

Poll Analysis: Thais and the Economy



Suan Dusit Poll surveyed a sample of 1,141 people (online and field survey) Between February 18 - 21, 2025

Key Findings:



51.01%

The economy affects people, forcing them to live paycheck to paycheck and spend cautiously



82.94%

High living costs limit spending and reduce purchasing power



69.50%

The government is ineffective in solving economic issues.



76.58%

The Prime Minister and government should act urgently



46.01%

The economy is expected to remain stagnant in 2025

Economy Bites: Public Pulls Back on Spending

The current economic situation in Thailand has clearly affected the population. According to the survey, 51.01% of respondents reported living paycheck to paycheck and needing to be more cautious with their spending, as rising expenses outpace stagnant incomes. Meanwhile, 42.68% are facing increasing debt, particularly from credit cards and various loans. When considering the factors that most impact the Thai economy, the high cost of living stands out, with 82.94% of respondents stating that it discourages spending. This reflects growing concerns and financial pressures among Thais, especially for those whose incomes are insufficient to cover expenses or who are burdened with rising debt.

Economic Doubts: PM Urged to Act

The survey results reveal a lack of public confidence in the government's economic measures. A total of 69.50% of respondents believe that the government's efforts to resolve economic issues remain ineffective, while 76.58% think the Prime Minister and the administration should urgently address the problem. When asked about the potential role of former Prime Minister Thaksin Shinawatra in addressing the economic situation, 41.63% of respondents believe the situation would remain unchanged. Regarding the economic outlook for 2025, 46.01% expect the economy to remain stable, while 39.44% anticipate a decline. Only 14.55% are optimistic that the economy will improve. These findings reflect widespread uncertainty and concern about the country's future economic direction.

“The poll results reflect a lack of confidence in the government's efforts to address economic challenges. Rising prices of goods and services have made people hesitant to spend, signaling a slowdown in grassroots economic activity. Despite the government's attempts to stimulate the economy through cash injections, progress has fallen short of expectations. This presents a significant challenge for the Pheu Thai-led administration, once renowned for its economic achievements. Today, the government must act swiftly to restore public confidence and revive Thailand's economy amid mounting pressures from both domestic factors and external risks.”



Pornpan Buathong
Director of Suan Dusit Poll
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The public perceives the government's economic measures as ineffective and believes there is an urgent need to revise economic policies. There is an expectation that the Prime Minister and the administration will take a leading role in addressing these issues swiftly. The Ministry of Commerce and the National Economic and Social Development Council are also expected to support efforts to resolve the crisis. In addition, the public's expectation that the economy will either remain stagnant or worsen this year reflects a lack of confidence in short-term recovery, despite the government's recent stimulus measure of providing a 10,000-baht cash handout. The government should revise its economic strategies to alleviate the impact of the rising cost of living and help reduce household debt. Efforts should also focus on encouraging investment by lowering production costs and ensuring financial stability. Most importantly, improving transparency and establishing effective communication with the public are essential to rebuilding confidence in economic policies, demonstrating both sincerity and commitment to solving the country's economic challenges.



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