

Analysis of Poll Results: Local elections and National elections

The survey was conducted during September 4-6, 2024, with a sample size of 1,149 respondents through online and field surveys

Key Findings:



Local elections are highly important
57.88%

The public recognizes the importance of local elections and makes their decisions based on "policies"

The respondents place significant importance on local elections, with 57.88% viewing them as a process closely linked to the development of their residential areas. They see local elections as a key starting point for improving the quality of life and the environment within communities. Policies focused on infrastructure and transportation development garnered the most interest from 72.58% of the respondents, as these areas have a direct impact on people's livelihoods. Emphasizing policies in these sectors is expected to influence voters' decisions."



Voters expect candidates to present policies focusing on infrastructure and transportation development
72.58%



The decision to vote for a candidate will be based on their "policies"
67.42%

The relationship between local and national elections

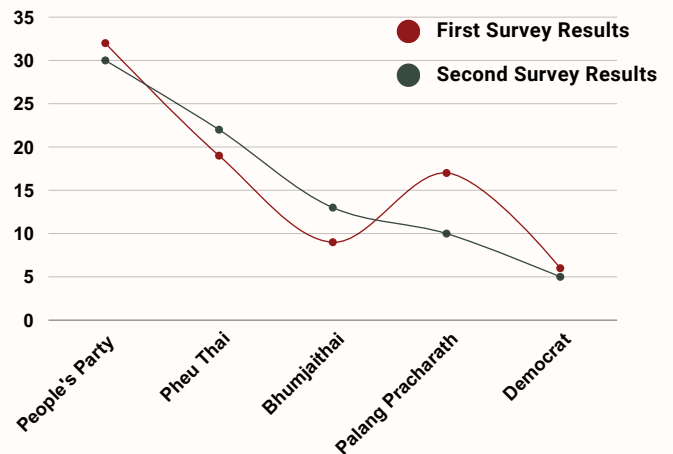
52.13% of respondents disagreed with the opinion that "local election outcomes are unrelated to national election results," while 47.87% agreed. This may be due to the perception that local development focuses more on addressing specific issues within the community and may not directly benefit from national elections. Furthermore, local and national elections have different agendas and goals, and other factors also influence the outcomes in distinct ways.

Disagree: 52.13%
Agree: 47.87%

The popularity of the People's Party remains high, despite a slight decline from the previous survey

According to the poll results, respondents had the most confidence in the People's Party (formerly Move Forward) for addressing local issues, with 30.73%, followed by Pheu Thai at 22.38%. When compared to the previous survey conducted during July 9-12, 2024, the People's Party show a slight decline in support, dropping from 32.53% to 30.73%, while Pheu Thai's support increased from 19.79% to 22.38%. These findings indicate that the People's Party remains highly popular in local elections, despite a slight decrease, possibly due to recent changes within the party. Meanwhile, Pheu Thai's slight increase in popularity suggests improved potential to gain votes in local areas.

Public Confidence in Political Parties Regarding Local Problem-Solving



Local governance serves as the foundation of democracy and is the closest form of government to the majority of the people. In local elections, people often prioritize personal relationships over national political trends, especially when electing council members. The chosen candidates are typically familiar and accessible figures, often known personally within the community. For leadership roles, such as mayors, voters tend to favor candidates with personal influence and a reputation for reliability in all situations.

In a system where bureaucracy is strong but citizen power to negotiate is limited, the influence of Ban Yai grows. People rely on their authority to negotiate on their behalf. National political trends alone are not enough to overcome these local forces. Success requires sustained engagement and collaboration with local networks to achieve tangible results.

"The poll revealed that people view local and national elections as both related and distinct. Political ties and support from parties and influential families (Ban Yai) shape local elections. Although the People's Party enjoys national support, it will struggle to win locally if it can't challenge Ban Yai."



Summary and Analysis of Poll Results
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