

Who Returned Postcard in The Poll

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It is the purpose of this paper to test a rarely proved hypothesis which generally stated that those who can and cannot be interviewed or reinterviewed from crossectional or longitudinal studies are significantly different. This logic is also applied to those who returned and not returned the postcard left by the study. In so doing, this paper uses the data from the study entitled the Survey of Political Opinion and Political Party Popularity Among Population of Metropolitan Bangkok which interviewed 1,500 people who were 20 years of age and over in August 20-26, 1992. The postcard was left for the respondent to fill after they voted or didn't vote in September 22, 1992 election day. Five hundred and twenty respondents returned the card. This equals to 34.7 percent. Ninety percent of those who returned the card indicated they voted. Those who returned and didn't return the card were significantly different in their sex, age, feeling toward voting. However, Index of Dissimilarity were not significantly high. The other three variables-education occupation and preference in voting-were not significantly different between people of two groups. Thus, it is uncertain to indicate that they are different or not. Our prior intention to use the last set of data-520 people-to further investigate the consistency between intention to vote and behavior (voting in the September election) is doubtful legitimate. This may due to the low return rate. Earl R. Babbie suggests that at least 50 percent return rate in mailed survey is prerequisite in using the data. The result of this study seems to support Babbie's guideline.