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“Political Popularity Survey for the Fourth Quarter of 2023”

Dear Executive Editors/News Editors/News Editor-in-Chief,

We are pleased to share with you the results of the "Political Popularity Survey for the Fourth Quarter of 2023" conducted by NIDA Poll, the opinion research center of the National Institute of Development Administration (NIDA). The survey was carried out between December 13th and 18th, 2023, with a sample size of 2,000 participants aged 18 and above, representing various regions, education levels, occupations, and income levels. The selection of the sample followed a meticulous multi-stage sampling method based on NIDA Poll's Master Sample, ensuring a confidence level of 97.0%.

According to the survey, when asked about their support for candidates for Prime Minister today, the results show that: (i) Mr. Pita Limjaroenrat (Move Forward Party) received 39.40% of the votes due to his leadership qualities, status as a new generation politician, visionary approach, and accessibility to the public. (ii) Mr. Srettha Thavisin (Pheu Thai Party) garnered 22.35% of the votes based on his knowledge, abilities, straight-forwardness, and the voters support Pheu Thai Party. (iii) 18.60% of the participants expressed that there was "no suitable candidate." (iv) Ms. Paetongtarn (Ung-Ing) Shinawatra (Pheu Thai Party) secured 5.75% of the votes due to her status as a new generation politician and the voters support Pheu Thai Party and respect Shinawatra family's previous achievements. (v) 5. Mr. Pirapan Salirathavibhaga (United Thai Nation Party) received 2.40% of the votes due to his knowledge, trustworthiness, straight-forwardness, and honesty. (vi) Mr. Anutin Charnvirakul (Bhumjaithai Party) obtained 1.70% of the votes for his ability to connect with people from all backgrounds, straightforwardness, and past achievements. (vii) Khunying Sudarat Keyuraphan (Thai Sang Thai Party) received 1.65% of the votes for her experience in country management. The voters expressed their aspiration to have more female representatives in national government administration. (viii) 3.90% of the participants voted for other candidates, including General Prawit Wongsuwan (Palang Pracharath Party), Mr. Chaithawat Tulathon (Move Forward Party), Mr. Abhisit Vejjajiva (former Democrat Party), Mr. Varawut Silpa-archa (Charthaipattana Party), Mr. Chuan Leekpai (Democrat Party), Mr. Chalermchai Srion (Democrat Party), Mr. Tewan Liptapallop (Chart Pattana Kla Party), Mr. Wan Muhamad Noor Matha (Prachachart Party), Pol Col Thawee Sodsong (Prachachart Party), Mr. Chalerm Yubamrung (Pheu Thai Party), Mr. Mongkolkit Suksinthanont (Thai Civilized Party), and Dr. Supachai Panitchpakdi. (ix) 4.25% of the participants did not answer or had expressed disinterest.

Moreover, the survey also examined the support for political parties, yielding the following results: (i) Move Forward Party received 44.05% of the votes, (ii) Pheu Thai Party garnered 24.05% of the votes. (iii) 16.10% of the participants expressed that there was "no suitable political party." (iv) Democrat Party secured 3.60% of the votes. (v) United Thai Nation Party received 3.20% of the votes. (vi) Bhumjaithai Party obtained 1.75% of the votes. (vii) Palang Pracharath Party was mentioned by 1.45% of the participants. (viii) 1.85% of the participants mentioned other political parties, such as Thai Sang Thai Party, Charthaipattana Party, Pheu Thai Ruamphalang Party, Prachachat Party, Phak Chart Pattana Kla Party, and Sereerumthai Party. (ix) 3.95% of the participants did not answer or had expressed disinterest.

Upon analyzing the general characteristics of the sample, the following observations were made: (i) 8.60% of the participants reside in Bangkok areas. (ii) 18.55% reside in the Central region. (iii) 17.95% reside in the Northern region. (iv) 33.45% reside in the Northeastern region. (v) 13.75% reside in the Southern region. (vi) 7.70% reside in the Eastern region.

In terms of gender distribution, 48.10% of the participants are male, while 51.90% are female.

Regarding age, the participants fell within the following brackets: (i) 12.90% are aged 18-25 years old. (ii) 17.80% are aged 26-35 years old. (iii) 18.95% are aged 36-45 years old. (iv) 26.65% are aged 46-59 years old. (v) 23.70% are aged 60 years old or older.

Regarding religious beliefs, 96.10% of the participants identify themselves as Buddhists, 3.20% identify as Muslims, and 0.70% identify as Christians and others.

In terms of marital status, 33.25% of the participants are single, 64.80% are married, and 1.95% are widows, divorced, and separation.

Regarding educational attainment: (i) 25.15% have completed elementary school or lower. (ii) 36.25% have completed secondary school or equivalent. (iii) 8.45% have completed diploma or equivalent. (iv) 25.05% have completed a bachelor's degree or equivalent. (v) 5.10% have attained education postgraduate or equivalent.

The survey also considered participants' professions: (i) 9.10% work as government officials/employees/state enterprise employees. (ii) 16.55% work in the private enterprise employees. (iii) 21.45% are business owners/freelancers. (iv) 12.85% are agriculturists/fisheries. (v) 15.85% are general hires/worker. (vi) 19.55% are husbands/housewives/retired/unemployed. (vii) 4.65% are students/university students.

Lastly, in terms of income distribution: (i) 21.40% do not have any income. (ii) 21.05% not exceeding of 10,000 Baht. (iii) 29.40% have an average monthly income between 10,001 to 20,000 Baht. (iv) 9.95% have an average monthly income between 20,001 and 30,000 Baht. (v) 4.65% have an average monthly income between 30,001 and 40,000 Baht. (vi) 4.85% more than 40,001 or higher. (vii) 8.70% did not specify their income.

