



## Thailand's Social Outlook of Q1/2025

Key social situations in the first quarter of 2025 are elaborated as follows: Employment trends remained subdued with a continued decline, though the unemployment rate decreased. Concurrently, household debt in Q4 2024 expanded at a decelerated pace, while non-performing loans consistently increased. Similarly, the safety of life and property worsened. Meanwhile, consumption of alcohol and tobacco, incidence of reportable diseases, and consumer protection complaints all rose. In addition, 3 captivating social situations were discussed in this report: 1) Soft Skills Gap in the Thai Labor Market, 2) OTT: How Should Modern Media Services Be Regulated? And 3) Monitoring and Managing Alien Species. This report also introduces the article "Case Study of Earthquake Response in Foreign Countries."

The labor situation in the first quarter of 2025 contracted. Employment in the agricultural sector continued to decrease, while the non-agricultural sector experienced only slight growth. Several key issues demand close attention, including the survival of SMEs due to their lack of technology and innovation adoption, the potential unemployment risk for new graduates, and the need to ensure job security for workers in case of layoff.

In the first quarter of 2025, the total number of employed people was 39.4 million, a 0.5 percent decrease from the same period last year. This decline was primarily due to a continuous 3.1 percent drop in agricultural employment. However, the non-agricultural sector saw a slight improvement of 0.5 percent. The hotel and restaurant sector, in particular, continued to expand by 3.5 percent despite a downturn in tourist numbers. Similarly, the transportation and storage sector grew by 4.5 percent. In contrast, manufacturing employment saw a slight contraction of 0.4 percent. Overall, **the average weekly working hours decreased** to 40.8 hours, with the private sector averaging 44.0 hours. The number of people working overtime decreased by 5.0 percent, while the underemployed workforce declined by 7.9 percent. **The unemployment rate fell** to 0.88 percent, down from 1.01 percent in Q1/2024, with approximately 360,000 unemployed individuals. This reduction was notable among those with a high school education or less, and the number of long-term unemployed also fell by 14.3 percent, with around 68,000 individuals affected. Among the unemployed who had never worked before, over 74.3 percent were jobless because they couldn't find work. However, the number of "quasi-unemployed" rose significantly by 14.6 percent from the previous year, reaching over 4.3 million people.

**Key issues requiring monitoring and attention include:** 1) **Adopting innovation and technology for SME survival.** A World Bank report indicates that Thai businesses utilize innovation in their operations less frequently than their regional counterparts. This affects their competitiveness and can lead to business closures. Therefore, SMEs should be encouraged to access funding to increase

their opportunities to adopt innovation and technology; 2) **Ensuring severance protection for workers in cases of layoff.** The Labor Protection Act B.E. 2541 (1998) stipulates that employers must pay severance based on years of service when employees are terminated without misconduct. However, many workers—particularly those employed by foreign-owned establishments—have not received the compensation they are entitled to. Therefore, clear measures should be studied and implemented to ensure employees receive proper compensation; and 3) **New graduates facing potential unemployment risk.** A survey found that over 89 percent of executives are reluctant to hire new graduates, perceiving them as lacking experience, skills, and possessing poor professional etiquette. As a result, companies are opting for freelancers or retired staff as replacements, or simply leaving positions unfilled. Therefore, new graduates must proactively develop both their skills and professional attitudes, while the education sector needs to urgently adapt its teaching methods to better prepare students for the workforce.

Household debt continued to slow in the fourth quarter of 2024, but household credit quality declined. Key issues that need attention include the luxurious spending habits of Thais that could lead to excessive debt and the push for cooperatives to join the credit bureau.

