

“People Reaction to recent August 17th, 2015 Bombing in Bangkok”

More than half of the Bangkokian people have changed their behavior regarding to the Bombing news in Bangkok Area.

❖ [Research Summary]

- ◆ Once there was the bombing at Erawan, “83% among Surveyed People did called to their family or closed relationship”.
- ◆ “TOP 3 Ways” to contact their family or friends after there was the bombing at Erawan are Call, LINE, and Facebook.
- ◆ Since there was such an unexpected accident, “Do activities at Home” is the first priority for the weekend plan after there was the bombing news.
- ◆ “TOP 3 Ways” to contact their family or friends after there was the bombing at Erawan are Call, LINE, and Facebook.
- ◆ “55.5% of the, have changed their behavior regarding to the Bombing news in Bangkok Area.”
- ◆ Top 3 Ways to prevent people from the dangerous accident are “Avoid the Crowded Area” (34.9%), “Avoid to pass the accident places (24.8%), and thirdly, “Avoid the tourists spots area in Bangkok” (22.3%).
- ◆ “Televisions” is the First channel that people choose to update The Bombing News in Bangkok Area.
- ◆ 69.3% said that “When the Criminal is under arrested” can solve this terrible situation in Bangkok.

W&S Group provides Digital Marketing Services in the Southeast Asia. With the offices cover Vietnam, Indonesia, and Thailand. W&S Co., Ltd. (Thailand) under W&S Holdings Inc. (URL: <http://www.yimresearch.com>, Head Office: Bangkok, Thailand, CEO: Mr. Yoshio Fujii) conducted a survey, aimed 500 males and female over 17 years old in Greater Bangkok Area, in the topic of “Bombing incidents in Bangkok”.

❖ [Research Design]

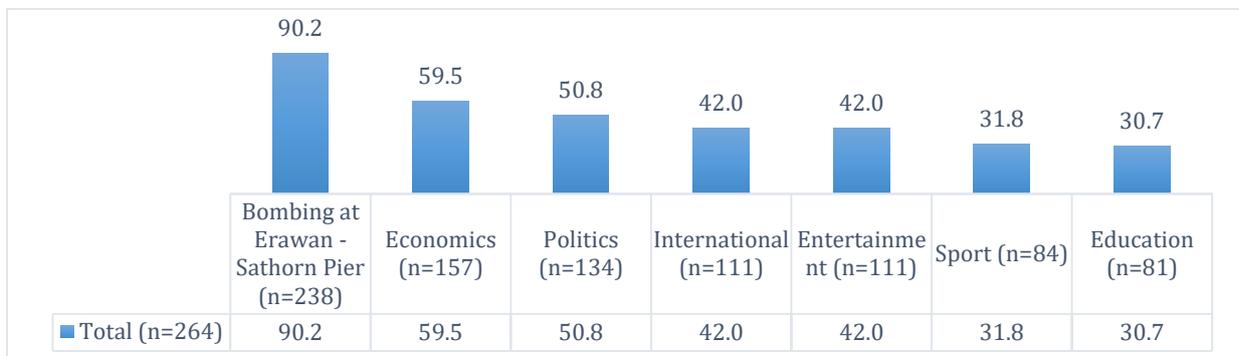
Research Method	Online Research
Fieldwork Period	20 th August, 2015
Research Area	Greater Bangkok, Thailand <i>Including Bangkok, Samutprakarn, Phatumthani, Nonthaburi, Samutsakorn, Nakhonphranom</i>
Respondent Criteria	Bangkokian, who aged above 17 years old
Sample Size	264 Samples

❖ [Details]

Q. Please tell us what news topics are you interested in currently?

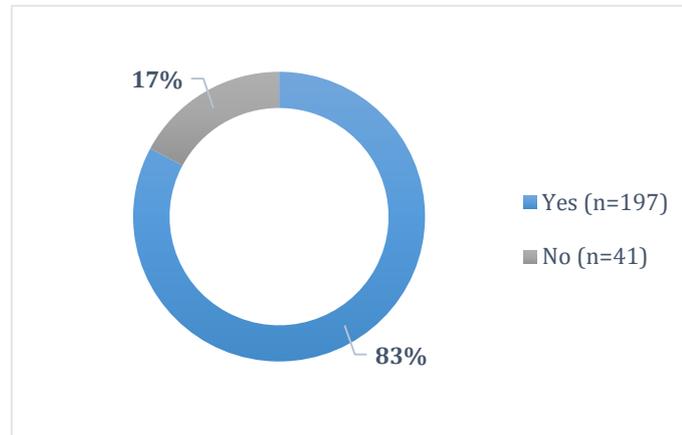
“Bombing at Erawan – Sathorn Pier” is the top priority topics what they are looking for the interesting news currently.

