

Suan Dusit Poll surveyed a sample of 1,216 people (online and field survey) Between October 21-24 2025

Key Findings:



76.43%

Had participated in the Half-Half Scheme (Prayut government).



78.04%

Believed the schemes eased living costs



69.31%

Liked the Half-Half Scheme (Prayut government) the most.



61.92%

Wanted the government to control prices for long-term stability



67.43%

Believed that political parties with populist policies had an advantage in elections.

“Among the various assistance policies introduced by different governments, the Half-Half Scheme remains the most favored because it is easy to use, truly accessible, and shows clear results in people’s daily lives. Although it is a short-term measure, it helps create a sense that the government stands alongside the people. At the same time, addressing structural issues to ensure long-term economic stability remains essential, especially in an era when people expect both quick assistance and lasting outcomes.”



Dr. Pornpan Buathong
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Half-Half Scheme Wins Hearts, Helps Ease Cost of Living

According to the survey, most respondents (76.43%) participated in the Half-Half Scheme introduced by the Prayut government, followed by 42.16% who joined the Half-Half Plus Scheme under the Anutin government. Regarding the effectiveness of these schemes,, 78.04% believed they helped reduce the cost of living, while 21.96% said they did not. When asked which program they liked the most, 69.31% chose the Half-Half Scheme from the Prayut administration, followed by 33.03% who preferred the 10,000-Baht Cash Handout Scheme from the Pheu Thai government. These findings show that people are still familiar with and confident in programs that have already been implemented, especially the Half-Half Scheme, which is simple, easy to use, and effective in daily life. It continues to meet people’s needs by clearly easing their living expenses.

People Want Price Control for Long-Term Stability

According to the survey, 61.92% of respondents wanted the government to control product prices at appropriate levels as a long-term way to ease the cost of living. The second most mentioned measure was increasing specific assistance for target groups such as the elderly or low-income earners, at 56.79%. At the same time, 67.43% believed that political parties with populist policies would have an advantage in elections, while 23.52% thought they would not. The findings suggest that although short-term assistance programs may bring benefits for a while, long-term policies that strengthen economic stability remain essential. Political parties with policies that are practical and deliver real results continue to gain an advantage in elections, as people still value actions that make a visible difference in their daily lives.



The survey shows that addressing the cost-of-living problem during an economic downturn with rising prices is the policy people want the government to prioritize the most. In particular, government programs that help citizens maintain their purchasing power for goods and services, while supporting small entrepreneurs and local vendors to sustain their businesses, are seen as essential. Such measures help stimulate economic activity and keep money circulating more efficiently within the economy. The Half-Half Scheme, first introduced under Prime Minister Prayut Chan-o-cha, effectively boosted public spending and consumption. Likewise, the Half-Half Plus Scheme under the current Anutin government is viewed as a continuation that people hope will help revive the sluggish economy once again. However, solving the problem through appropriate price control, by inspecting and regulating production costs such as energy prices, could be a more sustainable approach to easing the cost of living. This would help maintain people’s purchasing power more effectively than relying on short-term populist policies that require large government budgets.



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