In the fourth quarter of 2024, household debt totaled 16.42 trillion baht, showing a modest 0.2 percent growth compared to the same period last year. This slower expansion was largely due to tighter lending standards, particularly from commercial banks. As a result, the household debt-to-GDP ratio decreased to 88.4 percent, down from 88.9 percent in the previous quarter. Conversely, household credit quality declined. The value of non-performing personal loans (NPLs)—those overdue by more than 90 days in the credit bureau database—reached 1.22 trillion baht, accounting for 8.94 percent of total loans, up from 8.78 percent in the previous quarter. Meanwhile, special mention loans (SMLs)—overdue between 30 and 90 days—amounted to 568 billion baht, a 6.9 percent decrease from the same period last year. **Key issues requiring attention include:** 1) **Thais' tendency towards luxury consumption, potentially leading to excessive debt.** A Mahidol University survey found that one-third of Thais regularly spend on luxury goods and premium services, increasing their susceptibility to debt cycles and 2) **The push for cooperatives to join the credit bureau.** This move is seen as a tool to help individuals escape debt problems and increase their access to fair credit.

Notifiable disease cases increased in the first quarter of 2025. Key issues that need close attention include the spread of COVID-19, the increasing trend of sexually transmitted diseases (STDs), particularly syphilis and HIV, the outbreak of scarlet fever in children, and the risk of anthrax infection from handling or consuming raw beef.

In the first quarter of 2025, reportable diseases surged by 64.1 percent, primarily due to the ongoing epidemics of influenza and pneumonia from Q4/2024. Moreover, mental health issues have also seen an increase. Regarding public health, several key concerns demand attention: 1) **The rising number of COVID-19 cases;** 2) **The increasing trend of sexually transmitted diseases,** specifically syphilis and HIV; 3) **The spread of scarlet fever in children;** and 4) **The risk of anthrax infection from handling or consuming raw beef,** which can lead

to severe illness and potentially death.

### **Alcohol and tobacco consumption rose in the first quarter of 2025**

In the first quarter of 2025, spending on alcohol and tobacco increased by 1.0 percent. This was driven by a 2.0 percent rise in alcohol consumption, while tobacco consumption decreased by 0.8 percent compared to the same period last year. This trend aligns with the continuous decline in the number of tobacco users since 2011. Another critical issue to monitor is that **five provinces show a high risk of alcohol-related diseases**. Data from the National Statistical Office in 2024 reveals an increase in alcohol consumption among Thais aged 15 and older. Specifically, Buriram, Ratchaburi, Tak, Ang Thong, and Uttaradit have a high proportion of residents who drink heavily 3-4 days a week, putting them at increased risk of illness. Furthermore, while the overall number of smokers is decreasing, the number of regular smokers is rising, and new smokers are getting younger.

**The first quarter of 2025 saw a drop in the safety of life and property. Several issues demand attention are child drownings, the persistent threat of online scams targeting Thais, and the state of disaster warning system preparedness.**

In the first quarter of 2025, overall criminal cases increased by 1.2 percent compared to the same period in 2024. This was driven by a 0.3 percent rise in narcotics cases and a 21.1 percent increase in property offenses, while crimes against life, body, and sex decreased by 6.8 percent. Regarding reported road accidents, the cumulative number of affected individuals rose by 0.2 percent from Q1 2024, with an increase in injuries and disabilities, though fatalities dropped by 11.9 percent. **Key issues that require attention** include 1) **Child Drownings**: 6,055 children under 15 have tragically died from drowning. A significant 33.8 percent of these incidents occurred between March and May, with an average of 2.3 deaths per day. The rainy season further elevates the risk, particularly in flooded areas or open water sources lacking fences or warning signs, such as canals, swamps, and drainage ditches; 2) **High Risk of Online Scams for Thais**: The Whoscall 2024 report revealed a staggering 168 million scam calls and SMS messages, an increase of over 112% from 79.2 million in 2023, setting a new five-year record. SMS messages containing phishing links are particularly prevalent, often impersonating government agencies for issues like toll payments or the digital wallet project; and 3) **Preparedness of Disaster Warning Systems**: Thailand is developing a public disaster alert system using Cell Broadcast (CBS). However, initial tests show limitations with some phone operating systems that aren't compatible with CBS signals. Users on older 2G and 3G networks will still get alerts via SMS. Expanding CBS system coverage remains an urgent priority.

