“คนไทย”  monarchy
เร็วๆนี้พิมพ์

“คนไทย”
ทหารที่ทำให้เมืองไทย น่าอยู่

10 May 2012
To listen to the real voice of the Thai people and to improve their quality of life and well-being with sustainability.
All countries
THAILAND MONITOR: GOING BEYOND GDP

An economy with a human face

GDP
All countries

WELL-BEING

Australia
Bhutan
Canada
China
EU
Finland
France
Germany
G20
Japan
Korea
Italy
New Zealand
Spain
UK
US

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
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

THAILAND MONITOR: WHAT DOES THE STUDY COVER?

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

- BUSINESS AND MARKETING
- GOVERNMENT
- COMMUNITIES
- NGOs
- PROVINCES
- ACADEMIC INSTITUTIONS
- MEDIA
- OTHER

THAILAND MONITOR: STAKEHOLDERS
82% ECONOMIC
- Better economy/More income for all 68%
- Lower prices/Less inflation 31%
- More employment/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%

(Base: 100,000)
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)
• A high **87%** are happy and content with their lives.

<table>
<thead>
<tr>
<th>Extremely unhappy (1)</th>
<th>Unhappy (2)</th>
<th>Somewhat unhappy (3)</th>
<th>Neutral (4)</th>
<th>Somewhat happy (5)</th>
<th>Happy (6)</th>
<th>Extremely happy (7)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1%</td>
<td>3%</td>
<td>9%</td>
<td>28%</td>
<td>52%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Mean score**: 5.47

**Less happy and content**

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

**Happier and more content**

• 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 5.93
- Relationship with children 6.03
- Relationship with spouse 5.97
- Relationship with parents 5.94
- Happiness in family 5.90
- Having enough time for family 5.83

Community 5.35
- Accessibility of hospitals/public health centers 5.49
- Infrastructure 5.46
- Environment and livability of community 5.41
- Safety in community 5.29
- Role/Involvement in community development 5.24

Individual 5.11
- Health 5.52
- Lifestyle 5.50
- Work 5.29
- Education/Learning 4.92
- Income/Debt 4.80

Country 4.62
- Environment 4.89
- Human rights and equality 4.84
- Governance 4.29

• 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 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 = 5.61

Mean = 5.46

Mean = 5.37

Mean = 5.70

Mean = 5.27

Mean = 5.59

Mean = 5.51

Mean = 5.61

Mean = 5.46

Mean = 5.37

Mean = 5.70

Mean = 5.27

Mean = 5.59

Mean = 5.51

THAILAND MONITOR:
DIFFERENCES BETWEEN OUR REGIONS

- 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)

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

THAILAND MONITOR:
DIFFERENCES BETWEEN OUR REGIONS

- More accessibility to infrastructure and living facilities
- Have worse heath (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

THAILAND MONITOR:
DIFFERENCES BETWEEN OUR REGIONS

- 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

THAILAND MONITOR:
DIFFERENCES BETWEEN OUR REGIONS

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

(Base: 100,000)
Severity level: Mean score based on 7 point scale
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.

(Base: 100,000)
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.

(Base: 100,000)
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.)
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.)
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.)
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.)
Bring smiles to the elderly
Strengthen the family institution
Get healthy
Develop active citizenship
Other recommendations

INSTILL GOOD VALUES
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.