

“คนไทย” มอนิเตอร์ เรื่องนี้มีพลัง



10 May 2012

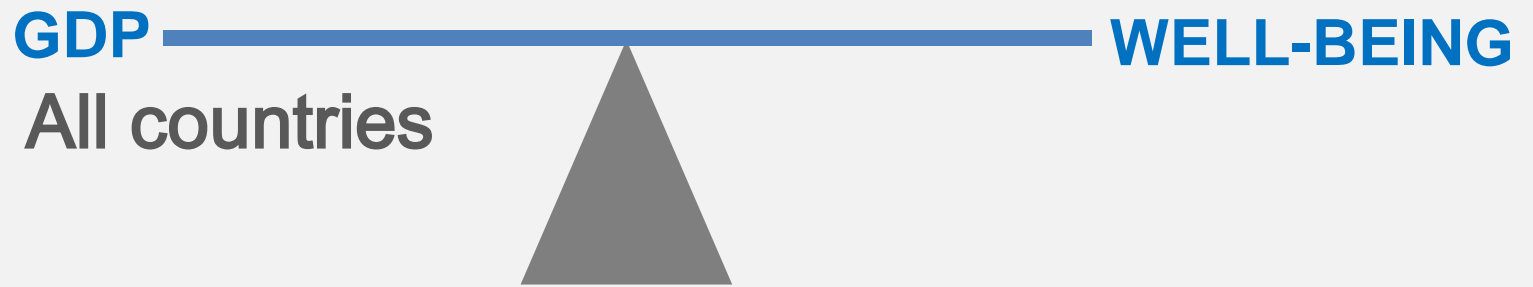
THAILAND MONITOR: THE VISION



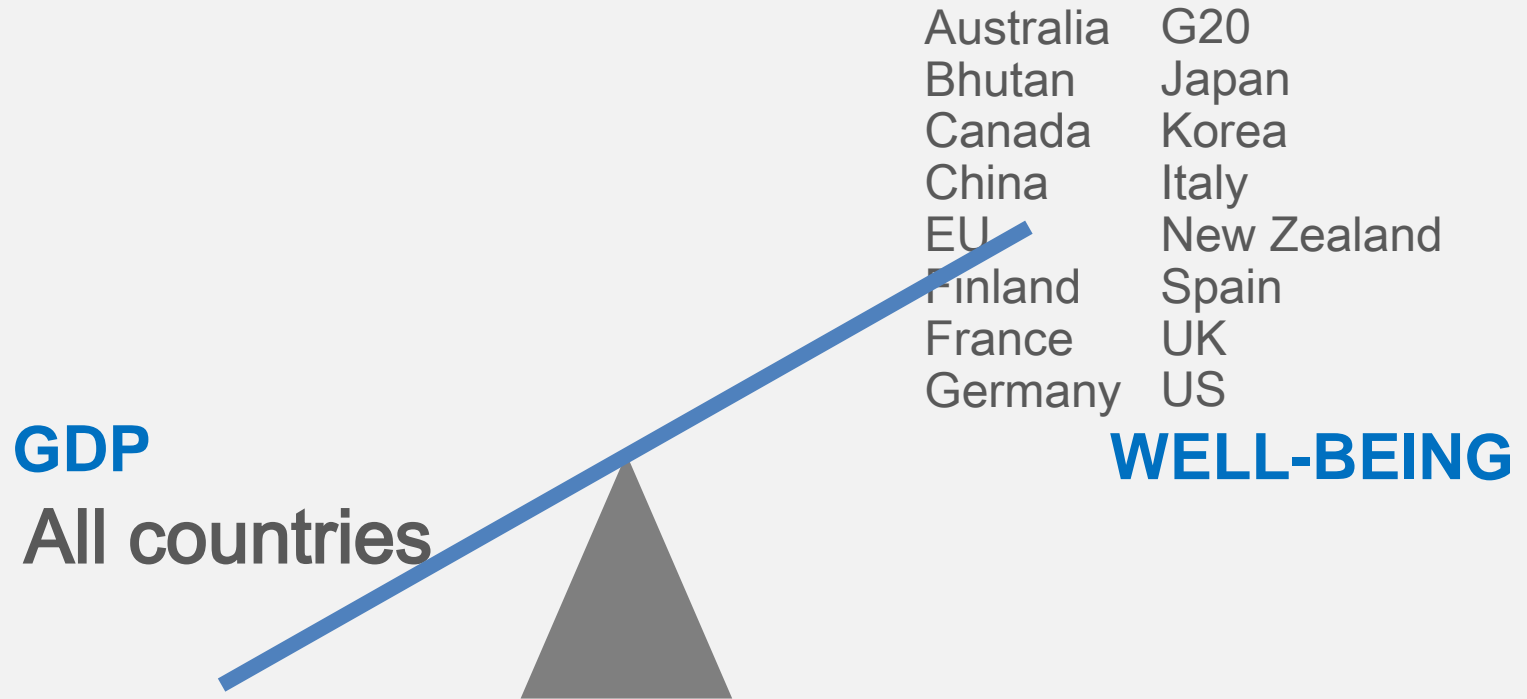
To listen to the real voice of the Thai people
and to improve their quality of life and well-
being with sustainability