**Consumer complaints about goods and services have increased, while complaints regarding telecommunications issues filed with the Office of the National Broadcasting and Telecommunications Commission (NBTC) have decreased. However, ongoing concerns remain regarding the use of AI in creating images for advertising products/services, the spread of fake accommodation pages, and overpriced private hospital service fees.**

In the first quarter of 2025, consumer complaints rose by 36.2 percent compared to the same period last year. Complaints regarding goods and services filed with the Office of the

Consumer Protection Board (OCPB) increased by 39.2 percent, while complaints concerning telecommunications business submitted to the Office of the National Broadcasting and Telecommunications Commission (NBTC) decreased by 4.8 percent. However, concerns about signal quality persist. Nonetheless, **several issues require ongoing monitoring:** 1) **Increased use of AI in creating advertising images for products/services.** This trend could lead to false advertising and privacy violations, potentially misleading consumers about essential product information. Over 67 percent of consumers find it difficult to distinguish AI-generated images, and more than 20 percent cannot distinguish them at all; 2) **Spread of fake accommodation booking pages on online platforms.** This is particularly rampant during holiday seasons, leading to more instances of public deception; and 3) **Excessively high and unfair service fees at private hospitals.** In 2025, the prices of medicines and medical supplies at private hospitals were found to be inflated. For instance, a 1,000 ml bag of saline solution was sold for 919 baht, which is 20.4 times higher than the market price (Consumer Council, 2025). This highlights an inappropriate financial burden placed on the public.

#### Soft Skills Gap in the Thai Labor Market

The Office of National Economic and Social Development Council (NESDC), in collaboration with Social and Business Development Research Center Co., Ltd. (SAB), conducted a survey “*The Soft Skills Gap: Essential Business Needs vs. Current and Future Workforce Skills*” The survey gathered insights from students, workers, and business representatives to illustrate the current state of soft skills, the alignment between employer needs and workforce capabilities, and opportunities for soft skills development. The survey results revealed that both workers and students highly value soft skills. Both groups largely agreed that “having soft skills increase job opportunities” and “soft skills are as important as hard skills” Over 65 percent of entrepreneurs, especially in large organizations, prioritize soft skills and use them as one of criteria for the personnel selection.

However, the survey highlighted several key findings indicating that Thailand must improve the soft skills of its workforce : 1) **Thai workers’ soft skills priorities don’t align with the global market trends.** Organizations worldwide prioritize future-oriented soft skills, especially analytical thinking, adaptability, and creativity. In contrast, Thai workers still focus on soft skills primarily beneficial for current job performance; 2) **Nearly one-third of students and workers misunderstand the soft skills demanded by employers.** Employers primarily expect employees to possess strong teamwork, customer service, and communication skills. However, the soft skills students and workers possess most often don't match these requirements.; 3) **Over one-third of businesses do not offer soft skills development activities for their employees, and university education is still falling short in fostering these skills.** In the past 12 months, over 37.7 percent of businesses did not provide any soft skills development activities for staff. Meanwhile, 57.4 percent of students reported that current university education contributed only minimally to moderately to their soft skill development; 4) **Collaboration between businesses and educational institutions in soft skills development is limited.** A significant 61.3 percent of businesses have not partnered with educational institutions on students’ soft skills

development. Their involvement, 87.6 percent of them, extends only to providing internships; 5) **Most students and workers learn soft skills on their own, which is likely a key reason their skills don't align with employer demands..** Over 32.7 percent of workers and 50.5 percent of students reported primarily learning soft skills on their own, often through resources like YouTube.

Meanwhile, other countries have clear support mechanisms. For example, *Singapore* has SkillsFuture Singapore, an agency dedicated to promoting soft skills across all age groups through lifelong learning programs. *South Korea* grants workers the right to receive training in both hard and soft skills, fully subsidizing the costs through its National Training Card System. *Canada* has policies that support short-term training and subsidize costs for businesses, alongside the establishment of Future Skills Centres. If Thailand aims to effectively boost its soft skills capabilities to compete on the global stage, it will need a systematic approach for soft skills development. This needs to be coupled with comprehensive and sustainable support mechanisms, particularly regarding the government's role in getting different sectors to work together. This will ensure that soft skills development proceeds in a consistent direction. Furthermore, there must be greater collaboration between educational institutions and businesses, both domestic and international, to develop curricula that align with the demands of both the Thai and global labor markets.

