

The New Cabinet and the Trump Tariff

Suan Dusit Poll surveyed a sample of 1,191 people (online and field survey) Between July 8 – 11 2025

Key Findings:



65.41%

Wanted the new cabinet to fix the economy and cost of living



62.97%

Concerned about qualifications, transparency, and suitability



41.56%

Thought the new cabinet might perform worse than the previous one



50.04%

Believed the 36% Trump tariff would seriously impact Thailand's economy



50.63%

Did not believe the government could solve the tariff issue

"Survey results on both the new cabinet and the Trump tariff issue show the same trend: high public expectations on the economy, but growing concerns about the cabinet's capability and the government's ability to handle external pressure from the Trump tariff. The lack of confidence in negotiations is seen as a key challenge that the government must urgently address"



Pornpan Buathong
Director of Suan Dusit Poll
Suan Dusit University

High Hopes for the Economy, Concerns About Capability

Most respondents wanted the new cabinet to urgently address the cost of living and economic issues (65.41%), followed by support for the agricultural sector (52.73%). At the same time, there were concerns about the qualifications of cabinet members, especially regarding transparency and whether they were suitable for their roles (62.97%). These concerns may have affected public confidence in the government. While some people were still unsure how to assess the cabinet's performance at the time (35.01%), a significant number (41.56%) believed the new cabinet might perform worse than the previous one. The results suggest that the new government is under pressure on multiple fronts: strong public expectations on economic issues, ongoing questions about individual ministers, and uncertainty about the government's ability to respond to external challenges. Rebuilding trust remains a key task.

Worried About Tariff, Doubtful About Talks

In response to the announcement by the United States under Donald Trump to impose a 36% import tariff on Thai products, most respondents believed the move would have a major impact on Thailand's economy (50.04%). Another 34.76% said it would have a moderate impact, bringing the combined total to nearly 85% of all respondents. When asked whether they believed the Thai government could successfully negotiate to resolve this issue, half of the respondents (50.63%) said they did not believe it could. Only 28.97% believed the government would be able to handle the situation effectively. These findings reflect growing public concern about international economic issues and highlight external pressure that may become a key test of the government's economic policy and diplomatic ability.



With Thailand's current economic downturn, what people most want to see from the new cabinet is action to ease the cost of living and improve the economy. At the same time, there are lingering concerns about the qualifications and transparency of individual ministers, especially regarding whether they are truly suited for their roles. Compared to the previous cabinet, many believe the new team may perform even worse. This reflects a deep lack of confidence in the current administration. Externally, 50.04% of Thai respondents are worried about the impact of Donald Trump's 36% import tariff on Thai products, which could further weaken the economy. This is one of the first major challenges facing the new cabinet, led by the Pheu Thai Party. In addition to internal concerns over the Prime Minister himself and pressure to deliver on everyday economic problems that will influence future elections, the government is also under strain from unclear and shifting U.S. trade policies. While announcements are made almost daily, the direction remains uncertain. The new cabinet must reflect on whether it is truly doing its part. More than just managing political survival, it must prove its sincerity in protecting the nation's interests, especially the well-being of the Thai people



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suandusitpoll@dusit.ac.th



<https://dusitpoll.dusit.ac.th/>



+66 2244 5210

Asst. Professor Yodchai Chutikamo
Lecturer of School of Law and Politics
Suan dusit University