There are 264 respondents who joined this surveyed study. 90.2% of them looks for “Bombing at Erawan – Sathorn Pier” news the most. Followed by Economics and Politics topics with 59.5%, and 50.8% respectively.



Q. Please tell us that after there was the bombing at Erawan, Bangkok on 17th August 2015 at 19.00, did you call to one of your family member or others?

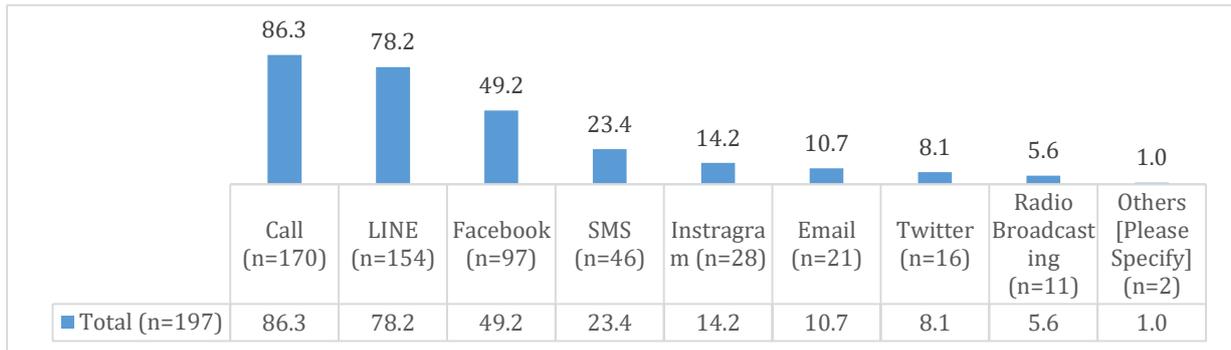
“83% among Surveyed People did called to their family or closed relationship”. While only 17% of them didn’t call others.



Q. Please tell us how could you contact to those people you answered in the previous question?

“TOP 3 Ways” to contact their family or friends after there was the bombing at Erawan are Call, LINE, and Facebook.

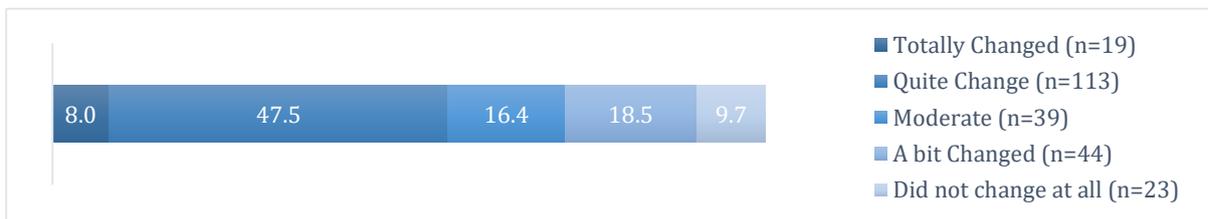
Among 197 respondents, “Call” is the first choice that they made by 86.3%, coming up with “Line” 78.2%, and lastly, using “Facebook” with 49.2%.



Q. Please tell us after there was the bombing in Bangkok area, have you changed your behavior in the next day regarding to the news?

“55.5% of the, have changed their behavior regarding to the Bombing news in Bangkok Area.”

More than half of the people have changed their normal behavior after there was the bombing situation in Bangkok area (55.5%). Besides, 44.6% of them do not change their behavior much regarding to the news.

