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"Political Popularity Survey for the Fourth 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 fourth 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 December 19th and 24th, 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. Natthaphong Ruengpanyawut (People's Party) received 29.85% of the votes due to his commitment on the continuation of the party's ideology, and his role toning with the new generation; (ii) Ms. Paetongtarn "Ung-Ing" Shinawatra (Pheu Thai Party) secured 28.80% of the votes due to her experience in business management, her characteristic representing the new and energizing generation, and her modern perspective on politics; (iii) 14.40% of the participants expressed that there was "no suitable candidate"; (iv) Mr. Pirapan Salirathavibhaga (United Thai Nation Party) received 10.25% of the votes due to his legal expertise and a characteristic of reachable leader; (v) Mr. Anutin Charnvirakul (Bhumjaithai Party) obtained 6.45% of the votes due to his administrative skills and his pledge on the national development; (vi) Khunying Sudarat Keyuraphan (Thai Sang Thai Party) received 4.95% of the votes due to her political experience and standing firm in the democratic ideology; (vii) General Prawit Wongsuwan (Palang Pracharath Party) received 1.70% of the votes due to his leadership with commitment and his working experience; (viii) Mr. Chalermchai Srion (Democrat Party) received 1.05% of the votes due to his party's past performance and ideas; (ix) 2.55% of the participants voted for other candidates, including Mr. Wan Muhamad Noor Matha (Prachachart Party), Mr. Varawut Silpa-archa (Chartthaipattana Party), Pol. Col. Thawee Sodsong (Prachachart Party), Mr. Thewan Liptapanlop (Chart Pattana Party), Pol. Gen. Sereepisuth Temeeyaves (Seri Ruam Thai Party), Mr. Chuan Leekpai (Democrat Party), Dr. Narumon Pinyosinwat (Kla Tham Party), Dr. Suchatvee Suwansawat (Democrat Party), Mr. Kannavee Suebsang (Fair Party), Mr. Abhisit Vejjajiva, and Mr. Korn Chatikavanij.



Moreover, the survey also examined the support for political parties, yielding the following results: (i) People's Party 37.30% of the votes, (ii) Pheu Thai Party gathered 27.70% of the votes; (iii) United Thai Nation Party received 10.60% of the votes; (iv) 8.20% of the participants expressed that there was "no suitable political party"; (v) Bhumjaithai Party obtained 5.15% of the votes; (vi) Democrat Party secured 3.40% of the votes; (vii) Palang Pracharath Party was mentioned by 3.05% of the participants; (viii) Thai Sang Thai Party received 2.50% of the votes; (ix) Prachachart Party received 1.00% of the votes; (x) 1.10% of the participants mentioned other political parties, such as Chartthaipattana Party, Chart Pattana Party, Kla Tham Party, Thai Ruam Palang Party, Seri Ruam Thai Party and Fair Party.

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% live in the Central region; (iii) 17.95% reside in the Northern region; (iv) 33.45% live in the Northeastern region; (v) 13.75% reside in the Southern region; (vi) 7.70% live 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 18-25 years old; (ii) 17.80% are 26-35 years old; (iii) 18.95% are 36-45 years old; (iv) 26.65% are 46-59 years old; (v) 23.70% are 60 years old or older.

Regarding religious beliefs, 96.45% of the participants identify themselves as Buddhists, 2.65% characterize as Muslims, and 0.90% categorize as Christians and others.

In terms of marital status, 35.75% of the participants are single, 62.15% are married, and 2.10% are widows, or divorced or separation.

Regarding educational attainment: (i) 1.10% no educated; (ii) 17.30% have completed elementary school; (iii) 36.60% have completed secondary school or equivalent; (iv) 9.85% obtained diploma or equivalent; (v) 31.05% received a bachelor's degree or equivalent; (vi) 4.10% obtained postgraduate degree.

The survey also considered participants' professions: (i) 8.75% work as government officials/employees/state enterprise employees; (ii) 19.10% are private enterprise employees; (iii) 22.50% are business owners/freelancers; (iv) 10.35% are agriculturists/fisheries; (v) 16.00% are daily hired labor; (vi) 17.65% are maid/retired/unemployed; (vii) 5.65% are school/university students.

Lastly, in terms of income distribution: (i) 19.10% do not have any income; (ii) 3.45% not exceeding 5,000 Baht; (iii) 14.40% have an average monthly income between 5,001 to 10,000 Baht; (iv) 34.75% have an average monthly income between 10,001 and 20,000 Baht; (v) 11.20% have an average monthly income between 20,001 and 30,000 Baht; (vi) 4.40% have an average monthly income between 30,001 and 40,000 Baht; (vii) 2.40% have an average monthly income between 40,001 and 50,000 Baht; (viii) 1.60% have an average monthly income between 50,001 and 60,000 Baht; (x) 0.40% have an average monthly income between 60,001 and 70,000 Baht;



(x) 0.10% have an average monthly income between 70,001 and 80,000 Baht; (x) 0.35% more than 80,001 Baht per month; (vii) 7.85% did not specify their income.

