

# POLL ANALYSIS:

# Lessons Learned from the 2024 U.S. Presidential Election



Suan Dusit Poll surveyed a sample of 1,118 people (online and field survey) Between November 6-8, 2024

## KEY FINDINGS:



**53.13%**

feel neutral about Trump's victory



**62.82%**

feel there may be changes in trade policies between the U.S. and Thailand



**59.17%**

feel they have gained insights into the democratic process and political participation

## Thai people feel neutral about Trump's victory and have gained insights into the democratic process

The majority of respondents, 53.13%, feel neutral about Donald Trump's victory in the election. They believe that his presidency may affect Thailand, particularly in terms of potential changes in U.S.-Thailand trade policies (62.82%). Following this, 54.24% expect developments in diplomatic cooperation and international relations, while 47.11% believe it will promote democracy and political collaboration.

The lessons learned from this election include insights into the democratic process and political participation (59.17%). Additionally, 56.12% observed the role and influence of media in the election, and 52.88% recognized the importance of foreign policy on the global stage.

"The survey reveals that Thai people maintain a neutral stance toward the election outcome, with a particular interest in potential changes in U.S.-Thailand trade policies, which may impact Thailand's economy. This election has also served as an intriguing lesson, highlighting elements such as acceptance of the election results, transparent processes, and the media's influence in shaping public opinion.

Furthermore, the consistently close polling throughout the election period reflects that public opinions can shift based on surrounding factors and timing, making outcomes, increasingly difficult to predict."



by Pornpan Buathong,  
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**Thai sentiments regarding the U.S. presidential election, as reflected in the survey (53.13%), may stem from the perception that, over the past four years, the U.S. has not played a prominent role in matters directly affecting Thailand. As a result, many Thais may not see the U.S. as having significant influence on Thailand. However, there is a notable concern—62.82% of respondents express that with Donald Trump as president, Thailand may face economic pressures influenced by U.S. policies. The primary anticipated impact is in the form of trade tariffs, as Trump prioritizes protecting key industries in the U.S., potentially affecting Thailand's major exports to the U.S.**

**Secondly, there is an expectation that Chinese goods will flow into Thailand in greater volumes, as they are restricted from the U.S. market due to trade barriers. This could turn Thailand into a market for surplus Chinese products, directly affecting Thai producers and businesses.**



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