THAILAND MONITOR: GOING BEYOND GDP



THAILAND MONITOR: GOING BEYOND GDP



An economy with a human face

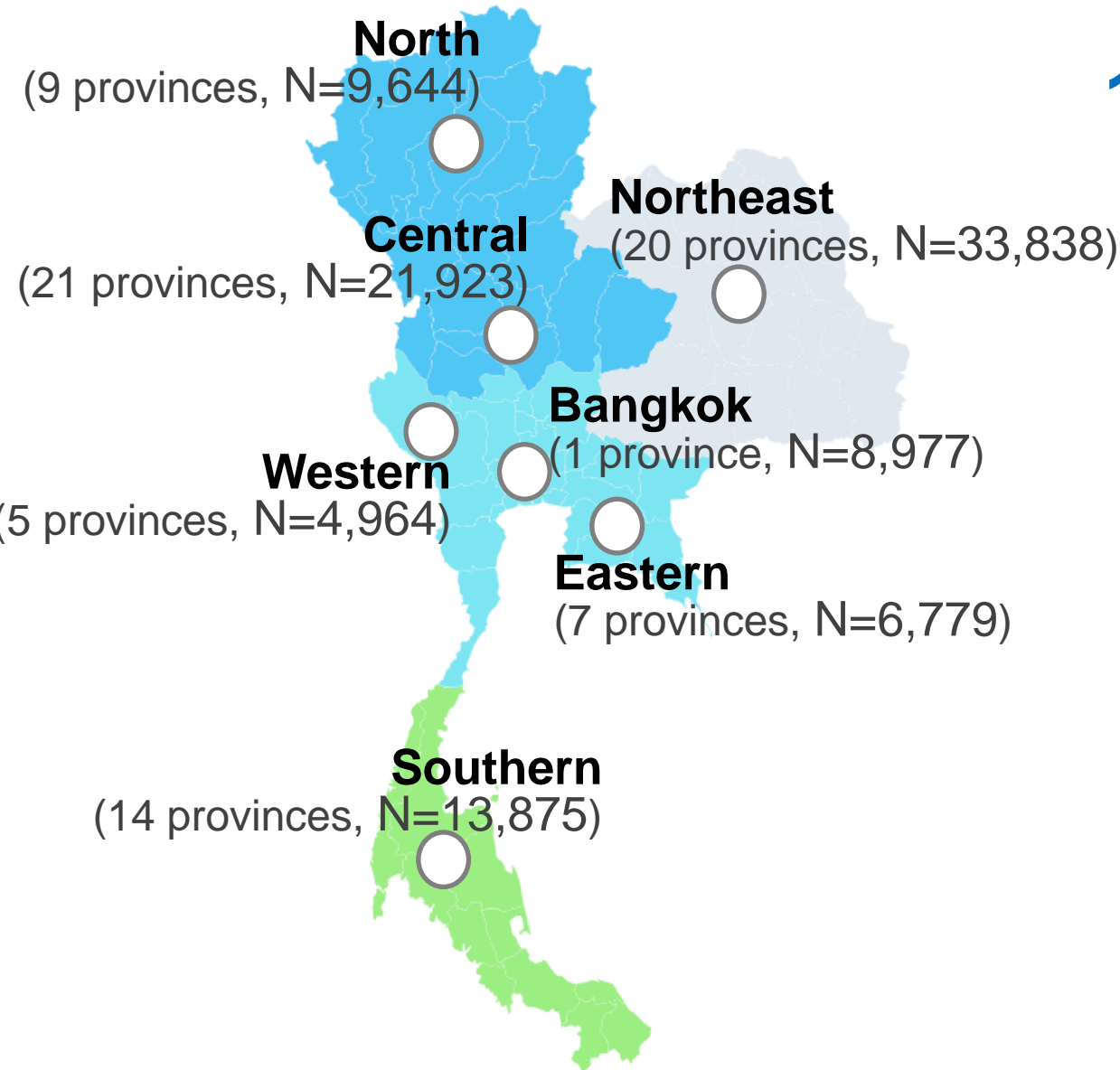
OBJECTIVES

- To understand the quality of life, needs, character, beliefs and values of the Thai people
- To measure and monitor Thailand's development according to comprehensive indicators
- To represent the voice of the people in an objective and transparent manner

→ RESULTS

- A tool to systematically report and monitor national development, problems and progress
- Fosters accountability and increases the ability to achieve success for the sustainable development of Thailand and the well-being of our people
- Facilitates civil participation and empowers the people

THAILAND MONITOR: THE LARGEST NATIONWIDE SURVEY COVERING ALL 77 PROVINCES IN THAILAND



100,000 PEOPLE

- 18-70 yrs. old
- Sampling according to national population statistics
- Proprietary study

- Statistically valid data in all **77** provinces
- Private and public sector cooperation and support
- Stakeholder is the Thai people

THAILAND MONITOR: WHAT DOES THE STUDY COVER?

QUALITY OF LIFE/ WELL-BEING

- Health
- Standard of living
- Education/Learning
- Work
- Lifestyle
- Environment
- Community development
- Family and friends
- Business
- Human rights and equality
- Governance
- Other

CONFIDENCE AND BELIEFS

- Economy
- Peace
- Unity
- Political stability
- National pride
- Character
- Future outlook

DEVELOPMENT

- At national level
- At provincial level
- At community level

EXPERIENCE

- At individual level
- At family level
- At community level
- At national level



For today's
presentation



THAILAND MONITOR: OUR HOPES FOR THAILAND

82% ECONOMIC

- Better economy/More income for all 68%
- Lower prices/Less inflation 31%
- More employment opportunities/Job stability 22%
- Develop more infrastructure 10%
- Develop technology 6%

56% SOCIAL

- Unity among people 35%
- No corruption 13%
- Helpful society with “namjai” 9%
- Safety/Less crime 8%
- Equal educational opportunities 8%
- Upholding of ethics 7%
- Self-sufficiency mindset 6%

