

Thais and the Earthquake

Suan Dusit Poll surveyed a sample of 1,239 people (online and field survey) Between April 1 - 4, 2025



Key Findings:



89.11%

The majority of people followed news about the earthquake through social media platforms



84.91%

People were most concerned about earthquakes



48.83%

Many respondents were quite worried about their safety and possible future impacts



79.43%

People felt the need to follow the news more closely



72.18%

Many wanted a faster and more accurate disaster alert system.

“The poll results showed that Thai society had become more aware of unpredictable natural disasters. In the midst of uncertainty, many felt that official information was too slow, while social media was flooded with fast-spreading fake news. People are calling on the government to treat this issue as a priority and to urgently develop an alert system that is accurate, fast, reliable, and accessible to all—to avoid repeating lessons learned without real action”



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Worried About Quakes, Public Turns to Social Media for News

The majority of respondents (89.11%) reported that they followed news about the earthquake through social media platforms such as Facebook, X, TikTok, YouTube, and LINE. This may be due to the speed, immediacy, and ease of access these platforms offer. At the same time, 84.91% of respondents expressed serious concern about natural disasters, especially earthquakes, which are unpredictable and can cause widespread damage. When asked about their level of concern regarding future impacts, 48.83% said they were “somewhat concerned,” while 41.40% said they were “very concerned”—together accounting for over 90%. These findings reflect a widespread sense of insecurity and a clear call for the government to provide more reliable disaster preparedness, including warning systems, evacuation plans, and accurate, accessible communication.

Call for Prompt Government Action on Warning Systems

A total of 79.43% of respondents reported that they were following the news more closely, while 76.26% said they had become more cautious in their daily lives. Over half (52.36%) had begun planning for emergencies, such as preparing essential supplies in case of a disaster. As for suggestions to the government, the public called for a disaster alert system that is accurate, fast, and communicated through accessible channels. Another key recommendation, supported by 45.10% of respondents, was to elevate disaster management to a national priority, including updates to laws and policies to match current risks. These findings highlight that disaster response is no longer a temporary or isolated task—it has become an urgent national issue. The government is therefore expected to not only provide leadership and a clear vision, but also take concrete action to ensure public safety and build trust in times of crisis.



The survey showed a shift in how Thai people perceived natural disasters. Earthquakes, which were not previously seen as a major concern, became the top worry. The high use of social media for updates indicated that the government lacked a reliable communication channel for disaster information.

This highlights the need for the government to improve its communication strategy using digital platforms to reach people more effectively. It also shows that disaster management should be treated as a national priority. This includes improving data systems, providing enough budget, building stronger infrastructure, and supporting communities to prepare and respond on their own—helping reduce risks and increase the country's resilience in the future..



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