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Sunday, 30<sup>th</sup> of March 2025

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## “Political Popularity Survey for the First Quarter of 2025”

**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 2025"** conducted by NIDA Poll, the opinion research center of the National Institute of Development Administration (NIDA). The survey was carried out between March 24<sup>th</sup> and 27<sup>th</sup>, 2025, 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 30.90% of the votes due to performance and policies of the Pheu Thai Party, and people’s desire to give her a chance to continue administering the country for attesting her performance. (ii) Mr. Natthaphong Ruengpanyawut (People’s Party) received 25.80% of the votes due to people’s want to get new generation governing the country with new ideas, honesty, transparency, and policies that truly benefit the people. (iii) 23.70% of the participants expressed that there was "no suitable candidate." (iv) Mr. Pirapan Salirathavibhaga (United Thai Nation Party) received 8.45% of the votes due to his knowledge, capable, honest, fair and clear policy. (v) Khunying Sudarat Keyuraphan (Thai Sang Thai Party) received 3.90% of the votes due to her experience in management, straightforward policies and strong ideology. (vi) Mr. Anutin Charnvirakul (Bhumjaithai Party) obtained 2.85% of the votes due to his knowledge, skills and policies that respond to the people’s demands. (vii) Mr. Chalermchai Srion (Democrat Party) received 1.70% of the votes due to his administrative skills, serious working, and political experience. (viii) General Prawit Wongsuwan (Palang Pracharath Party) received 1.20% of the votes due to his long working and political experience. (ix) 1.50% of the participants voted for other candidates, including Mr. Wan Muhamad Noor Matha (Prachachart Party), Pol. Col. Thawee Sodsong (Prachachart Party), Mr. Varawut Silpa-archa (Chartthaipattana Party), Dr. Narumon Pinyosinwat (Kla Tham Party), Mr. Thewan Liptapanlop (Chart Pattana Party), Mr. Kanwee Sipsang (Phasithama Party), Mr. Wiroj Lakkhanaadisorn (People’s Party), and Mr. Chuan Leekpai (Democrat Party).

Moreover, the survey also examined the support for political parties, yielding the following results: (i) People's Party 37.10% of the votes, (ii) Pheu Thai Party garnered 28.05% of the votes. (iii) 13.75% of the participants expressed that there was "no suitable political party." (iv) United Thai Nation Party received 8.75% of the votes. (v) Democrat Party secured 3.65% of the votes. (vi) Bhumjaithai Party obtained 3.35% of the votes. (vii) Thai Sang Thai Party received 2.00% of the votes. (viii) Palang Pracharath Party was mentioned by 1.85% of the votes. (ix) 1.50% of the participants mentioned other political parties, such as Prachachart Party, Chartthaipattana Party, Chart Pattana Party, Kla Tham Party, Thai Ruam Palang Party, and Tham Party

Upon analyzing the general characteristics of the sample, the following observations were made: (i) 8.55% of the participants reside in Bangkok areas. (ii) 18.70% reside in the Central region. (iii) 17.80% reside in the Northern region. (iv) 33.25% reside in the Northeastern region. (v) 13.85% reside in the Southern region. (vi) 7.85% reside in the Eastern region.

In terms of gender distribution, 48.00% of the participants are male, while 52.00% are female.

Regarding age, the participants fell within the following brackets: (i) 12.15% are aged 18-25 years old. (ii) 17.80% are aged 26-35 years old. (iii) 18.00% are aged 36-45 years old. (iv) 26.35% are aged 46-59 years old. (v) 25.70% are aged 60 years old or older.

Regarding religious beliefs, 95.85% of the participants identify themselves as Buddhists, 3.55% identify as Muslims, and 0.60% identify as Christians and others.

In terms of marital status, 36.05% of the participants are single, 61.55% are married, and 2.40% are widows, divorced, and separation.

Regarding educational attainment: (i) 0.65% Not educated. (ii) 21.55% have completed elementary school. (iii) 38.60% have completed secondary school or equivalent. (iv) 7.70% have completed a diploma or equivalent. (v) 27.60% have completed a bachelor's degree or equivalent. (vi) 3.90% have attained postgraduate degree.

The survey also considered participants' professions: (i) 8.20% work as government officials/employees/state enterprise employees. (ii) 16.05% work as private enterprise employees. (iii) 21.80% are business owners/freelancers. (iv) 12.15% are agriculturists/fishers. (v) 15.90% are general hires/labors. (vi) 19.65% are husbands/housewives/retired/unemployed. (vii) 6.25% are students/university students.

Lastly, in terms of income distribution: (i) 21.85% do not have any income. (ii) 4.65% not exceeding 5,000 Baht. (iii) 16.95% have an average monthly income between 5,001 to 10,000 Baht. (iv) 27.45% have an average monthly income between 10,001 and 20,000 Baht. (v) 9.35% have an average monthly income between 20,001 and 30,000 Baht. (vi) 4.90% have an average monthly income between 30,001 and 40,000 Baht. (vii) 2.80% 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) 0.35% have an average monthly income between 60,001 and 70,000 Baht. (x) 0.20% have an average monthly income between 70,001 and 80,000 Baht. (x) 1.00% have 80,001 baht or higher as an average monthly income. (vii) 8.90% did not specify their income.

