

#### Thailand Social's Outlook of Q1/2023

The first quarter of 2023 in Thailand reveals significant developments across various social aspects, including improved employment opportunities, a decrease in unemployment to the normal level with an unemployment rate of 1.05 percent. Household debt (fourth quarter of 2022) expanded at a slower rate, and the quality of credit remained stable. Although the reported incidents of traffic accidents have decreased, the number of reported illnesses and the emergence of COVID-19 cases have increased. In terms of criminal cases, there has been an increase in cases related to physical and sexual assault, as well as property-related offenses. The consumption of alcohol and cigarettes has also increased, along with an increase in consumer complaints reported through the Consumer Protection Board. Furthermore, three interesting social situations were presented: (1) "Mutelu": Opportunities to promote faith-based tourism, (2) Social Enterprises for the Support of an Aging Society, and (3) Non-Monetary Savings: Alternative Approaches for Future Income Generation. Additionally, an article on "Morals in Thai Society" was also presented.

The labor situation in Thailand has shown remarkable improvement compared to the same period in the previous year, attributed to the expansion of employment opportunities both within and outside the agricultural sector. The unemployment rate has reverted to normal levels, accompanied by a noticeable rise in overtime work and higher wages.

The number of people employed reached 39.6 million, a 2.4 percent increase compared to the same period in the previous year. This rise can be attributed to employment expansion in both the agricultural and non-agricultural sectors. The agricultural sector expanded by 1.6 percent due to increased cultivation areas, while non-agricultural sectors such as wholesale and retail trade, hotels, and restaurants experienced a 2.7 percent expansion. These sectors have benefited from the ongoing economic recovery and the continuous growth of the tourism industry. However, there has been a slight decline in employment within the manufacturing sector, while the transportation/freight and construction sectors contracted by 7.2 percent and 1.6 percent, respectively. Working hours increased, with overall and private sector working hours at 41.4 and 44.3 hours, respectively. The number of employees working overtime increased by 12.4 percent to over 6.4 million people, while the guasi-unemployed decreased by 11.3 percent. The unemployment rate improved continuously and was at 1.05 percent, with 421,144 unemployed individuals. The following issues need to be monitored: 1) The shortage of digital and IT professionals as society transitions into the digital era. The demand for IT-related positions annually ranges from 20,000 to 30,000, yet there is an insufficient number of graduates in this field to meet the demand. 2) The potential impact of the El Niño phenomenon on the income and employment of agricultural labor. This

phenomenon can adversely affect cultivation and agricultural productivity. 3) The job selection behavior of the younger generation, particularly with regard to seeking high remuneration and balanced lifestyle.

Household debt in the fourth quarter of 2022 expanded at a slower rate, while overall credit quality remained stable. However, there is a need to monitor debt related to risky car loans and the increase in non-performing loans (NPLs) in personal credit accounts.

During the fourth quarter of 2022, household debt in Thailand amounted to 15.09 trillion baht, reflecting a slower growth rate of 3.5 percent compared to the previous quarter's 4.0 percent. Adjusted for seasonal factors, the household debt increased by 1.1 percent from the previous quarter. The household debt-to-GDP ratio stood at 86.9 percent. **The households' ability to repay debt remained stable**, with non-performing loans (NPLs) as a percentage of total bank loans standing at 2.62 percent, showing stability compared to the previous quarter. However, there are still risks associated with car loans that fall under the special mention loans (SMLs), which has been consistently increasing as a percentage of total loans. Moreover, personal loans have been impacted by the COVID-19 situation, with higher values and an increase in delinquent accounts. High levels of household debt will have an impact on the economy, requiring collaborative efforts from all sectors to address the issue.

In the first quarter of 2023, there was an increase in illnesses under surveillance, along with the rising trend of COVID-19 outbreaks. Moreover, there emerged a growing apprehension regarding safeguarding against PM 2.5 and heatstroke, both of which pose significant health risks and can even result in fatalities.

The incidence of illnesses under surveillance increased by 124.5 percent due to the rise in cases of hand, foot, and mouth disease, particularly among children under the age of 5. As for the COVID-19 situation, there was a growing trend and an increasing number of cases related to new variants. On the other hand, the mental health situation has shown signs of improvement. During the early months of the year (from January 1 to May 7, 2023), there were a significant number of patients affected by air pollution or PM 2.5, reaching 3.11 million cases. These situations highlight the importance of prioritizing personal disease prevention measures, ensuring the ongoing administration of COVID-19 vaccinations, particularly among the 608 group. It is crucial to prevent illnesses and fatalities resulting from heatstroke, as well as address the mental health challenges faced by university students, where a heightened risk of depression has been observed.