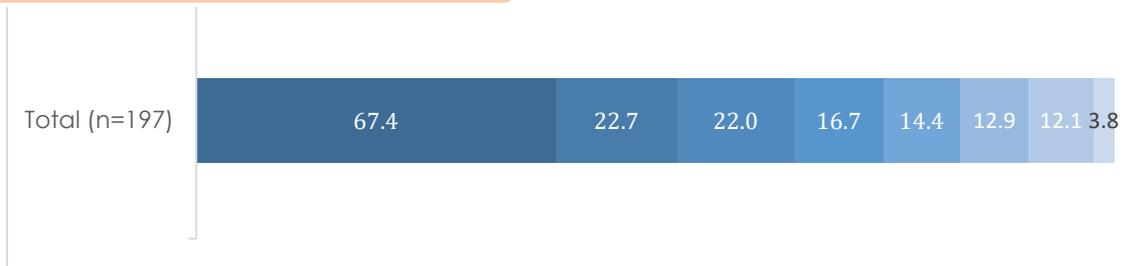


Q. Please tell us which activities do you plan to do on this weekend (22nd - 23rd August 2015)?

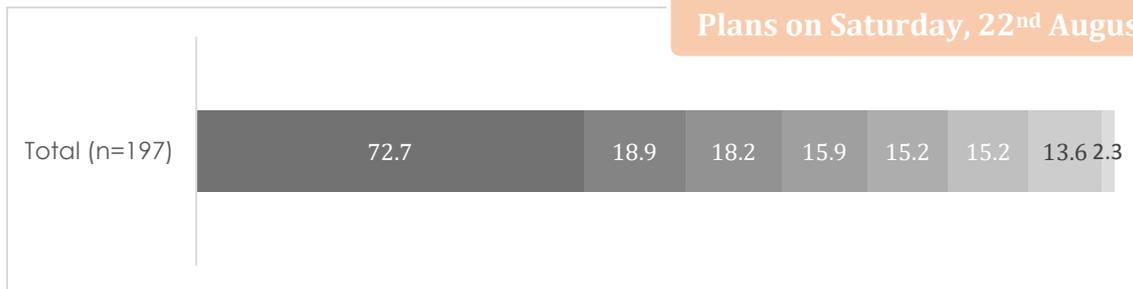
“Do activities at Home” is the first priority for the weekend plan after there was the bombing news.

With 67.4% for Saturday, and 72.7% for Sunday Plan respectively.

Plans on Saturday, 22nd August



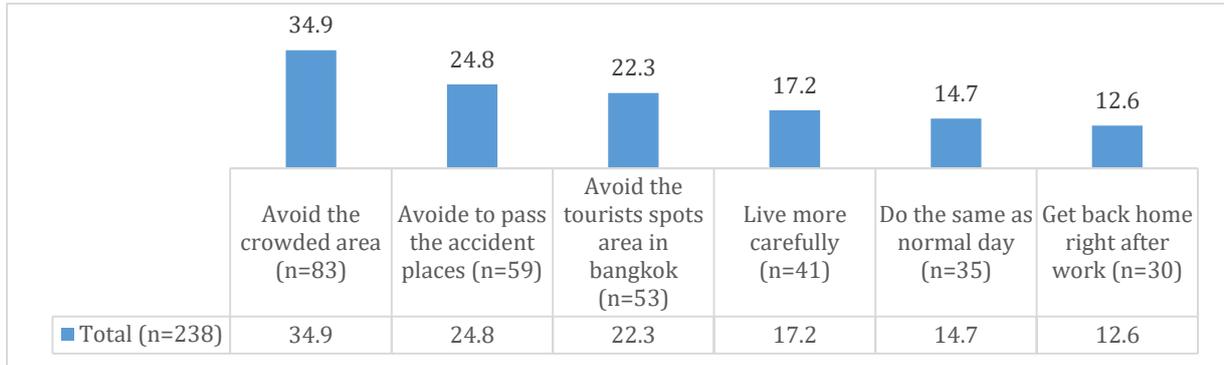
Plans on Saturday, 22nd August



- | | |
|---|---|
| ■ Do activities at Home (n=89) | ■ Do activities at Home (n=96) |
| ■ Shopping at Department Store (n=30) | ■ Eating Out (n=25) |
| ■ Buy Food and necessary Things to stock at home (n=29) | ■ Shopping at Department Store (n=24) |
| ■ Eating Out (n=22) | ■ Buy Food and necessary Things to stock at home (n=21) |
| ■ Friends Gathering / Hang out (n=19) | ■ Friends Gathering / Hang out (n=20) |
| ■ Fitness (n=17) | ■ Travel (Domestic / Overseas) (n=20) |
| ■ Travel (Domestic / Overseas) (n=16) | ■ Fitness (n=18) |
| ■ Others (Please Specify) (n=5) | ■ Others (Please Specify) (n=3) |

