

Thailand's Life Satisfaction and Happiness



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Promotion Fund

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Thailand's Life Satisfaction and Happiness

1. When the progress of the country is to ensure life satisfaction and happiness

Thailand National Progress Index: NPI is conceived in the year 2011 under the cooperation between 6 organizations which are Thai Health Promotion Fund, National Statistical Office of Thailand, Department of Mental Health, Thai Public Broadcasting Service (Thai PBS), Volunteering Heart Foundation and Healthy Public Policy Foundation. Its aim is to drive Thai society to become a society with culture in planning and making decision based on information that can reflect developments in different dimensions and give them a complete picture. This is to ensure that planning and decision making is based on thorough reasoning to create balance and immunity among people against local and national developments.

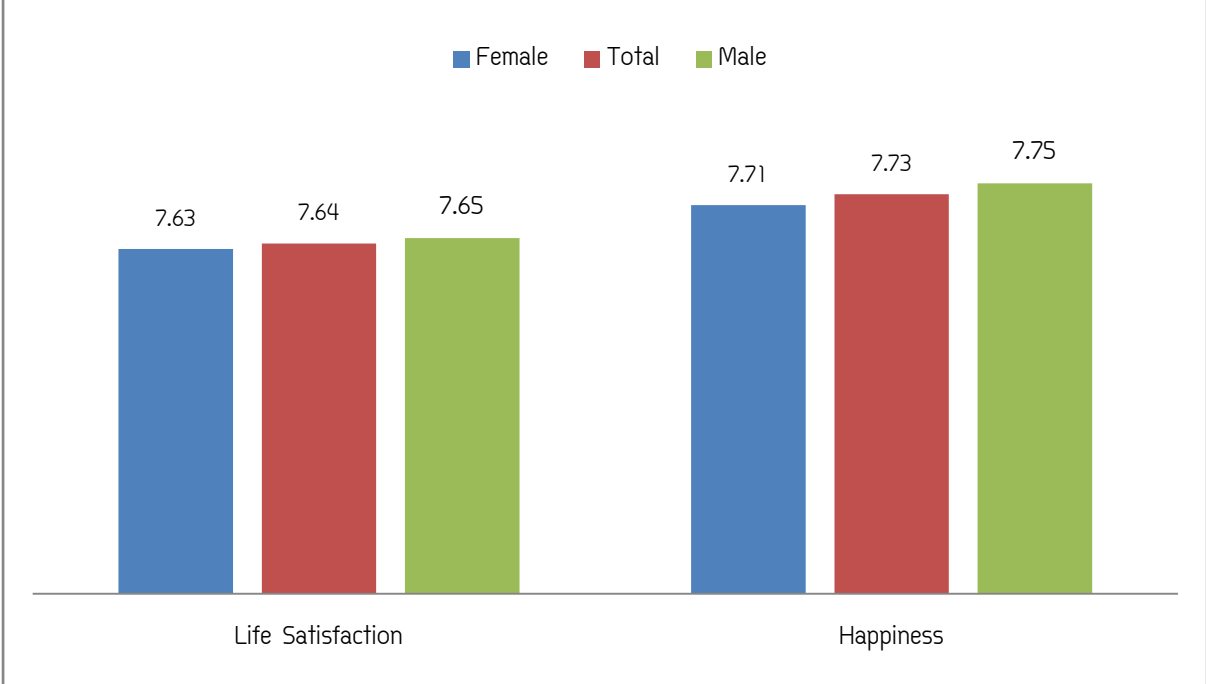
To ensure that our society is being driven to real progress and create mutual cooperation among different sectors of the society, NPI Program together with National Statistic Office conducted 2 nationwide surveys : 1) 106,620 surveys on Thailand's progress from point of views of Thai people. The result from this survey will be used to identify meaningful and acceptable national progress indexes and 2) 54,100 surveys on life satisfaction and happiness to solve the puzzle to life satisfaction and happiness of Thai people. The survey results will be crucial to driving the progress of the country by using life satisfaction and happiness as goals for development.

2. How happy and satisfied with life are Thai people?

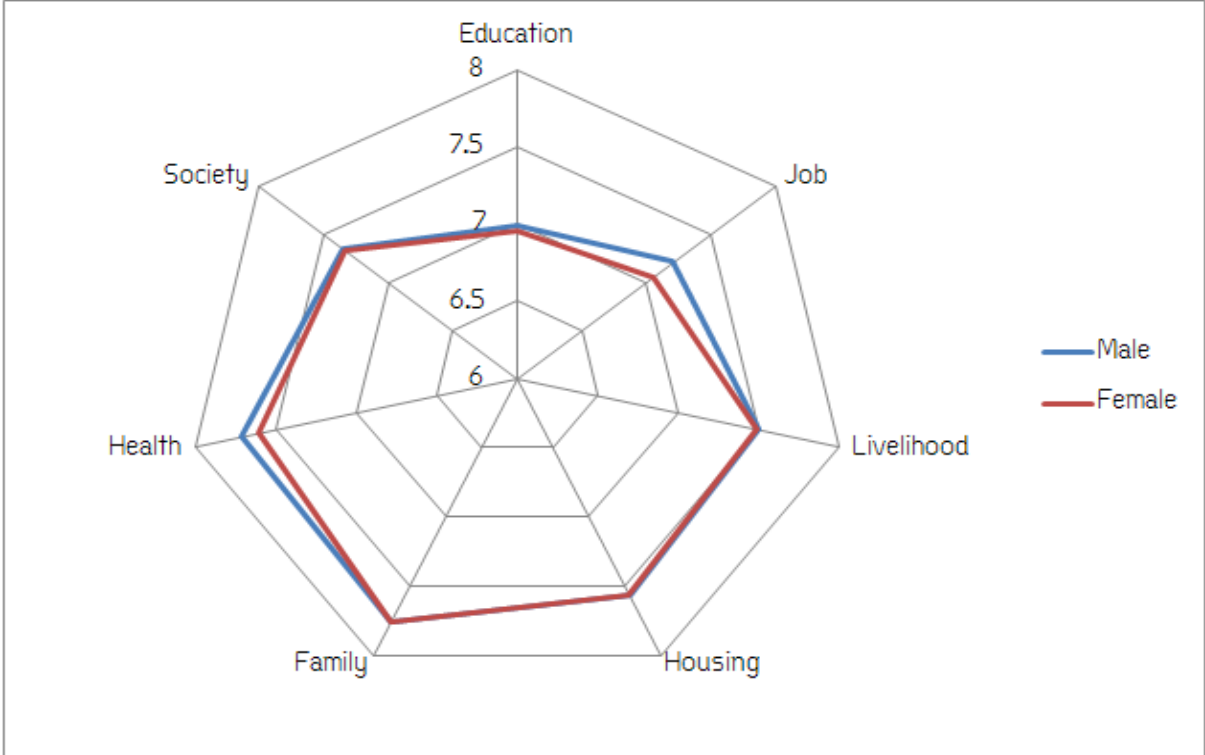
Survey reveals that Thai people's life satisfaction score is 7.64 and happiness score is 7.73 out of 10 which is relatively good. Thai men's life satisfaction score is 7.65 which is only a little more than Thai women's score which is 7.63. Thai men's happiness score is also only a little bit higher than Thai women's score. It may be said that sex has very little influence on life satisfaction and happiness.

Thai people's life and family satisfaction score is the highest at 7.75 followed by health aspect score at 7.65 while score in educational satisfaction is the lowest at 6.96 followed by work satisfaction score which is 7.12. It is noticeable that high satisfaction scores are mostly in the areas that people feel they can control, for example, family, health and accommodation while areas that are highly influenced by external factors such as education, work and social environment score relatively low.

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Satisfaction towards Development Sectors



What are factors influencing life satisfaction and happiness of Thai people?

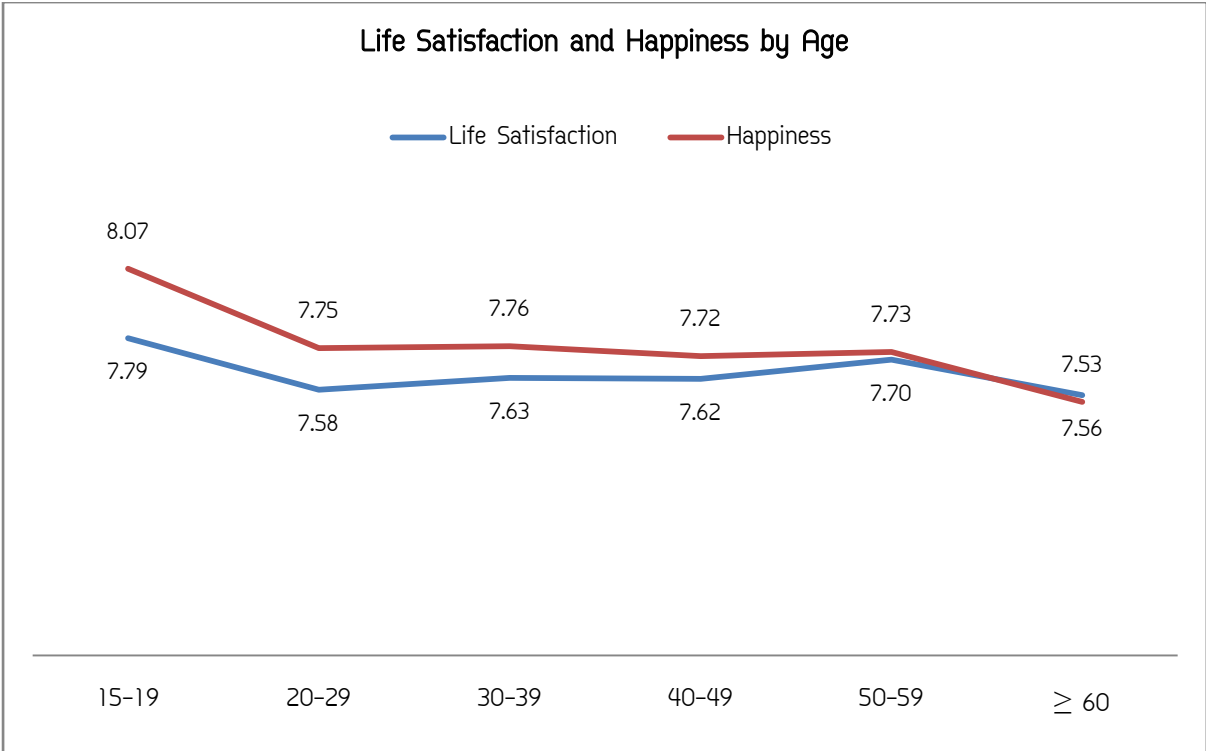
Everybody wants a happy life and wants to be satisfied with every aspects of one's life. Therefore, it is not a surprise that any activities or policy making should consider happiness and life satisfaction of people in the society as one of the goal. However, in order to develop a policy or an activity that will guarantee happiness, it is important to know which factors influence happiness and life satisfaction. The search for the answers will lead to activity or development policy that is suitable for target audience and eventually lead to creating happiness and life satisfaction for Thai people. From our study, 5 key factors influencing happiness and life satisfaction are as follow:

1) Life satisfaction and happiness relate to one's status/ being.

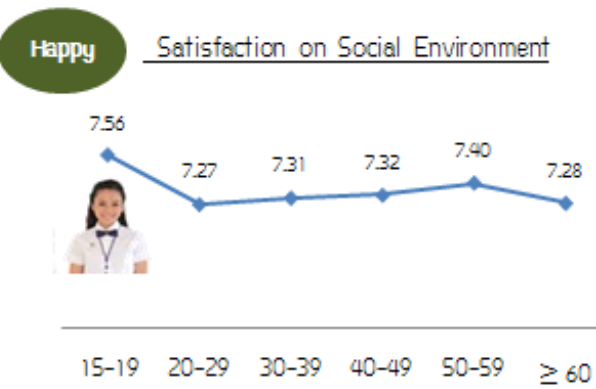
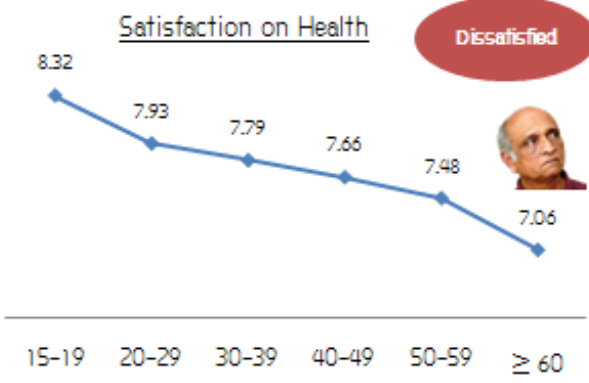
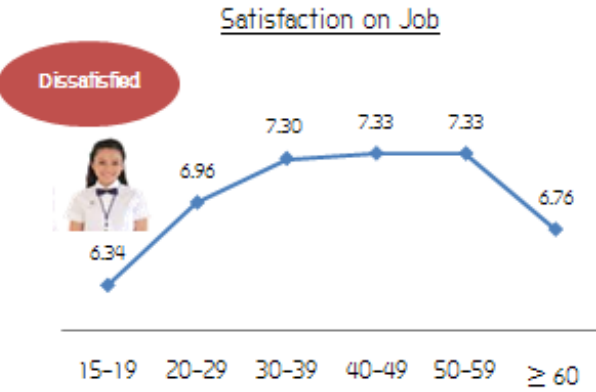
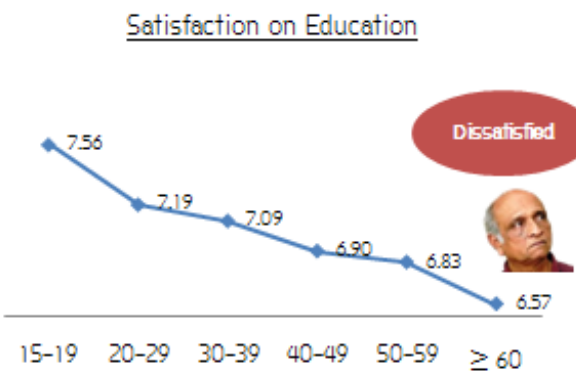
Statistical analysis shows that one's being or personal status, i.e. age, marital status, living in urban or rural area or even nationality can lead to different level of happiness and satisfaction. Analysis also yields interesting insights as follow:

- Teenagers have the highest life satisfaction score while retirees show a lot of concerns.

Teenagers (15-19 years old) have the highest score in life satisfaction and happiness while elderly people (>60 years old) score the lowest. It is noticeable that life satisfaction and happiness of Thai people tend to decrease with age. Nevertheless, when consider with other factors, the conclusion may be different which will be discussed later.

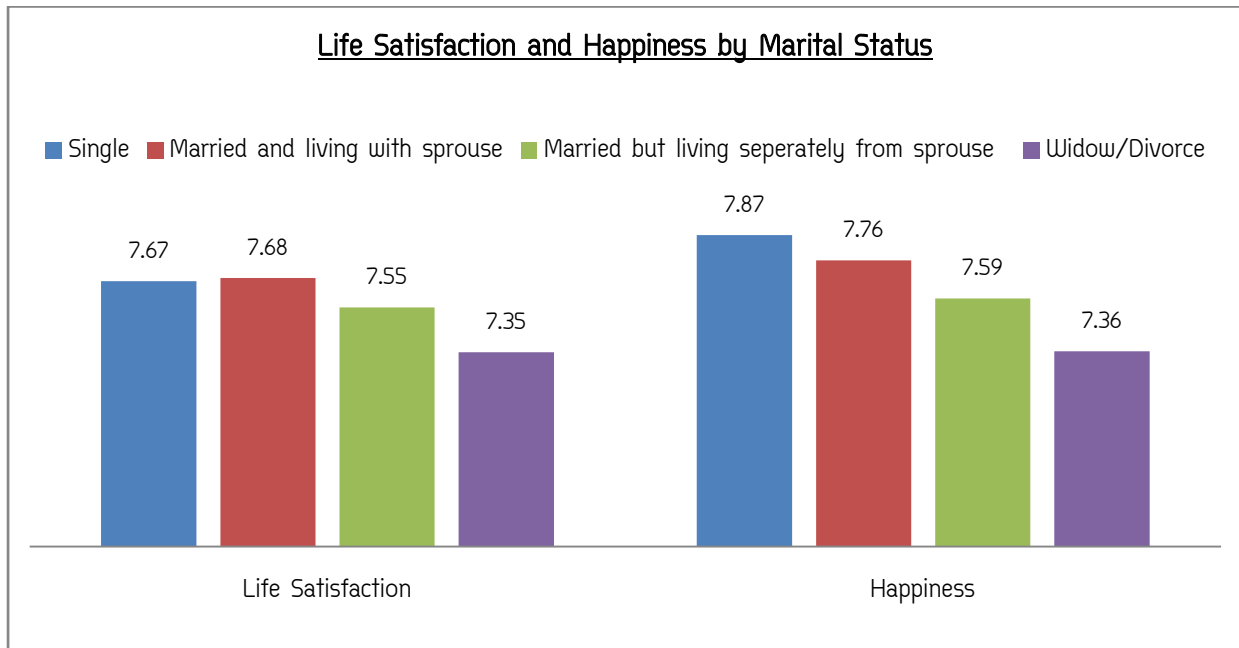


Satisfaction in Various Development Aspects by Age



- Divorcees/ widows have the lowest satisfaction and happiness score.

