

Poll Analysis: Nationwide Municipal Elections

Suan Dusit Poll surveyed a sample of 1,137 people (online and field survey) Between April 22-25, 2025

Key Findings:



91.29%

People know about the May 11 election



65.44%

Most plan to vote



53.39%

Local elections are seen as fairly important for local development



52.59%

Party-backed candidates are seen as having an advantage



48.02%

Local and national elections both involve high spending



52.15%

People want better infrastructure in communities

“Key factors that create an advantage in local elections are campaign funding, the influence of local political families ('BAN YAI'), and support from political parties.

Regardless of who wins, people expect the elected candidates to address everyday issues that directly impact their quality of life such as electricity, water supply, livelihoods, and cost of living and they want to

see real, tangible improvements”



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People show interest in and value local elections

The majority of respondents (91.29%) were aware of the upcoming municipal council and mayoral elections scheduled for Sunday, May 11, 2025, with many citing sources such as news media, local campaigning, posters, and TikTok. Regarding voter participation, 65.44% said they definitely plan to vote, while 21.72% were still unsure. When asked about the importance of local elections, 53.39% considered them fairly important and 28.94% viewed them as very important, reflecting a general awareness of the role local elections play in community development.

After the election, people hope to see tangible changes

The respondents viewed that local election candidates supported by politicians or political parties had an advantage, with 52.59% saying they were "fairly advantaged" and 34.56% stating they were "highly advantaged." Regarding the relationship between local and national elections, most respondents saw similarities, with 48.02% noting that large amounts of money were spent on campaigns and building public recognition, and 47.05% observing the use of shared voter bases. After the election, the top priority people hoped to see was improvements in local infrastructure, such as roads in their communities, cited by 52.15%. These findings reflect that people are highly aware of local elections, both in terms of information access, participation, and their expectations for community development. At the same time, there is a clear awareness of national political influences on local elections and ongoing concerns about fairness among candidates. This signals that citizens are seeking transparent elections and outcomes that truly address the needs of their communities.



The survey results show that most people are well aware of and interested in the election of municipal council members and mayors. They see local elections as an important way to shape the future of their communities and improve the quality of life for local residents.

A key challenge after the election will be for the elected council members and mayors to demonstrate their potential by taking proactive action and pushing forward policies that truly meet people's needs. It will be important to encourage public participation, especially in proposing necessary infrastructure projects, and to quickly address environmental issues or natural disasters. Strengthening local economies by creating jobs and building careers is also crucial to ensuring a better and more sustainable quality of life for communities.



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