The 2017 Hua Hin Expat News Reader Survey was conducted online between February 12-18. Subscribers and non-subscribers were surveyed about their history and their activities in order to gain a better understanding of who the readers of Hua Hin Expat News are, as well as helping to guide future editorial content for readers.

A total of 142 responses were generated. While this survey is not scientifically valid in terms of its relevancy to the entire readership of Hua Hin Expat News, it does provide a glimpse into who reads HHEN.

We greatly appreciate the support of sponsor Thai Health in bringing this survey to completion.

We also greatly appreciate those people who took a few minutes out of their day to take the survey. Thank you!
Some Basics

While we knew most of our audience is male, it’s nice to have a better idea of just what the gender makeup of the audience is. And while there is no chart here regarding marital status, 70 percent of survey respondents say they are married.

We also had a pretty good idea of the age levels of our audience, given that it consists primarily of retirees living in Thailand, as well as generally retired snowbirders from Europe.

While a few of our readers have been visiting or living in Thailand since 1946, our survey demonstrates the increasing numbers of Westerners moving to Hua Hin since 2000. Fifty-seven percent of survey respondents have discovered Thailand in just the last 16 years.
Have you ever wondered what expats are driving in town? We did, too. Seventy-nine percent have four wheels under them, while 17 percent are traveling on the wild side. And there are still a few vehicle holdouts.

We all know that real estate is an important industry in Hua Hin, but just how many expats own vs. renting? Two-thirds of survey respondents say they own their home.

Expats often start businesses in their faraway homes. Survey respondents’ businesses include: property/real estate, restaurants, retail, insurance, hotel, beauty salon and pottery/ceramics.
More than half of survey respondents say they are permanent residents of Thailand. Just 15 percent of respondents say they are here less than 30 days.

As you might expect, Hua Hin’s expats get around. Respondents cited 24 other countries that they have lived in besides Thailand or their home country.

And respondents have plans for more travel in 2017 throughout the ASEAN region, with Cambodia and Vietnam the top destinations.
In-country

One of the best aspects of Thai living are the multitude of other places to visit within the country. Seventy percent say they will visit another Thai city this year. What was not surprising in the survey is that 42 percent of Hua Hin expats will visit Bangkok this year. Interestingly, Pattaya and Phuket are not the preferred destinations of local expats, who are far more likely to make a trip to Chiang Mai.

This was a fun question. Hua Hin expats obviously have a great variety of favorite personal activities, with golf, not surprisingly, on top. About 35 percent participate in other exercise/outdoor activities.
Dining Out

One of the favorite pastimes of Hua Hin expats is exploring the wonderful food choices available. Nearly 80 percent of respondents say they dine out at least once a month for European or Western fare; 44 percent dine out weekly at similar venues.

But while much of the conversation online about local restaurants focuses on European fare, more than half of respondents say they prefer Thai food when dining out.