

Poll Analysis: Thais and Economic Problems



Suan Dusit Poll surveyed a sample of 1,229 people (online and field survey) Between May 6 – 9, 2025

Key Findings:



51.59%

Most people felt quite concerned about Thailand's economic situation



73.23%

The majority were worried about rising product prices



48.32%

Nearly half had emergency savings that would last less than one month without income



77.37%

Many coped by cutting unnecessary expenses



58.99%

Many people had made financial plans but were unable to follow them consistently



76.06%

Most respondents did not trust the government to effectively handle the import tax issue

“People were worried about the economy, reflecting the financial fragility of many Thais—nearly half had less than one month of emergency savings. Although they tried to cut expenses and plan their finances, insufficient income made it hard to fully manage on their own. The unclear results of government policies also affected public confidence.”



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Worried About the Economy, Many Thais Have Limited Savings

The majority of respondents felt concerned about Thailand's current economic situation. About 51.59% said they were “quite concerned” and 40.60% said they were “very concerned,” meaning more than 92% felt uncertain and uneasy about the country's economic direction. The main worries were the rising prices of goods (73.23%), followed by the increasing cost of living (67.36%). These issues not only affected people's daily lives but also reflected a broader sense of financial vulnerability. When asked about emergency savings in case they lost their income, nearly half (48.32%) said they had less than one month of savings, and another 35.24% said they had enough for only 1–3 months. Altogether, over 83% were in a financially risky situation and would likely struggle to cope with a prolonged economic crisis.

Trying to Cope, Cutting Costs, and Losing Trust in the Government

In response to the current economic uncertainty, most people adapted by cutting unnecessary expenses (77.37%), followed by reducing new debt (63.96%). This reflected their effort to stay afloat amid financial difficulties. Although many showed an interest in personal financial planning, 58.99% said they had plans but were unable to follow through consistently. Only 27.83% managed to maintain their financial planning in a steady and committed way. This indicated a challenge in turning financial intentions into long-term habits. Lastly, when asked about their confidence in the Thai government's ability to handle the impact of U.S. import tax increases, 76.06% of respondents said they lacked confidence in the government's capability, while only 23.94% remained confident. This points to a significant challenge in public trust toward the government's economic management.



Thailand's economy has faced pressure from two key external factors: the U.S. import tariffs, which have affected exports, and the decline in tourism following recent earthquakes. These two sectors are major components of the country's GDP. As a result, many respondents felt concerned about the current economic situation. They worried about rising product prices, higher living costs, and increasing household debt.

Most people reported having less than one month of emergency savings, prompting them to cut unnecessary expenses, avoid taking on new debt, and save more money to cope with the downturn. This cautious spending behavior, while necessary for individual survival, may further slow down domestic consumption. In the long run, it could worsen the overall economy and potentially lead to a recession. The way forward may involve negotiations with the United States to ease trade tensions—finding a balance where the U.S. feels the trade is fair without putting Thailand at a disadvantage. However, most respondents did not trust the Thai government to effectively address the impacts of the U.S. import tax increase. This reflects a broader concern about the government's credibility in managing complex international economic issues



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