

Thailand Social Economic Divide

SOCIAL ECONOMIC STATUS CLASSIFICATION



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With the changes of business environment as well economic condition due to Covid-19 pandemic, it is important to reinvestigate how the Social Economic Status of us Thais has progressed. In 2021, the elite team from Thailand Marketing Research Society led by Asst. Prof. Dr. Jirayut Poomontree Kasemsan has collaborated together with National Statistical Office of Thailand in analyzing and revisiting the social economic status classification (SES) based on the data collected by National Statistical Office in 2019 from 45,586 participants to represented 21.8 Million Household to compare with the SES result in 2010. The important key results have emerged as follows:

01

The C - Class has disappeared and converged into C Class

02

The SES Classification was done to reflect the smaller family size. Hence, the SES need to be based on the type of family as well whether it is a family of a single, married couple without children or married couple with children

03

The SES Classification still reflects the unavoidable social economic divide among Bangkok, Urban Up-Country area and Rural-Up-Country area

Based on these important key results, the updated SES has emerged the infographics shown below:

Greater Bangkok						
	Single (Stay alone)		Married (No child)		Family (with children/elders)	
	Range Net Family Income	%	Range Net Family Income	%	Range Net Family Income	%
E Class	0 - 9,000	9.6%	0 - 14,000	8.1%	0 - 16,000	10.3%
D Class	9,001 - 13,000	22.6%	14,001 - 22,000	24.4%	16,001 - 30,000	26.1%
C Class	13,001 - 18,000	34.8%	22,001 - 32,000	34.2%	30,001 - 50,000	32.1%
C+ Class	18,001 - 25,000	16.2%	32,001 - 45,000	15.8%	50,001 - 67,000	13.4%
B Class	25,001 - 38,000	10.6%	45,001 - 65,000	10.4%	67,001 - 95,000	10.5%
A Class	38,001 - 57,000	4.1%	65,001 - 100,000	5.0%	95,001 - 140,000	5.2%
A+ Class	57,000+	2.2%	100,000+	2.1%	140,000+	2.3%

Upcountry (Urban)						
	Single (Stay alone)		Married (No child)		Family (with children/elders)	
	Range Net Family Income	%	Range Net Family Income	%	Range Net Family Income	%
E Class	0 - 5,000	8.9%	0 - 8,000	9.9%	0 - 10,000	9.2%
D Class	5,001 - 9,000	22.4%	8,001 - 13,000	23.3%	10,001 - 18,000	26.4%
C Class	9,001 - 14,000	33.4%	13,001 - 23,000	30.4%	18,001 - 30,000	30.4%
C+ Class	14,001 - 20,000	17.8%	23,001 - 33,000	16.5%	30,001 - 42,000	15.6%
B Class	20,001 - 33,000	11.3%	33,001 - 50,000	11.3%	42,001 - 68,000	11.8%
A Class	33,001 - 52,000	4.2%	50,000 - 90,000	6.4%	68,001 - 100,000	4.3%
A+ Class	52,000+	2.1%	90,000+	2.2%	100,000+	2.3%

Upcountry (Rural)						
	Single (Stay alone)		Married (No child)		Family (with children/elders)	
	Range Net Family Income	%	Range Net Family Income	%	Range Net Family Income	%
E Class	0 - 4,000	7.4%	0 - 6,000	8.6%	0 - 8,000	9.8%
D Class	4,001 - 6,000	23.9%	6,001 - 10,000	20.2%	8,001 - 13,000	21.7%
C Class	6,001 - 10,000	32.1%	10,001 - 17,000	32.6%	13,001 - 22,000	31.7%
C+ Class	10,001 - 14,000	17.7%	17,001 - 25,000	18.9%	22,001 - 33,000	18.3%
B Class	14,001 - 24,000	11.7%	25,001 - 42,000	11.9%	33,001 - 50,000	10.8%
A Class	24,001 - 45,000	4.9%	42,001 - 70,000	5.1%	50,001 - 80,000	5.5%
A+ Class	45,000+	2.3%	70,000+	2.7%	80,000+	2.3%



Furthermore, the Thailand Marketing Research Society team also point out the golden questions that SES users can utilize to classify the SES of research participants or respondents into different SES based on the result from discriminant analysis.

These key questions are comprised of Core Questions and Sub Questions

CORE QUESTIONS

- The monthly household income
- The marital status
- Number of members living in the household

SUB QUESTIONS

- Number of rooms in the resident of the household (excluding the bathroom)
- Number of vehicles (car, van, truck) in the household
- Smart Phone Ownership
- Monthly Mobile Phone Bill

Together these 7 golden questions help determine the SES classification. The reliability of prediction is 80% within +/- 1 class.

In addition, Thailand Marketing Research Society team also gather the household images to help determine different social economic class which can be seen per below:

The team of Thailand Marketing Research Society are hoping that this updated SES result will help marketing researcher in conducting the research in the future with the confidence and ability to distinguish attitude and behavioral pattern among difference social economic classification



A+

140,000 THB+ / month
 Married with kids
 Greater Bangkok



A

95,001 – 140,000 THB / month
 Married with kids
 Greater Bangkok



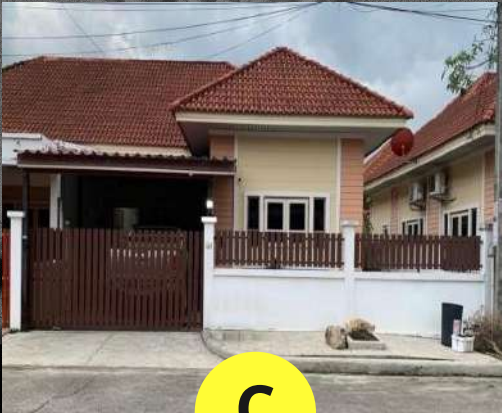
B

67,001 - 95,000 THB / month
 Married with kids
 Greater Bangkok



C+

50,001 - 67,000 THB / month
 Married with kids
 Greater Bangkok



C

30,001 - 50,000 THB / month
Married with kids
Greater Bangkok



D

16,001 - 30,000 THB / month
Married with kids
Greater Bangkok



E

0 - 16,000 THB / month
Married with kids
Greater Bangkok

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