The consumption of alcohol and cigarettes increased, highlighting the need to raise awareness about social responsibility among both consumers and sellers of alcoholic beverages. Moreover, emphasis should be placed on the advertising of e-cigarettes targeting children and adolescents.

The consumption of alcohol and cigarettes increased by 2.5 percent, with alcohol consumption increasing by 4.1 percent while cigarette consumption has decreased by 0.2

percent. This is due to the population engaging in more economic and social activities, resulting in an increased demand for alcoholic beverages. However, there are issues that need to be monitored and addressed, **particularly irresponsible alcohol consumption**, especially during the New Year festival in 2023. During this period, there were 8,567 cases of drunk driving, an increase of 699 cases from the previous year. Efforts should be made to promote responsible drinking behavior. At the same time, retailers and sellers should refrain from offering discounts, promotions, or freebies related to alcoholic beverages, and they should also refuse to sell to customers who are visibly intoxicated. In addition, it is essential to recognize the significance of **promoting e-cigarettes specifically aimed at children and teenagers.** These advertisements primarily focus on attracting children and teenagers, especially teenage boys, who are exposed to e-cigarette advertising approximately 11.3 times per month.

Safety of life and property. The overall crime rate increased by 2.2 percent. This increase was mainly observed in cases of physical and sexual assault, as well as property-related crimes. There was a decrease of 7.8 percent in reported road traffic accidents, although the number of fatalities increased by 9.6 percent. There are several areas of concern that need to be monitored, including online scams, monitoring of juvenile delinquency, improving road infrastructure for safer traffic conditions, and preventing child and teenagers from drowning.

In the first quarter of the year 2023, there were a total of 103,936 reported **criminal cases**, an increase of 2.2 percent compared to the same quarter of 2022. Cases of physical and sexual assault, as well as property-related crimes, showed a significant increase of 22.7 percent and 25.0 percent, respectively. There were 84,959 reported cases of drug-related offenses, which decreased by 1.8 percent, but it still accounted for a higher proportion compared to other types of crimes. In terms of **road traffic accidents**, there were 207,498 reported casualties, which represented a 7.8 percent decrease compared to the same quarter of the previous year. The number of accumulated injuries decreased by 9.6 percent, reaching a total of 3,847. During the Songkran Festival of 2023, there was an increase in accidents and injuries compared to the previous year, with an increase of 14.9 percent and 18.1 percent, respectively. However, there was a decrease of 5.0 percent in the number of fatalities.

To prioritize safety in life and property, it is important to address the following issues: 1) **combating illegal lending activities.** Currently, informal online lending has become more prevalent, with an increasing number of individuals accessing unauthorized loan applications to easily borrow money. It is crucial to expedite efforts to crackdown on underground networks that facilitate unregulated lending; 2) **monitoring juvenile delinquency**. Despite the decline in delinquent behaviour among children and teenagers in 2022, there remains a significant number of cases involved in the juvenile justice system. A total of 12,192 cases were reported. Families, schools, and communities to work together and address this issue collectively; 3) **Improving road conditions** to be suitable for traffic is a significant factor in reducing road accidents; and 4) **Preventing deaths from drowning, which often occur during the summer**. Every year, a considerable number of children lose their lives due to drowning incidents. In the first quarter of 2023, a total of 34 children under the age of 15 died from drowning. Parents/guardians should closely supervise children. While water tourist attractions and community water sources should have safety measures in place, it is also important to enhance water survival skills for children to ensure their safety.

The number of complaints filed through the Consumer Protection Board (CPB) increased, while complaints filed through the Office of the Consumer Protection Board (OCPB) decreased. In addition, there are issues that need to be, such as advertising practices and standards of beauty products and services that tend to be misleading to consumers.

