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PITHA THAWORNKUL, POLICE CAPTAIN : THE INFLUENCE OF OPINION POLL ON
VOTING ATTITUDINAL CHANGE OF THE GENERAL ELECTION VOTERS : A CASE
STUDY OF BANGKOK VOTERS. THESIS ADVISOR : ASSQ. PROF. PORNSAK
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This research is intended to study the relationships of demographic, such as sex, age, education and occupation to the perception of opinion poll. It intends to investigate whether the voters' perception on opinion poll will affect the attitudinal change of the voters in voting or not.

Survey method was applied in the study. The data were collected from the 500 samples, in 1994, by multi-step sampling method. The population in this research are the Bangkok voters.

Results of this research revealed that age and sex have no significant relationship with the perception of the opinion poll. However education and occupation have significant relationship of the opinion poll. The well-educated persons perceived of opinion poll higher degree than the lower-educated persons. Different groups of occupation perceived the opinion poll differently. The public employees or state enterprise groups showed highly degree in the perception of the opinion poll. The merchant groups had highest degree of trustly to the opinion poll. Generally, it also found that the perception of the opinion poll have no significant influence to change the attitude in voting.