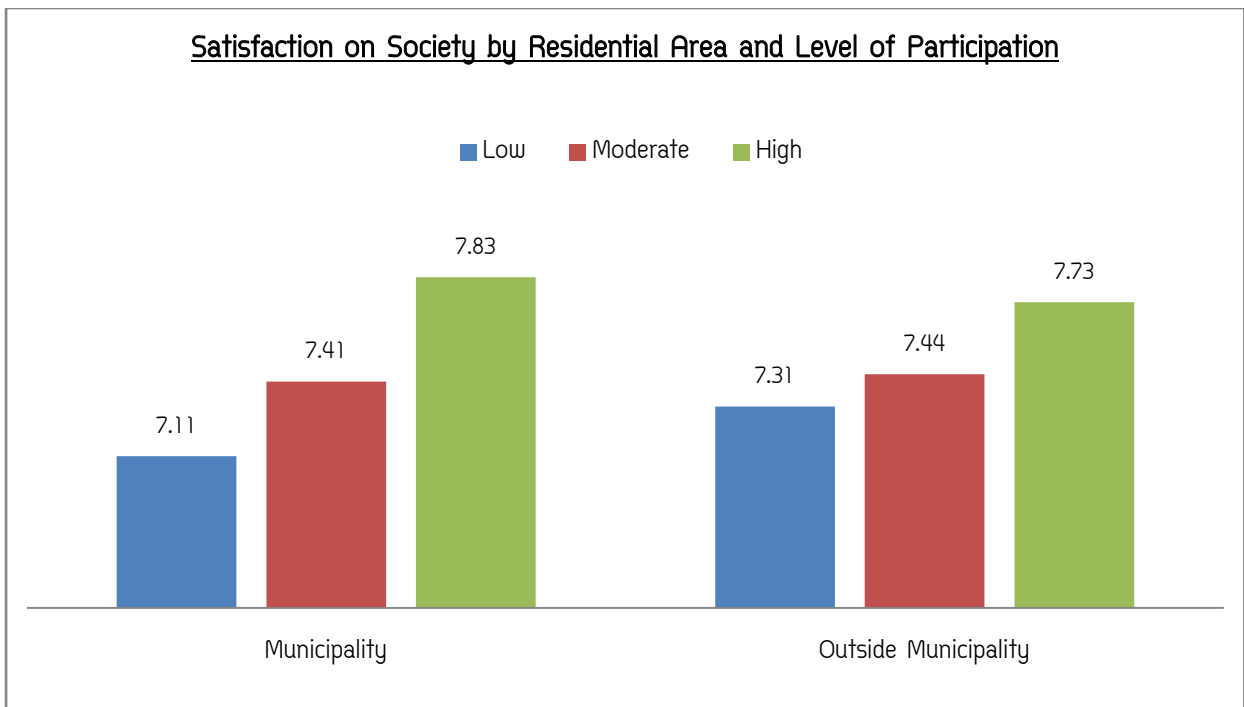
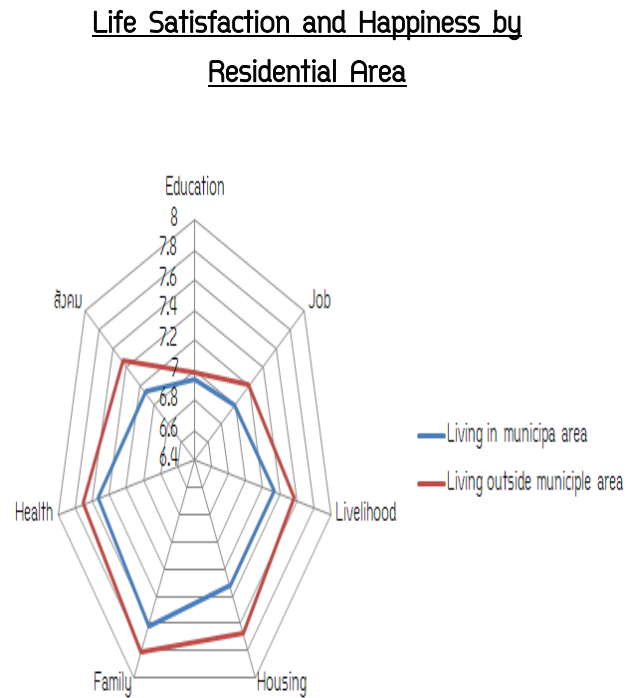
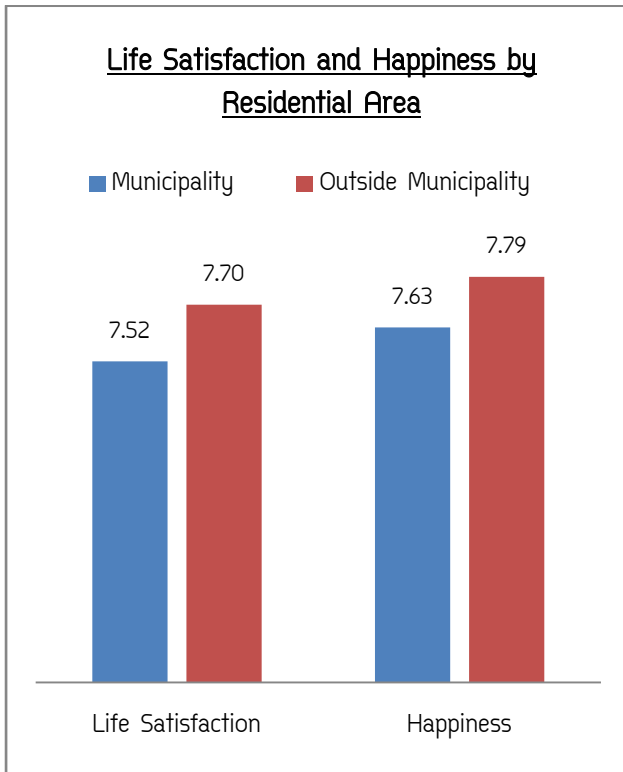
When categorized by marital status, the result shows that married people who live together are more satisfied and happier than people who separate from their spouses while single people are happier than satisfied with their lives. Interestingly, divorcees/ widows are least satisfied and happy with their lives. It can be said that family relationship is one of the key factors influencing life satisfaction and happiness.



- Rural people are more satisfied and happier with life than urban people.

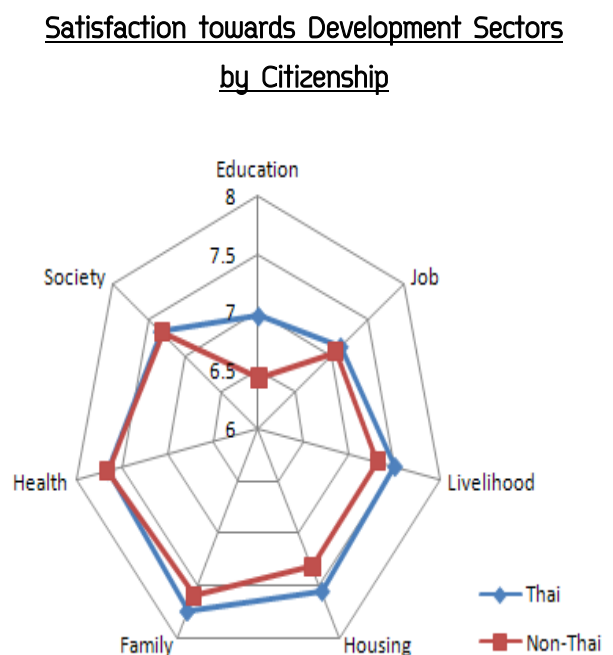
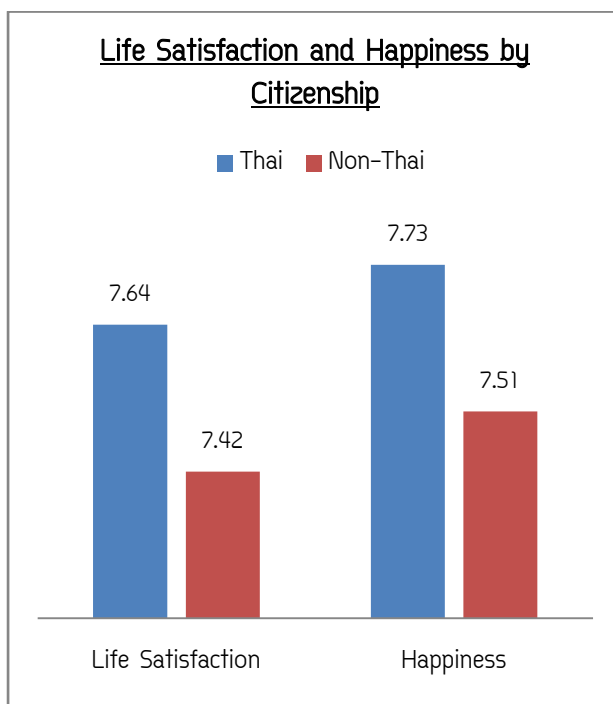
When categorized by administrative district, people who live in municipal area are less satisfied and happy with their lives than people who live outside municipal area. The interesting thing is that urban people are also less satisfied with every aspect of development especially on their accommodation and social environment. However, further analysis suggests that participation is key factor that influences the level of satisfaction on social environment for both groups. The more participation they have, the higher level of satisfaction on their social environment. This factor has more effect on urban people than rural people. Urban people who actively participate in activities in and outside their community are those who are satisfied with their social environment the most, even more than urban people who also actively participate in their community's

activities. On the contrary, urban people who participate less in their community's activities are satisfied with their social environment the least.



- Non Thai citizenship is less satisfied with life especially in terms of education.

When categorized by citizenship, people with Thai citizenship are more satisfied and happier with life than non-Thai citizens. Further study shows that both groups are the least satisfied with education but non-Thai citizens are less satisfied with this aspect noticeably than Thai citizens. Education is also the area where differences between the two groups are most evident. This may be because access to education or methods of teaching cannot accommodate non-Thai citizens' needs. On the other hand, health satisfaction score of non-Thai citizens is higher than Thai citizens but not much. Satisfaction on social environment is not different.

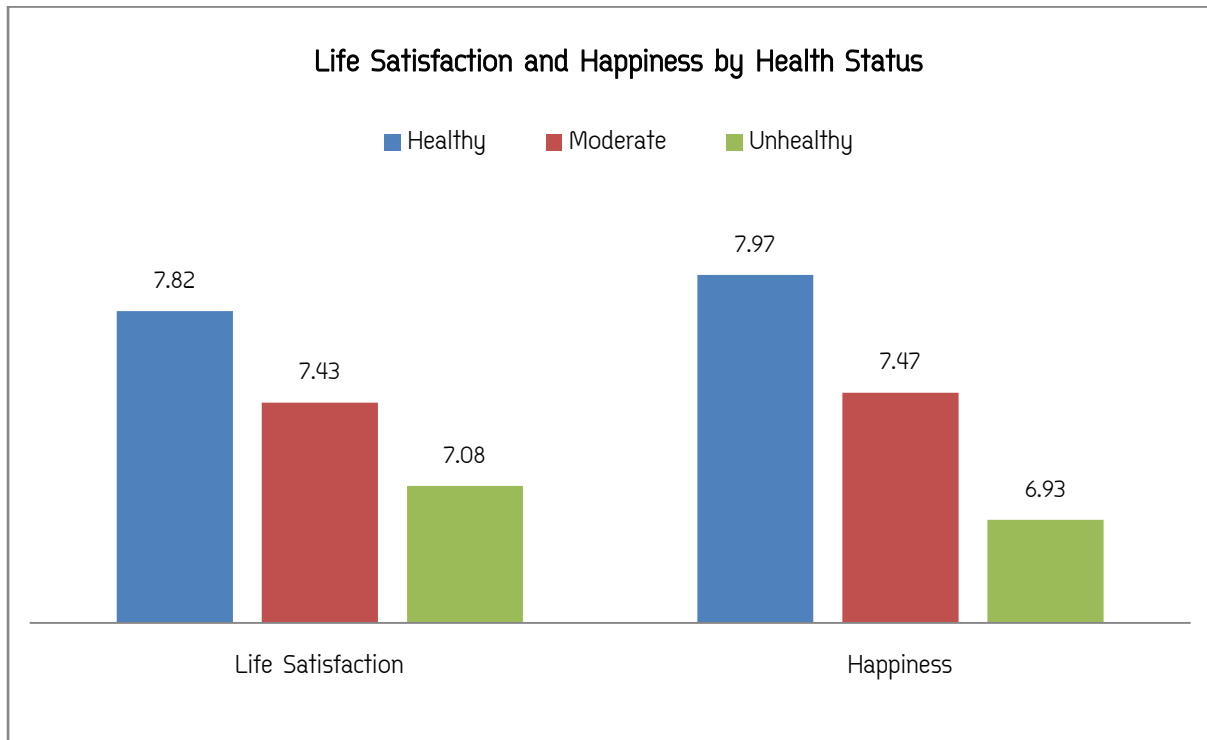


2) Life satisfaction and happiness depend on individual's ability to raise one's quality of life

Even though certain people are more likely to fit in the group of less life satisfaction, they can turn out to be happier in life. This is because there are still many factors that can influence level of satisfaction and happiness in life. One of such factors is the ability to create happiness. From our study, having or possessing 4 of life potentials has the effect on life satisfaction and happiness.

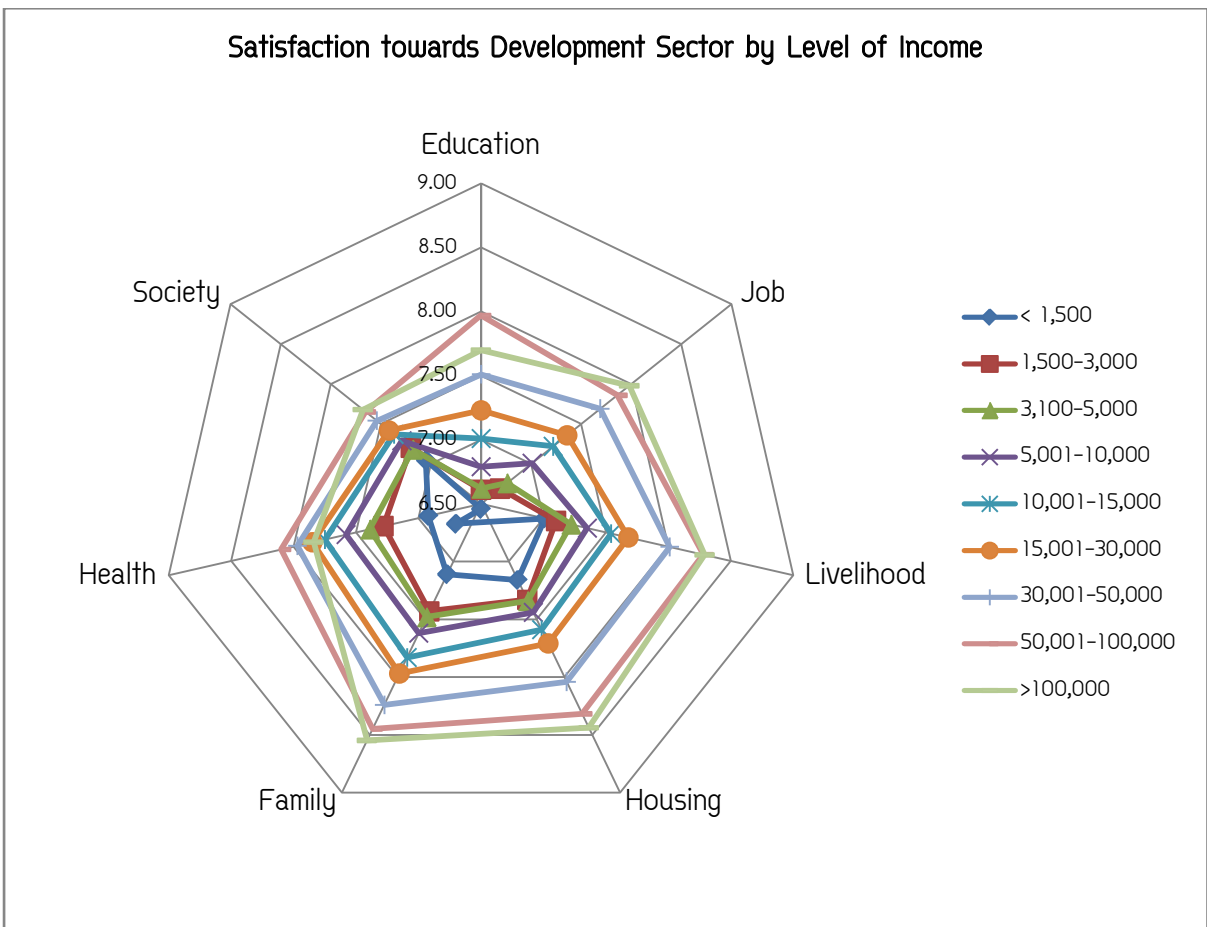
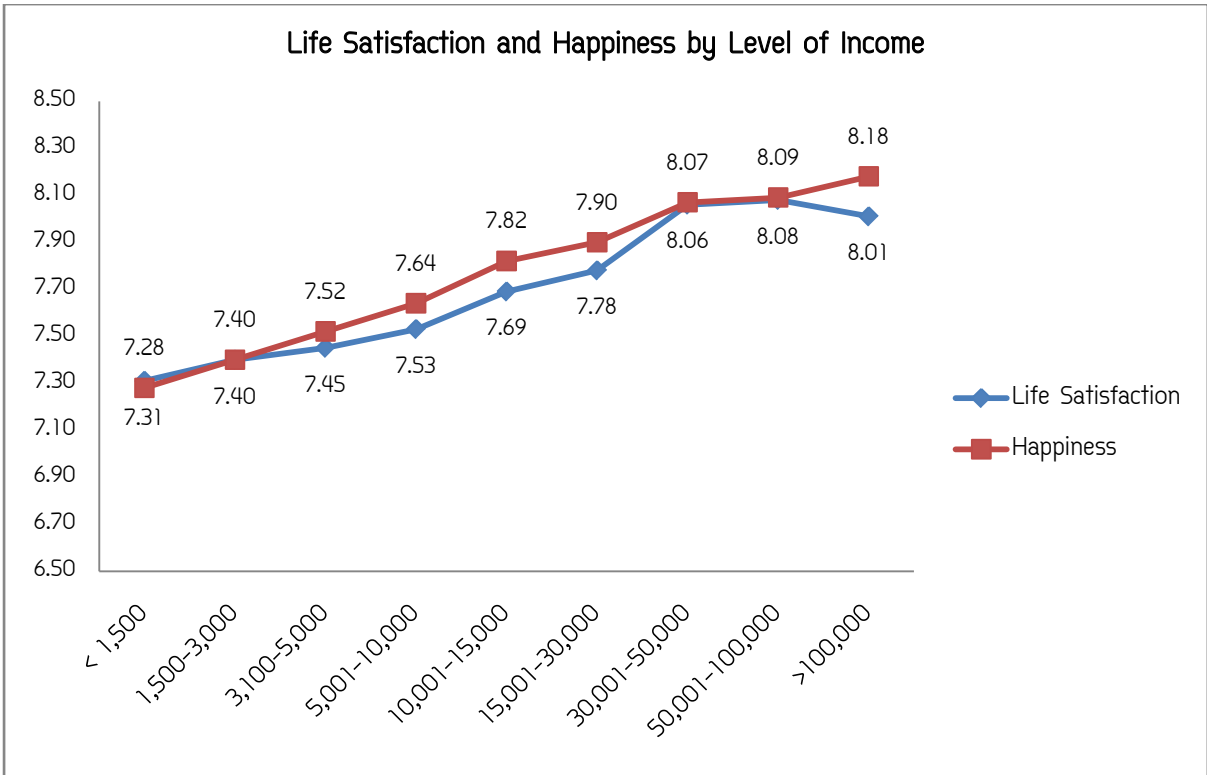
- Good health is an important capital that can create happiness and life satisfaction.

When categorized by health condition, those with good health are more satisfied and happier with life than those with poor health. Interestingly, health condition has more effect on happiness than satisfaction.



- Life satisfaction and happiness increase with level of income.

