

Sunday, 14th of December 2025

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“Political Popularity Survey for the Fourth 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 Fourth 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 December 4th and 12th, 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 to become Prime Minister today, the results show that: (i) 40.60% of the participants expressed that there was "no suitable candidate." (ii) Mr. Natthaphong Ruengpanyawut (People's Party) secured 17.20% of the votes. (iii) Mr. Anutin Charnvirakul (Bhumjaithai Party) obtained 12.32% of the votes. (iv) Mr. Abhisit Vejjajiva (Democrat Party) received 10.76% of the votes. (v) Mr. Julapun Amornvivat (Pheu Thai Party) received 6.28% of votes. (vi) Gen. Rangsi Kitiyansap (Economic Party) received 3.88% of votes. (vii) Khunying Sudarat Keyuraphan (Thai Sang Thai Party) received 3.12% of the votes. (viii) Mr. Pirapan Salirathavibhaga (United Thai Nation Party) received 1.40% of the votes. (ix) General Prayut Chan-o-cha received 1.28% of votes. (x) 2.28% of the participants voted for other candidates, including Gen. Prawit Wongsuwan (Palang Pracharath Party), Dr. Suchatvee Suwansawat (Thai Kao Mai Party), Ms. Suphajee Suthamphan, Mr. Jatuporn Buruspat (New Opportunity Party), Dr. Warong Dechgitvigrom (Thai Pakdee Party), Mr. Wan Muhammad Nor Matha (Prachachat Party), Mr. Thewan Liptapallop (Chart Pattana Party), Pol. Col. Thawee Sodsong (Prachachat Party), Dr. Narumon Pinyosinwat (Kla Tham Party), Mr. Varawut Silpa-archa (Bhumjaithai Party), Mr. Chada Thaised (Bhumjaithai Party), Mr. Korn Chatikavanij (Democrat Party), and “Vote No”. And (xi) 0.88% of the participants indicated “no answer or expressed disinterest.”

Moreover, the survey also examined the support for political parties, yielding the following results: (i) 32.36% of the participants expressed that there was "no suitable political party." (ii) People's Party harvested 25.28% of the votes. (iii) Democrat Party obtained 11.80% of the votes. (iv) Pheu Thai Party secured 11.04% of the votes. (v) Bhumjaithai Party received 9.92% of the votes. (vi) Economic Party received 2.76% of the votes. (vii) United Thai Nation Party

secured 2.32% of the votes. (viii) Thai Sang Thai Party received 2.00% of the votes. (ix) Palang Pracharath Party received 1.12% of the votes. (x) 1.36% of the participants mentioned other political parties, such as Prachachart Party, Thai Pakdee Party, New Opportunity Party, Pheu Thai Ruam Phalang Party, Kla Tham Party, Thai Kao Mai Party Party, Chart Pattana Party, Seri Ruam Thai Party, and “Vote No.” And (ix) 0.04% of the participants indicated “no 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, 95.60% of the participants identify themselves as Buddhists, 3.40% identify as Muslims, and 1.00% identify as Christians and others.

In terms of marital status, 37.88% of the participants are single, 59.64% are married, and 2.48% are widows, divorced, and separation.

Regarding educational attainment: (i) 0.72% Not educated. (ii) 17.84% have completed elementary school. (iii) 34.00% have completed secondary school or equivalent. (iv) 10.72% have completed a diploma or equivalent. (v) 32.12% have completed a bachelor's degree or equivalent. (vi) 4.60% have attained postgraduate degree.

The survey also considered participants' professions: (i) 9.04% work as government officials/employees/state enterprise employees. (ii) 17.92% work as private enterprise employees. (iii) 22.76% are business owners/freelancers. (iv) 10.28% are agriculturists/fishers. (v) 15.24% are general hires/labors. (vi) 19.28% are husbands/housewives/retired/unemployed. (vii) 5.48% are students/university students.

Lastly, in terms of income distribution: (i) 19.96% do not have any income. (ii) 3.32% not exceeding 5,000 Baht. (iii) 14.40% have an average monthly income between 5,001 to 10,000 Baht. (iv) 35.20% have an average monthly income between 10,001 and 20,000 Baht. (v) 10.52% 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) 3.12% have an average monthly income between 40,001 and 50,000 Baht. (viii) 1.32% 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) 0.20% have an average monthly income between 70,001 and 80,000 Baht. (x) 0.88% have 80,001 baht or higher as an average monthly income. (vii) 6.20% did not specify their income.