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

			Perce	entage	
No	Public Support for Prime Ministerial Post	4 th /2024	3 rd /2024	2 nd /2024	1 st /2024
		December	September	June	March
1	Mr. Natthaphong Ruengpanyawut (People's Party)	29.85	22.90	-	-
	due to his commitment on the continuation of the party's				
	ideology, and his role toning with the new generation.				
2	Ms. Paetongtarn "Ung-Ing" Shinawatra (Pheu Thai	28.80	31.35	4.85	6.00
	Party) due to her experience in business management,				
	her characteristic representing the new and energizing				
	generation, and her modern perspective on politics.				
3	No suitable candidate	14.40	23.50	20.55	20.05
4	Mr. Pirapan Salirathavibhaga (United Thai Nation Party)	10.25	8.65	6.85	3.55
	due to his legal expertise and a characteristic of reachable				
	leader.				
5	Mr. Anutin Charnvirakul (Bhumjaithai Party) due to his	6.45	4.00	2.05	1.45
	administrative skills and his pledge on the national				
	development.				
6	Khunying Sudarat Keyuraphan (Thai Sang Thai Party)	4.95	4.80	3.40	2.90
	due to her political experience and standing firm in the				
	democratic ideology.				
7	General Prawit Wongsuwan (Palang Pracharath Party)	1.70	1.15	0.90	1.05
	due to his leadership with commitment and his working				
	experience.				
8	Mr. Chalermchai Srion (Democrat Party) due to his party's	1.05	0.95	0.60	0.20
	past performance and ideas.				
	Other candidates including Mr. Wan Muhamad Noor Matha	2.55	1.85	1.90	2.25
	(Prachachart Party), Mr. Varawut Silpa-archa				
	(Chartthaipattana Party), Pol. Col. Thawee Sodsong				
	(Prachachart Party), Mr. Thewan Liptapanlop (Chart Pattana				
	Party), Pol. Gen. Sereepisuth Temeeyaves (Seri Ruam Thai				
	Party), Mr. Chuan Leekpai (Democrat Party), Dr. Narumon				
	Pinyosinwat (Kla Tham Party), Dr. Suchatvee Suwansawat				
	(Democrat Party), Mr. Kannavee Suebsang (Fair Party), Mr.				
	Abhisit Vejjajiva, and Mr. Korn Chatikavanij.				
	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	100.00

2. Which political party do you support today?

	Percentage			ntage	
No	The political party that the public will support today	4 th /2024	3 rd /2024	2 nd /2024	1 st /2024
		December	September	June	March
1	People's Party	37.30	34.25	-	-
2	Pheu Thai Party	27.70	27.15	16.85	22.10
3	United Thai Nation Party	10.60	9.95	7.55	5.10
4	No Suitable Political Party	8.20	15.10	15.00	12.75
5	Bhumjaithai Party	5.15	3.55	2.20	1.70
6	Democrat Party	3.40	4.40	3.75	3.50
7	Palang Pracharath Party	3.05	2.05	1.75	2.30
8	Thai Sang Thai Party	2.50	1.70	1.55	1.30
9	Prachachart Party	1.00	0.75	0.15	0.10
	Other political parties include: Chartthaipattana Party,	1.10	0.35	0.90	1.30
	Chart Pattana Party, Kla Tham Party, Thai Ruam Palang Party,				
	Seri Ruam Thai Party and Fair Party				
	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	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	1,929	96.45
Muslims	53	2.65
Christians and others	18	0.90
Total	2,000	100.00



General characteristics of the sample (Continued)

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

Marriage Status	Numbers	Percentage
Single	715	35.75
Married	1,243	62.15
Widows, divorced, and separation	42	2.10
Total	2,000	100.00

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

Education Levels	Numbers	Percentage
Not educated	22	1.10
Primary education	346	17.30
Secondary education or equivalent	732	36.60
Diploma or equivalent	197	9.85
Bachelor's degree or equivalent	621	31.05
Post graduate degree	82	4.10
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	175	8.75
Private enterprise employees	382	19.10
Business owners/freelancers	450	22.50
Agriculturists/fisheries	207	10.35
Daily hires workers	320	16.00
Maid/retired/unemployed	353	17.65
School/university students	113	5.65
Total	2,000	100.00



General characteristics of the sample (Continued)

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

Monthly Income	Numbers	Percentage
do not have any income	382	19.10
Not exceeding 5,000	69	3.45
5,001-10,000 Baht	288	14.40
10,001-20,000 Baht	695	34.75
20,001-30,000 Baht	224	11.20
30,001-40,000 Baht	88	4.40
40,001-50,000 Baht	48	2.40
50,001-60,000 Baht	32	1.60
60,001-70,000 Baht	8	0.40
70,001-80,000 Baht	2	0.10
More than 80,001	7	0.35
Not specified	157	7.85
Total	2,000	100.00

