

# POLL ANALYSIS: THAIS AND THE U.S. PRESIDENTIAL ELECTION 2024



Suan Dusit Poll surveyed a sample of 1,247 people (online and field survey) Between October 22-25, 2024

## KEY FINDINGS:



**77.47%**  
showed interest in following U.S. election news



**67.74%**  
expected the media to provide unbiased coverage



**73.70%**  
believed the election could impact U.S.-Thai trade policy



**57.02%**  
anticipated Thailand's economy would not change post-election



**43.06%**  
thought Kamala Harris would win the election

"Most respondents showed strong interest in U.S. presidential election news, expecting Thai media to provide balanced, thorough coverage and analysis on impacts for Thailand. Economically, they believed Thailand's economy would not change post-election due to various factors. Additionally, respondents anticipated Kamala Harris would win, with a lead of no more than 5%, consistent with predictions from U.S. polls.

The final results remain to be seen."



by Pornpan Buathong,  
Director of Suan Dusit Poll,  
Suan Dusit University

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## Were interested in election news and expected unbiased coverage

The majority of respondents (77.47%) expressed significant interest in the U.S. presidential election, reflecting the broad impact of international political events. Respondents expected Thai media to maintain balanced and thorough reporting (67.74%), underscoring their high standards for quality and impartiality in news. Additionally, 56.26% sought analysis on the potential impacts on Thailand, emphasizing their focus on foreign policy and international relations.

## Believed it would impact U.S.-Thai trade policy, with Harris leading by no more than 5%.

When asked how the U.S. election might affect Thailand, 73.70% anticipated shifts in U.S.-Thai trade policy, indicating a strong interest in international economic ties. However, 57.02% believed Thailand's economy would not change post-election, citing multiple influencing factors. Meanwhile, 40.90% saw potential for economic improvement, possibly tied to trade-friendly policies. In terms of election predictions, most respondents viewed Kamala Harris as the likely winner (43.06%), with Donald Trump trailing at 38.81%. A remaining 18.13% were uncertain, reflecting a range of perspectives on the candidates.

“ The upcoming U.S. presidential election has captured global interest, including in Thailand, due to its potential economic and political impacts. A Suan Dusit Poll found that 77.47% of Thais are following the election, with 73.70% particularly interested in how economic policies might affect ASEAN. If Kamala Harris wins, her pro-trade stance could boost trade with China and ASEAN, offering growth opportunities for Thai manufacturing. Despite a projected 2.5% GDP growth for 2024, free trade could open new avenues.

Conversely, if Donald Trump wins, his “America First” approach may impose higher tariffs and stricter trade conditions, which could pressure Thailand's manufacturing and export sectors. The Thai government may need to adapt by modernizing production and strengthening financial support to remain competitive globally.

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