During the first quarter of 2023, consumer protection complaints increased by 203.4 percent compared to the previous quarter. Complaints filed through the CPB increased by 397.3%, particularly in the area of advertising, which accounted for the highest number of complaints. On the other hand, complaints related to telecommunications services filed through the OCPB decreased by 73.4 percent, the highest number of complaints still pertained to mobile phone services. In addition, there are other important issues that need to be emphasized. These include: 1) Misleading advertising messages that may deceive consumers. According to data from the OCPB in 2022, the majority of complaints regarding advertising were related to online products and beauty services. Examples include nose jobs and filler injections, which often use misleading advertising texts on online platforms that are difficult to verify. Additionally, renowned individuals are sometimes brought in to review products without providing sufficient medical information for consumers to make informed decisions. Consumers should carefully evaluate their choices before making purchases, and entrepreneurs should study regulations to accurate advertising presentations; 2) Deceptive sales of products and services without proper standards for consumers: According to data from the FDA in 2023, it was found that non-standard materials were being used for surgeries and deceptive sales practices were observed with inflated prices at several clinics. Therefore, relevant authorities must conduct inspections to ensure that products and services meet appropriate standards and regulate prices to be fair and reasonable.

## Mutelu: Opportunities for Promoting Belief-Based Tourism

The term "Mutelu" is used to represent the belief and faith in sacred objects and entities among Thai people. It extends beyond religious beliefs and encompasses elements of supernatural mysteries, astrology, as well as sacred artifacts and talismans. Mutelu tourism can be compared to "faith-based tourism" in other countries and includes visits to sacred sites, pilgrimages, and spiritual exploration. According to a report by Future Markets Insight, faithbased tourism generated a global economic value of up to 13.7 billion US dollars in 2022, with projections of tripling within 10 years. For Thailand, the value of Mutelu tourism, particularly related to pilgrimage tourism, is estimated by the Ministry of Commerce to circulate up to 10,800 million baht. However, Thailand's Mutelu tourism resources extend beyond pilgrimages alone. There are various forms of Mutelu tourism, which can be broadly classified into two main categories: 1) Mutelu as places such as temples, shrines, and sacred sites, as well as replicas of sacred entities like the statue of Ai Khai (egg boy); and 2) Mutelu as non-places such as talismans, rituals, and the globally renowned artistry of Thai tattoos. The diversity of Thailand's Mutelu tourism resources reflects the multicultural heritage that blends religious traditions and beliefs of the Thai people. It has become a soft power that can be used to attract tourists. However, appropriate support strategies are necessary. These strategies include: 1) Establishing clear policies and guidelines for tourism development at both the national and regional levels. For example, Hong Kong has implemented a policy promoting "religious tourism" to attract tourists from all around the world; 2) Developing marketing strategies for Mutelu tourism through comprehensive branding of locations, individuals, and Mutelurelated activities. Thailand needs to create branding that incorporates storytelling and highlights the historical and cultural significance of Mutelu, along with introducing cultural elements associated with Mutelu in various media platforms to generate more interest among international visitors; and 3) Coordinating efforts among all relevant sectors to create unity and enhance the role of local organizations as the main drivers for attracting other sectors to participate in the development and improvement of infrastructure and facilities. These efforts should aim for standardization, diversity, and a shared direction. Considering the sensitive nature of beliefs and religions, it is important to approach policy implementation cautiously, with an accurate understanding of the beliefs involved, to prevent interference or distortion of the beliefs. Regulatory measures should also be in place to prevent unscrupulous individuals from deceiving tourists by exploiting their beliefs.

## Social Enterprises for the Support of an Aging Society

Entering an aging society is an issue of great interest and challenge for the country in implementing measures to address the ensuing effects. However, the needs of the elderly are diverse, and government measures alone cannot cover all aspects. As a result, various social sector organizations play a role in bridging the gaps in elderly care, particularly through social enterprises (SEs). SEs are considered sustainable mechanisms compared to other organizational models, as they can generate their own income to support their operations. Moreover, they often rely on community cooperation, leading to a better understanding of the problems and more effective solutions. Examples of SEs that operate for the elderly include: 1) *Employment*: "Chumanee" provides the service of "Washing, Drying, and Folding with Auntie Chumanee." This SE employs elderly women in the area to take care of laundry machines, provide advice to customers, and offer folding services. These women receive compensation in the form of a salary along with social security benefits; 2) *Health*: With over 1.6 million elderly people unable to travel without caregivers, and of these, 4.5 hundred thousand unable to take care of themselves in their daily lives, "Buddy homecare" offers caregiver services to accompany and take care of the elderly, including health care. This reduces the burden on the elderly's children, and there is also a distribution of profits from providing services to take care of the elderly in need in the area through the project "ADOPT A GRANNY Sharing happiness with the

