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“Political Popularity Survey for the First Quarter of 2024”

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 first quarter of 2024" conducted by NIDA Poll, the opinion research center of the National Institute of Development Administration (NIDA). The survey was carried out between March 11th and 13th, 2024, 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 42.75% of the votes due to his courage, straightforwardness, leadership, and new generation style. (ii) 20.05% of the participants expressed that there was "no suitable candidate." (iii) Mr. Srettha Thavisin (Pheu Thai Party) garnered 17.75% of the votes based on his knowledge, abilities, and experience in economics. (iv) Ms. Paetongtarn (Ung-Ing) Shinawatra (Pheu Thai Party) secured 6.00% of the votes due to her leadership, positive attitude, and status as a new generation politician. (v) Mr. Pirapan Salirathavibhaga (United Thai Nation Party) received 3.55% of the votes due to his good vision, honesty, knowledge, abilities, and work experience. (vi) Khunying Sudarat Keyuraphan (Thai Sang Thai Party) received 2.90% of the votes due to her credibility, transparent and work experience. (vii) Mr. Anutin Chamvirakul (Bhumjaithai Party) obtained 1.45% for being committed to his work, honest, and decisive in his decisions. (viii) General Prawit Wongsuwan (Palang Pracharath Party) received 1.05% of the votes for his working experience and political performances. (ix) 2.45% of the participants voted for other candidates, including Mr. Chaithawat Tulathon (Move Forward Party), Mr. Varawut Silpa-archa (Chartthaipattana Party), Mr. Chuan Leekpai (Democrat Party), Mr. Chalermchai Srion (Democrat Party), Mr. Wan Muhamad Noor Matha (Prachachart Party), Mr. Korn Chatikavanij, Mr. Abhisit Vejjajiva, Pol. Gen. Sereepisuth Temeeyaves (Thai Liberal Party), and Pol.Col. Thawee Sodsong (Prachachart Party). (x) 2.05% 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 48.45% of the votes, (ii) Pheu Thai Party garnered 22.10% of the votes. (iii) 12.75% of the participants expressed that there was "no suitable political party." (iv) United Thai Nation Party received 5.10% of the votes. (v) Democrat Party secured 3.50% of the votes. (vi) Palang Pracharath Party was mentioned by 2.30% of the participants. (vii) Bhumjaithai Party obtained 1.70% of the votes. (viii) Thai Sang Thai Party received 1.30% of the votes. (ix) 1.40% of the participants mentioned other political parties, such as Chartthaipattana Party, Chart Pattana Kla Party, Thai Liberal Party, Prachachart Party, Pheu Thai Ruamphalang Party, and Thai Local Power Party. (x) 1.40% 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, 95.50% of the participants identify themselves as Buddhists, 3.55% identify as Muslims, and 0.95% identify as Christians and others.

In terms of marital status, 37.35% of the participants are single, 60.35% are married, and 2.30% are widows, divorced, and separation.

Regarding educational attainment: (i) 26.65% have completed elementary school or lower. (ii) 36.50% have completed secondary school or equivalent. (iii) 8.00% have completed a diploma or equivalent. (iv) 25.20% have completed a bachelor's degree or equivalent. (v) 3.65% have attained education postgraduate or equivalent.

The survey also considered participants' professions: (i) 8.30% work as government officials/employees/state enterprise employees. (ii) 15.20% work as private enterprise employees. (iii) 21.60% are business owners/freelancers. (iv) 12.95% are agriculturists/fisheries. (v) 16.60% are general hires/workers. (vi) 19.80% are husbands/housewives/retired/unemployed. (vii) 5.55% are students/university students.

Lastly, in terms of income distribution: (i) 23.45% do not have any income. (ii) 20.75% not exceeding 10,000 Baht. (iii) 26.75% have an average monthly income between 10,001 to 20,000 Baht. (iv) 8.80% have an average monthly income between 20,001 and 30,000 Baht. (v) 4.45% have an average monthly income between 30,001 and 40,000 Baht. (vi) 4.35% more than 40,001 or higher. (vii) 11.45% did not specify their income.