#### OTT: How Should Modern Media Services Be Regulated?

Content delivery over internet networks (Over the Top: OTT) services, have increasingly replaced traditional television content consumption. This shift is due to their ability to effectively cater to contemporary consumer behavior. As a result, the market value of OTT services in 2024 reached as high as 821.3 million USD and is projected to grow to 1,059.0 million USD by 2028. Furthermore, the services align with Thailand's goal of promoting content business/digital content in international markets. However, the absence of a clear regulatory framework for OTT services in Thailand has created a legal and definitional vacuum. This gap has led to several issues, particularly within the streaming service segment, including: 1) **The Ease of access to inappropriate or harmful content**, especially among children and youth. According to the Digital 2023 Global Overview Report, 54 percent of children and adolescents have encountered pornographic content on online platforms. A contributing factor is the inconsistency among OTT platforms in defining content suitability standards and content warning systems, which can result in confusion and heightened risk of exposure to inappropriate material; 2) **An increase in copyright infringement**. This is particularly prevalent on platforms that allow users to generate and distribute their own content. Such activities have contributed to a rise in copyright violations within Thailand's film and entertainment industry, with potential economic damages estimated at up to 10 billion baht per year; and 3) **Exploitation of legal loopholes by OTT operators**. For instance, Digital TV programs, originally licensed by the National Broadcasting and Telecommunications Commission (NBTC), have been rebroadcast on OTT platforms with additional revenue generated from inserted advertisements.

Many countries have addressed these challenges by establishing regulatory frameworks and promotional measures, including: 1) **Enacting dedicated legislation to regulate OTT services.** For instance, *Singapore* has enacted the Broadcasting Act 1994, which classifies OTT services as either on-demand or live broadcast services, subjecting all domestic providers to regulation under this law; 2) **Bringing OTT services into the formal regulatory system** through two approaches: (1) notification-based system, as practiced in *the United Kingdom, Denmark, and South Korea* and (2) licensing system, as mandated in *Singapore and Malaysia*; 3) **Implementing content regulation, advertising oversight, and copyright protection.** For **content and advertising**, the *European Union* enforces the Audiovisual Media Services Directive (AVMSD) to regulate harmful or socially impactful content and advertising practices. For **copyright protection**, the *United Kingdom* allows OTT platforms to rebroadcast television content with inserted advertisements only if prior agreements have been made with the rights holders. *Singapore* has revised its copyright laws to explicitly include OTT services and enforces these regulations rigorously; and 4) **Supporting content production and export.** The *European Union* requires OTT platforms to ensure that at least 30 percent of their content catalog consists of EU-produced content. *South Korea* has established a dedicated committee for the export of OTT content and implements various measures to support local content production, including tax relief to reduce production costs.

Based on international practices in regulating and promoting OTT services, Thailand may consider adopting the following measures: 1) **Expediting the development of a clear regulatory framework for OTT services.** This includes definitions, scope of regulation, responsible authorities, and the regulatory model; 2) **Establishing uniform content and service standards** to both domestic and foreign OTT operators; and 3) **Strengthening institutional readiness.** For instance, NBTC and the Creative Economy Agency (CEA) should be equipped with adequate authority, budget, human resources, and technological capacity, coupled with integrated inter-agency collaboration to ensure that the regulation and promotion of digital content are carried out effectively and in a coordinated manner.

### Monitoring and Managing Alien Species

The introduction of alien species poses a significant threat to global biodiversity. According to a 2023 report by the United Nations Environment Programme (UNEP), many countries have faced invasions by more than 37,000 alien species since 1970, of which 3,500 are classified as invasive. These have contributed to the extinction of around 60 percent of native plant and animal species worldwide. It is projected that the number of alien species in various regions could increase by as much as one-third by 2050. Additionally, the 2023 IPBES report states that the global economic loss due to alien species exceeds 423 billion USD per year. Of this, 92 percent stems from damage to ecosystems and human quality of life, while only 8 percent represents the cost of management and control. **In Thailand**, data from the Office of Natural Resources and Environmental Policy and Planning (ONEP) indicates that, as of 2018, there were 196 recorded alien species (both plant and animal) identified as invasive or potentially invasive. Among these,