32% POLITICAL

- Peace/Free from riots/terrorism 23%
- Political stability 13%

8% OTHERS

- Good environment and natural surroundings 5%
- Free from natural disasters 5%

THAILAND MONITOR: OUR MESSAGES FOR FUTURE GENERATIONS

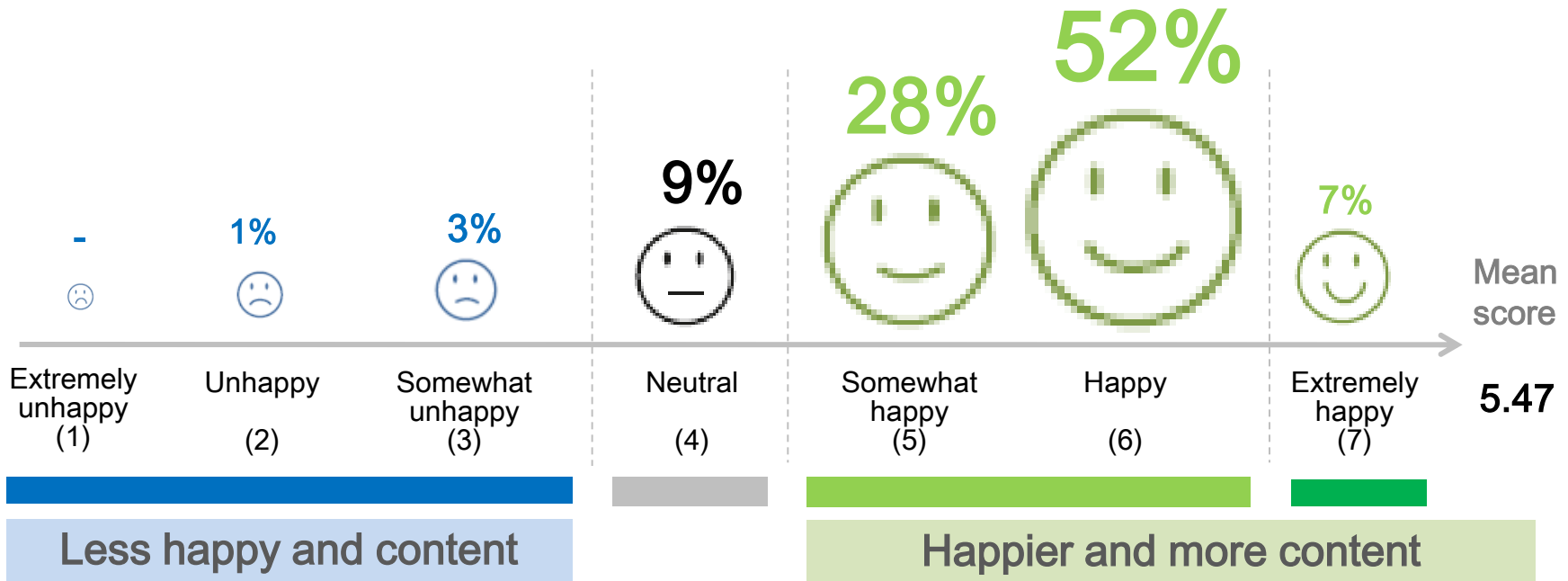


- Pay attention to education 43%
- Stay away from drugs 41%
- Have good ethics and morals 31%
- Save and know the value of money 22%
- Be honest 21%
- Love the country 20%
- Have namjai, compassion and be helpful to others 19%
- Have unity 18%
- Have discipline and respect rules/law 15%
- Respect other people 14%
- Values of Thai culture 13%
- Don't cheat/be corrupt 11%
- Work hard 11%
- Enjoy reading 11%
- Preserve one's purity 8%
- Protect the environment 7%
- Be your own person 4%
- Play a part in democracy/Political participation 3%

(Base : 100,000)

THAILAND MONITOR: OUR WELL-BEING

- A high **87%** are happy and content with their lives.



