Thailand Social Economic Divide

SOCIAL ECONOMIC STATUS CLASSIFICATION

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Background

- In 2024, we received data from the National Statistical Office based on the 2023 SES data. TMRS updated the previous 2013 Socio-Economic Status (SES) Classification to reflect various changes, including shifts in culture and society (e.g., family structures), economic factors such as inflation, increases in wages and minimum wages, rising salaries for college graduates, the growth of existing industries, the emergence of new sectors, and the development of new occupations in IT, online, and freelance roles.

- The main purpose of the classification is to be discriminating in terms of SES in Thailand, stable in which it doesn't require frequent updates and should be easy to administer in survey based research so classification can be quick, simple to answer for not too intrusive for any person completing.

- Traditionally, Socio-Economic Status (SES) in Thailand has been measured by household income to determine an individual or a group's social standing, however this has proven to be less predictable and as a result this new approach now includes additional variables to complement the SES classification.

- As SES is such a key metric for the research industry and policy makers, we acknowledge that it is vital to have a consensus view before rolling out this new 'industry currency'.

- The information in this report outlines the analysis conducted by TMRS to date and the conclusions based on the analysis from the most up-to-date provided by NSO in 2019 which utilizes census data including household income, living and asset ownership. All of the analysis uses the 2019 population data provided by National Statistical Office of Thailand (NSO) and is based on a detailed and comprehensive analysis conducted by leading TMRS practitioners and professors. The 2019 was purposely chosen given the Covid-19 situation may have some affects on the results and until further data is available to cross-check all data was analysed on the 2019 year.

Objectives

1 Review of the proportion of Household Income distribution data from the past SES Study to update with the current SES based on the previous approach.

2 Identify the variables to that correlate best with SES, and are best placed to replace purely using monthly household income to determine the Socio Economic Status of an individual or household.

3 To introduce an SES classification which more accurately reflects the lifestyles and affluence levels of today's consumers.

4 To have a consistent SES definition and measure across the Thailand market research industry and other industries which use SES.

It must be noted that examinations of socioeconomic status often reveal some shortcomings in the overall accuracy of the results, as we attempt to balance the practicalities of asking few survey questions as possible yet provide a sound prediction with the Socio Economic Status of an individual or household. We have provided the core standard approach to SES as well as providing the additional supplementary questions to add more validity and accuracy of the SES.
This is outlined in the main body of the report.

SES class –
Bangkok [7 Classes]

CLASS	BKK					
	Single (Stay alone)		Married (No child)		Family with children/older	
	Range Net Family Income	%	Range Net Family Income	%	Range Net Family Income	%
E Class	0 - 9,100	12.5%	0 - 12,000	12.1%	0 - 18,000	11.9%
D Class	9,101 - 13,000	23.1%	12,001 - 20,000	23.8%	18,001 - 29,000	22.9%
C Class	13,001 - 19,000	31.7%	20,001 - 31,000	30.4%	29,001 - 46,000	32.5%
C+ Class	19,001 - 24,000	14.3%	31,001 - 42,000	14.6%	46,001 - 61,000	14.7%
B Class	24,001 - 31,000	10.2%	42,001 - 60,000	10.7%	61,001 - 85,000	9.8%
A Class	31,001 - 58,000	6.2%	60,001 - 96,000	6.5%	85,001 - 164,000	6.3%
A+ Class	58,000+	2.1%	96,000+	2.0%	164,000+	2.0%

SES class –
UPC (urban) [7 Classes]

CLASS	UPC (Urban)					
	Single (Stay alone)		Married (No child)		Family with children/older	
	Range Net Family Income	%	Range Net Family Income	%	Range Net Family Income	%
E Class	0 - 3,000	8.8%	0 - 6,000	9.1%	0 - 8,000	9.0%
D Class	3,001 - 8,000	17.4%	6,001 - 12,000	18.9%	8,001 - 16,000	19.2%
C Class	8,001 - 15,000	35.4%	12,001 - 24,000	32.5%	16,001 - 30,000	32.8%
C+ Class	15,001 - 20,000	18.1%	24,001 - 35,000	19.1%	30,001 - 43,000	17.7%
B Class	20,001 - 30,000	12.1%	35,001 - 53,000	12.5%	43,001 - 62,000	12.4%
A Class	30,001-50000	5.9%	53,001 - 85,000	5.7%	62,001 - 100,000	6.2%
A+ Class	50,000+	2.2%	85,000+	2.1%	100,000+	2.7%

SES class –
UPC (rural) [7 Classes]

CLASS	UPC (Rural)					
	Single (Stay alone)		Married (No child)		Family with children/older	
	Range Net Family Income	%	Range Net Family Income	%	Range Net Family Income	%
E Class	0 - 2,000	11.6%	0 - 4,000	11.6%	0 - 7,000	12.0%
D Class	2,001 - 4,000	23.3%	4,001 - 9,000	22.0%	7,001 - 13,000	23.3%
C Class	4,001 - 10,000	30.2%	9,001 - 18,000	30.4%	13,001 - 24,000	30.9%
C+ Class	10,001 - 15,000	15.6%	18,001 - 27,000	16.0%	24,001 - 34,000	14.7%
B Class	15,001 - 23,000	11.1%	27,001 - 43,000	11.7%	34,001 - 50,000	10.5%
A Class	23,001 - 37,000	5.9%	43,001 - 69,000	6.0%	50,001 - 82,000	6.1%
A+ Class	37,000+	2.4%	69,000+	2.3%	82,000+	2.5%

✉ **CONTACT US**

If you'd like more SES information beyond what's covered in TMRS Flash, please contact Khun Arirat at contact.tmrs@gmail.com