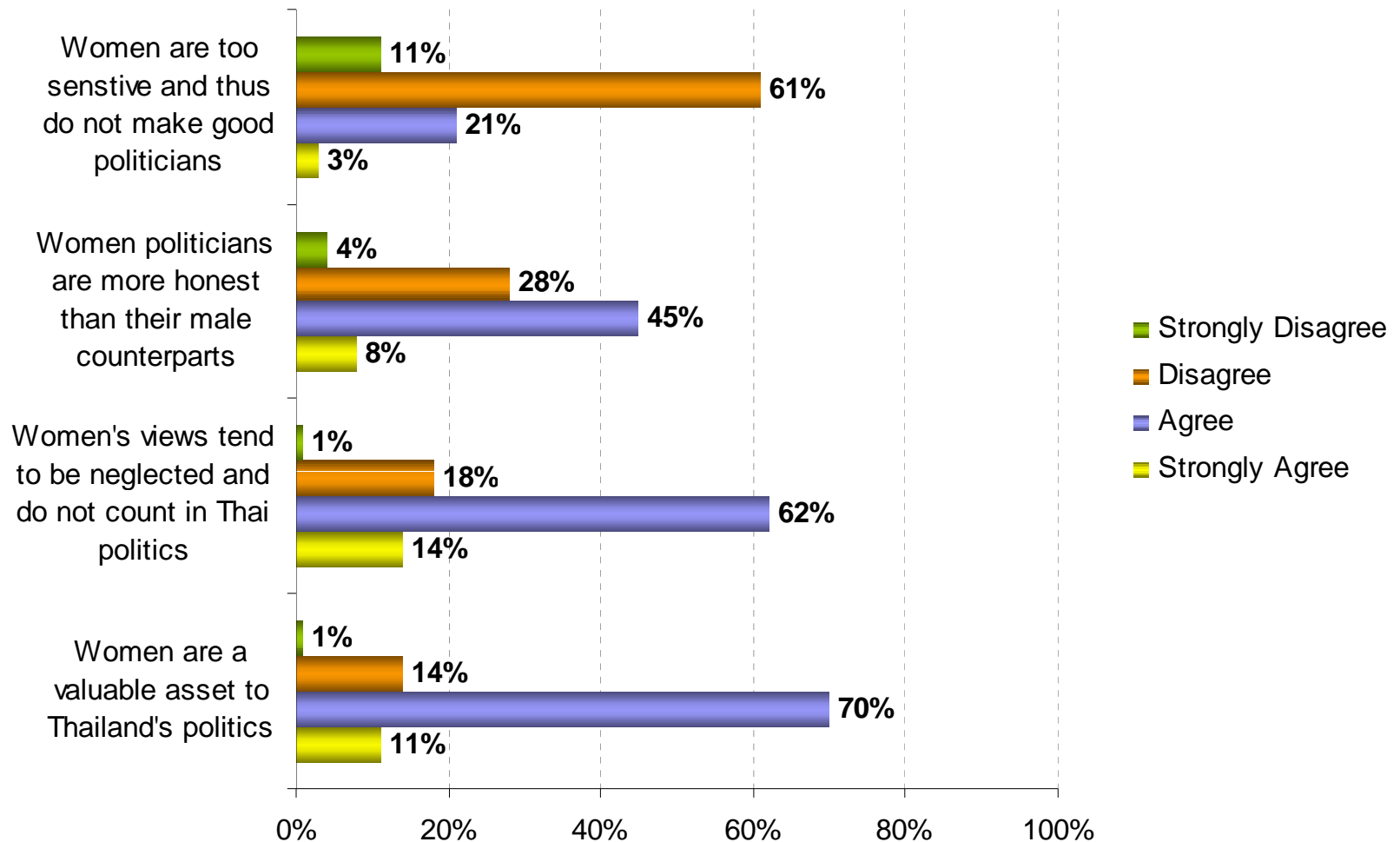3 = **Agree** with the statement
4 = **Strongly Agree** with the statement

** **Total SES: Urban and Rural**

Role of Women in Politics:
Do you agree or disagree with the following statements?

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Women are too senstive and thus do not make good politicians
- 11%
- 61%
- 21%
- 3%

Women politicians are more honest than their male counterparts
- 4%
- 28%
- 45%
- 8%

Women's views tend to be neglected and do not count in Thai politics
- 1%
- 18%
- 62%
- 14%

Women are a valuable asset to Thailand's politics
- 1%
- 14%
- 70%
- 11%

Legend:
- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

Axis: 0% 20% 40% 60% 80% 100%

Role of Women in Politics: Breakdown

Women in politics	GENDER		URBAN/RURAL	
	Male	Female	Urban	Rural
Women are a valuable asset in Thai politics	2.90	2.99	2.91	2.96
Women's views tend to be neglected	2.87	2.99	2.96	2.91
Women politicians are more honest	2.61	2.75	2.60	2.72
Women are too sensitive to be good politicians	2.23	2.09	2.15	2.17

