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“Political Popularity Survey for the Third 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 third 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 September 19th and 24th, 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 support for candidates for Prime Minister today, the results show that: (i) 27.28% of the participants expressed that there was "no suitable candidate." (ii) Mr. Natthaphong Ruengpanyawut (People's Party) secured 22.80% of the votes. (iii) Mr. Anutin Charnvirakul (Bhumjaithai Party) obtained 20.44% of the votes. (iv) Khunying Sudarat Keyuraphan (Thai Sang Thai Party) received 7.16% of the votes. (v) Mr. Chaikasem Nitisiri (Pheu Thai Party) received 6.76% of votes. (vi) General Prayut Chan-o-cha received 6.00% of votes. (vii) Mr. Pirapan Salirathavibhaga (United Thai Nation Party) received 2.72% of the votes. (viii) Mr. Chalermchai Srion (Democrat Party) received 1.76% of the votes. (ix) Mr. Varawut Silpa-archa (Chartthaipattana Party) received 1.24% of the votes. (x) Mr. Abhisit Vejjajiva (Democrat Party) received 1.04% of the votes. (xi) 2.80% of the participants voted for other candidates, including General Prawit Wongsuwan (Palang Pracharath Party), Mr. Wan Muhamad Noor Matha (Prachachart Party), Pol. Col. Thawee Sodsong (Prachachart Party), Dr. Narumon Pinyosinwat (Kla Tham Party), Mr. Thewan Liptapanlop (Chart Pattana Party), Mr. Chuan Leekpai (Democrat Party), Pol. Gen. Sereepisuth Temeeyaves (Seri Ruam Thai Party), Dr. Suchatvee Suwansawat, and General Rangsee Kitiyanasap (Economic Party).

Moreover, the survey also examined the support for political parties, yielding the following results: (i) People's Party 33.08% of the votes. (ii) 21.64% of the participants expressed that there was "no suitable political party." (iii) Pheu Thai Party garnered 13.96% of the votes. (iv) Bhumjaithai Party obtained 13.24% of the votes. (v) United Thai Nation Party secured 6.12% of the votes. (vi) Democrat Party received 5.52% of the votes. (vii) Thai Sang Thai Party received 2.92% of the votes. (viii) Palang Pracharath Party was mentioned by 1.72% of the votes. (ix) 1.80% of the participants

mentioned other political parties, such as Chartthaipattana Party, Prachachart Party, Kla Tham Party, Seri Ruam Thai Party, Thai Pakdee Party, Chart Pattana Party, and Pheu Thai Ruamphalang Party.

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, 95.44% of the participants identify themselves as Buddhists, 2.84% identify as Muslims, and 0.72% identify as Christians and others.

In terms of marital status, 35.94% of the participants are single, 62.64% are married, and 1.72% are widows, divorced, and separation.

Regarding educational attainment: (i) 0.44% Not educated. (ii) 18.24% have completed elementary school. (iii) 35.56% have completed secondary school or equivalent. (iv) 10.32% have completed a diploma or equivalent. (v) 30.92% have completed a bachelor's degree or equivalent. (vi) 4.52% have attained postgraduate degree.

The survey also considered participants' professions: (i) 9.52% work as government officials/employees/state enterprise employees. (ii) 18.12% work as private enterprise employees. (iii) 21.80% are business owners/freelancers. (iv) 10.76% are agriculturists/fishers. (v) 15.24% are general hires/labors. (vi) 19.12% are husbands/housewives/retired/unemployed. (vii) 5.44% are students/university students.

Lastly, in terms of income distribution: (i) 20.04% do not have any income. (ii) 2.84% not exceeding 5,000 Baht. (iii) 16.84% have an average monthly income between 5,001 to 10,000 Baht. (iv) 31.40% have an average monthly income between 10,001 and 20,000 Baht. (v) 11.68% have an average monthly income between 20,001 and 30,000 Baht. (vi) 5.48% have an average monthly income between 30,001 and 40,000 Baht. (vii) 2.64% have an average monthly income between 40,001 and 50,000 Baht. (viii) 1.80% have an average monthly income between 50,001 and 60,000 Baht. (x) 0.16% 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) 0.84% have 80,001 baht or higher as an average monthly income. (vii) 6.08% did not specify their income.