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elderly." While, "Yuenyen" focuses on providing end-of-life care for elderly people who prefer to spend their remaining time at home, avoiding the potential difficulties that may arise from hospital treatment; and 3) *Mental well-being*: The psychological well-being of the elderly is often affected by their loneliness and the absence of various activities they used to engage in. "Younghappy" intervenes by creating spaces for the elderly to participate in activities, share knowledge, and enhance their skills. This SE organizes on-site and online activities through the Younghappy application, aiming to alleviate loneliness, prevent depression, and improve physical well-being among the elderly.

However, studying the examples of these SEs reveals that each organization has its operational limitations such as income sufficiency, availability of supporting personnel, and building trust among the elderly and their families. The government should therefore **create an enabling environment that fosters new social enterprises**. This can be achieved through research and knowledge development, providing inspiration and guidance for other SEs, proactive support aligned with important causes, and promoting investment and access to capital for SEs. Additionally, efforts should be made to **strengthen existing social enterprises** by accelerating the development of knowledge and skills for SE entrepreneurs, as many are passionate about working for the benefit of society but lack business management skills. Building confidence in SE operations within society and promoting market access is also crucial. Since SEs are not profit-driven businesses and often have limited awareness, they face tough competition. Thus, they need to be promoted through product and service marketing and encouraged to form partnerships and collaborations in business.

#### Non-Monetary Savings: Alternative Approaches for Future Income Generation

Saving money is an important matter continuously promoted by the government. However, data from 2021 reveals that although 72 percent of Thai households engage in saving money, the value of these savings is not significantly high and shows a declining trend. As a result, more than 86 percent of Thai households have insufficient savings to cover expenses for a year without work or to support retirement. Currently, alternative forms of saving that do not involve money are being encouraged. One such option is asset saving through tree planting. Trees can be grown in residential areas or unused agricultural land. This concept originated from using trees as collateral for loans or debt repayment. Farmers can plant trees and use them as assets to secure loans or repay debts to banks. The government has unlocked the law on 171 types of restricted and rare timber, allowing them to be cultivated and freely sold for income generation. Additionally, 58 types of precious wood grown on land with proprietary rights can be used as collateral for business ventures and loans, as prescribed by the law. Planting such wood can provide a high return on investment of up to 17.9 percent per year. However, significant obstacles to tree planting still exist, including the lack of incentivizing mechanisms and less favorable regulations. Another form of non-monetary saving is asset saving through animal husbandry, such as raising cattle, buffaloes, pigs, chickens, and fish. This practice is considered a way of life for farmers and rural communities, serving as a means of storing assets. Animals are allowed to forage naturally or provided with household leftovers

for sustenance. The cost of raising animals for saving purposes, such as cows and buffaloes, is not excessively high as they can find food naturally. Moreover, there are additional benefits, such as preparing land for cultivation, weed control, and utilizing animal manure as fertilizer or for sale. However, raising animals for saving purposes has not gained widespread acceptance and is primarily focused on sales and household consumption. Non-monetary savings, therefore, should be promoted and expanded. This can be achieved through public awareness campaigns to highlight benefits and encourage participation among farmers. Fostering community cooperation, and providing support from government agencies in terms of knowledge, understanding, and consultation for farmers are also crucial. Additionally, regulations need to be improved to be more compatible and supportive of these forms of saving.