Women in politics	Socioeconomic Status (SES)**				
	SES A	SES B	SES C	SES D	SES E
Women are a valuable asset in Thai politics	3.03	2.95	2.95	2.88	2.93
Women's views tend to be neglected	2.91	2.90	2.96	2.94	2.92
Women politicians are more honest	2.58	2.72	2.65	2.71	2.71
Women are too sensitive to be good politicians	2.07	2.12	2.18	2.18	2.19

Women in politics	AGE					
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 and Older
Women are a valuable asset in Thai politics	2.90	2.98	2.91	2.97	2.96	2.91
Women's views tend to be neglected	2.91	2.89	2.91	2.97	2.99	2.99
Women politicians are more honest	2.54	2.67	2.67	2.69	2.76	2.89
Women are too sensitive to be good politicians	2.20	2.10	2.13	2.23	2.15	2.22

Note: Mean Scores calculated based on 4 point-scale system:

1 = **Strongly Disagree** with the statement
2 = **Disagree** with the statement
3 = **Agree** with the statement
4 = **Strongly Agree** with the statement

** Total SES: Urban and Rural

Gender Preference of Candidate for Public Office

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There are two candidates with the same exact qualifications, but one is a man and the other is a woman: which candidate would you vote for?
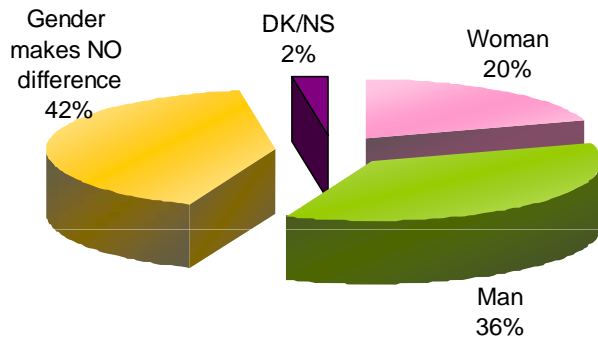
	GENDER		URBAN/RURAL	
	Male	Female	Urban	Rural
Woman	18%	23%	17%	22%
Man	41%	31%	32%	38%
Gender makes NO difference	39%	44%	48%	37%
Don't know / Not sure	3%	2%	2%	3%

TOTAL

Gender makes NO difference 42%

DK/NS 2%

Woman 20%

Man 36%

	Socioeconomic Status (SES)**				
	SES A	SES B	SES C	SES D	SES E
Woman	22%	22%	20%	21%	17%
Man	35%	32%	37%	35%	38%
Gender makes NO difference	40%	43%	40%	41%	43%
Don't know / Not sure	3%	3%	2%	3%	2%

**** Total SES: Urban and Rural**

	AGE					
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 and Older
Woman	18%	23%	20%	19%	20%	20%
Man	35%	34%	35%	41%	38%	35%
Gender makes NO difference	45%	41%	44%	36%	40%	41%
Don't know / Not sure	2%	2%	1%	4%	3%	4%

23
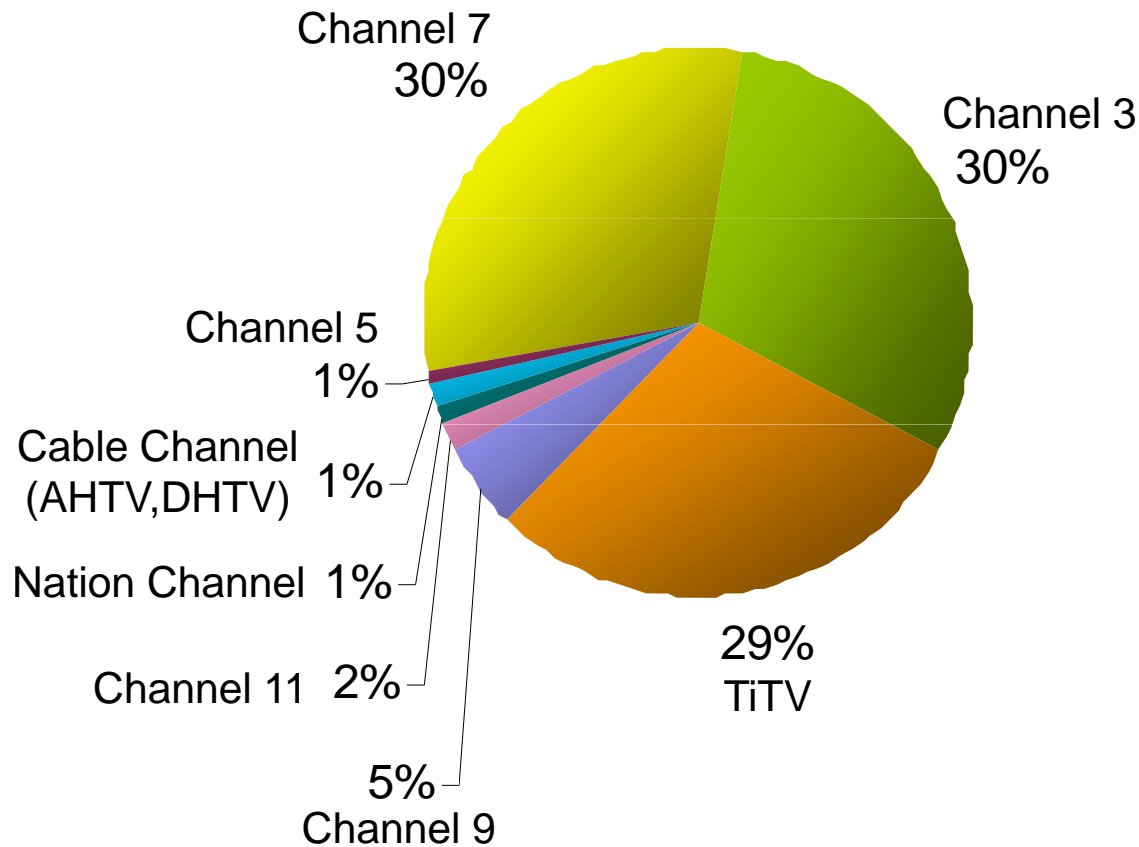
Media and Outreach:
Sources of Information About Politics