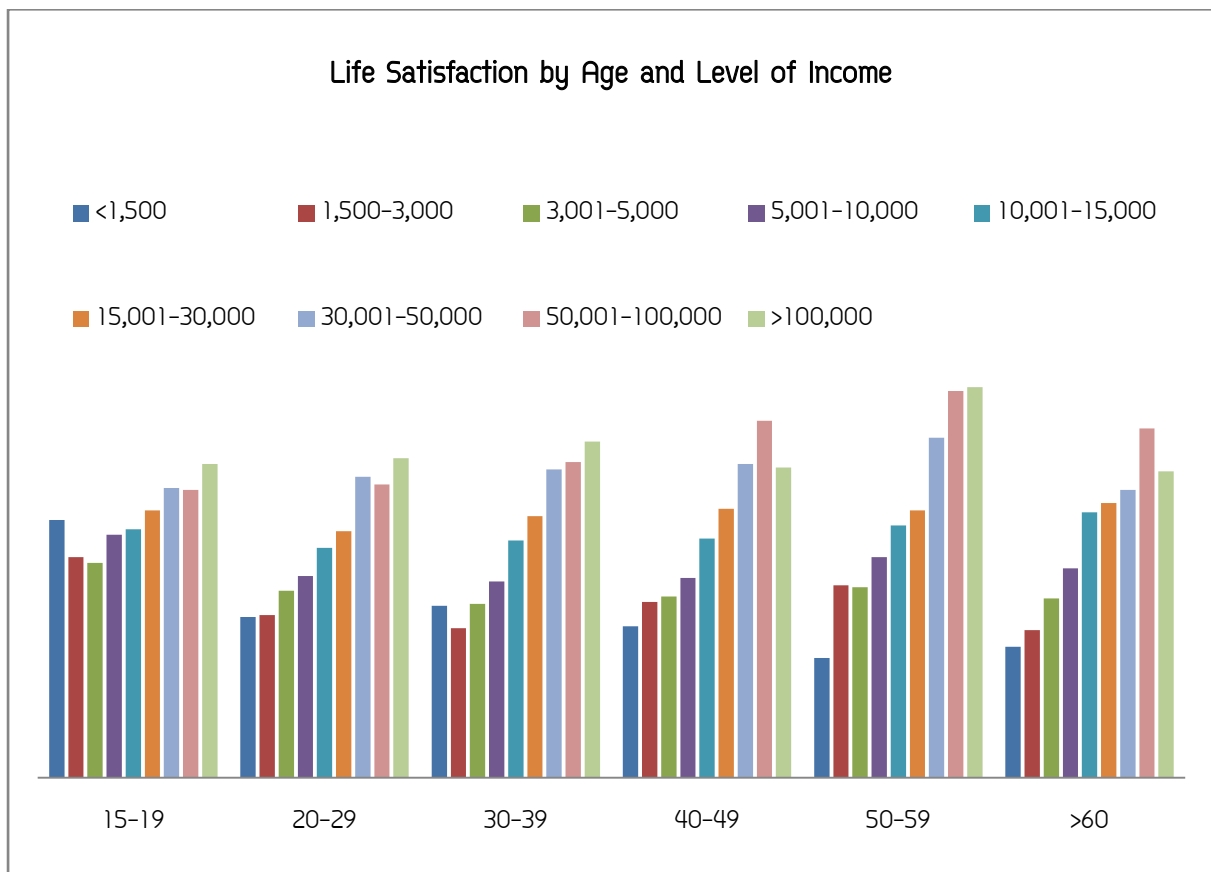
When categorized by income level, it reveals that both happiness and life satisfaction depend on level of income. The higher the level of income is, the higher level of happiness and life satisfaction. However, the happiness and life satisfaction score tends to stop when a person reach the income of more than 30,000 baht a month. Therefore, income is more important to low income people than higher income people. In addition, it shows that people with lower income tend to be less satisfied with every aspects of life than people with higher income, for example, work, education, family life and living condition while satisfaction on social environment and health are not greatly different. This may be because Thailand has a wide network of social security and poor people can have access to healthcare more easily.

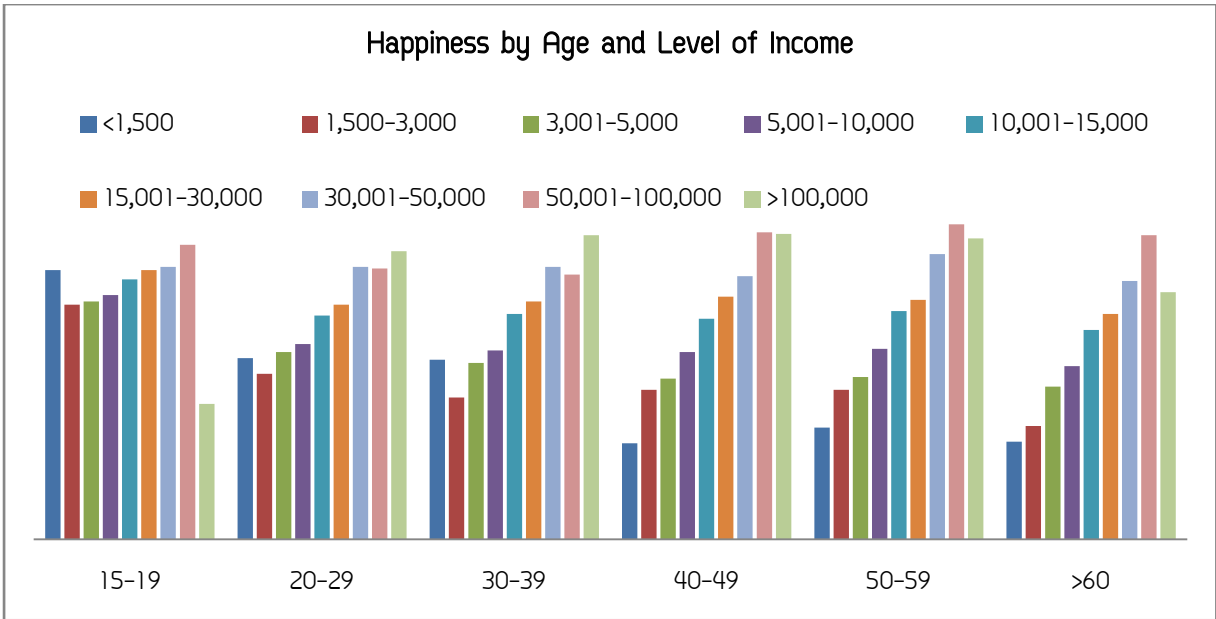


- Income has effect on life satisfaction especially for elderly people both before and after retirement.

When categorized by age and income, it is found out that income has effect on life satisfaction in every age. The higher the income, the higher the level of satisfaction except for people in the age of 40 – 49 and over 60 whose income is more than 100,000 baht. The level of life satisfaction of these people is not higher but lower. Other interesting point is different income in people age 15 – 19 does not have different effect on life satisfaction as much as people in any other age.

As for the relationship between happiness, age and income, it is the same as the relationship between life satisfaction and income that the level of income has an effect on every age but does not have much effect for teenagers. Income will play more roles when a person grows older; especially people age 40-49 and over 60. It can be said that both age ranges have more concern on income stability. Age 40 -49 for most people are regarded as middle age when one will have more financial responsibility while age 60 is when people start to think about having enough life saving for retirement.





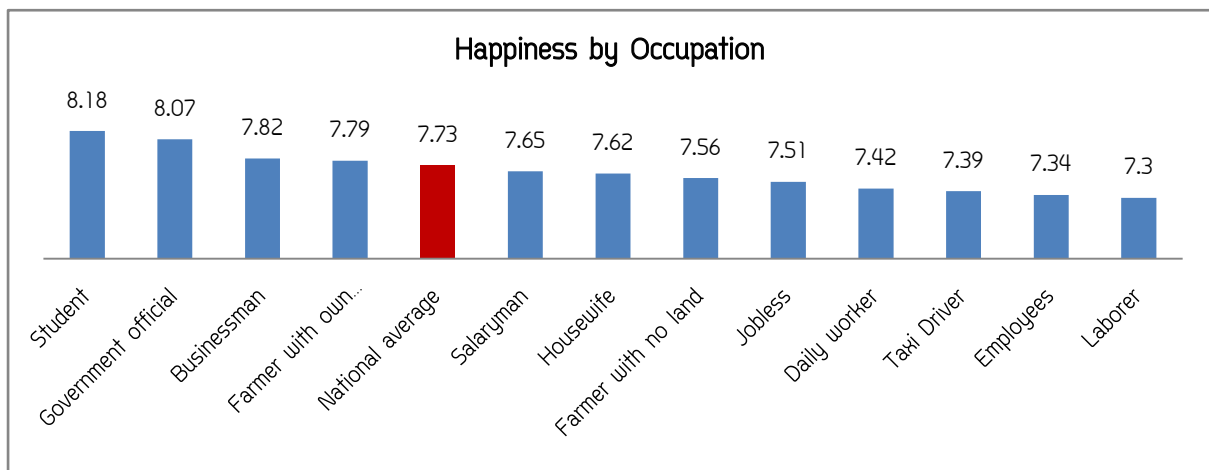
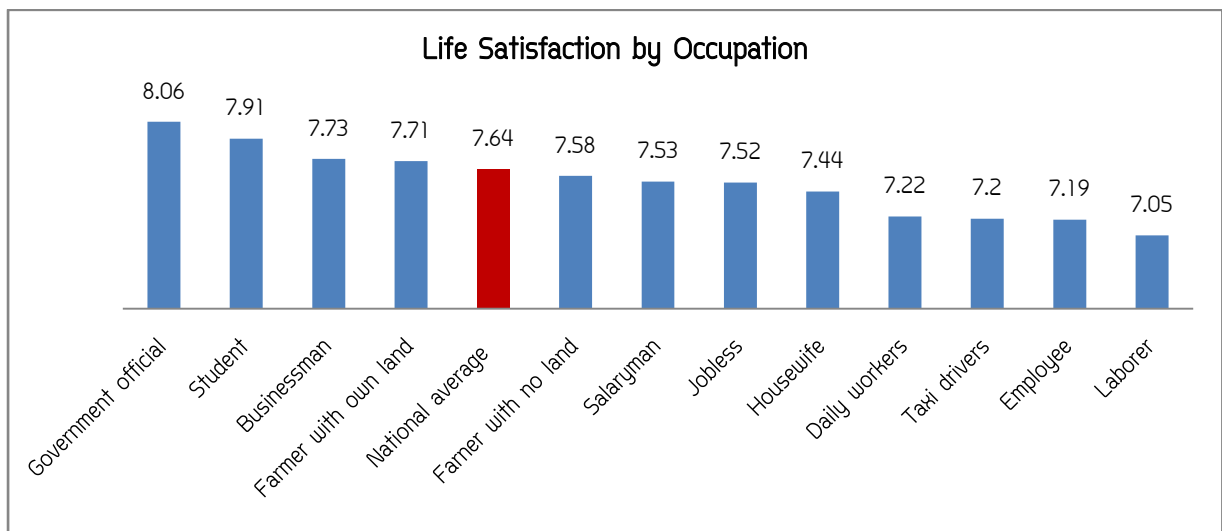
- Having a job has more effect on life satisfaction and happiness than being jobless.

When categorized by employment status, it reveals that people who have jobs are more satisfied and happier in life than those with no job. This may be true because of several reasons, for example, having a job creates income which is an important factor for life satisfaction and happiness. At the same time, having a job also makes people feel their lives are worthwhile, meaningful and create a sense of pride in living.



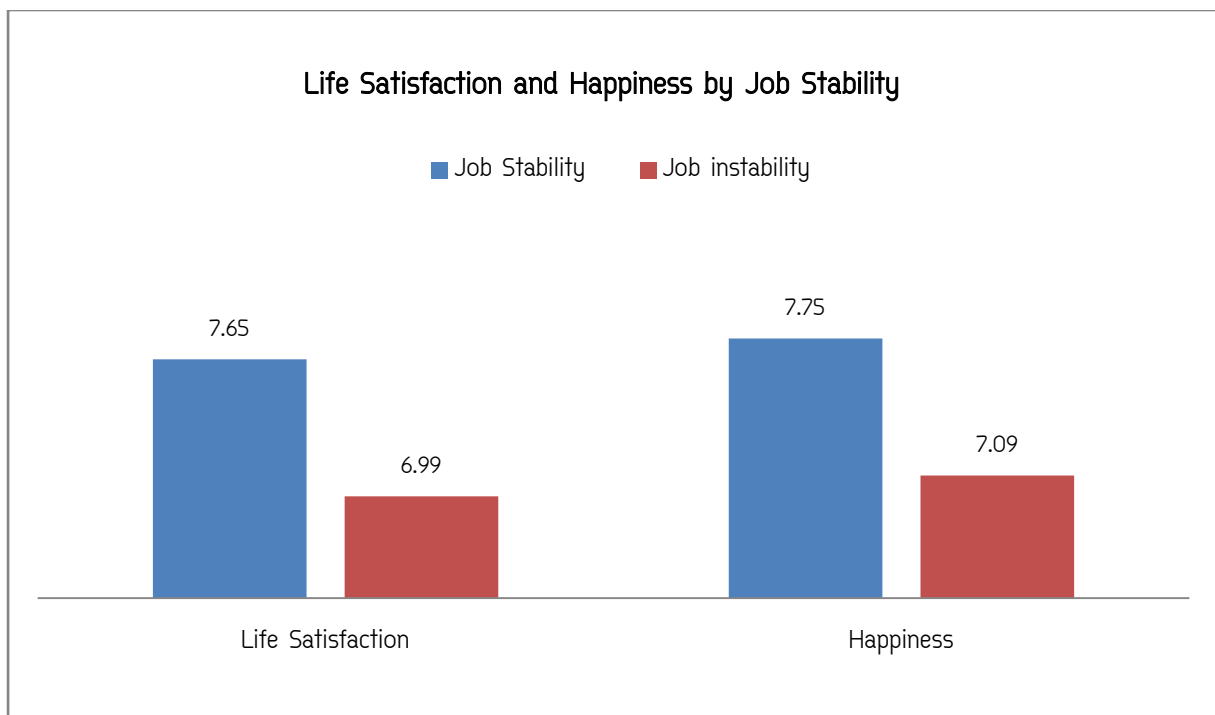
- Occupation has an effect on life satisfaction. People who are living hand-to-mouth have the least satisfaction in their living condition.

When categorized by occupation, it reveals that people whose occupation has more stability and high income potential such as government employees, tradesmen, personal business and farmers with their own lands are more satisfied with life. The exception is students which is an occupation that has no dependency on income. However, this group has high level of satisfaction which is a result from other factors while people who have little job stability or known as hand-to-mouth such as laborers, general workers, taxi drivers and sales persons have less satisfaction than jobless people. As for happiness, the situation is similar to life satisfaction that people whose job has more stability and higher income are happier and more satisfied with life than those whose job is stable but less income. Moreover, jobless people are happier than people who are living hand-to-mouth such as laborers, taxi drivers and daily workers.



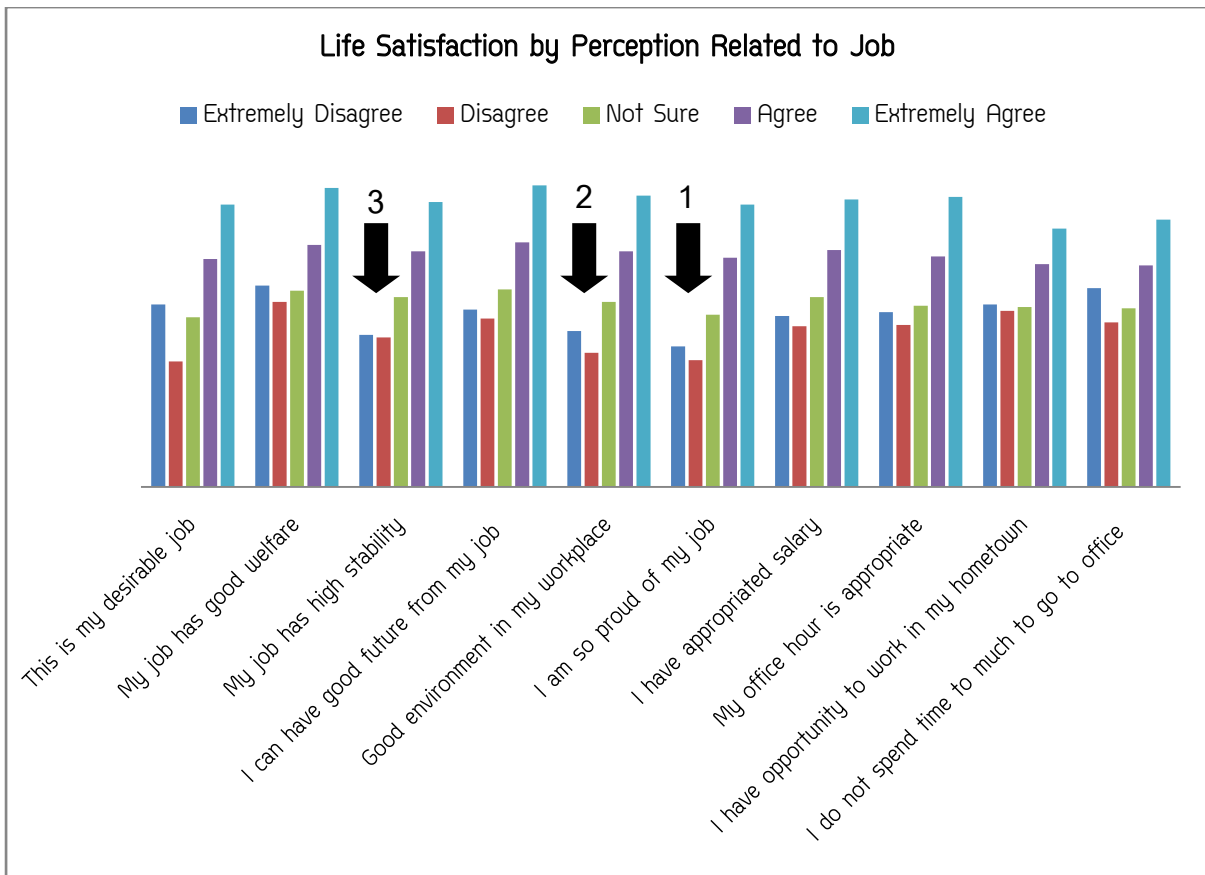
- Job stability has a profound effect on life satisfaction and happiness.

When categorized by job stability, it is found that this factor has a profound effect, for example, people who are certain that they will not be out of job in the next 6 months will have higher score in happiness and satisfaction than people who know they may lose their jobs. This information confirms the reason why people whose job is not stable such as laborers and daily workers are less satisfied and happy with their lives than other occupation.



- Pride in job has more effect on satisfaction than high salary.