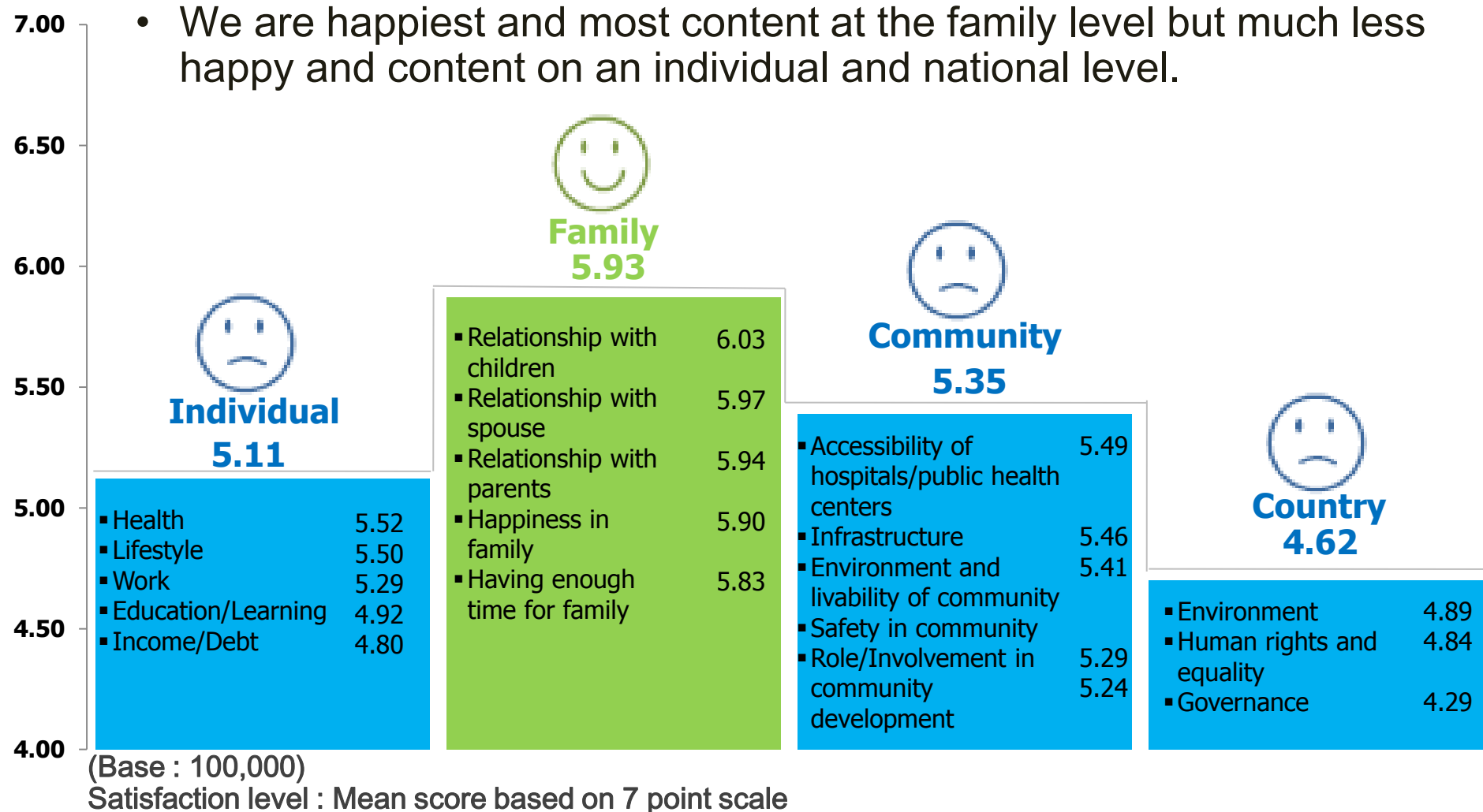
- ≥ 50 yrs. old
- Unemployed
- E SEC level
- No formal education
- Reside in Bangkok

- Medium and large size business owners
- Professors/Teachers
- Management level and middle-lower level government officers
- Reside in Western region
- Management level company employees
- B SEC and above
- Bachelor's degree

(Base : 100,000)