23 species have been classified as high-priority alien species. For example, the blackchin tilapia (ranked as the most critical species) was introduced into Thailand and has since spread extensively, causing substantial harm to local aquaculture and fisheries. A study by the Puey Ungphakorn School of Development Studies found that, in Phraek Nam Daeng Subdistrict, Amphawa District, Samut Songkhram Province, the damage from this species alone amounted to 131.96 million baht per year. On a national level, the InvaCost 2017 assessment estimated that the economic cost of invasive alien species in Thailand totaled 5.175 billion USD.

The spread of alien species has stemmed from both intentional and unintentional introductions, such as importation for agricultural research, transport via vehicles, and the pet trade. These pathways of invasion highlight the lack of proper regulatory oversight. In Thailand, there is still no specific legislation dedicated to the prevention, control, or eradication of invasive alien species, which has showed several enforcement gaps, including: 1) **The absence of ecological risk assessments** prior to granting import permits, particularly current quarantine measures which primarily focus on disease prevention; 2) **The Ministry of Agriculture and Cooperatives' regulations do not comprehensively cover invasive or potentially invasive alien species;** and 3) **The lack of a monitoring system for alien species disposal**, such as requiring owners to dispose of animals themselves without proper guidance.

Meanwhile, many countries have implemented effective management systems, examples include: 1) **Enacting specific control legislation.** *Japan* enacted the Invasive Alien Species Act in 2004, which includes: 1) Prevention measures: For example, the importation of unclassified alien species (UAS) requires prior notification and is prohibited until it is confirmed "no risk" to the ecosystem; 2) Control and eradication measures: For instance, reporting on the management of IAS (Invasive Alien Species) allows government officials to conduct inspections at any time within the necessary scope; and 3) Strict penalties: If impacts occur, individuals or legal entities can be held responsible for all or part of the management costs and face criminal penalties. Legal entities may be fined up to 50 million yen; 2) **Creating invasive species databases for management purposes.** *Canada* developed websites and mobile applications to allow public participation in data collection through photo submissions and geolocation tagging. This data supports national-level planning, policymaking, and control measures; 3) **Promoting research and innovation in prevention.** *The United States* studied and built underwater "electric barriers" that deter fish from swimming through. This has successfully slowed the spread of Asian carp by 85–95 percent; and 4) **Community involvement in conservation.** *New Zealand* runs invasive species eradication and ecosystem restoration projects on several islands. One example is the recovery of the native and endangered kakapo parrot population, which increased from just 51 birds in 1995 to 252 birds in 2022. This success was achieved through active community and volunteer participation. The country also set a national goal, "Predator Free 2050," aiming to eliminate invasive predators by 2050.

The aforementioned initiatives serve as useful models for Thailand. Managing alien species requires a multifaceted approach. For Thailand, there is a need to urgently revise and improve

legal frameworks to be more specific and comprehensive. Additionally, there should be development of monitoring systems, database creation, and funding support for ecological restoration research, particularly by learning from affected areas. At the same time, civil society and the general public can play a role in preventing invasions. For example, by refraining from releasing non-native aquatic animals or plants into the wild, and by reporting sightings of alien species to responsible agencies such as the Department of National Parks, Wildlife and Plant Conservation, the Department of Fisheries, the Department of Livestock Development, or supporting agencies such as the Office of Natural Resources and Environmental Policy and Planning (ONEP), and local administrative organizations.