Media: Television

- What is the TV channel you watch most often to obtain information on politics in Thailand?

Channel 7
30%

Channel 3
30%

Channel 5
1%

Cable Channel
(AHTV,DHTV) 1%

Nation Channel 1%

Channel 11 2%

29%
TiTV

5%
Channel 9

N = 1,106

Media: Print

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- Which newspaper/magazine do you read most to get information on politics in Thailand?

Others
2%

Newsweek 1%

Matichon 2%

Kom Chad Luek 2%

3%

Khao Sod Daily

23%
Daily News

67% *Thai Rath*
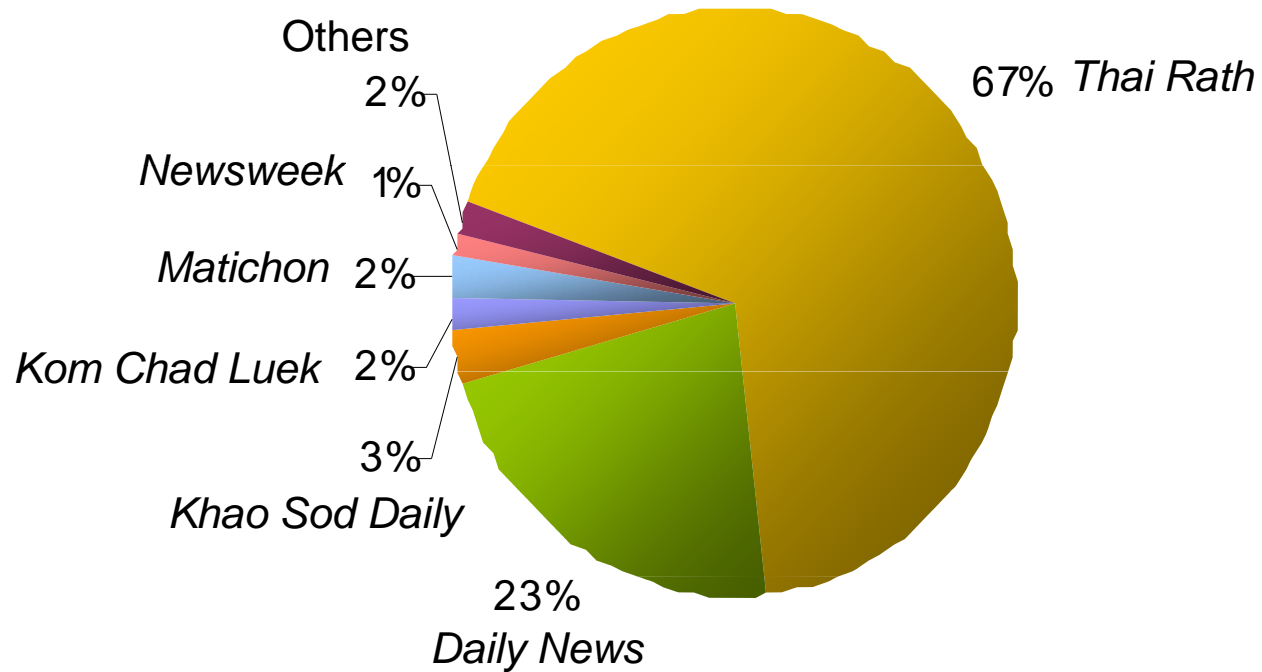
N = 632

How do you prefer to obtain political information?

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Source	Rural	Urban	Total
TV	97%	97%	97%
Newspaper	43%	55%	47%
National Radio	24%	26%	25%
Friends/Family	18%	20%	19%
Local Leaders	19%	9%	15%
Community Radio	11%	9%	10%
Internet	6%	16%	10%
Local Politicians	7%	6%	7%

Legend:
- Rural
- Urban
- Total