

Thank you for your participation in the European Social Survey

The European Social Survey is a publicly-funded survey conducted every two years. To date, three rounds of the survey have been undertaken. A total of 30 countries are being surveyed in the current fourth round. For the Irish survey we hope to complete over 1,200 questionnaires from households across the country. All households have been selected entirely randomly<sup>1</sup> and, once included in the sample, cannot be replaced by other addresses.

The objective of the survey is to provide a snap shot of European attitudes on a variety of contemporary issues. These include attitudes towards current affairs, civic and political institutions, crime, religion, education, immigration, health, old age, social welfare, employment and quality of life. The questions are straightforward and, we hope, are also of interest to participants.

Responses from each questionnaire are confidential. The final anonymous data is made freely available to educational and policy bodies in Europe and beyond. Over time, the survey provides a unique long-term record of changes in social attitudes and beliefs. This information is of interest generally to the public and to researchers and will help to provide for better, more informed policy-making in the future.

A brief summary of some results from previous surveys:

- Many people are worried about their future income once they reach old age. This was especially true for women and for people from Eastern Europe, but notably the case for both men and women in France, Spain and Portugal too.
- Danes had most trust in their politicians. This trust was most lacking in Poland. Ireland featured amongst the low –medium section of the scale.
- Female employment does not necessarily lead to smaller families. Norway, Denmark and Sweden have both high employment and fertility rates. Ireland and France were the two countries with the highest fertility rate.
- The most religious countries in Europe are Turkey and Poland. The most secular are Estonia, Czech Republic, Sweden, Belgium and the Netherlands.

More information on past results is available from [www.europeansocialsurvey.org](http://www.europeansocialsurvey.org) or in a 24 page ESS booklet that we can send you on request.

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<sup>1</sup> The An Post Geodirectory listing of every Irish household has been used to this end. The directory does not contain personal names or information.

The Occupier  
January 2010

Dear resident,

## Survey of attitudes and beliefs

We are writing to you once again to ask for your help with an important study that is being conducted among people in Ireland. You may have been too busy when an interviewer called to your address previously or it may not have been possible for the interviewer to contact you.

The European Social Survey provides a snap shot of public attitudes on a range of contemporary issues. Thirty countries have already been surveyed and we need your help to complete the Irish survey. Your opinion matters as this will provide policy makers, public bodies and others with the up to date information to make better and more informed decisions in Ireland and elsewhere. The questions are straightforward and, we hope, also of interest to participants

The survey is being carried out by Ipsos MORI, the independent research company, on behalf of UCD and the European Social Survey (ESS). Your home was selected at random for this study and we hope you will be able to take part this time. As a token of our appreciation **we are offering €10 for every completed interview.**

We would like to select one person at random from each selected household to take part, so please circulate this letter to any other adult members of your household. The interview will be conducted on a laptop computer so the interviewer will need to come to your home. All Ipsos MORI interviewers carry identification badges with their photo issued by the Market Research Society. Please only allow people who carry this official identification into your home.

**We assure you that your answers will be treated in the strictest confidence. It will not be possible to identify any individual person from the survey findings** and the answers you give will be used by the project team for research purposes only. No identifiable information about you or your household will be passed to government departments, local authorities or any other bodies.

You are not obliged to take part in this survey, but we do hope you can help us with this important research study. There is no need to get in touch now – an interviewer will call at your address to arrange a convenient time to conduct the interview. If you would like any further information about the survey please contact Marianne Daly on free-phone 1800 936274.

Thank you very much in advance for your help.

Yours faithfully,



**Orla Deasy**

Research Director  
Ipsos MORI