

# POLL ANALYSIS: Thai People and New Year's Gifts from the Government



Suan Dusit Poll surveyed a sample of 1,246 people (online and field survey) Between December 3-6, 2024

## KEY FINDINGS:



**56.02%**

Plans to travel during the New Year holiday.



**56.83%**

Chiang Mai is the most preferred destination



Estimated spending per person during the New Year period:  
17,317.10 THB.



**59.95%**

Desire for cash distribution measures to stimulate the economy



**66.48%**

The most urgent issue to address before the New Year is the cost of living.

## Plans to travel during the New Year with expected spending exceeding 17,000 THB.

The survey reveals that 56.02% of respondents have plans to travel during the New Year, with domestic destinations being the primary focus, accounting for 90.26% of the planned trips. Among the most popular provinces, Chiang Mai and Chiang Rai stand out, attracting 56.83% and 49.05% of travelers, respectively. The average budget expected to be spent during the New Year period is 17,317.10 THB per person, reflecting the importance of the New Year holiday as an opportunity to stimulate domestic tourism. On the other hand, 43.98% of respondents indicated that they have no travel plans, which may reflect economic constraints or other influencing factors. Despite this, domestic tourism remains a high-potential driver of Thailand's economic growth.

## Hopes for gifts that help alleviate the cost of living.

When asked about New Year gifts from the government, the majority of respondents expressed a preference for cash distribution measures to stimulate the economy and tourism (59.95%) and support for utility bills, including water, electricity, and energy costs (58.03%). Additionally, the concept of New Year gifts is perceived by 60.76% as "a responsibility the government is already obligated to fulfill." Respondents also called on the government to provide gifts aligned with the needs of the people. Regarding urgent issues to address before the New Year, 66.48% emphasized the need to tackle the cost of living, which continues to directly impact daily life. Other significant concerns include drug-related issues and problems related to flooding and drought. The findings highlight the necessity for the government to implement targeted policies that effectively address the fundamental needs of the population.

"The survey results reveal that the New Year gift most anticipated by the public from the government is cash distribution measures, reflecting the burden of the rising cost of living as a prevailing issue. The public's expectation is not merely a "hope" but a "signal" that underscores structural economic problems and quality of life challenges in the country. The government should seize the opportunity of the New Year to develop sustainable economic policies, ensuring that such "gifts" are not seen as extraordinary but instead address the fundamental issues within society."



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Amid a global economic downturn, Thailand faces similar challenges, particularly in the second half of 2024. Many private companies have struggled to sustain their businesses, resorting to downsizing and layoffs, while some have been forced to close entirely. The ripple effects have extended to employees' families, dampening year-end consumer spending far below expectations. This aligns with survey results on New Year travel plans, where only 56.02% of respondents indicated plans to travel.

The survey highlights the public's preference for cash distribution measures to stimulate the economy and tourism during the New Year period, followed closely by support for essential utilities such as water, electricity, and energy costs. These priorities reflect the high cost of living coupled with income instability and economic insecurity. The public perceives New Year gifts from the government not as special gestures but as responsibilities to ensure citizens can "live with dignity, security, and sufficient means to meet their needs."



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