Q. Please tell us after there was the bombing in the Bangkok area, how could you prevent yourself from the risks?

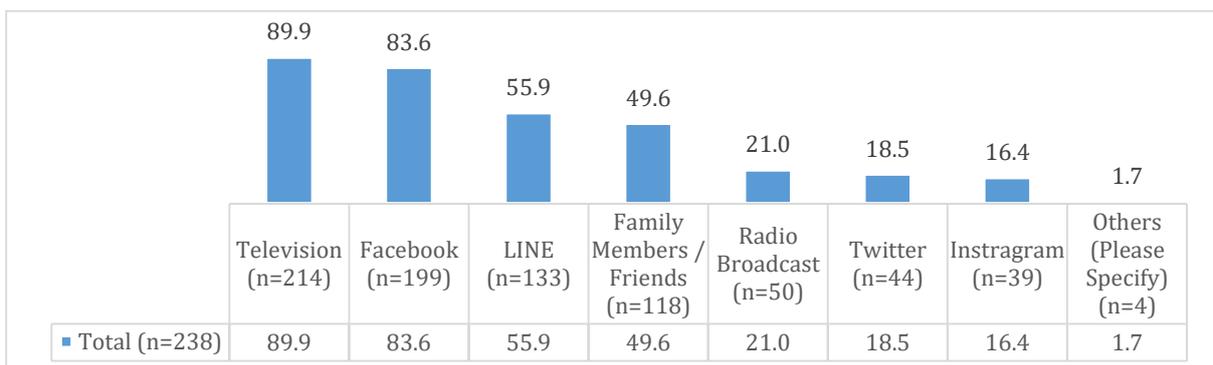
Top 3 Ways to prevent people from the dangerous accident are **“Avoid the Crowded Area” (34.9%)**, **“Avoid to pass the accident places (24.8%)**, and thirdly, **“Avoid the tourists spots area in Bangkok” (22.3%)**.



Q. Please tell us which channel do you use to update the bombing news in Bangkok?

“Televisions” is the First channel that people choose to update The Bombing News in Bangkok Area.

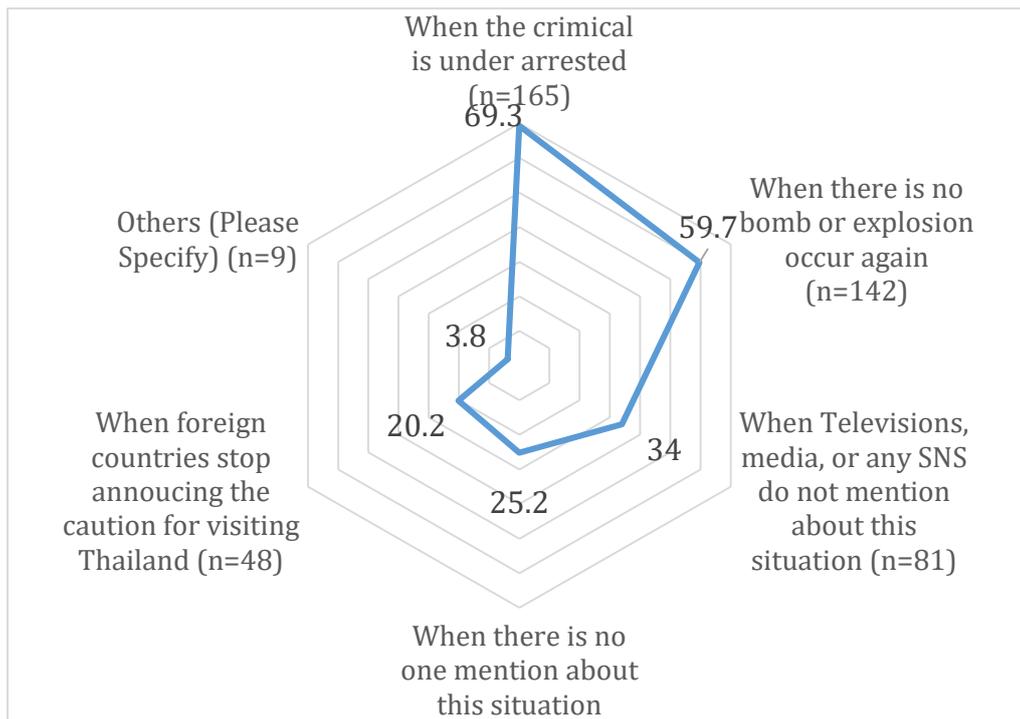
With 89.9%. Followed by Facebook (83.6%), and lastly, LINE (55.9%).



Q. Please tell us when do you think the situation will return to normal?

69.3% said that “When the Criminal is under arrested” can solve this terrible situation in Bangkok.

Accordingly, “when there is no bomb or explosion occur again” is the second way with 59.7%, following by, “When Television, or media, or any SNS do not mention about this situation” with 34.0%.



[About W&S Co., Ltd. (Thailand)]

W&S Co., Ltd. is a digital marketing provider in Southeast Asia under the parent company W&S Holding, Inc. in Japan. Currently it has three offices cover three countries in Vietnam, Indonesia, and Thailand, with the largest panelists in Southeast Asia; 370,000 members. Our core businesses are

- 1) Market research business (both qualitative and quantitative research)
- 2) Digital marketing business

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