Life satisfaction can derive from many factors. From statistical analysis, it is revealed that pride one has in his job is an important factor on life satisfaction. But the interesting thing is working environment is the second most important factor to life satisfaction which is higher than job stability while suitable salary ranks at number six and the factor that is the least important is a chance to work in one's birthplace.

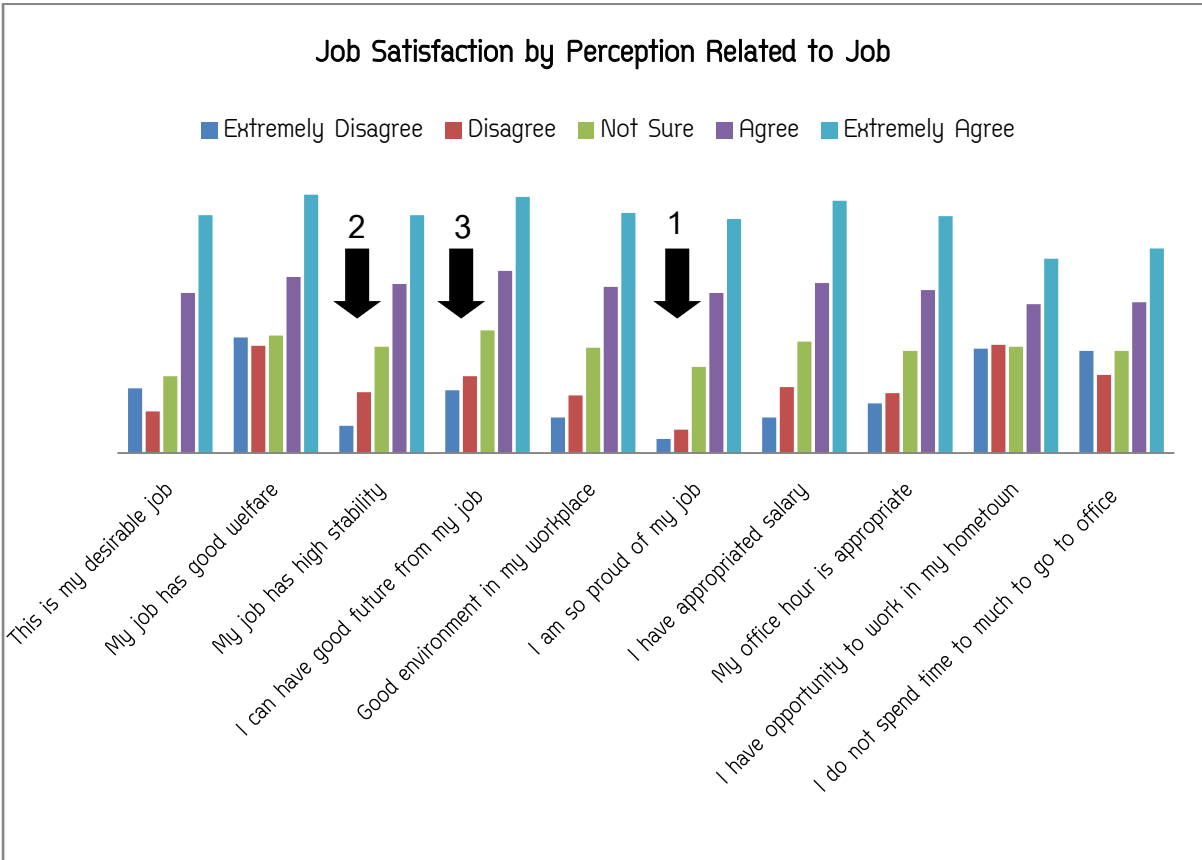
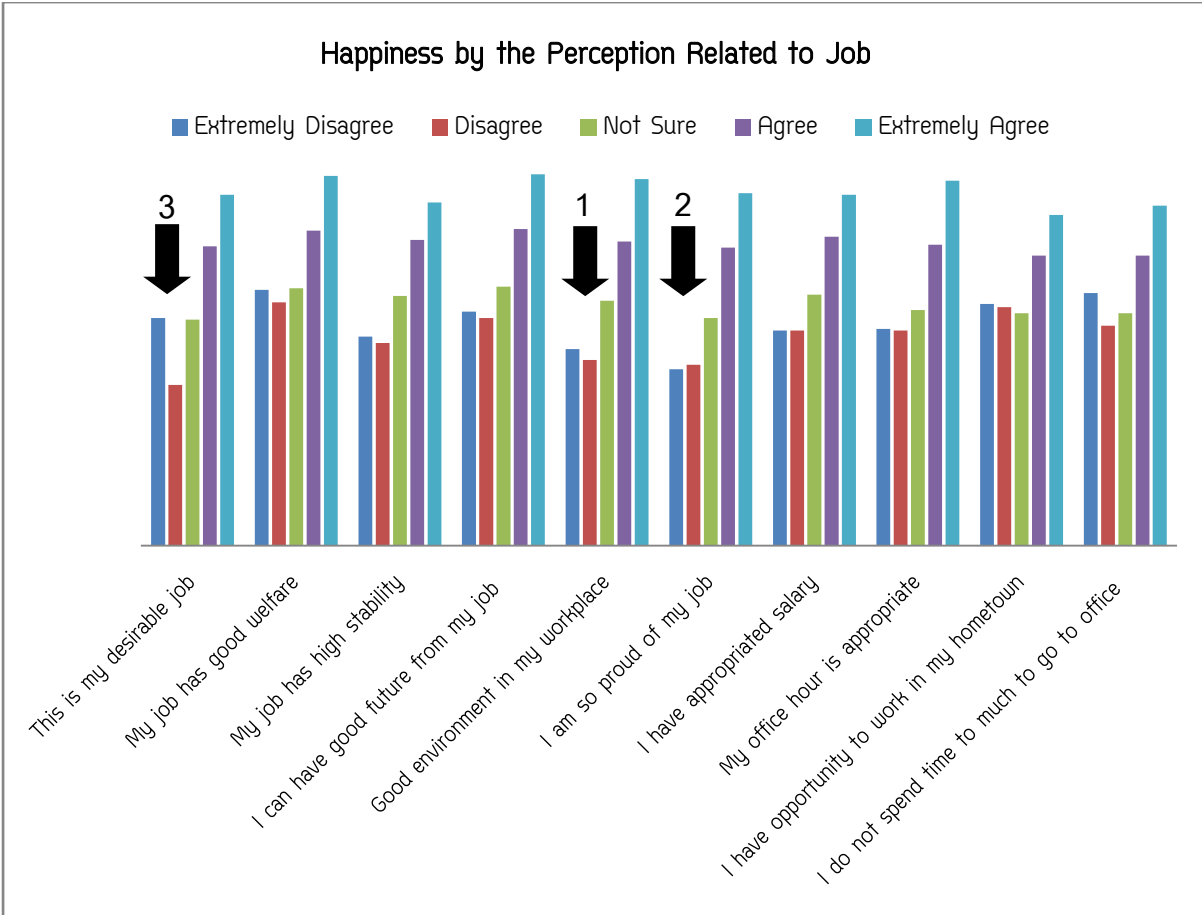


- Working environment and an opportunity to work with what one likes play a major role in one's happiness.

Statistical analysis on work-related opinions shows that having a good working environment is an important factor on happiness; even exceed pride in one's job which comes at number two. An interesting fact is that working with what one likes ranks at number three as an important factor to one's happiness. The least important factor is still a chance to work in one's birthplace.

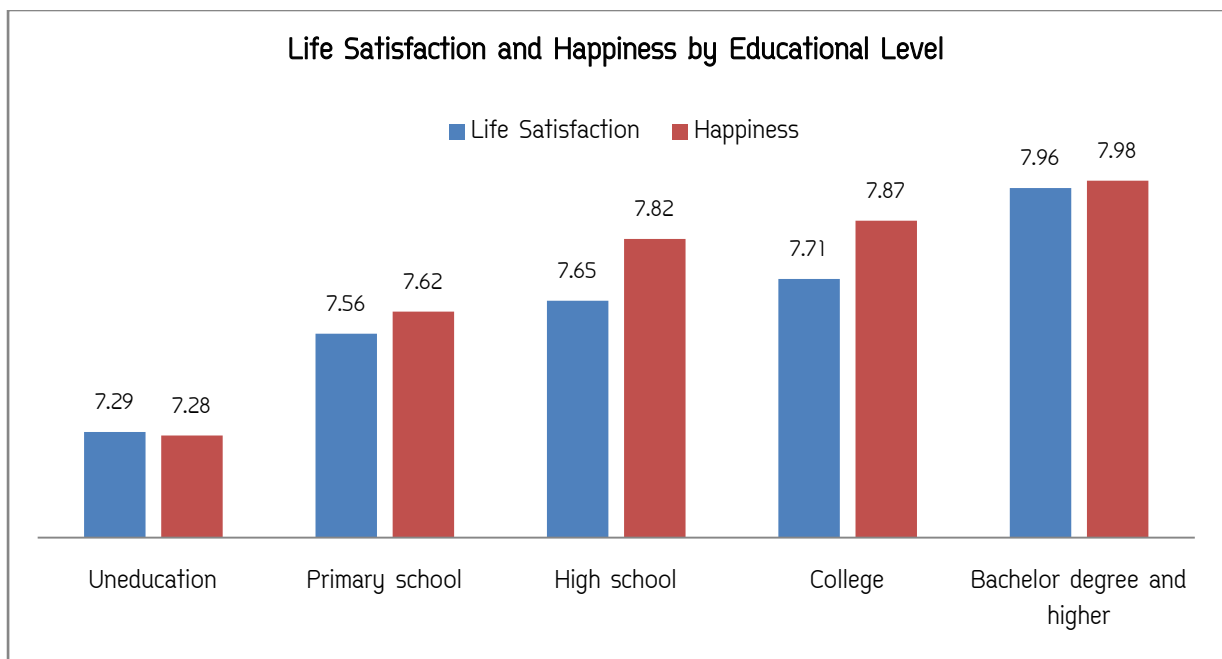
- Pride in job has an effect on job satisfaction

Statistical analysis shows that pride in one's job is a factor that effects job satisfaction the most. Come in at second place is job stability and career advancement. This information supports the reason why people with non-stable jobs have low level of life satisfaction. At the same time, having appropriate salary is ranked number five as job satisfaction determining factor while having an opportunity to work in one's birthplace has the least importance. However, each determining factor tends to have a direct effect on job satisfaction rather than on life satisfaction and happiness.



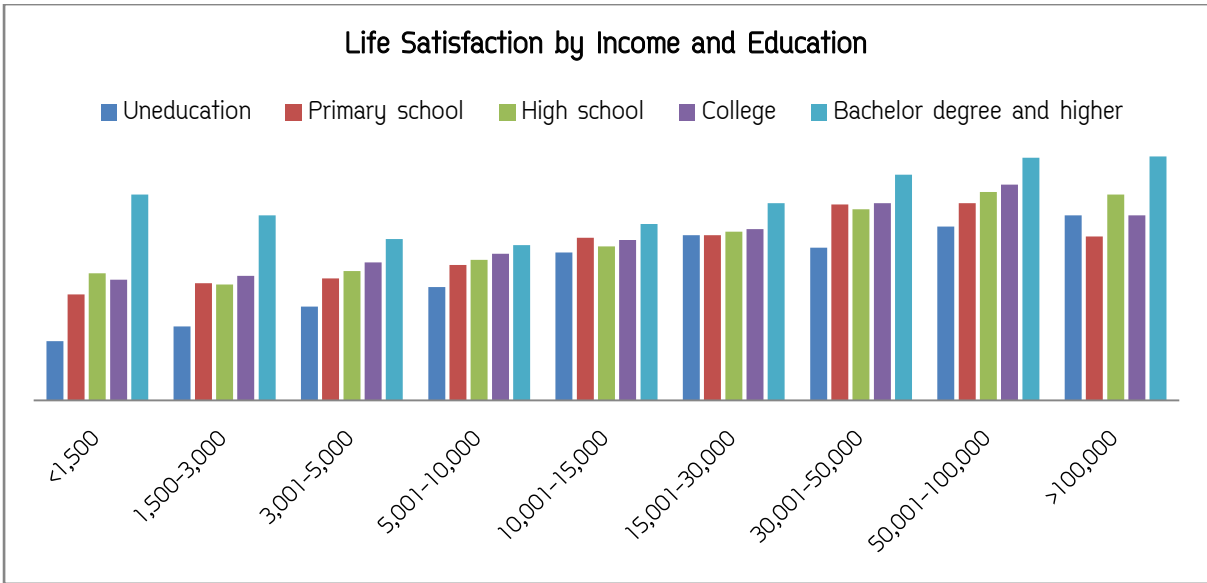
- Life satisfaction and happiness increase as the level of education increases.

From the belief that education is one of life's best asset that can ensure a person will have a stable job and can make enough income to sustain happiness and satisfaction in one's life, further analysis on life satisfaction and happiness score by education level was conducted. The result of this study shows that level of education also has important effect on satisfaction and happiness. The higher the level of education, the higher satisfaction and happiness in life.



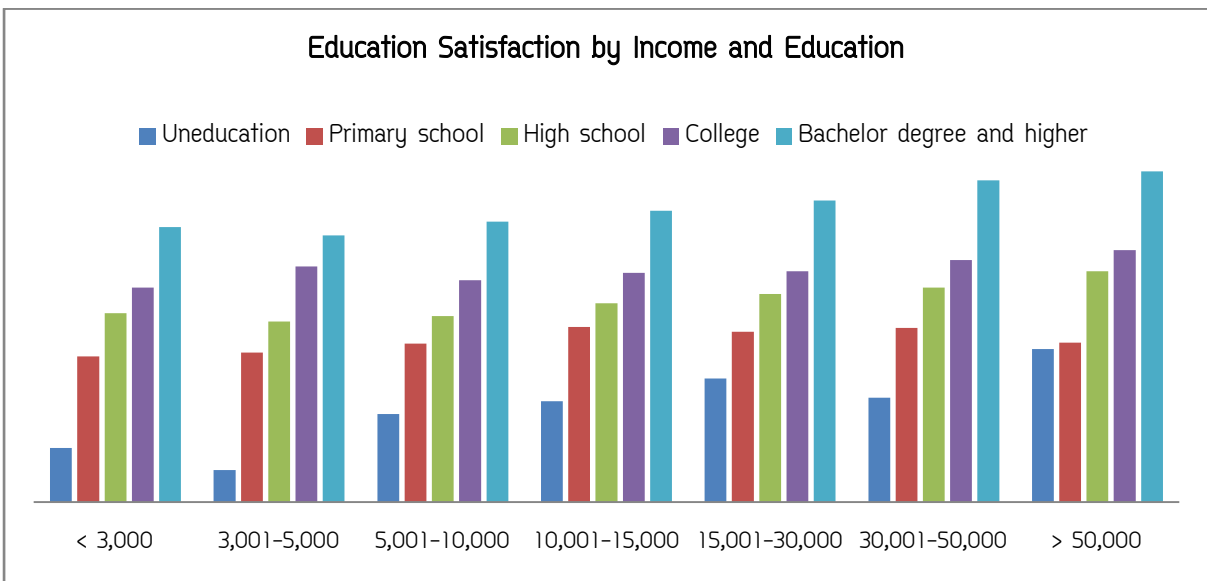
- Higher education level has a profound effect on life satisfaction especially among people with low income while has little effect on people with middle income

Higher level of education can effect life satisfaction. Nevertheless, when income is brought as an additional analytical factor, it is found that education level especially has a profound effect on people whose income is in between 1,500 – 5,000 baht and those whose income is more than 30,000 baht because happiness scores of people with middle income are not much different across different level of education. One interesting point is that with people whose income is higher than 100,000 baht, different level of education may not affect the level of satisfaction in the same way. What this information seems to reflect is that the policy to raise the level of education among low-income people may lead to better life satisfaction. For people with middle income and high income, other factors may be more important.



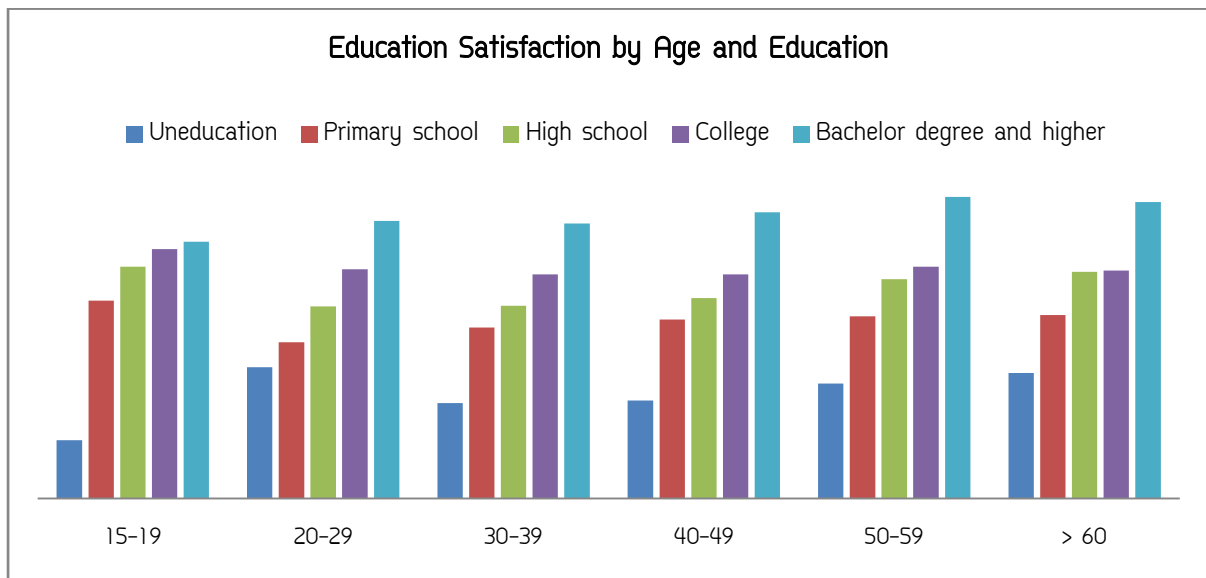
- Level of education has an effect on education satisfaction

When categorized satisfaction scores by level of education and income, it shows that level of education has an effect on education satisfaction. Among people with the same level of income, the level of satisfaction of those with lower education is usually lower than those with higher education, especially the differences found in people whose income is within 3,000 – 10,000 baht range. It is interesting that life satisfaction scores of uneducated people and of people who receive only elementary level education are lower than 6.96 among all income levels. What this information reflects is that in order to raise the level of education satisfaction in Thailand, it is important to focus on increasing access to education especially among low-income people.