## Article: "Morals in Thai Society"

Morality plays a pivotal role in human resource development, yet Thai society continues to face challenges in this regard. Thailand's position in the Corruption Perceptions Index (CPI) of 2022, ranking 101st out of 180 countries, reflects the relatively low level of morals in the country. Additionally, a survey conducted by the Center for Morality Promotion in 2022 using the Moral Index, which measures various aspects of morality including sufficiency, discipline, gratitude, honesty, and volunteerism, revealed that *most Thais have a fair level of morality*. The aspect with *the highest level of morality is gratitude*, *while sufficiency scores* the lowest. Notably, the moral level among the working-age population tends to decline, with the average score for people aged 25 - 40 decreasing from 2021 - 2022 across all aspects, particularly in discipline. The moral issues associated with low scores included accepting and adhering to social norms, self-control, determination to perform one's duties, and standing up for what is right. In this regard, the morals within this age group are significant, as the workingage population has a responsibility towards other age groups. They have the ability to influence the learning and development of ethical lifestyles for future generations as well. In addition, interesting findings include: 1) Moral issues faced by different age groups vary, with the 13 - 24 age group grappling with honesty, the 25 - 40 age group facing challenges in discipline, and those aged 41 years and above dealing with sufficiency issues; 2) Higher education does not necessarily reflect a higher level of morality. In the 25 - 40 age group, the proportion of individuals with high and very high levels of morality among those with education below a bachelor's degree was 23 percent, higher than the proportion among those with a bachelor's degree or higher at 17.8 percent; 3) Moral issues differ among regions, emphasizing the need for tailored measures to address moral problems in each area; and 4) Morality and income are not correlated. In fact, the group displaying the highest level of morality has the lowest average income. In 2022, a survey on developmental assets was also conducted, which revealed that the developmental assets may have an impact on the level of morality. Those with higher developmental assets tend to have higher moral scores, and the scores increase with higher developmental assets.

In the past, the government has implemented and elevated morality through the National Moral Promotion Committee and Sub-committees at both policy and operational levels. There have been important projects such as the development of a social credit system and the promotion of moral family networks. However, challenges and limitations persist in their implementation. Therefore, immediate attention is needed in three areas: 1) Collecting regional/provincial data on moral situations using indicators of morality and the developmental assets. This will provide insights into the moral situations and contextual issues, enabling efficient elevation of morals at the regional/provincial level; 2) Supporting the *implementation of moral promotion at the local level* through community mentoring mechanisms. The Positive Moral Parenting in Family Program, developed by the Moral Center, can serve as a prototype for implementation and expansion; and 3) Developing targeted and impactful communication formats and channels for promoting morality. Public media and entertainment industries can leverage Soft Power approaches to produce media that cultivates moral values. Furthermore, two additional areas require promotion and development: 1) Promoting and supporting the establishment of a moral ecosystem in Thai society, by integrating the work of relevant agencies with various mechanisms and resources. Specifically, attention should be given to creating an ecosystem that influences behavioral changes in morality. This includes fostering moral values within families, building strong communities, and promoting moral practices within public and private organizations; and 2) Encouraging Thais to lead a life of morality by creating social mechanisms that recognize and reward individuals who uphold moral values, such as using the social credit system to incentivize people to engage in more virtuous actions.

