"Political Popularity Survey for the Second 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 second 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 June 19th and 25th, 2025, with a sample size of 2,500 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 supporting of candidates to become Prime Minister today, the results show that: (i) Mr. Natthaphong Ruengpanyawut (People's Party) secured 31.48% 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. (ii) 19.88% of the participants expressed that there was "no suitable candidate." (iii) General Prayut Chan-o-cha received 12.72% of votes due to his integrity in both words and actions, straightforwardness, honesty, and contributions to peace and stability in the country. (iv) Mr. Anutin Charnvirakul (Bhumjaithai Party) obtained 9.64% of the votes due to his knowledge, skills and policies that respond to the people's demands. (v) Ms. Paetongtarn "Ung-Ing" Shinawatra (Pheu Thai Party) received 9.20% 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. (vi) Mr. Pirapan Salirathavibhaga (United Thai Nation Party) received 6.48% of the votes due to his credible individual with decisive decision-making skills and extensive legal experience. (vii) Khunying Sudarat Keyuraphan (Thai Sang Thai Party) received 6.12% of the votes due to her experience in management, straightforward policies and strong ideology. (viii) General Prawit Wongsuwan (Palang Pracharath Party) received 1.48% of the votes due to his credibility with decisive decision-making skills and effectiveness in problem solving management. (ix) 2.92% of the participants voted for other candidates, including Mr. Chalermchai Srion (Democrat Party), Mr. Varawut Silpa-archa (Chartthaipattana Party), Pol. Col. Thawee Sodsong (Prachachart Party), Mr. Thewan Liptapanlop (Chart Pattana Party), Mr. Wan Muhamad Noor Matha (Prachachart Party), Mr. Chaikasem Nitisiri (Pheu Thai Party), Mr. Chuan Leekpai (Democrat Party), Mr. Abhisit Vejjajiva (Democrat Party), Pol. Gen. Sereepisuth Temeeyaves (Seri Ruam Thai Party), Dr. Narumon Pinyosinwat (Kla Tham Party), and Mr. Jurin Laksanawisit (Democrat Party). (x) 0.08% Not Answer or Expressed Disinterest.

Moreover, the survey also examined the support for political parties, yielding the following results: (i) People's Party 46.08% of the votes, (ii) United Thai Nation Party received 13.24% of the votes. (iii) Pheu Thai Party garnered 11.52% of the votes. (iv) Bhumjaithai Party obtained 9.76% of the votes. (v) 7.72% of the participants expressed that there was "no suitable political party." (vi) Thai Sang Thai Party received 4.20% of the votes. (vii) Palang Pracharath Party was mentioned by 2.88% of the votes. (viii) Democrat Party secured 2.68% of the votes. (ix) 1.76% of the participants mentioned other political parties, such as Chartthaipattana Party, Prachachart Party, Chart Pattana Party, Kla Tham Party, Thai Pakdee Party, and Pheu Thai Ruam Palang Party. (x) 0.16% Not Answer or Expressed Disinterest.

Upon analyzing the general characteristics of the sample, the following observations were made: (i) 8.52% of the participants reside in Bangkok areas. (ii) 18.68% reside in the Central region. (iii) 17.80% reside in the Northern region. (iv) 33.28% reside in the Northeastern region. (v) 13.84% reside in the Southern region. (vi) 7.88% reside in the Eastern region.

In terms of gender distribution, 47.96% of the participants are male, while 52.04% are female.

Regarding age, the participants fell within the following brackets: (i) 12.16% are aged 18-25 years old. (ii) 17.80% are aged 26-35 years old. (iii) 17.96% are aged 36-45 years old. (iv) 26.36% are aged 46-59 years old. (v) 25.72% are aged 60 years old or older.

Regarding religious beliefs, 95.96% of the participants identify themselves as Buddhists, 3.32% identify as Muslims, and 0.72% identify as Christians and others.

In terms of marital status, 35.96% of the participants are single, 61.96% are married, and 2.08% are widows, divorced, and separation.

Regarding educational attainment: (i) 0.32% Not educated. (ii) 17.92% have completed elementary school. (iii) 34.04% have completed secondary school or equivalent. (iv) 9.80% have completed a diploma or equivalent. (v) 32.76% have completed a bachelor's degree or equivalent. (vi) 5.16% have attained postgraduate degree.

The survey also considered participants' professions: (i) 9.92% work as government officials/employees/state enterprise employees. (ii) 18.76% work as private enterprise employees. (iii) 21.72% are business owners/freelancers. (iv) 11.16% are agriculturists/fishers. (v) 14.64% are general hires/labors. (vi) 18.72% are husbands/housewives/retired/ unemployed. (vii) 5.08% are students/university students.

Lastly, in terms of income distribution: (i) 18.80% do not have any income. (ii) 3.24% not exceeding 5,000 Baht. (iii) 14.04% have an average monthly income between 5,001 to 10,000 Baht. (iv) 31.48% have an average monthly income between 10,001 and 20,000 Baht. (v) 12.20% have an average monthly income between 20,001 and 30,000 Baht. (vi) 6.24% have an average monthly income between 30,001 and 40,000 Baht. (vii) 3.28% have an average monthly income between 40,001 and 50,000 Baht. (viii) 1.20% have an average monthly income between 50,001 and 60,000 Baht. (x) 0.48% have an average monthly income between 60,001 and 70,000 Baht. (x) 0.32% have an average monthly income between 70,001 and 80,000 Baht. (x) 0.36% have 80,001 baht or higher as an average monthly income. (vii) 8.36% did not specify their income.