#### **Article “Case Study of Earthquake Response in Foreign Countries”**

Thailand is at moderate risk for earthquakes, with the likelihood of 6–8 earthquakes per year. Meanwhile, most of the quakes affecting Thailand originate outside the country. Nonetheless, the earthquake on March 28, 2025, caused significant damage to public and government buildings with 48 buildings severely damaged, and 304 suffered moderate damage, while many people were also injured or killed. According to an estimate by SCB EIC, the economic damage totaled approximately 30 billion baht, reflecting Thailand’s limitations in disaster preparedness. Several countries have implemented effective prevention and mitigation strategies, including: 1) Clear earthquake response plans. Japan has designated specific roles for involved agencies and prepared infrastructure and utilities in advance. The United States has developed knowledge to support building standards, enhance early warning systems, and formulate emergency response protocols; 2) Earthquake monitoring and impact assessment. Japan and New Zealand utilize national and global earthquake databases to analyze and forecast possible future seismic intensities and impacts; 3) Building standards and old buildings’ retrofit incentives. The United States enforces strict structural codes to ensure buildings withstand seismic forces, regularly updating these standards. Japan provides subsidies and special loans to support the retrofitting of old buildings; 4) Public education and emergency drills. Japan includes disaster preparedness in school curricula, publishes household disaster manuals, creates informative media, and conducts regular earthquake drills, similar to Iran; 5) Warning systems. Several countries, such as Japan and the United States, use Earthquake Early Warning (EEW) systems to detect primary seismic waves and issue alerts to the public when the expected intensity reaches a certain threshold through Cell Broadcasts, TV, apps, radio, community speakers, and state-level alert systems; 6) Emergency management. Japan immediately establishes a special coordination center to oversee emergency decision-making and provide timely updates. Assistance for affected people includes search and rescue operations, the provision of shelters, and the restoration of public utilities. At the local level, evacuation points and routes are designated, and public facilities are prepared to accommodate evacuees; and 7) Post-disaster recovery. Japan provides financial assistance for housing repairs and has an emergency budget allocation integrated into its annual fiscal plan.

Thailand can adopt the following approaches to prepare for and respond to earthquakes by: 1) Strengthening buildings to withstand earthquakes. This requires raising public awareness and providing incentives or encouragement for retrofitting old buildings, as well as ensuring that new constructions outside designated control zones are earthquake-resistant; 2) Developing an early warning system to help people respond appropriately. Warning messages should clearly indicate the severity level and provide guidance on how to react; 3) Establishing clear post-disaster response and recovery protocols. This includes clearly defining the roles of different agencies and considering the allocation of an annual budget specifically for disaster response; and 4) Building public knowledge on earthquake preparedness. This includes integrating earthquake-related content into the mandatory-education curriculum, conducting regular practices, promoting public awareness campaigns, and distributing disaster preparedness manuals.

