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“Political Popularity Survey for the Third 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 third 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 September 16th and 23th, 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) Ms. Paetongtarn “Ung-Ing” Shinawatra (Pheu Thai Party) secured 31.35% of the votes due to her leadership and efforts to solve the problem faced by the people. (ii) 23.50% of the participants expressed that there was “no suitable candidate.” (iii) Mr. Natthaphong Ruengpanyawut (People’s Party) received 22.90% of the votes due to his vision, attitude and new generation style. (iv) Mr. Pirapan Salirathavibhaga (United Thai Nation Party) received 8.65% of the votes due to his credibility and experience in management. (v) Khunying Sudarat Keyuraphan (Thai Sang Thai Party) received 4.80% of the votes due to her skills, administrative experience, and stance against all forms of authoritarianism. (vi) Mr. Anutin Charnvirakul (Bhumjaithai Party) obtained 4.00% of the votes due to his intimate relationship with the people, straightforwardness, honesty, and clear stance in his work. (vii) General Prawit Wongsuwan (Palang Pracharath Party) received 1.15% of the votes due to his decisiveness and experience in politics. (viii) 2.80% of the participants voted for other candidates, including Mr. Chalermchai Srion (Democrat Party), Mr. Chuan Leekpai (Democrat Party), Mr. Wan Muhamad Noor Matha (Prachachart Party), Mr. Abhisit Vejjajiva, Mr. Varawut Silpa-archa (Charthai Pattana Party), Pol. Col. Thawee Sodsong (Prachachart Party), Pol. Gen. Sereepisuth Temeeeyaves (Thai Liberal Party), Mr. Korn Chatikavanij, and Mr. Parit Wacharasindhu. (ix) 0.85% 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) People’s Party 34.25% of the votes, (ii) Pheu Thai Party garnered 27.15% of the votes. (iii) 15.10% of the participants expressed that there was “no suitable political party.” (iv) United Thai Nation Party received 9.95% of the votes. (v) Democrat Party secured 4.40% of the votes. (vi) Bhumjaithai Party obtained 3.55% of the votes. (vii) Palang Pracharath Party was mentioned by 2.05% of the participants. (viii) Thai Sang Thai Party received 1.70% of the votes. (ix) 1.10% of the participants mentioned other political parties, such as Prachachart Party, Pheu Thai Ruamphalang Party, Thai Liberal Party, and Charthai Pattana Party. (x) 0.75% 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, 96.00% of the participants identify themselves as Buddhists, 3.05% identify as Muslims, and 0.95% identify as Christians and others.

In terms of marital status, 36.30% of the participants are single, 61.90% are married, and 1.80% are widows, divorced, and separation.

Regarding educational attainment: (i) 22.10% have completed elementary school or lower. (ii) 37.90% have completed secondary school or equivalent. (iii) 8.05% have completed a diploma or equivalent. (iv) 28.15% have completed a bachelor's degree or equivalent. (v) 3.80% have attained education postgraduate or equivalent.

The survey also considered participants' professions: (i) 8.35% work as government officials/employees/state enterprise employees. (ii) 17.25% work as private enterprise employees. (iii) 23.60% are business owners/freelancers. (iv) 10.85% are agriculturists/fisheries. (v) 16.05% are general hires/workers. (vi) 19.30% are husbands/housewives/retired/unemployed. (vii) 4.60% are students/university students.

Lastly, in terms of income distribution: (i) 21.00% do not have any income. (ii) 19.40% not exceeding 10,000 Baht. (iii) 31.70% have an average monthly income between 10,001 to 20,000 Baht. (iv) 10.60% have an average monthly income between 20,001 and 30,000 Baht. (v) 4.80% have an average monthly income between 30,001 and 40,000 Baht. (vi) 4.30% more than 40,001 or higher. (vii) 8.20% did not specify their income.

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

No.	Supported candidate for Prime Minister	Percentage		
		September 2024	June 2024	March 2024
1	Ms. Paetongtarn “Ung-Ing” Shinawatra (Pheu Thai Party) secured 31.35% of the votes due to her leadership and efforts to solve the problem faced by the people.	31.35	4.85	6.00
2	"No Suitable Candidate"	23.50	20.55	20.05
3	Mr. Natthaphong Ruengpanyawut (People’s Party) received 22.90% of the votes due to his vision, attitude and new generation style.	22.90	-	-
4	Mr. Pirapan Salirathavibhaga (United Thai Nation Party) received 8.65% of the votes due to his credibility and experience in management.	8.65	6.85	3.55
5	Khunying Sudarat Keyuraphan (Thai Sang Thai Party) received 4.80% of the votes due to her skills, administrative experience, and stance against all forms of authoritarianism.	4.80	3.40	2.90
6	Mr. Anutin Charnvirakul (Bhumjaithai Party) obtained 4.00% of the votes due to his intimate relationship with the people, straightforwardness, honesty, and clear stance in his work.	4.00	2.05	1.45
7	General Prawit Wongsuwan (Palang Pracharath Party) received 1.15% of the votes due to his decisiveness and experience in politics.	1.15	0.90	1.05
	Others: Mr. Chalermchai Srion (Democrat Party), Mr. Chuan Leekpai (Democrat Party), Mr. Wan Muhamad Noor Matha (Prachachart Party), Mr. Abhisit Vejjajiva, Mr. Varawut Silpa-archa (Chartthaipattana Party), Pol. Col. Thawee Sodsong (Prachachart Party), Pol. Gen. Sereepisuth Temeeayaves (Thai Liberal Party), Mr. Korn Chatikavanij, and Mr. Parit Wacharasindhu.	2.80	2.50	2.45
	Not Answer or Expressed Disinterest	0.85	0.55	2.05
	Mr. Pita Limjaroenrat	-	45.50	42.75
	Mr. Srettha Thavisin	-	12.85	17.75
Total		100.00	100.00	100.00

2. Which political party do you support today?

No.	The political party that the public will support today	Percentage		
		September 2024	June 2024	March 2024
1	People's Party	34.25	-	-
2	Pheu Thai Party	27.15	16.85	22.10
3	"No Suitable Political Party"	15.10	15.00	12.75
4	United Thai Nation Party	9.95	7.55	5.10
5	Democrat Party	4.40	3.75	3.50
6	Bhumjaithai Party	3.55	2.20	1.70
7	Palang Pracharath Party	2.05	1.75	2.30
8	Thai Sang Thai Party	1.70	1.55	1.30
	Others: Prachachat Party, Pheu Thai Ruamphalang Party, Thai Liberal Party, and Chartthaipattana Party.	1.10	1.05	1.40
	Not Answer or Expressed Disinterest	0.75	1.10	1.40
	Move Forward Party	-	49.20	48.45
Total		100.00	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	1,920	96.00
Muslims	61	3.05
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	726	36.30
Married	1,238	61.90
Widows, divorced, and separation	36	1.80

Total	2,000	100.00
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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	442	22.10
Secondary school or equivalent	758	37.90
Diploma or equivalent	161	8.05
Bachelor's degree or equivalent	563	28.15
Postgraduate or equivalent	76	3.80
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	167	8.35
Private enterprise employees	345	17.25
Business owners/freelancers	472	23.60
Agriculturists/fisheries	217	10.85
General hires/worker	321	16.05
Husbands/housewives/retired/unemployed	386	19.30
Students/university students	92	4.60
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	420	21.00
Not exceeding 10,000	388	19.40
10,001 – 20,000	634	31.70
20,001 – 30,000	212	10.60
30,001 – 40,000	96	4.80
More than 40,001 or higher	86	4.30
Not specified	164	8.20
Total	2,000	100.00