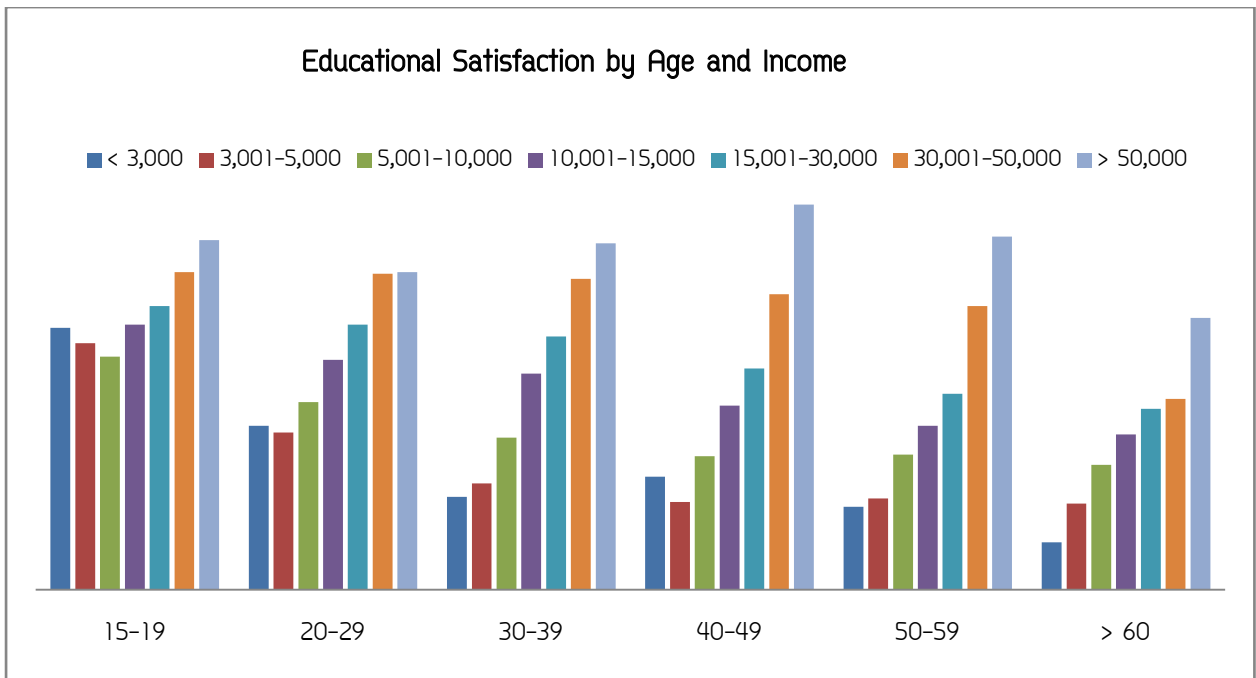
- Uneducated teenagers has the lowest level of education satisfaction

When categorized satisfaction scores by level of education and age, it helps confirm that level of education has an effect on education satisfaction. The lower the education level is, the lower the level of education satisfaction across all ages. However, it seems that uneducated teenager aged 15-19 years old is the group that is dissatisfied with education the most. The problem among these teenagers is not about access to education because Thailand already has a policy for free 12-years compulsory education. The focus of the problem is high school dropout which is caused by many reasons. Besides, there is no system in place to support these people in case they want to return to school. At the same time, our education system must consider how to encourage lifelong learning among middle-aged and elderly people.



- Elderly people with low income have low level of education satisfaction

When categorized satisfaction scores by level of age and income, it shows that income has an effect on education satisfaction across all ages, especially in higher age range. Elderly people who are over 60 years old with low income have the lowest level of education satisfaction. However, the scores are not much different among teenagers with different income levels. Therefore, for teenagers, income may not be as important factor for education satisfaction as level of education. At the same time, for middle-aged and elderly people, both income and education level has effects on education satisfaction.

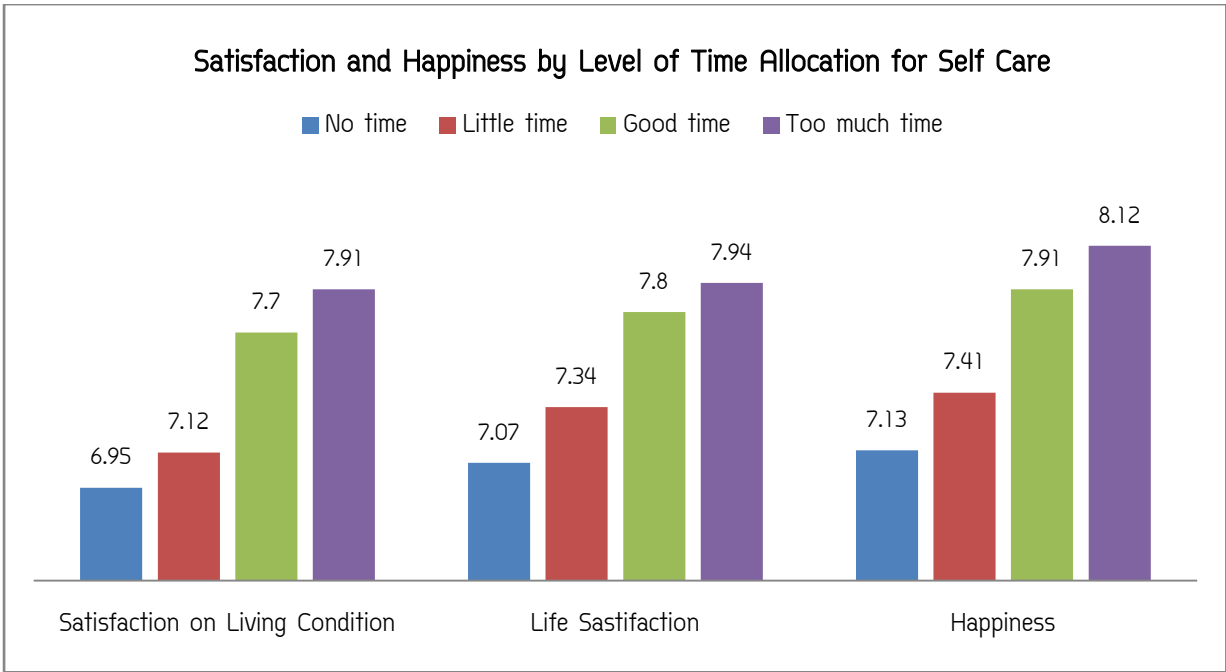


3) Life satisfaction and happiness are related to balance in life.

Statistical analysis confirms that satisfaction and happiness in life comes from our own doings as well. Having opportunities and time to complete one's daily routine in a balanced way can bring more happiness and satisfaction than a person who are time-pressed. What this reflects is that good time management is another key factor for happiness. However, allocation of time to different activities may result in different level of happiness and satisfaction. Our data analysis yields interesting insights as follows:

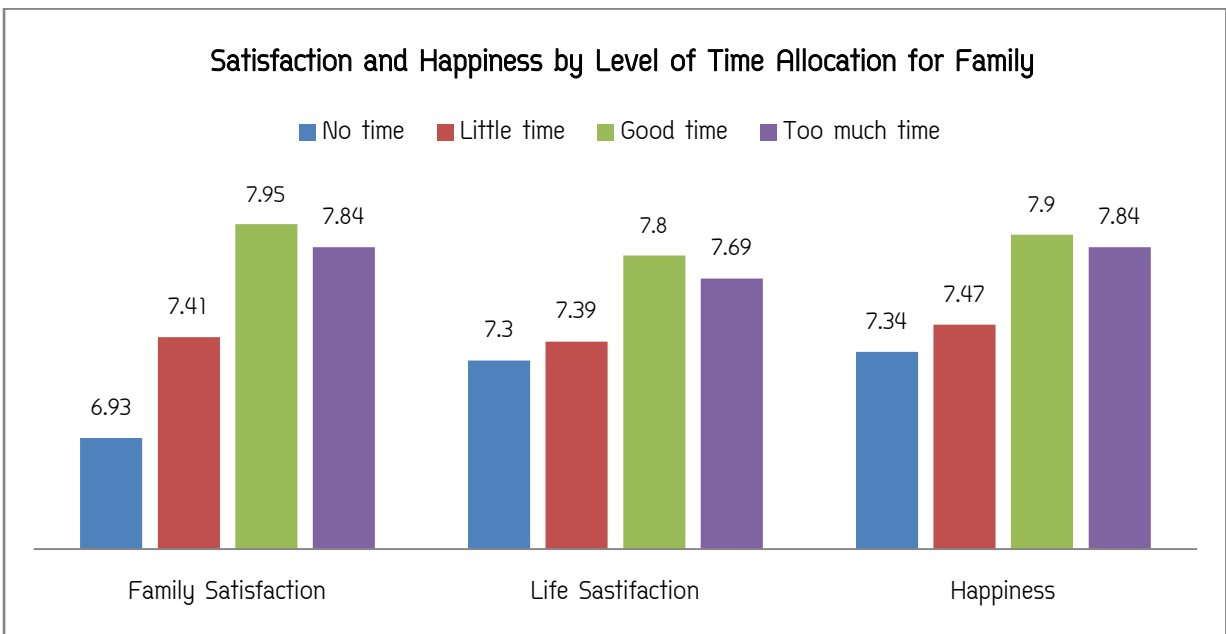
- Allocation of time to take care of oneself has an important effect on happiness and satisfaction in life and living condition

For a person to be happy and satisfied with his life, apart from personal status, material possession or ability to create happiness, having the opportunity to participate in activities that bring about happiness and satisfaction is another reason. Analysis on time allocation helps confirms that a good balance in time management will make a person more happy and satisfied with one's life. The more time one allows for taking care of oneself, the happier and more satisfied he will be even though that time seems to be a lot.



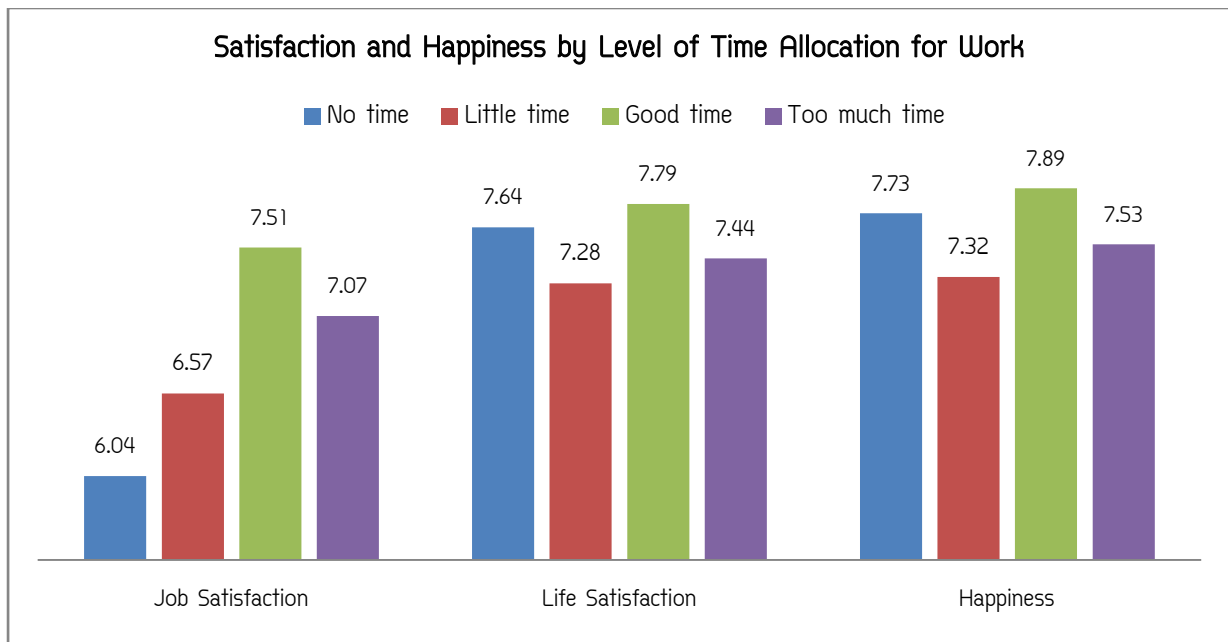
- More satisfaction in family life when one manages his time properly

Allowing proper time to take care of one's family will make one happy and more satisfied with his life especially family life. Statistics show that people who do not have time for their families will have very low level of satisfaction in family life. Nonetheless, the amount of time one allows for his family should be appropriate, not too much either because it may affect his happiness and satisfaction. Anyhow, having more time for a family is, in general, better than having less.



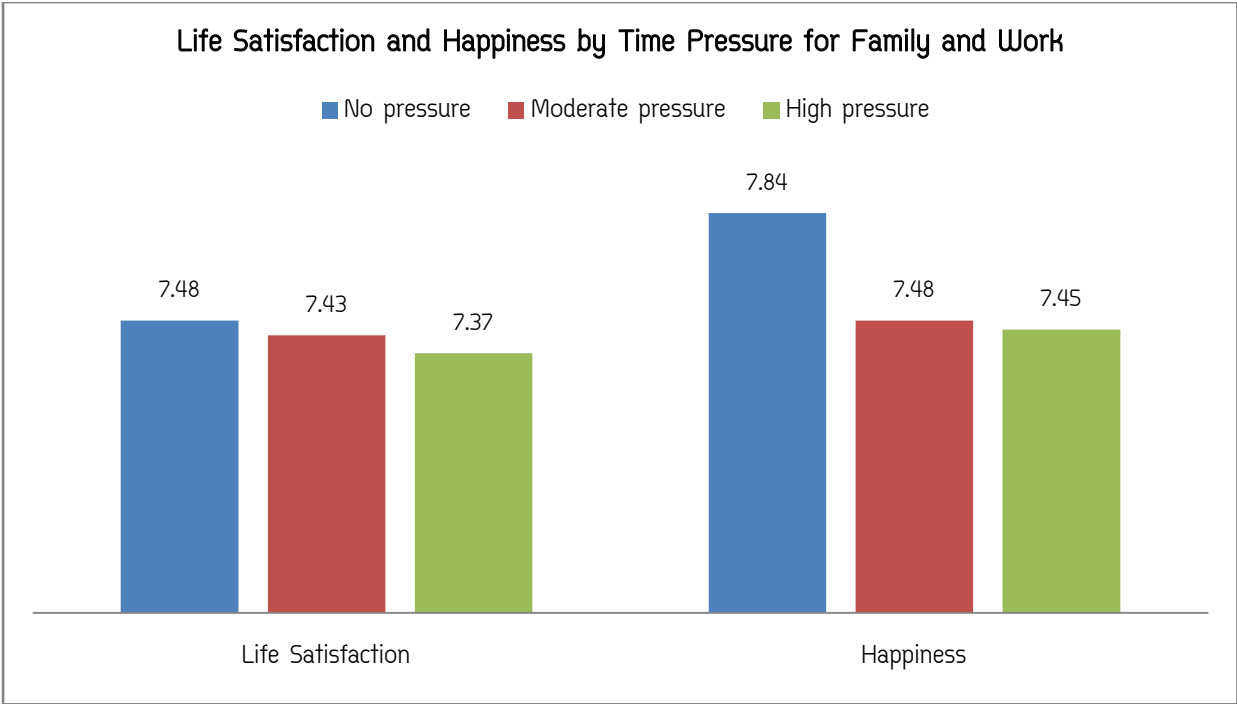
- Too much time devoted to work makes one less happy and satisfied with life and work.

Even though devoting time to work will help one thrive in his career, but if the goal is to change from career advancement to happiness and satisfaction in life, he will find that devoting too much time to work will make him less happy and satisfied with life, or sometime even his job. Therefore, the amount of time one allocates to his work should be appropriate, not too much, not too little, in order to ensure both career advancement and one's love for his job.



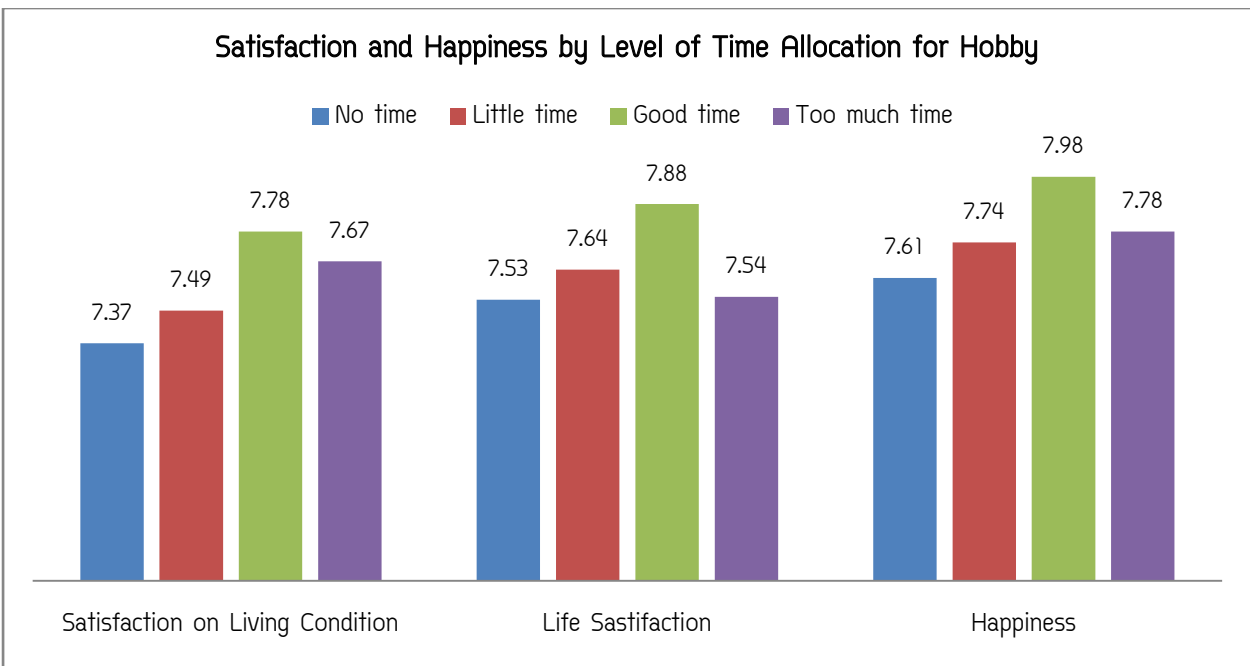
- Finding a balance in allocating time for family and work will make life happier.

In one's daily life, there are many activities waiting to be completed whether they are spending time with family, work, hobbies, etc. Therefore, if one is not careful with his time allocation, it may bring about his unhappiness. Consequently, finding a balance in allocating time for each activity is important. The figures below show that people who do not have time constraint and can allocate appropriate time for family and work are more satisfied with life than those who cannot manage their time well. This is true especially in terms of happiness. Finding a balance in time allocation is crucial to create happiness.