# Key Social Indicators

| Components  | 2021                                  | 2022           | 2021                                    |          |          | 1        | 2022     |          |          | 1        | 2023         |
|---|---------------------------------------|----------------|---|----------|----------|----------|----------|----------|----------|----------|--------------|
|   | Year                                  | Year           | Q1                                      | Q2       | Q3       | Q4       | Q1       | Q2       | Q3       | Q4       | Q1           |
| 1. Employment <sup>1/</sup>   |                                       |                |   |          |          |          |          |          |          |          |              |
| Workforce (Thousands)   | 39,812.5                              | 39,903.3       | 39,866.0                                | 39,893.6 | 39,731.7 | 39,758.7 | 39,622.8 | 39,764.0 | 40,088.6 | 40,142.5 | 40,281.0     |
| % YOY   | 3.3                                   | 0.2            | 4.4                                     | 4.5      | 2.6      | 1.7      | -0.6     | -0.3     | 0.9      | 1.0      | 1.7          |
| Employed Person (Thousands)   | 38,829.0                              | 39,221.1       | 38,659.9                                | 38,904.6 | 38,753.5 | 38,998.0 | 38,720.2 | 39,010.9 | 39,566.0 | 39,591.7 | 39,629.2     |
| % YOY   | 3.0                                   | 1.0            | 0.4                                     | 2.0      | 2.2      | 1.9      | 0.2      | 0.3      | 2.1      | 1.5      | 2.4          |
| Unemployed Person (Thousands)   | 781.9                                 | 527.0          | 791.6                                   | 764.3    | 911.1    | 660.6    | 607.6    | 546.6    | 491.4    | 462.5    | 421.1        |
| Unemployment Rate (%)   | 1.96                                  | 1.32           | 1.99                                    | 1.92     | 2.29     | 1.66     | 1.53     | 1.37     | 1.23     | 1.15     | 1.05         |
| Underemployed Person  | 601.8                                 | 273.3          | 668.9                                   | 481.5    | 803.9    | 453.2    | 319.1    | 263.6    | 234.5    | 275.0    | 227.9        |
| (Thousands)   |                                       |                |   |          |          |          |          |          |          | 275.9    |              |
| 2. Household debt <sup>2/</sup>   |                                       |                |   |          |          |          |          |          |          |          |              |
| Household debt value (Trillion baht)  | 14.58                                 | 15.09          | 14.13                                   | 14.27    | 14.34    | 14.58    | 14.66    | 14.76    | 14.91    | 15.09    | N.A.         |
| % YOY   | 3.9                                   | 3.5            | 4.7                                     | 5.1      | 4.1      | 3.9      | 3.7      | 3.5      | 4.0      | 3.5      | N.A.         |
| Ratio to GDP (percent)  | 90.2                                  | 86.9           | 90.8                                    | 89.6     | 89.7     | 90.2     | 89.3     | 88.3     | 87.0     | 86.9     | N.A.         |
| NPL (Billion baht)  | 143.7                                 | 140.4          | 148.7                                   | 150.4    | 149.7    | 143.7    | 146.5    | 142.7    | 140.6    | 140.4    | N.A.         |
| % YOY   | -0.5                                  | -2.3           | -4.8                                    | -1.4     | 3.7      | -0.5     | -1.5     | -5.1     | -6.0     | -2.3     | N.A.         |
| % NPL to Total Loan   | 2.73                                  | 2.62           | 2.92                                    | 2.92     | 2.89     | 2.73     | 2.78     | 2.69     | 2.62     | 2.62     | N.A.         |
| 3. Health and Illness   |                                       |                |   |          |          |          |          |          |          |          |              |
| Number of patients under disease  | e surveillance <sup>3/</sup> (person) | )              |   |          |          |          |          |          |          |          |              |
| - Measles   | 227 (-81.3)                           |                | 111                                     | 65       | 23       | 28       | 32       | 38       | 96       | 82       | 58           |
| - Meningococcal fever   | 13 (8.3)                              | 18 (38.4)      | 5                                       | 3        | 3        | 20       | 3        | 2        | 3        | 10       | 2            |
|   | 1                                     | 923 (39.2)     | 272                                     | 153      | 122      | 116      | 241      | 213      | 264      | 205      | 303          |
| - Encephalitis  |                                       |                |   |          |          |          |          |          |          |          |              |
| - Cholera   | 1 (-80.0)                             | 5 (2.00)       | 0                                       | 1        | 0        | 0        | 1        | 0        | 1        | 3        | 1            |
| - Hands, feet and mouth   | 19,008 (-42.9)                        | 98,982 (420.7) | 13,023                                  | 3,723    | 1,360    | 902      | 740      | 4,734    | 79,223   | 14,285   | 11,483       |
| - Dysentery   | 1,203 (-46.2)                         | 1,572 (30.6)   | 469                                     | 351      | 214      | 169      | 352      | 382      | 467      | 371      | 461          |
| - Pneumonia   | 153,277 (-22.0)                       | 231,105 (50.8) | 47,665                                  | 32,500   | 46,461   | 26,651   | 51,849   | 50,300   | 68,072   | 60,884   | 78,443       |
| - Leptospirosis   | 1,150 (-29.9)                         | 3,601 (213.1)  | 245                                     | 275      | 269      | 361      | 231      | 529      | 1,376    | 1,465    | 622          |