THAILAND MONITOR: OUR WELL-BEING

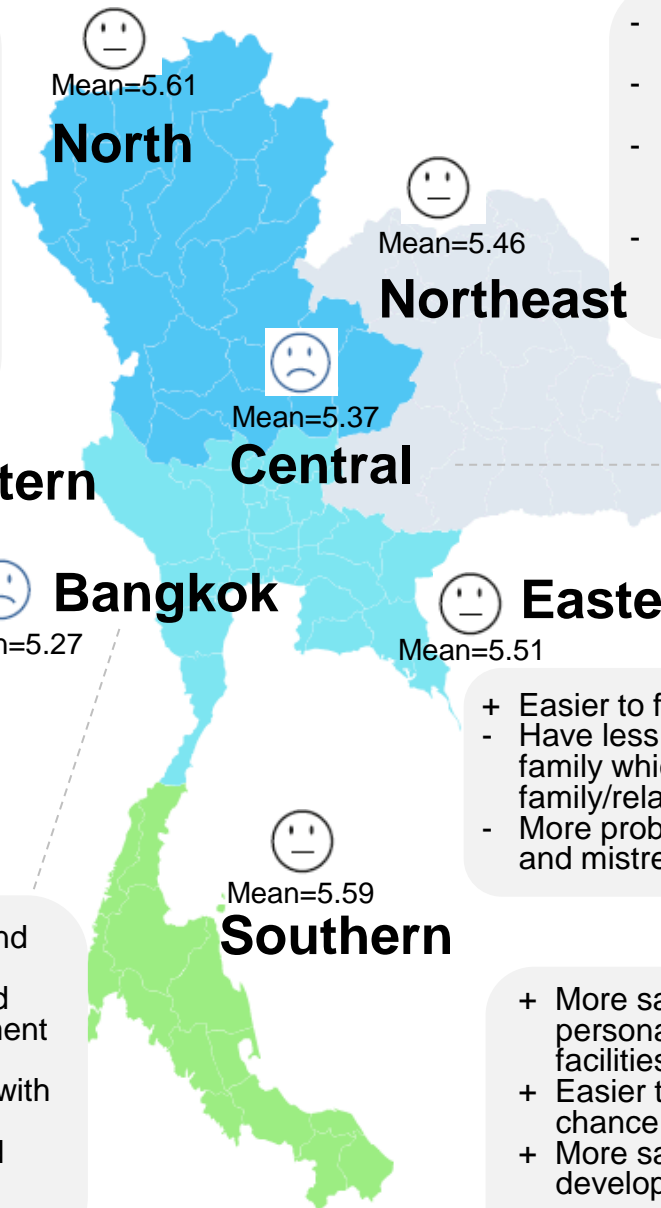
- We are happiest and most content at the family level but much less happy and content on an individual and national level.



- Family is the key driver for happiness/contentment.
- Other than low income/debt, key areas of dissatisfaction are educational opportunities, lack of technological knowledge, governance and CSR community activities.

THAILAND MONITOR: DIFFERENCES BETWEEN OUR REGIONS

- + Happier and have stronger relationship with family
- + Have better mental health (especially for elderly group) as a result of having less stress and more relaxed lifestyle
- + Better community livability driven by good environment, safety and a feeling of being a part of it
- More personal financial problems (e.g. not enough income to cover expenses, debt, improper saving habit)
- Less satisfied with their chance in getting higher income and more career advancement



- More personal financial problems (e.g. income level, saving and debt levels)
- Less satisfied with their education and quality of teachers
- Have less convenience in living especially in terms of inconvenient transportation and insufficient banks
- More economic problems (e.g. low price for agricultural products, unemployment, informal debt)

Mean=5.70



Western

- + More satisfied with their personal financial status (e.g. income level, saving and debt levels, chance in getting more income)
- + Easier to find jobs in community
- + Better natural environment and more commitment to environment of local people
- Lack of land to make a living