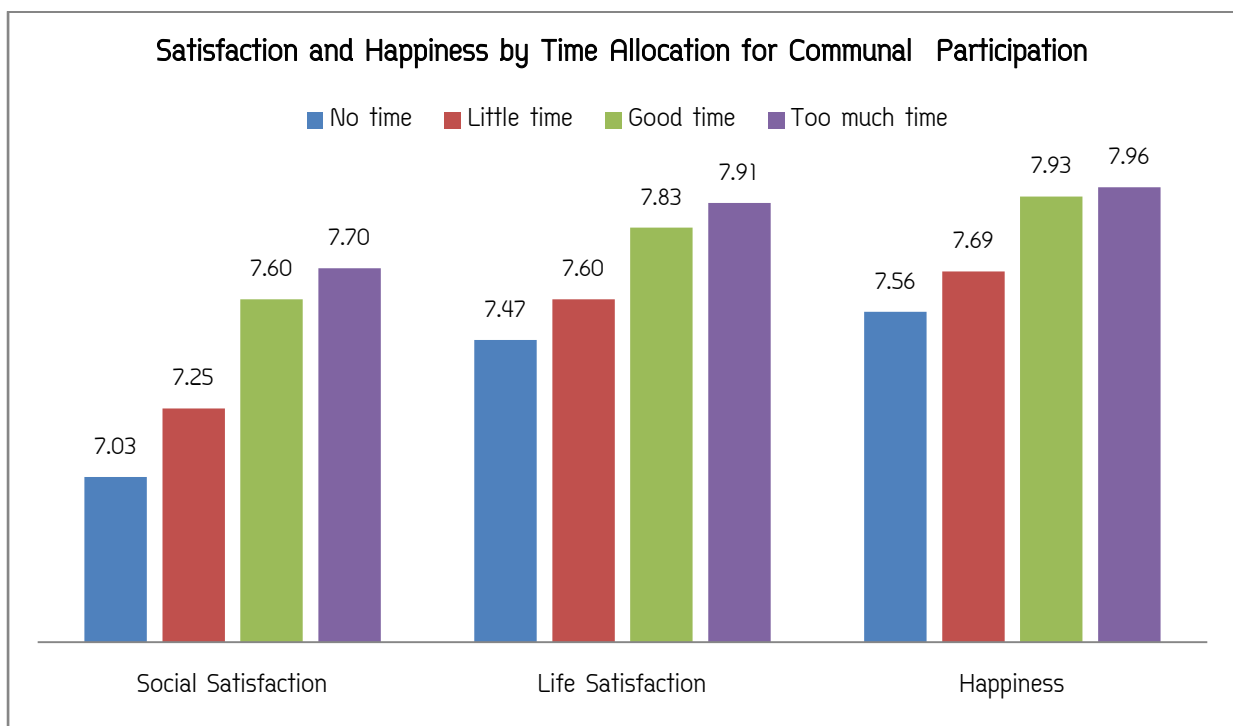
- Having time for hobby makes one happier

Apart from devoting time to oneself and one's family, having time for hobby also help increase one's happiness and satisfaction in life. Moreover, it also makes one more satisfied with his living condition. However, the amount of time allocated to one's hobby should be appropriate because if too much it will become obsession and, in effect, will reduce one's happiness and life satisfaction



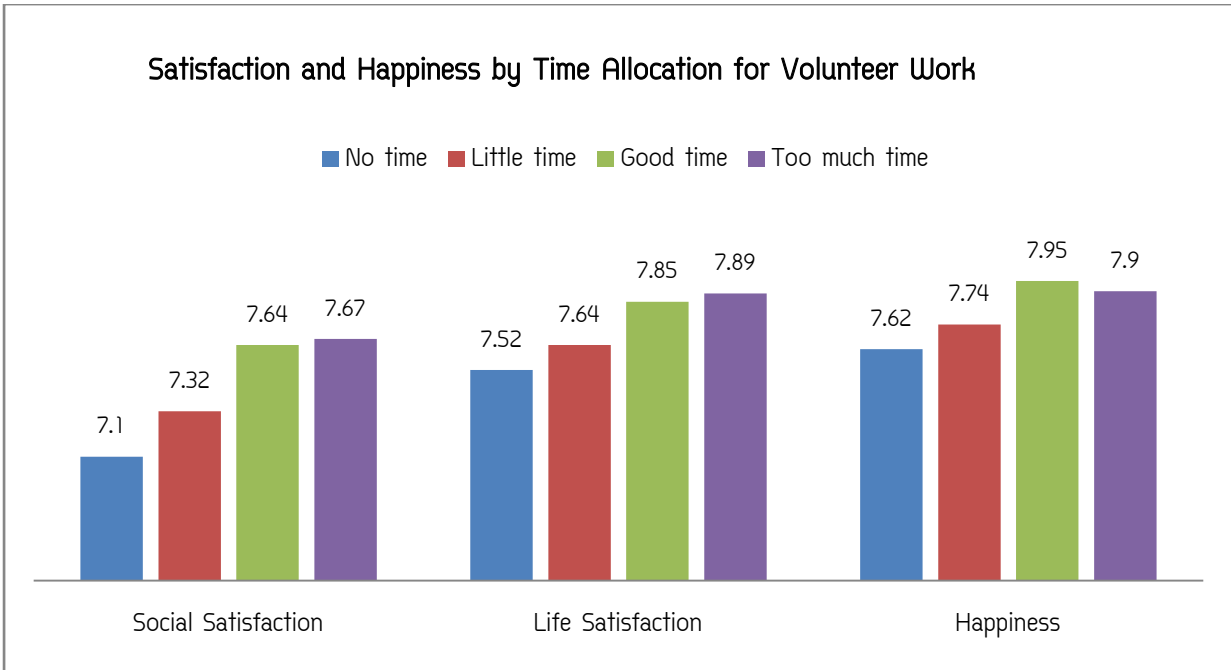
- The more participation in communal activities, the happier and more satisfied with life and society he will become

Statistical analysis reveals that the more participation one has in his community, the happier and more satisfied he will become, especially in terms of social life. Activities that allow people to participate or to show their rights have more effect on their happiness and satisfaction, for example, sport, political gathering, meeting. One interesting point is having such activities makes people feel more satisfied than having to participate in them. In some cases, just to have these activities is enough, participate or not is not an issue.



- Having time for volunteer work helps increase satisfaction in social life significantly

Statistics reveal that allowing time to do volunteer work or participate in any community activities is ranked at number 5 as key factor for creating satisfaction in life after work. The more time devoted to volunteer work, the more satisfaction in life one will get. However, the amount of time allocated should be appropriate, otherwise it will affect one's happiness. One interesting point is that having time to do volunteer work helps increase satisfaction in social life significantly. This information confirms that the policy to encourage people to do more volunteer work is a good initiative to increase people's satisfaction in social life.

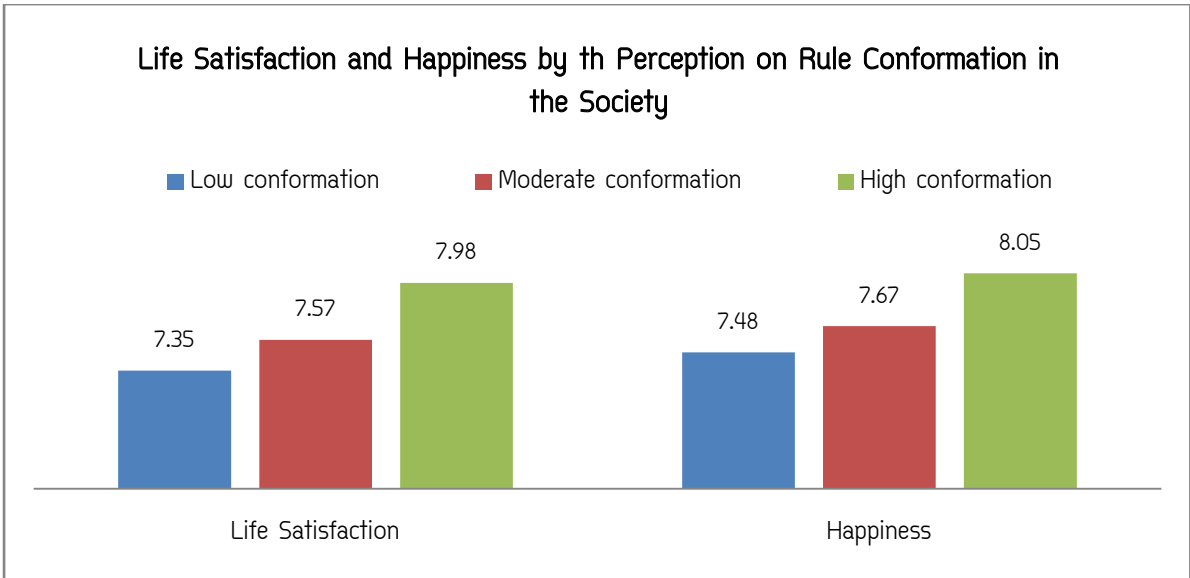


4) Life Satisfaction and happiness relate to trust and confidence in the society

Apart from status, personal potential and activity, another factor that can influence one's happiness and satisfaction in life is his attitudes toward the society in general. These attitudes include having trust in people, in the current administrative structure and tension one feels over different social issues. Trust and confidence in the society is another factor that can affect one's happiness and satisfaction in life. This survey reveals several interesting points as follows:

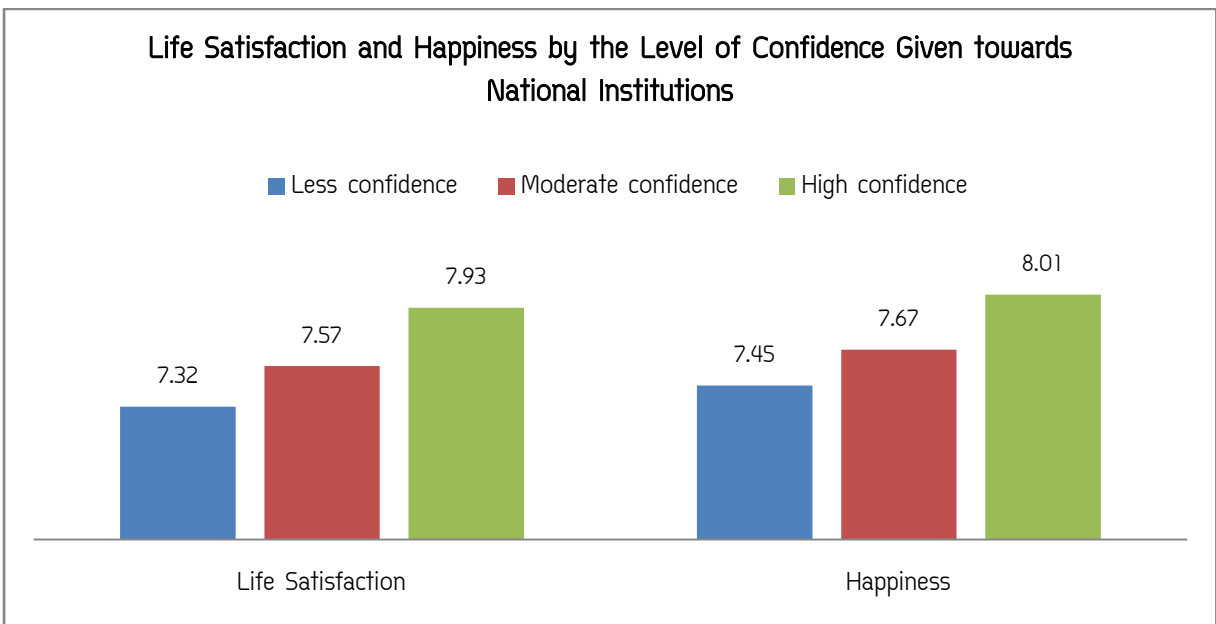
- **People in the society abiding by the rules make life happier and more satisfied**

If people feel that their society has only few people who abide by the rules, it will make them feel less happy and less satisfied with life. To increase the level of happiness and satisfaction, people must obey the rules more.



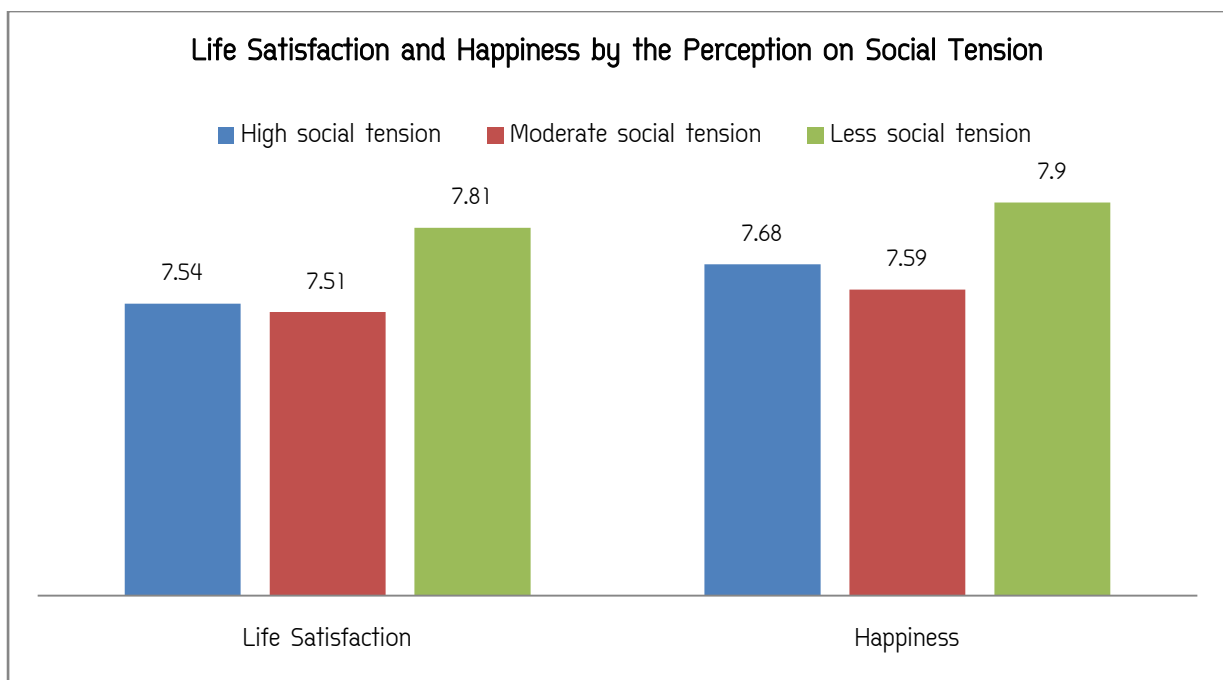
- Happiness/ life satisfaction relate to the level of confidence in national institutions

Statistics shows that Happiness/ life satisfaction relate to the level of confidence in national institutions which consist of 9 institutes: 1) Legislative institutes 2) Government 3) Political parties 4) Local administrative organizations 5) Government agencies 6) Administration of justice 7) Mass media and 8) Independent entities. The more trust people have on the country's administration, the higher the level of happiness and satisfaction, especially happiness. This information shows that the Thai society needs to apply good governance principles to the country's administrative processes. This is to ensure that each process is transparent and more accountable to make Thai people more happy and satisfied.



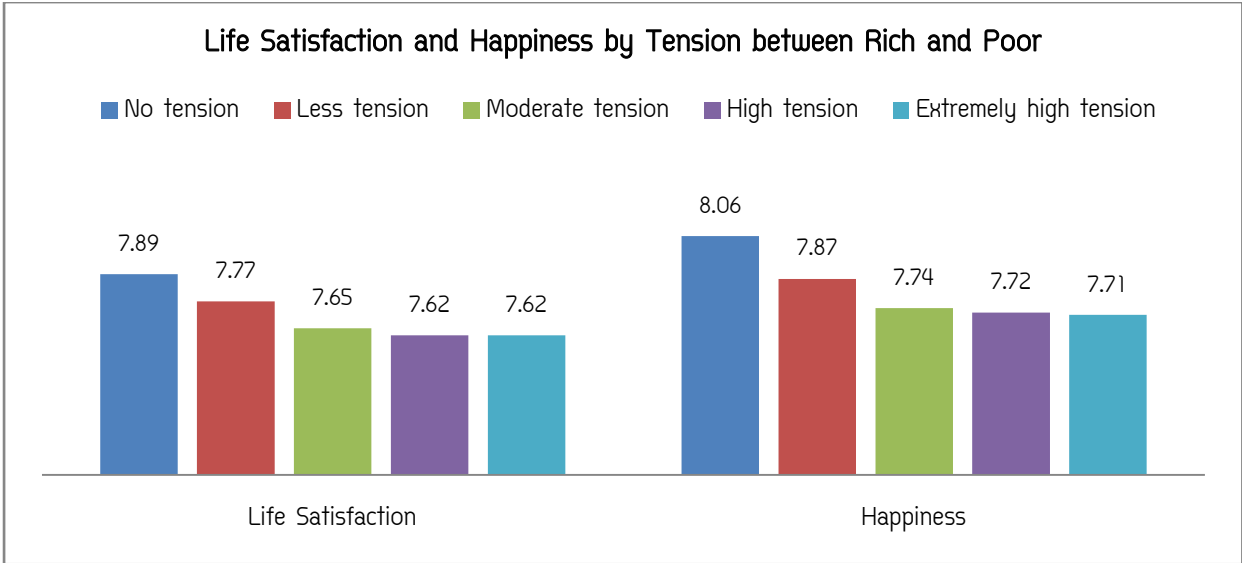
- When people feel the tension caused by differences in the society, happiness and life satisfaction tends to decrease

Tension caused by differences in the society such as differences between the rich and the poor, men and women, young people and old people, nationalities, religions and educations will have an effect on happiness and satisfaction. The interesting thing is people whose tension is at the medium level feel less happy and satisfied than people whose tension level is high. This may be because when one feels tension, it will reduce his happiness and satisfaction immediately except when the tension is low. Therefore, the policy to reduce all kinds of social differences should not only alleviate social tension but should aim to reduce all forms of confrontation as well in order to make Thai people be happy and satisfied with life.