1. Today, whom do you support to become the Prime Minister?

No.	Supported candidate for Prime Minister	Percentage
1	Mr. Pita Limjaroenrat (Move Forward Party) received 39.40% of the votes due to his leadership qualities, status as a new generation politician, visionary approach, and accessibility to the public.	39.40
2	Mr. Srettha Thavisin (Pheu Thai Party) garnered 22.35% of the votes based on his knowledge, abilities, straight-forwardness, and the voters support Pheu Thai Party.	22.35
3	The participants expressed that there was "no suitable candidate."	18.60
4	Ms. Paetongtarn "Ung-Ing" Shinawatra (Pheu Thai Party) secured 5.75% of the votes due to her status as a new generation politician and the voters support Pheu Thai Party and respect Shinawatra family's previous achievements.	5.75
5	Mr. Pirapan Salirathavibhaga (United Thai Nation Party) received 2.40% of the votes due to his knowledge, trustworthiness, straight-forwardness, and honesty.	2.40
6	Mr. Anutin Charnvirakul (Bhumjaithai Party) obtained 1.70% of the votes for his ability to connect with people from all backgrounds, straightforwardness, and past achievements.	1.70
7	Khunying Sudarat Keyuraphan (Thai Sang Thai Party) received 1.65% of the votes due to her extensive experience in country management. The voters expressed their aspiration to have more female representatives in national government administration.	1.65
	Others. The participants voted for other candidates, including General Prawit Wongsuwan (Palang Pracharath Party), Mr. Chaithawat Tulathon (Move Forward Party), Mr. Abhisit Vejjajiva (former Democrat Party), Mr. Varawut Silpa-archa (Chartthaipattana Party), Mr. Chuan Leekpai (Democrat Party), Mr. Chalermchai Srion (Democrat Party), Mr. Tewan Liptapallop (Chart Pattana Kla Party), Mr. Wan Muhamad Noor Matha (Prachachart Party), Pol Col Thawee Sodsong (Prachachart Party), Mr. Chalerm Yubamrung (Pheu Thai Party), Mr. Mongkolkit Suksinthanont (Thai Civilized Party), and Dr. Supachai Panitchpakdi.	3.90
	The participants did not answer or expressed disinterest.	4.25
Total		100.00

2. Which political party do you support today?

No.	The political party that the public will support today	Percentage
1	Move Forward Party	44.05
2	Pheu Thai Party	24.05
3	The participants expressed that there was "no suitable political party."	16.10
4	Democrat Party	3.60
5	United Thai Nation Party	3.20
6	Bhumjaithai Party	1.75
7	Palang Pracharath Party	1.45
	Others. The participants mentioned other political parties, such as Thai Sang Thai Party, Chartthaipattana Party, Pheu Thai Ruamphalang Party, Prachachat Party, Phak Chart Pattana Kla Party, and Sereeruamthai Party.	1.85
	The participants did not answer or expressed disinterest.	3.95
Total		100.00

General characteristics of the sample

Table 1 illustrates numbers and percentages of survey respondents categorized by regions.

Regions	Numbers	Percentage
Bangkok areas	172	8.60
Central region	371	18.55
Northern region	359	17.95
Northeastern region	669	33.45
Southern region	275	13.75
Eastern region	154	7.70
Total	2,000	100.00

Table 2 illustrates numbers and percentages of survey respondents categorized by gender.

Genders	Numbers	Percentage
Male	962	48.10
Female	1,038	51.90
Total	2,000	100.00

Table 3 illustrates numbers and percentages of survey respondents categorized by ages.

Ages	Numbers	Percentage
18-25 years old	258	12.90
26-35 years old	356	17.80
36-45 years old	379	18.95
46-59 years old	533	26.65
60 years old or older	474	23.70
Total	2,000	100.00

Table 4 illustrates numbers and percentages of survey respondents categorized by religions.

Religion	Numbers	Percentage
Buddhists	1,922	96.10
Muslims	64	3.20
Christians and others	14	0.70
Total	2,000	100.00

Table 5 illustrates numbers and percentages of survey respondents categorized by marriage status.

Marriage Status	Numbers	Percentage
Single	665	33.25
Married	1,296	64.30
Widows, divorced, and separation	39	1.95
Total	2,000	100.00

General characteristics of the sample (Continued)

Table 6 illustrates numbers and percentages of survey respondents categorized by education level.

Education Levels	Numbers	Percentage
Elementary school or lower	503	25.15
Secondary school or equivalent	725	36.25
Diploma or equivalent	169	8.45
Bachelor's degree or equivalent	501	25.05
Postgraduate or equivalent	102	5.10
Total	2,000	100.00

Table 7 illustrates numbers and percentages of survey respondents categorized by main occupations.

Main Occupations	Numbers	Percentage
Government officials/employees/ state enterprise employees	182	9.10
Private enterprise employees	331	16.55
Business owners/freelancers	429	21.45
Agriculturists/fisheries	257	12.85
General hires/worker	317	15.85
Husbands/housewives/retired/unemployed	391	19.55
Students/university students	93	4.65
Total	2,000	100.00

Table 8 illustrates numbers and percentages of survey respondents categorized by monthly income.

Monthly Income	Numbers	Percentage
Do not have any income	428	21.40
Not exceeding of 10,000	421	21.05
10,001 – 20,000	588	29.40
20,001 – 30,000	199	9.95
30,001 – 40,000	93	4.65
More than 40,001 or higher	97	4.85
Not specified	174	8.70
Total	2,000	100.00