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

No	Supported Candidate for Prime Ministerial Post	Percentage			
		4th (Dec 2025)	3rd (Sep 2025)	2nd (Jun 2025)	1st (Mar 2025)
1	No suitable candidate	40.60	27.28	19.88	23.70
2	Mr. Natthaphong Ruengpanyawut (People's Party)	17.20	22.80	31.48	25.80
3	Mr. Anutin Charnvirakul (Bhumjaithai Party)	12.32	20.44	9.64	2.85
4	Mr. Abhisit Vejjajiva (Democrat Party)	10.76	1.04	0.12	-
5	Mr. Julapun Amornvivat (Pheu Thai Party)	6.28	-	-	-
6	Gen. Rangsi Kitiyansap (Economic Party)	3.88	0.08	-	-
7	Khunying Sudarat Keyuraphan (Thai Sang Thai Party)	3.12	7.16	6.12	3.90
8	Mr. Pirapan Salirathavibhaga (United Thai Nation Party)	1.40	2.72	6.48	8.45
9	General Prayut Chan-o-cha Other candidates include: General Prawit Wongsuwan (Palang Pracharath Party), Dr. Suchatvee Suwansawat (Thai Kao Mai Party), Ms. Suphajee Suthamphan, Mr. Jatuporn Buruspat (New Opportunity Party), Dr. Warong Dechgitvigrom (Thai Pakdee Party), Mr. Wan Muhammad Nor Matha (Prachachat Party), Mr. Thewan Liptapallop (Chart Pattana Party), Pol. Col. Thawee Sodsong (Prachachat Party), Dr. Narumon Pinyosinwat (Kla Tham Party), Mr. Varawut Silpa-archa (Bhumjaithai Party), Mr. Chada Thaised (Bhumjaithai Party), Mr. Korn Chatikavanij (Democrat Party), and "Vote No"	1.28	6.00	12.72	-
	No Answer or Expressed Disinterest	0.88	-	0.08	-
	Ms. Paetongtarn "Ung-Ing" Shinawatra (Pheu Thai Party)	-	-	9.20	30.90
Total		100.00	100.00	100.00	100.00

2. Which political party do you support today?

No	Political Party	Percentage			
		4th (Dec 2025)	3rd (Sep 2025)	2nd (Jun 2025)	1st (Mar 2025)
1	No Suitable Political Party	32.36	21.64	7.72	13.75
2	People's Party	25.28	33.08	46.08	37.10
3	Democrat Party	11.80	5.52	2.68	3.65
4	Pheu Thai Party	11.04	13.96	11.52	28.05
5	Bhumjaithai Party	9.92	13.24	9.76	3.35
6	Economic Party	2.76	-	-	-
7	United Thai Nation Party	2.32	6.12	13.24	8.75
8	Thai Sang Thai Party	2.00	2.92	4.20	2.00
9	Palang Pracharath Party	1.12	1.72	2.88	1.85
	Other political parties include: Prachachart Party, Thai Pakdee Party, New Opportunity Party, Pheu Thai Ruam Phalang Party, Kla Tham Party, Thai Kao Mai Party, Chart Pattana Party, Seri Ruam Thai Party, and "Vote No"	1.36	1.80	1.76	1.50
	No Answer or Expressed Disinterest	0.04	-	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	2,390	95.60
Muslims	85	3.40
Christians and others	25	1.00
Total	2,500	100.00

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

Marriage Status	Numbers	Percentage
Single	947	37.88
Married	1,491	59.64
Widows, divorced, and separation	62	2.48
Total	2,500	100.00

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

Education Levels	Numbers	Percentage
Not educated	18	0.72
Primary education	446	17.84
Secondary education or equivalent	850	34.00
Diploma or equivalent	268	10.72
Bachelor's degree or equivalent	803	32.12
Higher than bachelor's degree	115	4.60
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	226	9.04
Private enterprise employees	448	17.92
Business owners/freelancers	569	22.76
Agriculturists/fishers	257	10.28
General hires/labors	381	15.24
Husbands/housewives/retired/unemployed	482	19.28
Students/university students	137	5.48
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	499	19.96
Not exceeding 5,000	83	3.32
5,001-10,000 Baht	360	14.40
10,001-20,000 Baht	880	35.20
20,001-30,000 Baht	263	10.52
30,001-40,000 Baht	110	4.40
40,001-50,000 Baht	78	3.12
50,001-60,000 Baht	33	1.32
60,001-70,000 Baht	12	0.48
70,001-80,000 Baht	5	0.20
80,001 or higher	22	0.88
Not specified	155	6.20
Total	2,500	100.00