

## Abstract

Study on "Willing to vote : A Case Study of Population in Election Zone 1 of Bangkok Metropolitan Area" has aims towards 1) studying of population and social factors that have effects on willingness to vote, and 2) studying of factors in decision making process that have effects on willingness to vote.

Sample size in this study was 444 respondents who are 20 years older and have rights to vote in election zone 1 of Bangkok Metropolitan Area (Dusit, Bangsue and Rajthevi). Sampling took place in 35 election sites by selecting 10-15 respondents in each site. Data collection instrument was questionnaire.

Data analysis was done using statistical tests including t-test with significance level of 0.05; Chi-square with significance level of 0.05; and significance test of coefficient of correlation with significance level of 0.01

Results of the analyses are as follows : Population and social factors, including gender, age, marital status, education, occupation, income, period of residence in community, openness to political news and participation in political activities, are related to willingness to vote. Male are more willing to vote than female. Older people are more willing than the younger. Married people are more willing than the single. Higher educated people are more willing than lower.

People in following occupations have willingness to vote from the highest to the lowest, respectively: entrepreneur/independent career, state or state-enterprise employee, Private employee, commercial/independent

servant career and student.

Higher-income people are more willing to vote than the lower. those who have resided in the community for a longer period are more willing than those just arrived. those who are more open to political news are more willing than who are less open. those used to participate more in political activities are more willing than those participated less.

Some factors in decision making process have some relationship with willingness to vote as follows: those who had highly valued the election are more willing to vote than those less valued; those who highly trusted in politicians are more willing to vote those lowly trusted; those who think that they can get more benefits from politicians are more willing to vote than those who can get less; those who think that the party they supported in general area has low chance of success are more willing to vote than those think otherwise; and those who think that the costs of going to vote are low are more willing to vote than those think otherwise.

Factors in decision making process that do not have any relationship with willingness to vote include: satisfaction with present living condition; the belief of fairness in society; the belief of faith; the evaluation of effects from politicians; social pressure; the feeling of the conflict of one's value in political parties; the evaluation of chance of success of the party one supported in the area one has rights to vote; and the evaluation of cleanliness of election.