

ABSTRACT

Title of Research Paper : People's Opinions about the Election of the
Mayor : A Case Study of the Muang Sisaket
Municipality, Sisaket Province

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The purposes of the study were stated as follows :

1. to find out people's opinions about the election of the mayor of the Muang Sisaket Municipality in Sisaket Province,
2. to identify the factors affecting their opinions about the election of the mayor, and
3. to use the research results as data to determine the election procedures.

The data were collected from 222 people in the Muang Sisaket Municipality by using a questionnaire. Percentage, mean, standard deviation, t-test and F-test were employed to analyze the data.

The findings were briefly reported below :

1. Most of the subjects were males, aged 21-30. They held a Bachelor's degree or higher. Many worked as private company employees and earned not more than 5,000 baht a month. They seldom had information about the mayor election. They had no political position and did not affiliate to any political party.

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2. As a whole, the people agreed that the mayor should come from election. When individual dimensions were considered, they were found to agree with all the aspects, namely, candidates, people's participation, and election process.

3. The factors found to influence the people's opinions about the election of the mayor were sex, education, occupation, access to information, and local political position. In contrast, age, income, and affiliation with a political party were found to have no significant impact on their opinion on this matter.