Anyone living in Hua Hin knows the diversity of its expatriate population. But is it really that diverse? The 2019 Hua Hin Expat News Reader Survey suggests otherwise.

Expat News readers recently were surveyed on a variety of mostly demographic topics, including their country of origin, home and vehicle ownership, their dining preferences, and their favorite Hua Hin and Thailand activities.

The question that rally stands out for Expat News, however, is that 90% of readers view Hua Hin Expat News at least 4 times a week; and 98% say they read Expat News at least once a week.

The Expat News survey was conducted over four days online, with subscribers asked by email to participate, and other readers invited to take the survey through posts in online forums and through links on the Expat News website.

A total of 133 readers responded.

62% of readers are from Europe.
The first question - What region of the world are you originally from? - indicates the Hua Hin expat community is not that diverse, unless you consider Western Europe, Australia, New Zealand and North America diverse.

There was only two survey participants from Eastern Europe and one each from Southeast Asia, Africa and China/North Asia. South America, the Middle East, and East Asia/India are not represented.

Meanwhile, 60% of respondents are Western European, 17% from Australia/New Zealand and 17% from North America. Nearly one-third of respondents have lived in Hua Hin full-time or part-time for one year or less.

On the other end of that spectrum, 20% have been living in Hua Hin for at least 10 years, while 29% have been in Hua Hin between 1-5 years, and 20% for 5-10 years.

Most survey respondents (55%) live in Hua Hin full time; 15% spend 6 months a year in Hua Hin, 10% 3 months, and 13% less than 3 months. Another 8% of survey respondents said they were “just visiting.”

Those responding the survey were overwhelming male (80%) and married (69%). Most, also, are more than 60 years old (68%), with 29% saying they are between 45-60 years old.
Do Hua Hin expats rent or own their homes? 68% say they own their home, while another 12% said they are interested in buying one.

For transportation, most survey respondents said they own a car (52%), own a motorcycle (17%), or own a truck/SUV (5%). Thirteen percent rely on local taxis, bicycles and their legs to get around town.

Going out for food is the leading “fun” activity (27% of respondents) for Hua Hin expats responding to the survey. What do they like to eat when dining out? Thai food comes in first at 66%, with Western food at 27%.

And they dine out a lot – 61% say they eat outside their home at least 11 times a month, with 27% dining out at least 20 times a month. About one in five dine out once a week.

Word of mouth is the main driver for dining choices by 72% of respondents, while 25% choose based on online postings and ads. Only three survey respondents said print advertising influences their dining choices.

What do Hua Hin Expat News readers do for entertainment? After dining out, the most favorite local activities are golfing (21%), beach time (19%), sightseeing (12%), other sports (11%), shopping (6%) and nightlife (4%).

61% OF READERS DINE OUT AT LEAST 11 TIMES A MONTH.
What do they like best about Hua Hin? Surprisingly, less than 1 percent cited Hua Hin’s beaches. Instead, “lifestyle” comes out on top at 50%, followed by the weather (17%), the people (15%) and the cost of living (11%).

What do they like least? When answering about Thailand in general, respondents cited immigration/visas as their main gripe about Thailand, at 64%. The cost of living comes in a distant second at 28%.

Finally, regarding health insurance, 61% say they have insurance, while 25% of those without health insurance say they plan to buy it.