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

No.	Supported candidate for Prime Minister	Percentage	
		March 2024	December 2023
1	Mr. Pita Limjaroenrat (Move Forward Party) received 42.75% of the votes due to his courage, straightforwardness, leadership, and new generation style	42.75	39.40
2	The participants expressed that there was "no suitable candidate."	20.05	18.60
3	Mr. Srettha Thavisin (Pheu Thai Party) garnered 17.75% of the votes based on his knowledge, abilities, and experience in economics.	17.75	22.35
4	Ms. Paetongtarn "Ung-Ing" Shinawatra (Pheu Thai Party) secured 6.00% of the votes due to her leadership, positive attitude, and status as a new generation politician.	6.00	5.75
5	Mr. Pirapan Salirathavibhaga (United Thai Nation Party) received 3.55% of the votes due to his good vision, honesty, knowledge, abilities, and work experience.	3.55	2.40
6	Khunying Sudarat Keyuraphan (Thai Sang Thai Party) received 2.90% of the votes due to her credibility, transparent and work experience.	2.90	1.65
7	Mr. Anutin Charnvirakul (Bhumjaithai Party) obtained 1.45% of the votes for being committed to his work, honest, and decisive in his decisions.	1.45	1.70
8	General Prawit Wongsuwan (Palang Pracharath Party) received 1.05% of the votes for his working experience and political performances.	1.05	0.85
	Others. The participants voted for other candidates, including Mr. Chaithawat Tulathon (Move Forward Party), Mr. Varawut Silpa-archa (Charthai Pattana Party), Mr. Chuan Leekpai (Democrat Party), Mr. Chalermchai Srion (Democrat Party), Mr. Wan Muhamad Noor Matha (Prachachart Party), Mr. Korn Chatikavanij Mr. Abhisit Vejjajiva, Pol. Gen. Sereepisuth Temeeyaves (Thai Liberal Party), and Pol.Col. Thawee Sodsong (Prachachart Party)	2.45	3.05
	The participants did not answer or expressed disinterest.	2.05	4.25
Total		100.00	100.00

2. Which political party do you support today?

No.	The political party that the public will support today	Percentage	
		March 2024	December 2023
1	Move Forward Party	48.45	44.05
2	Pheu Thai Party	22.10	24.05
3	The participants expressed that there was "no suitable political party."	12.75	16.10
4	United Thai Nation Party	5.10	3.20
5	Democrat Party	3.50	3.60
6	Palang Pracharath Party	2.30	1.45
7	Bhumjaithai Party	1.70	1.75
8	Thai Sang Thai Party	1.30	0.85
	Others. The participants mentioned other political parties, such Chartthaipattana Party, Chart Pattana Kla Party, Thai Liberal Party, Prachachat Party, Pheu Thai Ruamphalang Party, and Thai Local Power Party.	1.40	1.00
	The participants did not answer or expressed disinterest.	1.40	3.95
Total		100.00	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 age.

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	1,910	95.50
Muslims	71	3.55
Christians and others	19	0.95
Total	2,000	100.00

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

Marriage Status	Numbers	Percentage
Single	747	37.35
Married	1,207	60.35
Widows, divorced, and separation	46	2.30
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	533	26.65
Secondary school or equivalent	730	36.50
Diploma or equivalent	160	8.00
Bachelor's degree or equivalent	504	25.20
Postgraduate or equivalent	73	3.65
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	166	8.30
Private enterprise employees	304	15.20
Business owners/freelancers	432	21.60
Agriculturists/fisheries	259	12.95
General hires/worker	332	16.60
Husbands/housewives/retired/unemployed	396	19.80
Students/university students	111	5.55
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	469	23.45
Not exceeding 10,000	415	20.75
10,001 – 20,000	535	26.75
20,001 – 30,000	176	8.80
30,001 – 40,000	89	4.45
More than 40,001 or higher	87	4.35
Not specified	229	11.45
Total	2,000	100.00