Mean=5.27



Bangkok

Mean=5.51



Eastern

- + Easier to find jobs in community
- Have less time/quality of time being with their family which results in less happiness in family/relationships
- More problems on societal disunity, bribery and mistreatment by state/government official

Mean=5.59



Southern

- + More accessibility to infrastructure and living facilities
- Have worse health (both physical and mental) as a result of living environment and having more stress
- Have less time/quality of time being with their family which results in less happiness in family/relationships and unfaithfulness of wife/husband
- Less safety and trust in community

- + More satisfied with their living condition and personal financial status (e.g. housing, home facilities, income level, saving and debt level)
- + Easier to find jobs in community and higher chance in getting preferred jobs
- + More satisfied with their education and self-development ability
- More problems on drugs and natural disasters

- Less satisfied with their education and quality of teachers
- Less safety and trust in community

THAILAND MONITOR: OUR PROBLEMS

	% that experience	Severity level
Higher inflation and prices	77%	4.88
Not enough income to cover expenses	55%	4.10
Stress	47%	3.46
Drugs	38%	4.06
Low price for agricultural products	30%	4.62
Natural disasters	27%	4.31
Gambling	27%	3.71
Alcoholism/Drunkenness	23%	3.69
Drought	22%	4.21
Societal disunity	21%	4.50
Air pollution	19%	3.95
Political demonstrations/mobs	17%	4.49
Corruption (especially in civil service and government)	14%	4.60
Crime	13%	3.73
Lack of land to make a living	11%	4.56
Sound pollution	11%	3.79
Water pollution	11%	4.02
Unemployment	10%	4.45
Debt	10%	4.12
Mistreatment by state/government official	9%	4.04

(Base : 100,000)

Severity level : Mean score based on 7 point scale

THAILAND MONITOR: OUR CHARACTER



- 85%** Love to have fun
- 84%** Have namjai
- 84%** Are service-minded
- 82%** Warm and friendly
- 80%** Creative



- Like to show off **87%**
- Depend on luck **81%**
- Not honest **61%**
- Selfish **62%**
- Lack of discipline **58%**

- We are an optimistic group with majority believing our lives will improve in the future.
- We are proud to be Thai and proud of our country.

THAILAND MONITOR: OUR CONTRIBUTION TO OUR COUNTRY

- Voting 33%
- Not causing any societal problems 28%
- Uphold goodness/ethics 26%
- Saving/Self-sufficiency 22%
- Follow rules and laws 20%
- Dedicated to our work 14%
- Pay taxes 11%
- Dedicated to our studies 6%

- Supporting community/societal activities 16%
- Building unity in community/society 15%
- Helping protect the environment 10%
- Saving energy 9%
- Helping/Donating to help people/society 8%

84%

More individually driven
and passive

42%

More societally driven and
proactive/participatory

Development is equated with more tangible aspects such as infrastructure rather than on social development aspects.