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

No	Supported Candidate for Prime Ministerial Post	Percentage		
		2nd (Jun 2025)	1st (Mar 2025)	4th (Dec 2024)
1	**Mr. Natthaphong Ruengpanyawut (People's Party)** due to people's want to get new generation governing the country with new ideas, honesty, transparency, and policies that truly benefit the people.	**31.48**	25.80	29.85
2	**No suitable candidate**	**19.88**	23.70	14.40
3	**General Prayut Chan-o-cha** due to his integrity in both words and actions, straightforwardness, honesty, and contributions to peace and stability in the country.	**12.72**	-	-
4	**Mr. Anutin Charnvirakul (Bhumjaithai Party)** due to his knowledge, skills and policies that respond to the people's demands.	**9.64**	2.85	6.45
5	**Ms. Paetongtarn "Ung-Ing" Shinawatra (Pheu Thai Party)** 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.	**9.20**	30.90	28.80
6	**Mr. Pirapan Salirathavibhaga (United Thai Nation Party)** due to his credible individual with decisive decision-making skills and extensive legal experience.	**6.48**	8.45	10.25
7	**Khunying Sudarat Keyuraphan (Thai Sang Thai Party)** due to her experience in management, straightforward policies and strong ideology.	**6.12**	3.90	4.95
8	**General Prawit Wongsuwan (Palang Pracharath Party)** due to his credibility with decisive decision-making skills and effectiveness in problem management.	**1.48**	1.20	1.70
	Other candidates include: Mr. Chalermchai Srion (Democrat Party), Mr. Varawut Silpa-archa (Chartthaipattana Party), Pol. Col. Thawee Sodsong (Prachachart Party), Mr. Thewan Liptapanlop (Chart Pattana Party), Mr. Wan Muhamad Noor Matha (Prachachart Party), Mr. Chaikasem Nitisiri (Pheu Thai Party), Mr. Chuan Leekpai (Democrat Party), Mr. Abhisit Vejjajiva (Democrat Party), Pol. Gen. Sereepisuth Temeeyaves (Seri Ruam Thai Party), Dr. Narumon Pinyosinwat (Kla Tham Party), and Mr. Jurin Laksanawisit (Democrat Party).	**2.92**	3.20	3.60
	Not Answer or Expressed Disinterest	**0.08**	-	-
	Total	**100.00**	**100.00**	**100.00**

2. Which political party do you support today?

No	Political Party	Percentage		
		2nd (Jun 2025)	1st (Mar 2025)	4th (Dec 2024)
1	**People's Party**	**46.08**	37.10	37.30
2	**United Thai Nation Party**	**13.24**	8.75	10.60
3	**Pheu Thai Party**	**11.52**	28.05	27.70
4	**Bhumjaithai Party**	**9.76**	3.35	5.15
5	**No Suitable Political Party**	**7.72**	13.75	8.20
6	**Thai Sang Thai Party**	**4.20**	2.00	2.50
7	**Palang Pracharath Party**	**2.88**	1.85	3.05
8	**Democrat Party**	**2.68**	3.65	3.40
	Other political parties include: Chartthaipattana Party, Prachachart Party, Chart Pattana Party, Kla Tham Party, Thai Pakdee Party, and Phue Thai Ruam Palang Party.	**1.76**	1.50	2.10
	Not Answer or Expressed Disinterest	**0.16**	-	-
	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	213	8.52
Central region	467	18.68
Northern region	445	17.80
Northeastern region	832	33.28
Southern region	346	13.84
Eastern region	197	7.88
Total	**2,500**	**100.00**

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

Genders	Numbers	Percentage
Male	1,199	47.96
Female	1,301	52.04
Total	**2,500**	**100.00**

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

Ages	Numbers	Percentage
18-25 years old	304	12.16
26-35 years old	445	17.80
36-45 years old	449	17.96
46-59 years old	659	26.36
60 years old or older	643	25.72
Total	**2,500**	**100.00**

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

Religion	Numbers	Percentage
Buddhists	2,399	95.96
Muslims	83	3.32
Christians and others	18	0.72
Total	**2,500**	**100.00**

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

Marriage Status	Numbers	Percentage
Single	899	35.96
Married	1,549	61.96
Widows, divorced, and separation	52	2.08
Total	**2,500**	**100.00**

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

Education Levels	Numbers	Percentage
Not educated	8	0.32
Primary education	448	17.92
Secondary education or equivalent	851	34.04
Diploma or equivalent	245	9.80
Bachelor's degree or equivalent	819	32.76
Higher than bachelor's degree	129	5.16
Total	**2,500**	**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	248	9.92
Private enterprise employees	469	18.76
Business owners/freelancers	543	21.72
Agriculturists/fishers	279	11.16
General hires/labors	366	14.64
Husbands/housewives/retired/unemployed	468	18.72
Students/university students	127	5.08
Total	**2,500**	**100.00**

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

Monthly Income	Numbers	Percentage
do not have any income	470	18.80
Not exceeding 5,000	81	3.24
5,001-10,000 Baht	351	14.04
10,001-20,000 Baht	787	31.48
20,001-30,000 Baht	305	12.20
30,001-40,000 Baht	156	6.24
40,001-50,000 Baht	82	3.28
50,001-60,000 Baht	30	1.20
60,001-70,000 Baht	12	0.48
70,001-80,000 Baht	8	0.32
80,001 or higher	9	0.36
Not specified	209	8.36
Total	**2,500**	**100.00**