## Key Social Indicators

Key Components	2023	2024	2023				2024				2025
	Year	Year	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
1. Employment <sup>1/</sup>											
Workforce (Thousands)	40,407.2	40,556.6	40,281.0	40,302.2	40,531.8	40,673.9	40,226.4	40,178.1	40,484.1	40,537.7	40,484.1
% YOY	1.4	-0.2	1.7	1.4	1.1	1.3	-0.1	-0.3	-0.1	-0.3	0.6
Employed Person (Thousands)	39,912.0	39,806.4	39,629.2	39,677.5	40,091.3	40,250.1	39,579.0	39,500.7	40,039.5	40,106.2	39,383.3
% YOY	1.8	-0.3	2.4	1.7	1.3	1.7	-0.1	-0.4	-0.1	-0.4	-0.5
Unemployed Person (Thousands)	395.2	402.2	421.1	429.0	401.2	329.3	407.7	429.1	413.9	358.2	357.7
Unemployed Rate (%)	0.98	1.00	1.05	-21.5	0.99	0.81	1.01	1.07	1.02	0.88	0.88
Underemployed Person (Thousands)	202.1	192.3	227.9	202.6	166.9	210.9	199.5	162.4	191.9	223.6	176.3
2. Household Debt <sup>2/</sup>											
Household debt value (Trillion baht)	16.4	16.4	16.0	16.1	16.2	16.4	16.4	16.4	16.3	16.4	N.A.
% YOY	3.0	0.2	3.8	3.8	3.3	3.0	2.4	1.5	0.8	0.2	N.A.
Ratio to GDP (percent)	91.3	88.4	90.8	90.9	91.0	91.4	90.8	89.8	89.0	88.4	N.A.
NPL (Billion baht)	1.05	1.22	0.95	1.03	1.05	1.05	1.09	1.16	1.20	1.22	N.A.
% YOY	6.6	16.4	-4.2	-7.3	-4.0	6.6	14.9	12.2	14.1	16.4	N.A.
% NPL to Total Loan	7.65	8.94	7.18	7.66	7.73	7.65	8.01	8.48	8.78	8.94	N.A.
3. Health and Illness											
Number of patients under disease surveillance (person) <sup>3/</sup>											
- Measles	317	1,868	58	88	107	113	543	136	504	685	389
- Meningococcal fever	11	11	2	2	4	3	2	2	3	4	2
- Encephalitis	893	967	303	209	194	187	516	216	242	193	312
- Cholera	3	4	1	0	1	1	2	0	0	2	1
- Hands, feet and mouth	64,021	89,794	11,483	9,305	29,974	13,636	15,957	7,847	49,410	16,380	10,684
- Dysentery	1,541	1,823	401	370	396	314	485	373	553	432	506
- Pneumonia	292,676	398,201	78,403	57,880	81,054	76,945	96,395	75,975	115,246	110,585	138,418
- Leptospirosis	4,460	4,187	622	797	1,591	1,473	767	732	1,308	1,340	782
- Dengue fever	157,142	103,601	10,948	23,636	76,579	46,548	24,131	17,702	42,328	19,440	7,236
- Influenza	478,175	650,931	39,457	25,682	211,103	202,741	121,074	99,895	220,228	209,734	267,952
- Rabies	4	3	1	1	0	2	0	1	2	0	4
Rate per 100,000 population of death with major chronic non-communicable diseases											
- High blood pressure	13.50	N.A.	No quarterly data available								N.A.
- Ischaemic heart disease	33.50	N.A.									N.A.
- Cerebrovascular disease	58.30	N.A.									N.A.
- Diabetes	22.00	N.A.									N.A.
- Cancer and tumors	132.60	N.A.									N.A.
4. Safety of life and property <sup>4/</sup>											
- Against life, body, and sexuality crimes (cases)	18,716	20,378	4,641	4,790	4,601	4,684	5,181	5,008	5,230	4,959	4,827
- Property crimes (cases)	63,527	74,371	14,839	14,308	16,854	17,526	17,624	17,313	20,698	18,736	19,013
- Narcotics (cases)	303,414	373,114	84,551	70,069	69,204	79,590	90,011	91,207	95,594	96,302	90,302
Receiving notification of cumulative victims <sup>5/</sup>	822,828	869,127	208,616	200,054	196,850	217,308	224,113	203,842	212,613	228,559	224,615
- Fatalities due land accidents (deaths)	14,122	14,164	3,782	3,349	3,133	3,658	3,748	3,448	3,128	3,840	3,301
5. Consumer Protection											
5.1 Number of Complaints filed to OCPB <sup>6/</sup> (case)											
- Contracts	1,924	2,172	477	561	455	431	467	420	686	599	625
- Labelling	2,421	2,860	793	508	474	646	584	533	886	857	911
- Advertising	3,634	2,594	2,474	330	360	470	807	397	742	648	788
- Direct Selling and Direct Marketing	2,378	2,793	741	513	588	536	609	600	711	873	1,418
- Others	21,807	14,989	8,146	5,592	4,428	3,641	3,319	3,567	3,869	4,234	4,310
5.2 Consumer Complaints filed to NBTC <sup>7/</sup> (cases)	1,593	1,459	474	371	297	451	414	340	310	395	394

Source : <sup>1/</sup> Labor force survey report, National Statistical Office, Ministry of Digital Economy and Society<sup>2/</sup> Bank of Thailand<sup>3/</sup> Bureau of Epidemiology, Department of Disease Control, Ministry of Public Health<sup>4/</sup> Criminal Record and Information Management Enterprise System (CRIMES), Royal Thai Police<sup>5/</sup> Claims filed under Protection for Motor Vehicle Victims Act., Road Accidents Data Center for Road Safety Culture (THAI RSC)<sup>6/</sup> Office of the Consumer Protection Board, Office of the Prime Minister<sup>7/</sup> Office of The National Broadcasting and Telecommunications Commission (NBTC)