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

No	Supported Candidate for Prime Ministerial Post	Percentage		
		1st (Mar 2025)	4th (Dec 2024)	3rd (Sep 2024)
1	<b>Ms. Paetongtarn “Ung-Ing” Shinawatra (Pheu Thai Party)</b> due to performance and policies of the Pheu Thai Party, and people’s desire to give her a chance to continue administering the country for attesting her performance.	<b>30.90</b>	28.80	31.35
2	<b>Mr. Natthaphong Ruengpanyawut (People’s Party)</b> due to people’s want to get new generation governing the country with new ideas, honesty, transparency, and policies that truly benefit the people.	<b>25.80</b>	29.85	22.90
3	<b>No suitable candidate</b>	<b>23.70</b>	14.40	23.50
4	<b>Mr. Pirapan Salirathavibhaga (United Thai Nation Party)</b> due to his knowledge, capable, honest, fair and clear policy.	<b>8.45</b>	10.25	8.65
5	<b>Khunying Sudarat Keyuraphan (Thai Sang Thai Party)</b> due to her experience in management, straightforward policies and strong ideology.	<b>3.90</b>	4.95	4.80
6	<b>Mr. Anutin Charnvirakul (Bhumjaithai Party)</b> due to his knowledge, skills and policies that respond to the people’s demands	<b>2.85</b>	6.45	4.00
7	<b>Mr. Chalermchai Srion (Democrat Party)</b> due to his administrative skills, serious working, and political experience.	<b>1.70</b>	1.05	0.95
8	<b>General Prawit Wongsuwan (Palang Pracharath Party)</b> due to his long working and political experience.	<b>1.20</b>	1.70	1.15
	Other candidates include: Mr. Wan Muhamad Noor Matha (Prachachart Party), Pol. Col. Thawee Sodsong (Prachachart Party), Mr. Varawut Silpa-archa (Chartthaipattana Party), Dr. Narumon Pinyosinwat (Kla Tham Party), Mr. Thewan Liptapanlop (Chart Pattana Party), Mr. Kanwee Sipsang (Phasithama Party), Mr. Wiroj Lakkhanaadisorn (People’s Party), and Mr. Chuan Leekpai (Democrat Party).	<b>1.50</b>	2.55	1.85
	<b>Not Answer or Expressed Disinterest</b>	-	-	0.85
<b>Total</b>		<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

## 2. Which political party do you support today?

No	Political Party	Percentage		
		1st (Mar 2025)	4th (Dec 2024)	3rd (Sep 2024)
1	<b>People's Party</b>	<b>37.10</b>	37.30	34.25
2	<b>Pheu Thai Party</b>	<b>28.05</b>	27.70	27.15
3	<b>No Suitable Political Party</b>	<b>13.75</b>	8.20	15.10
4	<b>United Thai Nation Party</b>	<b>8.75</b>	10.60	9.95
5	<b>Democrat Party</b>	<b>3.65</b>	3.40	4.40
6	<b>Bhumjaithai Party</b>	<b>3.35</b>	5.15	3.55
7	<b>Thai Sang Thai Party</b>	<b>2.00</b>	2.50	1.70
8	<b>Palang Pracharath Party</b>	<b>1.85</b>	3.05	2.05
	Other political parties include: Prachachart Party, Chartthaipattana Party, Chart Pattana Party, Kla Tham Party, Thai Ruam Palang Party, and Tham Party	<b>1.50</b>	2.10	1.10
	<b>Not Answer or Expressed Disinterest</b>	-	-	0.75
<b>Total</b>		<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

### General characteristics of the sample

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

Regions	Numbers	Percentage
Bangkok areas	171	8.55
Central region	374	18.70
Northern region	356	17.80
Northeastern region	665	33.25
Southern region	277	13.85
Eastern region	157	7.85
<b>Total</b>	<b>2,000</b>	<b>100.00</b>

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

Genders	Numbers	Percentage
Male	960	48.00
Female	1,040	52.00
<b>Total</b>	<b>2,000</b>	<b>100.00</b>

## General characteristics of the sample (Continued)

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

Ages	Numbers	Percentage
18-25 years old	243	12.15
26-35 years old	356	17.80
36-45 years old	360	18.00
46-59 years old	527	26.35
60 years old or older	514	25.70
<b>Total</b>	<b>2,000</b>	<b>100.00</b>

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

Religion	Numbers	Percentage
Buddhists	1,917	95.85
Muslims	71	3.55
Christians and others	12	0.60
<b>Total</b>	<b>2,000</b>	<b>100.00</b>

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

Marriage Status	Numbers	Percentage
Single	721	36.05
Married	1,231	61.55
Widows, divorced, and separation	48	2.40
<b>Total</b>	<b>2,000</b>	<b>100.00</b>

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

Education Levels	Numbers	Percentage
Not educated	13	0.65
Primary education	431	21.55
Secondary education or equivalent	772	38.60
Diploma or equivalent	154	7.70
Bachelor's degree or equivalent	552	27.60
Higher than bachelor's degree	78	3.90
<b>Total</b>	<b>2,000</b>	<b>100.00</b>

## General characteristics of the sample (Continued)

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

Main Occupations	Numbers	Percentage
Government officials/employees/ state enterprise employees	164	8.20
Private enterprise employees	321	16.05
Business owners/freelancers	436	21.80
Agriculturists/fishers	243	12.15
General hires/labors	318	15.90
Husbands/housewives/retired/unemployed	393	19.65
Students/university students	125	6.25
<b>Total</b>	<b>2,000</b>	<b>100.00</b>

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

Monthly Income	Numbers	Percentage
do not have any income	437	21.85
Not exceeding 5,000	93	4.65
5,001-10,000 Baht	339	16.95
10,001-20,000 Baht	549	27.45
20,001-30,000 Baht	187	9.35
30,001-40,000 Baht	98	4.90
40,001-50,000 Baht	56	2.80
50,001-60,000 Baht	32	1.60
60,001-70,000 Baht	7	0.35
70,001-80,000 Baht	4	0.20
80,001 or higher	20	1.00
Not specified	178	8.90
<b>Total</b>	<b>2,000</b>	<b>100.00</b>