

## ABSTRACT

Thesis Title : The acquisition of electoral information and voting behavior: A case study of senator election in Thasala District Nakhonrithammarad Province on March 4, 2000.

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This study uses a quantitative technique to analyze data collected from a sample of 321 registered voters. The main objectives of this study are;

(1) To study the acquisition of electoral information and voting behavior of the registered voters.

(2) To study factors related to the acquisition of electoral information and voting behavior of the registered voters.

The research findings are as follows;

1. Most people in Thasala District had been informed and relied on the received election information. They also agree that the information from various types of the media is useful in both understanding the election and making the decision of whom they will vote for.

2. Most people in Thasala District went to vote in the recent senator election.

3. Age is related to the acquisition of electoral information.

4. Voting behavior is related to each of these variables, i.e age, education, career, residence, and income.