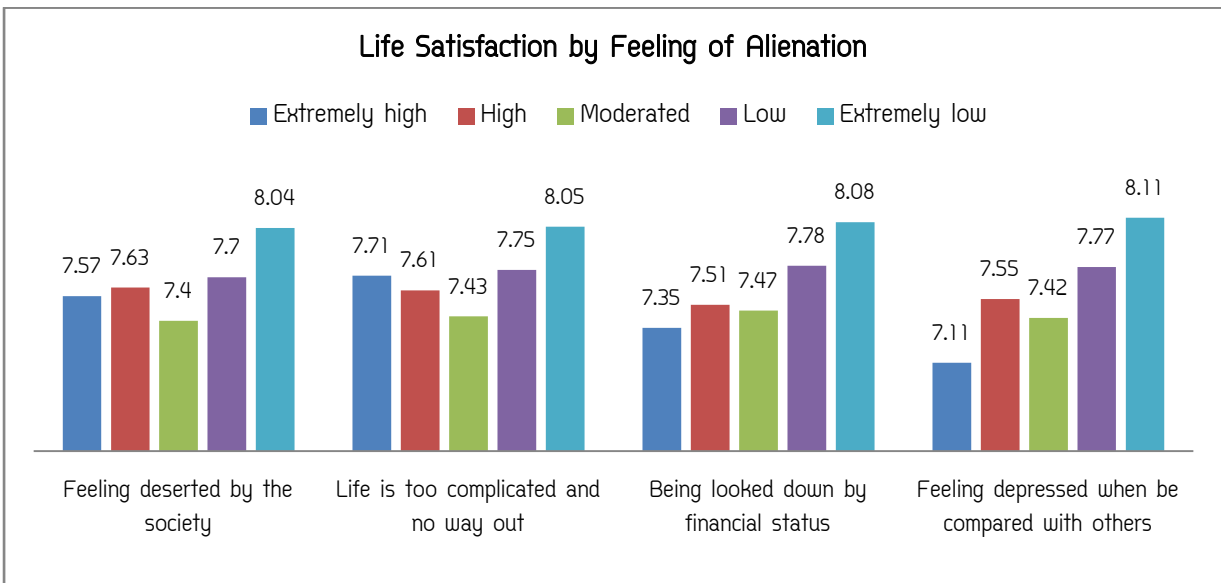
- High tension between rich and poor make life less happy and less satisfied

Tension over social differences can be caused by many reasons but the issue that attracts most attention is Income gap. Statistics show that the awareness of tension between the rich and the poor also affect people's happiness and satisfaction. From the statistics, it seems that the effect is even stronger when people are totally unaware of the tension. In contrast, for those who are aware of the tension, the levels of happiness and satisfaction are not much different. This helps confirm that the goal for development should not only aim to alleviate the tension, but should seek the mean to eradicate the problem altogether.



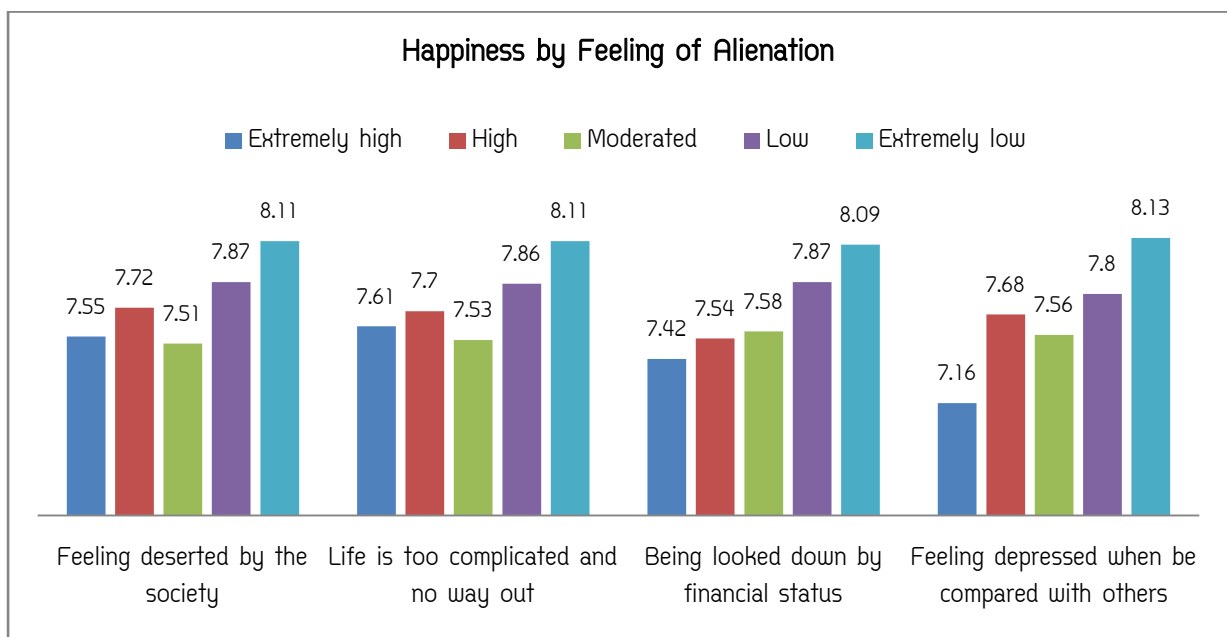
- Feeling alienated from one's society reduces life satisfaction

Social alienation consists of 4 dimensions: 1) feeling deserted by the society 2) feeling life is too complicated and no way out 3) being looked down because of financial status and 4) feeling depressed when compared one's life with others. The relationships with life satisfaction are similar among these 4 dimensions that the stronger the feeling, the less satisfied with life one becomes except for those whose level of alienation is in the middle. The level of happiness for these people turns out to be less than those with higher level of alienation. Statistical analysis reveals that depression caused by comparing one's life with others has the strongest effect on life satisfaction, followed by being looked down because of one's financial status, feeling deserted by the society, and lastly feeling life is too complicated and no way out.



- Depression caused by comparing one's life with others makes one less happy

The relationship between happiness and feeling alienated from the society is similar to that of satisfaction and alienation. The more alienated one feels, the less happy one becomes except for those whose level of alienation is in the middle. The level of happiness for these people turns out to be less than those with higher level of alienation. Statistical analysis reveals that depression caused by comparing one's life with others has the strongest effect on life satisfaction, followed by feeling deserted by the society, feeling life is too complicated and no way out and lastly being looked down because of one's financial status.



5) Happiness/ Satisfaction in life relate to one's attitude towards oneself

If we think that one's happiness and satisfaction in life do not depend only on external factors, but also relate to one's internal feelings, thoughts and personal view. Results from statistical analysis clearly shows that the relationship between happiness and satisfaction in life with internal thoughts, for example, attitude towards one's future, liveliness, having interesting and relaxing activities. Results from our analysis have yield interesting insights as follows:

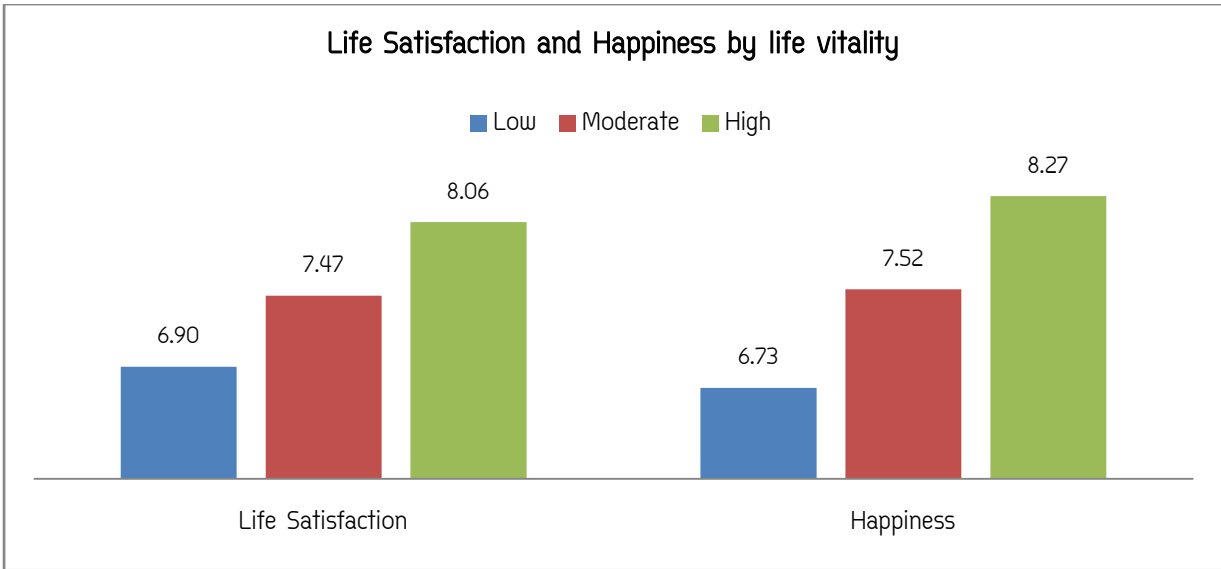
- Future with hope has an effect on one's happiness and satisfaction in life

Future is uncertain. This makes most people concern with how their lives are going to be in the future. The assumption that the better one sees his future, he will feel happier and more satisfied with life than those whose futures are bleak is still valid today. Supporting evidence of this statement is when we used series of questions to ask people to evaluate their futures in the next 6 months, we found that people who saw their futures the brightest also have the highest level of happiness and satisfaction in life



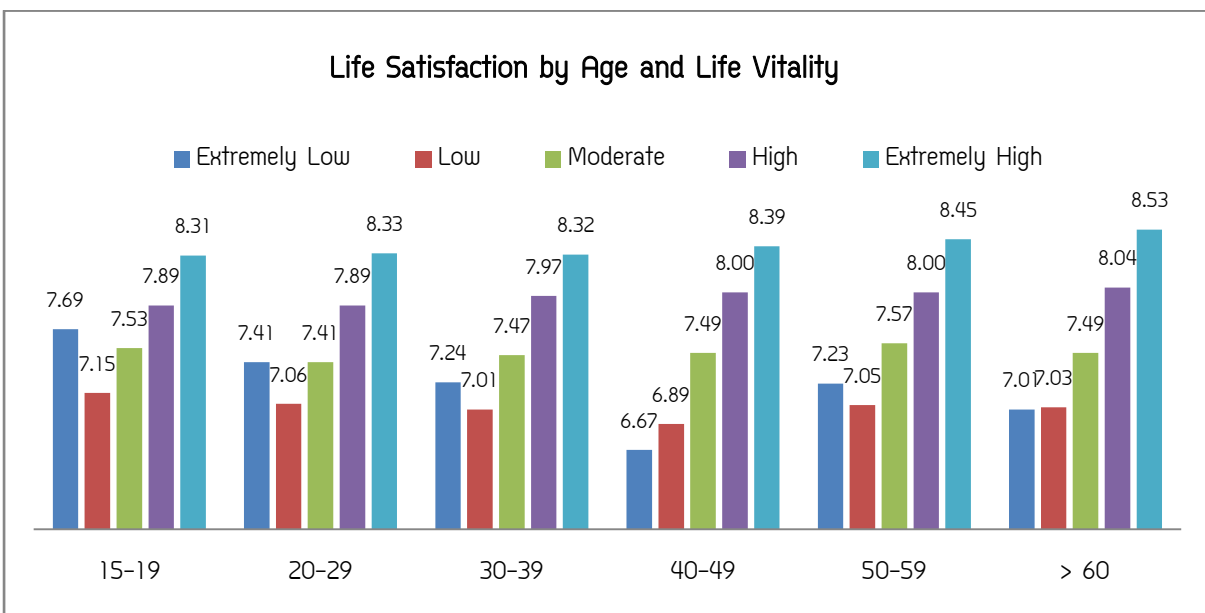
- Life vitality makes one's happiness and satisfaction in life grow

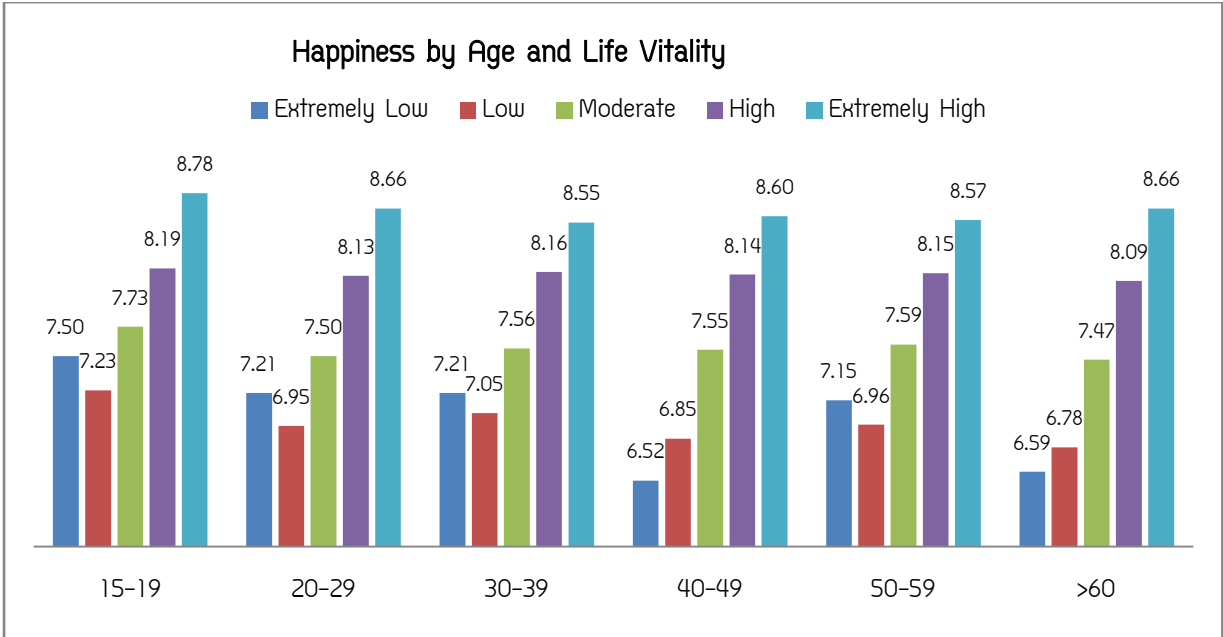
Even though one may appear to be perfect on the outside – having a healthy body, good financial status and besides there is a security system in place to guarantee his future, he may not be as happy and satisfied with his life when his mental or emotional state is down. Therefore, feeling and vitality are other key factors that can affect one's happiness and satisfaction. Statistics shows that a lively person will have high level of happiness and satisfaction. Another interesting point we found is that liveliness has more effect on happiness than satisfaction. The reason may be because vitality is one of personal factors that relate to happiness.



- Activeness has an effect on one's happiness and satisfaction in life.

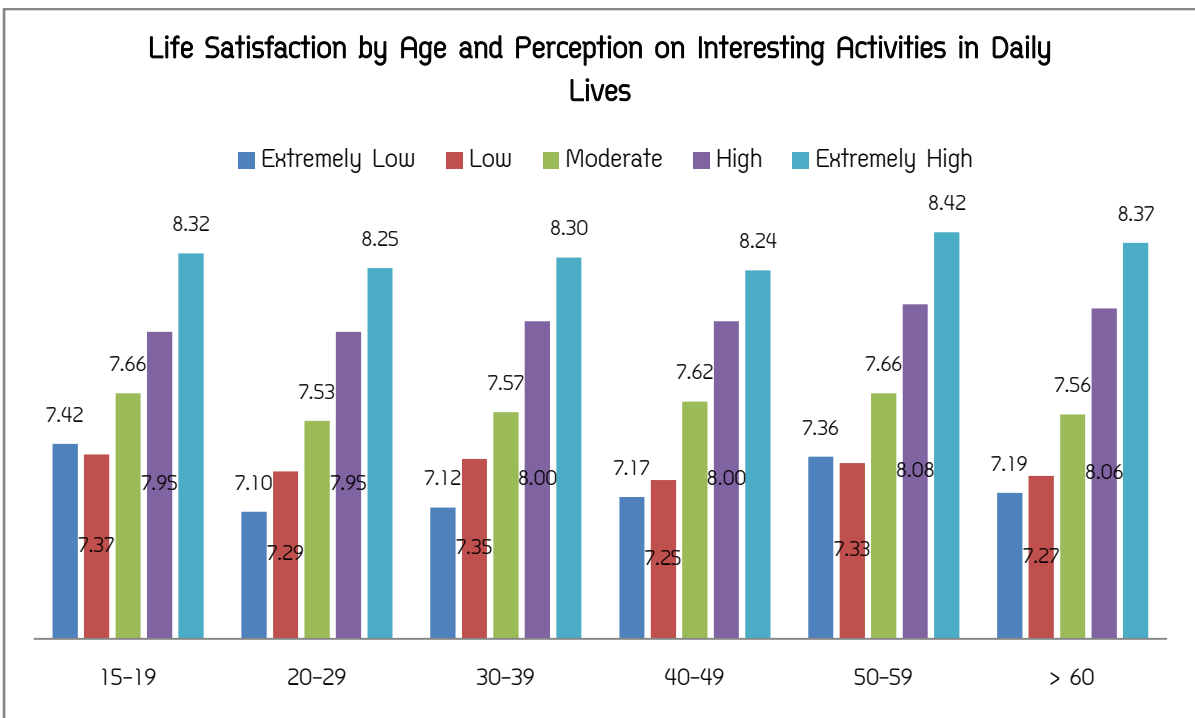
When categorized satisfaction scores by age and activeness, we found that activeness has the most effect on people in the following age groups. First is the retiree who has the lowest level of satisfaction and happiness. However, the retirees whose age are over 60 and have the highest level of activeness also have the highest level of satisfaction with life. Activeness also has a huge effect on middle-aged people (age 40-49). This finding tells us that it is time for Thai society to look back at the problem faced by middle-aged people, especially when it is a cause of depression. At the same time, lack of activeness among the retirees may differ from people to people.

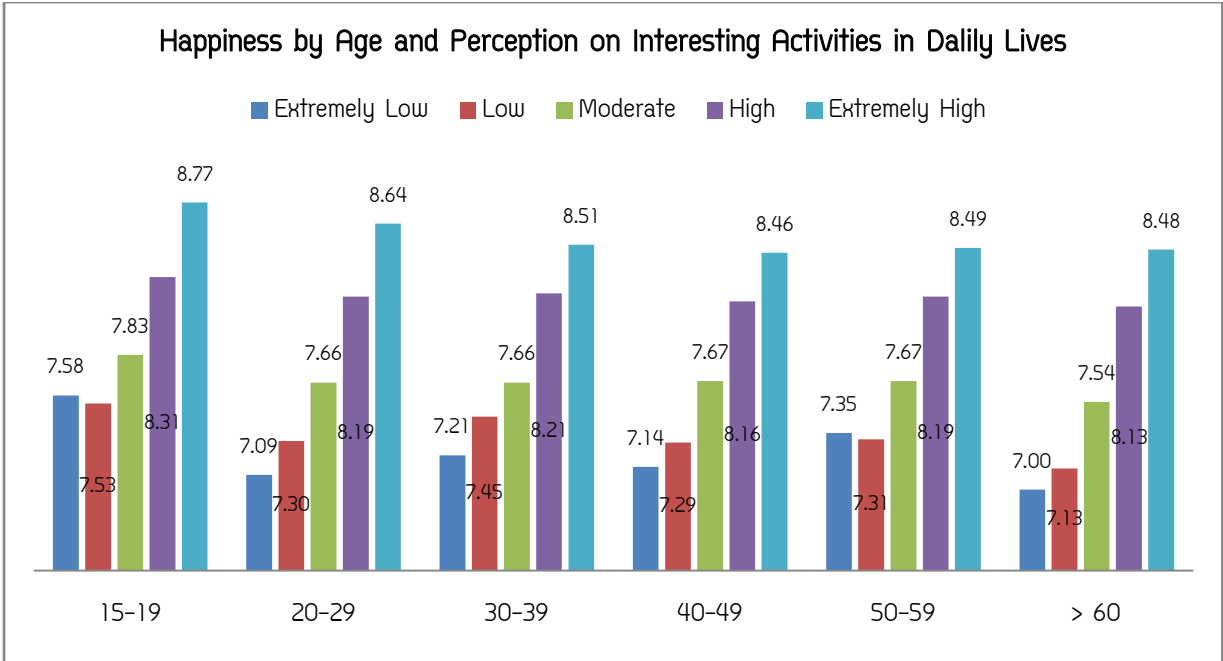




- Having interesting activity is one way to increase life satisfaction for Thai people.