**HOW CAN WE
AS A BUSINESS COMMUNITY
IMPROVE THE LIVES AND WELL-BEING OF
OUR PEOPLE?**

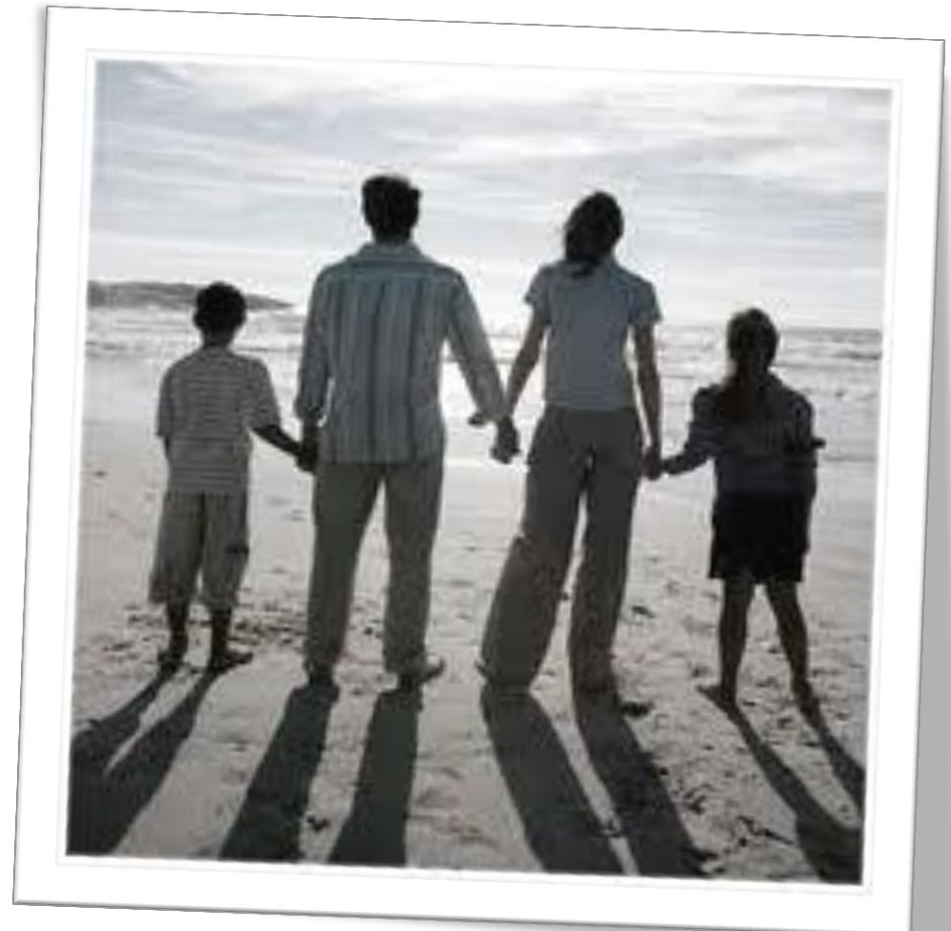
1 BRING SMILES TO OUR ELDERLY



- Provide special privileges and discounts
- Employment opportunities
- Caretaker services and nursing homes
- Products to provide conveniences and safety
- Relevant CSR programs (e.g. foster intergenerational communication, provide technological knowledge etc.)

2 STRENGTHEN THE FAMILY INSTITUTION

- Activities and products to promote familial bonding and recreation
- Educational/Family development programs and services
- Corporate benefits (company daycare, workplace flexibility among others)
- Relevant CSR programs (e.g. family to work, competency training etc.)



THAILAND MONITOR: THE WAY FORWARD FOR US

3 GET HEALTHY



- DIY/retail-oriented healthcare products
- Stress relieving products and services
- Beneficial foods (e.g. with antioxidants, nutrigenomic, gluten-free etc.)
- Innovative exercise/fitness products (e.g. Exergaming, health and exercise technology, weight loss etc.)
- Sufficiency mindset
- Transparency/Disclosure on ingredients, calories, health information
- Relevant CSR programs (e.g. train villagers to become health experts, knowledge programs etc.)

4 DEVELOP ACTIVE CITIZENSHIP

- Promote understanding on key pillars/Education on good practices
- Development and awareness of national vision
- Optimize volunteer spirit for higher effectiveness
- Build community spirit, relations and ownership
- Relevant CSR programs (e.g. recycling, energy saving etc.)



THAILAND MONITOR: THE WAY FORWARD FOR US



THAILAND MONITOR: ACTIONS



- Support of the “quality of life/well-being” platform for Thailand
- Utilize and publicize the findings
- Input for improvement of Thailand Monitor to make it more relevant and useful
- Further mining of the data to provide learnings to different stakeholder groups
- Conduct Thailand Monitor 2012 this August/September

**The quality of our country depends
on the quality of our people.**

