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The objectives of this study were to study the rice consumption pattern of Thai households and to estimate price and income-elasticities based on the socio-economic survey data obtained from 34,785 households in 2002.

The empirical study shows that the expenditure ratio on rice consumption patterns classified by characteristics of the households had no difference between gender of household head. The expenditure ratio on rice consumption tended to increase as the age of household head increased. On the other hand, the expenditure ratio on rice consumption declined as the educational level of household head increased. Among occupations of households heads, the farm household had the highest ratio of rice consumption. Households outside municipal area had a higher ratio of rice consumption than those in municipal area. Justification from income level found that the rice expenditure ratio declined as the income level increased.

The income elasticity estimation of households in the entire country was found to be equal to 0.5318. As a result, rice is still normal goods. Households outside municipal area had income elasticity more than those in the municipal area. Justification from income level found that income elasticity declined as the income level increased. The price elasticity in the entire country was -0.3269. Households inside municipal area had higher price elasticity than those outside municipal area. By group of income level, the income elasticity was found to increase as the income level rose.

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