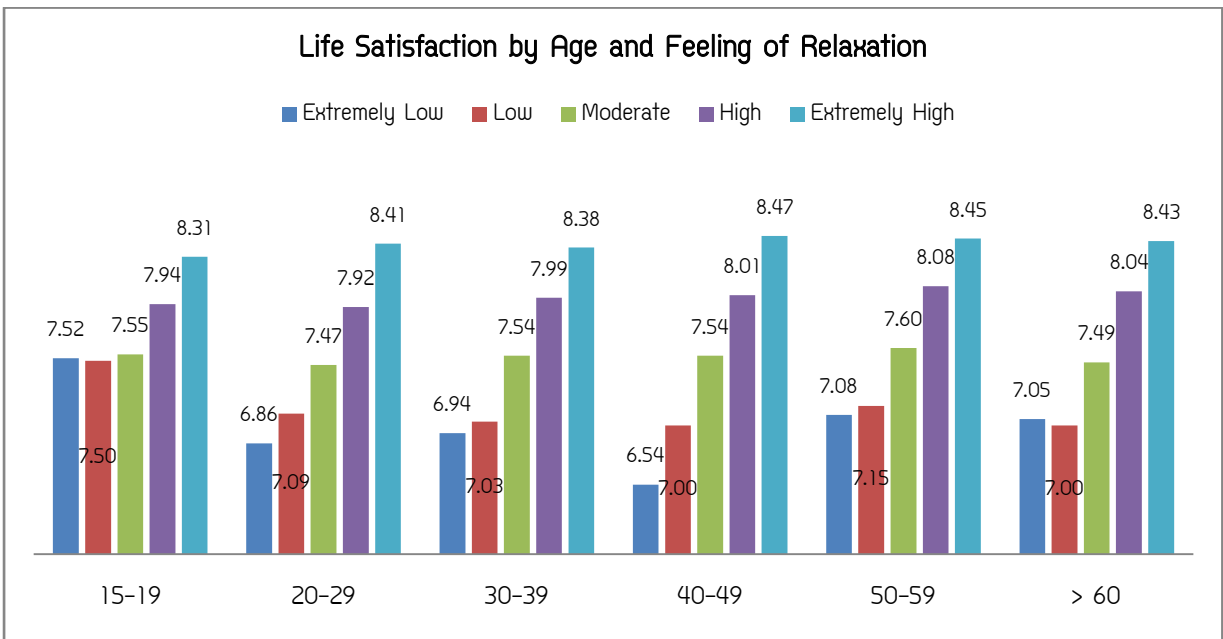
Since the past, most people tend to think that childhood and teenage are the time when we need excitement in life full of interesting activities to enhance our life experience and add more colors to our lives. Actually, people of all ages need to have interesting activities. If they can take part in good activities, it will increase their satisfaction and happiness in life.

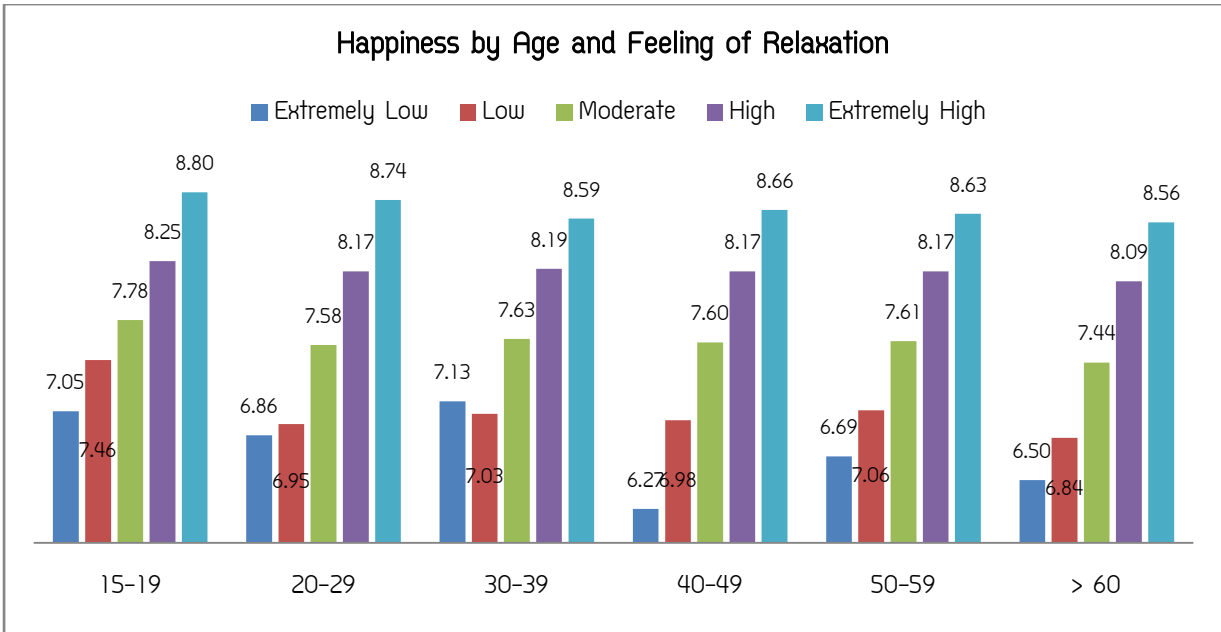




- Satisfaction and happiness in life will increase when people feel relax.

Without doubt relaxation has an important effect on satisfaction and happiness in life despite your age. However, relaxing feeling affects happiness and satisfaction differently depending on age. Different level of relaxation in age 15 -19 will create not much different in level of happiness and satisfaction. While differences are noticeably visible in age 40–49. This is because stress has high effect on people at this age. Therefore, to develop activities or environment that can help them to feel relax is very important.





3 What do life satisfaction and happiness depend on?

Regression analysis shows that both life satisfaction and happiness depend on many factors. These factors have effects on life satisfaction and happiness statistically. In conclusion, factors that affect life satisfaction and happiness can be categorized into 5 groups as follow:

- **Economic or Material Factors**

Positive factors include income (meaning the more income one makes, the happier and more satisfied one feels), having no economic difficulty, accommodation. Income has a strong effect on life satisfaction and happiness. However, when the income exceeds 30,000 baht, the effect will decrease.

- **Work Factors**

Positive factor is attitudes toward work and negative factors are job instability and time pressure. Moreover, employment turns out to be negative factor. This may be because life satisfaction among laborers are even less than the unemployed. Therefore, further study is needed.

- **Personal Attitudes Factors**

Positive factor is liveliness which clearly has a positive effect on life satisfaction and happiness while social alienation has an adverse effect but the degree of influence is a lot less than life vitality.

- **Social Relationship Factors**

Positive factors are community participation, feeling of rule-abiding society, confidence in social service system, confidence in the country's administrative processes. Negative factor is pressure caused by social differences.

- **Personal Quality Factors**

Factor that is the most important to happiness and life satisfaction is health. People with good or excellent health will have more life satisfaction than people with average or poor health. Other factors that are also important are education, marital/ family status, age, administrative district (living in or outside municipal area) and sex.

However, since both life satisfaction and happiness are quite complicated with several factors involve and those factors can be very similar or opposed each other. Moreover, life satisfaction and happiness also depend on experience and personal quality of each individual. Therefore, the score calculated using regression method is only 18.10 percent for life satisfaction and 21.80 for happiness.

4. Life Satisfaction VS Happiness

This survey has investigated the subjective well-being of Thai people by using 2 questions which are life satisfaction and happiness. Another aim is to evaluate the similarity and differences between these 2 words as indexes for evaluate subjective well-being of Thai people too. Statistical analysis shows the following interesting points:

1. Life satisfaction and happiness correlate with each other. Correlation coefficient results shows that life satisfaction and happiness correlate with each other as much as 64.63 percent.
2. The overall picture of this survey is as follows: the average score for happiness (7.74 out of 10) is higher than the average score for life satisfaction (7.64 out of 10)
3. Regression analysis shows that factors that influence life satisfaction and happiness are similar, meaning life satisfaction and happiness depend on the following 5 factor categories:
 - Economic and/or material factors such as income and having no economic difficulty
 - Work factors such as attitudes toward work, job stability and time pressure
 - Personal attitude factors such as life vitality and social alienation
 - Social relationship factors such as community participation, feeling of rule-abiding society, pressure caused by social differences.
 - Personal quality factors such as sex, age, administrative district (living in or outside municipal area).

The details of each factor are mentioned above.

4. However, factors that relate to social environment such as community participation, feeling of rule-abiding society, and confidence in social service system, confidence in the country's administrative processes will effect life satisfaction more than happiness. On the other hand, factors that relate more to personal attitudes such as liveliness and health condition will have more effect on happiness than life satisfaction.
5. Moreover, negative factors tend to have more effect on life satisfaction than happiness, for example, social alienation, pollution. To put it in other words, life satisfaction tends to have more

element of dissatisfaction than happiness. On the contrary, domain of happiness will focus more on positive elements such as pleasure and fun than life satisfaction

6. An interesting point is, in terms of marital status, married couples and couples who live together are the group with the most life satisfaction but single people or people who never get married will have the most happiness. Therefore, this can confirm the belief that happiness is more personal while life satisfaction the area that relate more to the relationship between people in the society

7. Therefore, the initial analysis can be concluded that if the focus of subjective well-being analysis is on personal relationship, the focus should be on happiness or if the emphasis in on social relationship, the focus should be on life satisfaction.

Factors Influencing Life Satisfaction: Stepwise Multiple Regression Analysis

Factors	B	Beta	t**
1. Constant	3.532		1450.623
2. Feeling of life vitality (5 interval scales) 1= not at all, 5= all the time	0.268	0.134	950.929
3. Feeling of no economic difficulties (5 interval scales) 1= never happened , 5= quite often	0.173	0.056	394.383
4. Feeling of social rule conformation (5 interval scales) 1= low, 5= high	0.108	0.057	406.515
5. Feeling of alienation (5 interval scales) 1= extremely agree, 5= extremely disagree	0.132	0.075	558.964
6. Confidence in social services (5 interval scales) 1= less confidence, 5= high confidence)	0.134	0.057	397.603
7. Housing condition (0=problem, 1= no problem)	0.076	0.053	407.514
8. Communal participation (4 interval scales) 1= low participation, 4= high participation	0.141	0.071	505.162
9. Income (0= 3,001 – 10,000 Baht)			
- 3,001 – 10,000 Baht	0.024	0.009	36.339
- 10,001 – 30,000 Baht	0.198	0.073	289.579
- 30,001 – 50,000 Baht	0.443	0.081	469.753
- > 50,000 Bath	0.409	0.051	333.613
10. Health condition (0=Unhealthy)			
- Good- Very Good	0.328	0.121	452.386
- Not bad	0.167	0.059	237.905
11. Working condition (0=Jobless)			
- Student	0.286	0.057	263.592
- Employed person	-0.931	-0.278	-631.866
12. Pressure from social tension (5 interval scales) 1= high pressure, 5=low pressure	-0.061	-0.043	-321.334
13. Confidence in national institutions (5 interval scales) 1= low confidence, 5=high confidence	0.098	0.049	331.957
14. Marital status (0=divorcee)			
- Single	0.085	0.026	105.736
- Married and living with spouse	0.117	0.042	183.507

- Married but not living with spouse	0.082	0.012	83.555
15. Job security 0= Low possibility to be jobless/not sure 1= High possibility to be jobless	-0.148	-0.016	-130.056
16. Residential area (0= outside municipal area, 1= municipal area)	-0.091	-0.032	-237.832
17. Time pressure (5 interval scales) 1= high pressure, 5=low pressure	-0.018	-0.016	-86.178
18. Perception about job (5 interval scales) 1= very negative, 5= very positive	0.25	0.285	709.333
19. Age (0= > 60 year old)			
- 15-19 year old	-0.295	-0.057	-244.289
- 20-29 year old	-0.247	-0.066	-294.017
- 30-39 year old	-0.201	-0.061	-269.148
- 40-49 year old	-0.193	-0.061	-282.735
- 50-59 year old	-0.042	-0.013	-65.658
20. Education (0= no education)			
- Primary school	0.106	0.039	131.187
- High school/college	0.224	0.083	253.772
- Bachelor degree and higher	0.453	0.11	448.347
21. Face to face conversation with people (6 interval scales) 1= very less, 6= very much	0.033	0.026	156.627
22. Feeling of no pollution/social safety (6 interval scales) 1= serious problem, 6= no problem	-0.018	-0.016	-106.033
23. Sex (0= male, 1= female)	0.018	0.007	54.163

Noted: t** = significant at the significant level of 0.01

Factors Influencing Happiness: Stepwise Multiple Regression Analysis

Factors	B	Beta	t**
1. Constant	3.162		1342.993
2. Feeling of live vitality (5 interval scales) 1= not at all, 5= all the time	0.413	0.208	1513.158
3. Feeling of no economic difficulties (5 interval scales) 1= never happened , 5= quite often	0.183	0.06	430.769
4. Feeling of social rule conformation (5 interval scales) 1= low, 5= high	0.077	0.041	297.925
5. Feeling of alienation (5 interval scales) 1= extremely agree, 5= extremely disagree	0.084	0.048	367.076
6. Confidence in social services (5 interval scales) 1= less confidence, 5= high confidence)	0.144	0.061	441.944
7. Housing condition (0=problem, 1= no problem)	0.073	0.052	406.118
8. Communal participation (4 interval scales) 1= low participation, 4= high participation	0.114	0.058	422.983
9. Income (0= 3,001 – 10,000 Baht)			
- 3,001 – 10,000 Baht	0.073	0.028	115.876
- 10,001 – 30,000 Baht	0.269	0.1	405.689
- 30,001 – 50,000 Baht	0.409	0.076	448.1
- > 50,000 Bath	0.421	0.053	355.501
10. Health condition (0=Unhealthy)			
- Good- Very Good	0.483	0.18	688.513
- Not bad	0.285	0.102	419.034
11. Working condition (0=Jobless)			
- Student	0.288	0.058	274.988
- Employed person	-0.806	-0.243	-565.887
12. Pressure from social tension (5 interval scales) 1= high pressure, 5=low pressure	-0.058	-0.041	-316.519
13. Confidence in national institutions (5 interval scales) 1= low confidence, 5=high confidence	0.067	0.034	237.065
14. Marital status (0=divorcee)			
- Single	0.117	0.036	151.176
- Married and living with spouse	0.092	0.033	148.47

- Married but not living with spouse	0.031	0.005	32.254
15. Job security 0= Low possibility to be jobless/not sure 1= High possibility to be jobless	-0.127	-0.014	-115.26
16. Residential area (0= outside municipal area, 1= municipal area)	-0.066	-0.024	-180.412
17. Time pressure (5 interval scales) 1= high pressure, 5=low pressure	-0.025	-0.021	-121.78
18. Perception about job (5 interval scales) 1= very negative, 5= very positive	0.228	0.263	668.328
19. Age (0= > 60 year old)			
- 15-19 year old	-0.151	-0.029	-129.569
- 20-29 year old	-0.161	-0.043	-198.554
- 30-39 year old	-0.130	-0.04	-180.486
- 40-49 year old	-0.154	-0.05	-233.282
- 50-59 year old	-0.045	-0.014	-71.888
20. Education (0= no education)			
- Primary school	0.098	0.037	125.54
- High school/college	0.208	0.077	243.395
- Bachelor degree and higher	0.318	0.078	325.262
21. Face to face conversation with people (6 interval scales) 1= very less, 6= very much	0.039	0.031	189.943
22. Feeling of no pollution/social safety (6 interval scales) 1= serious problem, 6= no problem	0.002	0.002	12.382
23. Sex (0= male, 1= female)	0.014	0.005	42.467

Noted: t** = significant at the significant level of 0.01

5. What have we learned?

The results of the survey on life satisfaction of Thai people have yielded a lot of interesting insights that need more in-depth study. These findings can be summarized as follow:

1. Findings of subjective well-being survey can be useful for progress evaluation for our country. This is because it gives a full picture of people from different groups of the society as well as different views of living both tangible and intangible, and both individual and collective factors
2. Findings of subjective well-being survey have given the pictures that are in line with the popular ideas on development, for example, more income can lead to more life satisfaction and happiness. At the same time, this survey also expresses the limitation of the mainstream development ideas, for example, when income reaches a certain level (in this case from 30,000 baht/family/month onwards), the increase of income will have less effect.
3. Besides, the survey findings also imply the important of human development especially health, education and family relationship because these areas will be important elements for life satisfaction and happiness. However, the survey results show that education satisfaction is the lowest especially for the education underprivileged. Therefore, this area will need to be fixed urgently.
4. Social environment factors, for example, community participation, feeling of rule-abiding society, confidence in social service system, confidence in the country's administrative processes also have strong implications on life satisfaction and happiness, even though these factors have more effect on life satisfaction than happiness.
5. Subjective well-being survey is very useful for determining which is the target group for immediate development because it is clear that which group of people are very unsatisfied with life. This survey reveals that elderly people have low life satisfaction or unskilled workers have even lower life satisfaction than the unemployed.

6. Nevertheless, the relationship between different groups of people and life satisfaction can have more than one dimension, for example, when removing factors such as income, liveliness and community participation (which are normal limitations for elderly people), the elderly people will become the group of people that are satisfied with life the most. Statistical analysis on life satisfaction can help us to understand this complex relationship better.

7. Using life satisfaction and/or happiness as an index to indicate subjective well-being will depend on the focus of the survey whether to emphasize personal relationship or social relationship. If the emphasis is on personal relationship, the focus should be on happiness or if the emphasis is on social relationship, the focus should be on life satisfaction.

8. The next life satisfaction and happiness survey can be in the form of supplement to other social and economic surveys by the National Statistical Office in order to save the expense and to ensure that the survey can be done continuously.