



THE RESIDENT,

«address»

Dear Sir/Madam,

European Social Survey 2016

Your address/household has been selected to take part in an international study on what people think about various important issues affecting Ireland. The study is being carried out simultaneously in more than 15 countries across Europe and will help to find out how much or how little people in different countries share the same views and beliefs.

The questionnaire covers a wide range of topics and no special knowledge is needed to answer any questions. Your address/household has been selected from Geodirectory in Ireland by scientific methods to ensure that we get a representative picture of people in Ireland. We cannot therefore substitute any address/household. All information you provide will be treated in strict confidence and will never be linked to your name or address.

Most people taking part in the study find it an interesting and enjoyable experience, and we hope that you will too. An interviewer will visit you shortly to explain more about the study and, if you agree, will arrange a suitable time for the actual interview, which will be carried out in person. Interviews normally take just under an hour. We certainly hope we can rely on your co-operation. In addition, we will be providing an incentive of €10 in appreciation of your participation

Meanwhile, if you wish to have any further information about the study, please feel free to contact me on the numbers below.

Thank you in advance for your help,

Mary Mulcahy

Field Director

1800505560 – free phone, 014105200 - landline

The interviewer who will be contacting you is:

«SamplingPointId»

November 2016

Dear Garda.

I am writing to inform you about a study that is about to start in your area. The European Social Study is being carried out by Amárach Research on behalf of Mary Immaculate College University of Limerick. All interviews will be carried out face-to-face in respondent's homes and will last approximately 60 minutes. The survey commences on the 25th of November 2016 until 10th of March 2017. The questions asked are detailed but straight forward and are concerned with wide range of social variables including media use, social and political trust, moral, political and social values to name a few.

All the information we receive will be treated in the strictest confidence and only aggregated results published. Information on individual respondents will not be released to any external body. The respondents will never be requested to buy any product or service as a result of participation in the survey. Amárach Research are registered with the Data Protection Commission.

All of our interviewers carry official identity cards. We would appreciate if you would assist us by assuring anyone who might contact the station about the study, that it is legitimate and genuine. If you should have any questions or concerns about the study, please feel free to contact our field team in Amárach on 1800 50 55 60.

Many thanks for your help.

Yours Sincerely,

Mary Mulcahy CMRS

Field Director



The European Social Survey in Ireland

Participant Informed Consent Form

Dear Parent,

As indicated in the information sheet this research seeks to chart the attitudes, beliefs and behaviour patterns of the European population. Your child's views are important as representative of 15 to 18 year olds.

Your child's name will not be used at any stage in the data. Your child may refuse to answer any question or withdraw at any stage. The information your child provides will be used only for this survey and will be held anonymously and confidentially. In keeping with the Data Protection Act (2003) identifiable data (such as address, phone number, etc.) will be removed as soon as the dataset is finalised.

Please read the following statements before signing the consent form.

- I have read and understood the participant information sheet.
- I understand what the project is about, and what the results will be used for.
- I am fully aware of all of the procedures involving myself, and of any risks and benefits associated with the study.
- I know that my participation is voluntary and that I can withdraw from the project at any stage without giving any reason.
- I am aware that my information and answers will be kept confidential.

Name (PRINT):	
Name (SIGNED):	
Date:	


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Thank You!

Thank You!

11 Kingswood Business Centre, Kingswood Road,
Citywest Business Campus, Dublin 24, Ireland.

T +353 1 410 5200 F +353 1 410 5007 W www.amarach.com

Interviewer Name: _____

Thank you for helping with our survey by giving this interview. To help you understand why we ask so many questions and the uses to which we put the information, we have compiled a short explanation below.

Q. Why were you chosen for interview?

A. On most surveys we have to interview a cross section of the public. People from all walks of life and of all ages. The answers given by all different types of people are analysed together to give an accurate picture of the country as a whole.

Q. Are you a genuine market research interviewer?

A. a) Ask to see an identity card. All our interviewers carry an identity card with their photo attached.
b) Ring our telephone number 1800 505 560 and ask to speak to Mary Mulcahy our Field Director.

Q. Why do you want my name, address and telephone number?

A. It is possible that you might receive a letter or a phone call from one of our supervisors. This letter or call will be to thank you once again for taking part in the survey and to find out if you were happy with the way the interview was carried out. You may be asked a few questions about the survey itself to ensure that the answers you gave have been recorded correctly. This forms part of our quality control procedure and your co-operation in this is greatly appreciated.

Q. How am I protected?

A. Market Research is controlled by a strict code of standards which guarantees anonymity to both the person who is interviewed and the client for whom the research is being conducted. The interview you give is strictly confidential. Unless your explicit permission has been obtained the name and address of your family will not be disclosed to anyone.

Q. Will someone try to sell me anything?

A. No. You will not be approached by anyone selling anything as a result of this interview and you will not be contacted again unless:
a) the interview was one of a series in which you agreed to take part
b) you stated your willingness for re-interview
c) as part of our 'Quality Control' procedure.

Q. Who commissioned this survey?

A. As stated earlier, Market Research is controlled by a strict code of standards. The person being interviewed does not know the name of the client, nor does the client know the names of the people being interviewed. This way we can guarantee that the information given to us is not biased, and is totally confidential.

Finally, we would like to thank you once again for agreeing to take part in this survey. We hope this letter will have helped to explain the background to Market Research.

If you have any further questions, concerns or comments please contact 1800 505 560.