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

No	Supported Candidate for Prime Ministerial Post	Percentage			
		3rd (Sep 2025)	2nd (Jun 2025)	1st (Mar 2025)	4th (Dec 2024)
1	No suitable candidate	27.28	19.88	23.70	14.40
2	Mr. Natthaphong Ruengpanyawut (People's Party)	22.80	31.48	25.80	29.85
3	Mr. Anutin Charnvirakul (Bhumjaithai Party)	20.44	9.64	2.85	6.45
4	Khunying Sudarat Keyuraphan (Thai Sang Thai Party)	7.16	6.12	3.90	4.95
5	Mr. Chaikasem Nitisiri (Pheu Thai Party)	6.76	0.20	-	-
6	General Prayut Chan-o-cha	6.00	12.72	-	-
7	Mr. Pirapan Salirathavibhaga (United Thai Nation Party)	2.72	6.48	8.45	10.25
8	Mr. Chalermchai Srion (Democrat Party)	1.76	0.08	1.70	1.05
9	Mr. Varawut Silpa-archa (Chartthaipattana Party)	1.24	0.56	0.35	0.60
10	Mr. Abhisit Vejjajiva (Democrat Party)	1.04	0.12	-	0.05
	Other candidates include: General Prawit Wongsuwan (Palang Pracharath Party), Mr. Wan Muhamad Noor Matha (Prachachart Party), Pol. Col. Thawee Sodsong (Prachachart Party), Dr. Narumon Pinyosinwat (Kla Tham Party), Mr. Thewan Liptapanlop (Chart Pattana Party), Mr. Chuan Leekpai (Democrat Party), Pol. Gen. Sereepisuth Temeeyaves (Seri Ruam Thai Party), Dr. Suchatvee Suwansawat, and General Rangsee Kitiyanasap (Economic Party).	2.80	2.72	2.35	3.60
	Not Answer or Expressed Disinterest	-	0.08	-	-
	Ms. Paetongtarn "Ung-Ing" Shinawatra (Pheu Thai Party)	-	9.20	30.90	28.80
Total		100.00	100.00	100.00	100.00

2. Which political party do you support today?

No	Political Party	Percentage			
		3rd (Sep 2025)	2nd (Jun 2025)	1st (Mar 2025)	4th (Dec 2024)
1	People's Party	33.08	46.08	37.10	37.30
2	No Suitable Political Party	21.64	7.72	13.75	8.20
3	Pheu Thai Party	13.96	11.52	28.05	27.70
4	Bhumjaithai Party	13.24	9.76	3.35	5.15
5	United Thai Nation Party	6.12	13.24	8.75	10.60
6	Democrat Party	5.52	2.68	3.65	3.40
7	Thai Sang Thai Party	2.92	4.20	2.00	2.50
8	Palang Pracharath Party	1.72	2.88	1.85	3.05
	Other political parties include: Chartthaipattana Party, Prachachart Party, Kla Tham Party, Seri Ruam Thai Party, Thai Pakdee Party, Chart Pattana Party, and Pheu Thai Ruamphalang Party.	1.80	1.76	1.50	2.10
	Not Answer or Expressed Disinterest	-	0.16	-	-
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	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

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	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	2,411	96.44
Muslims	71	2.84
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	891	35.94
Married	1,566	62.96
Widows, divorced, and separation	43	1.72
Total	2,500	100.00

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

Education Levels	Numbers	Percentage
Not educated	11	0.44
Primary education	456	18.24
Secondary education or equivalent	889	35.56
Diploma or equivalent	258	10.32
Bachelor's degree or equivalent	773	30.92
Higher than bachelor's degree	113	4.52
Total	2,500	100.00

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	238	9.52
Private enterprise employees	453	18.12
Business owners/freelancers	545	21.80
Agriculturists/fishers	269	10.76
General hires/labors	381	15.24
Husbands/housewives/retired/unemployed	478	19.12
Students/university students	136	5.44
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	501	20.04
Not exceeding 5,000	71	2.84
5,001-10,000 Baht	421	16.84
10,001-20,000 Baht	785	31.40
20,001-30,000 Baht	292	11.68
30,001-40,000 Baht	137	5.48
40,001-50,000 Baht	66	2.64
50,001-60,000 Baht	45	1.80
60,001-70,000 Baht	4	0.16
70,001-80,000 Baht	5	0.20
80,001 or higher	21	0.84
Not specified	152	6.08
Total	2,500	100.00