



**UCD School of Geography,
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«address»

Date

Re: European Social Survey, Round 6 in Ireland

Dear Sir/ Madam,

My name is Mary Mulcahy from Amarach Research and we have been commissioned by UCD Dublin to undertake fieldwork for the European Social Survey (ESS) Round 6 in Ireland. Now in its sixth round, the ESS is an international survey and is conducted in more than 30 countries across Europe. It is designed to chart and explain the interaction between Europe's changing institutions and the attitudes, beliefs and behaviour patterns of its diverse populations. The questions you will be asked enable monitoring of changes in key social variables such as political interest, attitudes to democracy and personal well-being. The results will allow an examination of the distribution of people's social values, beliefs and norms and how these differ across nations as well as the direction in which they are evolving.

If you are willing to participate in this survey, you will be visited shortly by an interviewer who will provide you with further information about the study and ask for consent to interview a member of your household face-to-face. All the information collected will be treated in the strictest confidence and will be used only for research purposes. In accordance with data protection regulations, only anonymised data will be made publicly available to users from the ESS Data website. Please note that the information you provide will be available on the project website in anonymised form indefinitely.

The main topics covered in this survey are predominantly attitudinal in nature, but you will of course have the option of refusing to answer a question if you wish. Additionally, you can change your mind at any time and withdraw from the survey.



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More information can be found on the project website
<http://www.europeansocialsurvey.org/> or by contacting Amarach directly at this Freephone
number, 1800 505 560 and we will be happy to answer any queries you may have.

Sincerely,

Mary Mulcahy MMRS

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European Social Survey Round 6 in Ireland: Information Sheet for Respondents

1. How was my address chosen?

Your address was randomly selected from the GeoDirectory. The GeoDirectory is a complete database of every building in the Republic of Ireland. Each of the 1.7 million building records contained in GeoDirectory includes an accurate standardized postal address, usage details for each building (commercial or residential) and a unique 8-digit identity number. The addresses used in this survey were confined to residential addresses.

2. Who are Amarach Research and UCD Dublin?

Amarach Research

Amárach Research is a marketing, research and fieldwork agency. Established in 1989 as the Henley Centre Ireland by Gerard O'Neill, the current Chairman of the Group, the Company re-branded in 1998 as Amárach to reflect the Irish focus of the business and its core belief that the purpose of commercial research is to highlight business risks and opportunities to its clients in the future. Based in Citywest in Dublin, the company employs 20 people full time.

Further information is available via the internet at www.amarach.com.

UCD Dublin

University College Dublin is the largest University in Ireland with five Colleges and thirty-five Schools offering a comprehensive range of undergraduate and postgraduate programmes in the humanities and sciences. The University is a research-intensive institution. Its student population is almost 24,000, including more than 2,700 international students. The University is also a major employer with over 3,000 personnel. Most of the schools of the University, as well as its student residences and leisure and sporting facilities are located at Belfield on the south side of the city. However there are a number of other University facilities at various locations around the city.

Further information on the University is available via the internet at www.ucd.ie.

3. What is the purpose of the study?

The purpose of this study is to undertake fieldwork for the European Social Survey (ESS) Round 6 in Ireland. The ESS is an international survey and is conducted in more than 30 countries across Europe. It is designed to chart and explain the interaction between Europe's changing institutions and the attitudes, beliefs and behaviour patterns of its diverse populations.

4. What will happen to information I provide?



The information you provide will be used for research purposes only and enable monitoring of changes in key social variables such as political interest, attitudes to democracy and personal well-being. The results will allow an examination of the distribution of people's social values, beliefs and norms and how these differ across nations as well as the direction in which they are evolving.

5. How long will the survey take?

The survey will take about 1 hour to complete.

6. Can I change my mind at any stage and withdraw from the study?

You will have the option of refusing to answer a question if you wish. Additionally, you can change your mind at any time and withdraw from the survey.

7. How will you protect my privacy?

In accordance with data protection regulations, only anonymised data will be made publicly available to users from the ESS Data website. Please note that the information you provide will be available on the project website in anonymised form indefinitely.

8. What if I have further questions?

You can call a Freephone number at 1800 505560 and we will be happy to answer any queries you may have.