| - Dengue fever  | 9,956 (-86.2)                         | 45,145 (353.4) | 2,530                                   | 3,088    | 2,677    | 1,661    | 1,461    | 9,485    | 19,625   | 14,574   | 10,948       |
| - Influenza   | 10,698 (-91.3)<br>3 (0.0)             | 79,374 (641.9) | 5,967<br>0                              | 2,537    | 1,070    | 1,124    | 8,247    | 4,859    | 31,498   | 34,770   | 39,457       |
| - Rabies  |                                       | 3 (0.0)        |   | 2        | 1        | 0        | 1        | 0        | 0        | 2        | 1            |
| Rate per 100,000 population of death with major chronic non-communicable diseases |                                       |                |   |          |          |          |          |          |          |          |              |
| - High blood pressure   | 14.50                                 | N.A.           | - · · · · · · · · · · · · · · · · · · · |          |          |          |          |          |          | N.A.     |              |
| - Ischaemicheart disease  | 33.50                                 | N.A.           |   |          |          |          |          |          | N.A.     |          |              |
| - Cerebrovascular disease   | 55.50                                 | N.A.           | No quarterly data available             |          |          |          |          |          |          | N.A.     |              |
| - Diabetes  | 24.50                                 | N.A.           |   |          |          |          |          |          |          |          | N.A.<br>N.A. |
|   | Cancer and tumors 128.50 N.A.         |                |   |          |          |          |          |          |          |          |              |
| 4. Safety of life and property 4/   |                                       |                |   |          |          |          |          |          |          |          |              |
| - Against life, body, and sexuality   | 15,783                                | 14,972         | 4,375                                   | 3,884    | 3,578    | 3,946    | 3,697    | 3,679    | 3,791    | 3,916    | 4,536        |
| crimes (cases)  |                                       |                |   |          | 10.070   |          |          |          |          |          |              |
| - Property crimes (cases)   | 51,183                                | 49,819         | 12,160                                  | 12,085   | 13,968   | 12,970   | 11,549   | 12,022   | 13,337   | 13,354   | 14,441       |
| - Narcotics (cases)   | 461,720                               | 366,875        | 127,918                                 | 123,324  | 107,350  | 102,948  | 86,493   | 92,552   | 88,311   | 96,322   | 84,959       |
| <ul> <li>Receiving notification of<br/>5/</li> </ul>                              | 896,951                               | 941,084        | 279,331                                 | 208,999  | 167,562  | 241,059  | 225,199  | 225,849  | 246,258  | 243,803  | 207,489      |
| cumulative victims <sup>5/</sup>  |                                       |                |   |          |          |          |          |          |          |          |              |
| - Fatalities due land accidents (deaths)  | 13,621                                | 14,907         | 3,914                                   | 3,231    | 2,439    | 4,037    | 3,510    | 3,567    | 3,647    | 4,181    | 3,847        |
| 5. Consumer Protection  | 6/                                    |                |   |          |          |          |          |          |          |          |              |
| 5.1 Number of Complaints filed to   | I.                                    | 1              |   | 1        |          | 1        | 1        |          |          |          |              |
| - Contracts   | 3,638                                 | 2,815          | 983                                     | 1,090    | 1,031    | 534      | 432      | 796      | 1,202    | 385      | 477          |
| - Labeling  | 2,368                                 | 4,368          | 585                                     | 622      | 633      | 528      | 830      | 1,018    | 1,652    | 868      | 793          |
| - Advertising   | 4,752                                 | 4,709          | 1,811                                   | 1,455    | 813      | 973      | 740      | 1,995    | 1,220    | 754      | 2,474        |
| - Direct Selling and Direct Marketing   | 3,619                                 | 4,779          | 731                                     | 762      | 1,190    | 936      | 538      | 1,093    | 1,971    | 1,177    | 741          |
| - Others  | N.A.                                  | 3,565          | -                                       | -        | -        | -        | -        | -        | -        | 3,565    | 8,146        |
| 5.2 Consumer Complaints filed to $\frac{7}{7}$                                    | 3,966                                 | 3,431          | 769                                     | 528      | 651      | 2,018    | 1,780    | 624      | 502      | 525      | 474          |
| NBTC <sup>7/</sup> (case)   |                                       |                |   |          |          |          |          |          |          |          |              |

Source: <sup>1/</sup> Labor force survey report, National Statistical Office, Ministry of Digital Economy and Society <sup>2/</sup> Bank of Thailand

Wark of Fridamia Bureau of Epidemiology, Department of Disease Control, Ministry of Health

<sup>4/</sup> Criminal Record Information, Royal Thai Police

Climinat Record mormation, noyal man roles Claims filed under Protection for Motor Vehicle Victmes Act.,Road Accidents Data Center for Road Safety Culture (THAI RSC)

<sup>67</sup> Office of the Consumer Protection Board, Office of the Prime Minister

<sup>77</sup> Office of The National Broadcasting and Telecommunications Commission (NBTC)