

# POLL ANALYSIS: The PAO President and Local Development



Suan Dusit Poll surveyed a sample of 3,039 people (field survey) Between November 11-15, 2024

## KEY FINDINGS:



**71.44%**  
show interest in following news about the PAO elections.



**56.83%**  
prefer candidates based on their image, background, and personality.



**62.02%**  
prioritize the development of electricity, water supply, and roads.



**50.71%**  
expect to vote for incumbent candidates.



**33.15%**  
trust the Pheu Thai Party to address local issues effectively.

"Local politics is closely tied to people's lives. This survey shows voters favoring incumbents and increasing trust in the Pheu Thai Party, surpassing the People's Party.

This underscores the challenges of change in local elections, a crucial foundation for national politics."



**Pornpan Buathong**  
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## Interest in Election News and Decisions Based on Personal Preferences

The survey reveals that a significant majority, 71.44%, are interested in following news about the Provincial Administrative Organization (PAO) elections. This highlights growing political awareness at the local level, possibly driven by effective public relations campaigns and outreach efforts.

The primary reason for choosing a candidate is personal preference, with 56.83% basing their decision on the candidate's image, background, and personality. This underscores the importance of individual characteristics in building public trust and a positive reputation. While political parties and policies remain relevant, they hold less influence over voter decisions compared to the appeal of the individual candidate.

## Prioritizing Infrastructure Development and Trusting Pheu Thai Party

The survey indicates that respondents place the highest priority on improving basic infrastructure, such as electricity, water supply, and roads, with 62.02% emphasizing this need to enhance their quality of life. Following closely are concerns related to the economy, income, and overall quality of life (60.80%). Meanwhile, incumbent candidates retain popularity among 50.71% of respondents, likely reflecting trust in their performance and familiarity. However, 39.36% of respondents support new candidates, signaling a desire for change among some voters.

Regarding political parties addressing local issues, the Pheu Thai Party leads with 33.15%, followed by the People's Party at 30.68%, indicating a close race in the local electoral landscape.



The survey highlights that local elections remain a significant issue of public interest, as they determine local leaders who directly impact the development and quality of life within communities. This reflects the value placed on grassroots democracy and the genuine hope for regional development.

The public shows a strong interest in the personal attributes of candidates, particularly their standout image, personality, credible background, and readiness to work. Expectations for PAO chiefs include effective management that addresses fundamental public needs, particularly infrastructure and essential services for daily life.

In terms of candidate preference, voters continue to support incumbent candidates. The Pheu Thai Party emerges as the most trusted, reflecting public confidence in its role in addressing local issues and fostering community economic development.



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