



Job No.41109702

Public Opinion Poll Guidelines

Introduction

Dear interviewer,

These guidelines have been prepared to help you understand the project and the tasks which you have committed to undertake.

Please take time to read these guidelines carefully before starting work. Any interviewing errors that result from not adhering to these guidelines will have to be corrected at your own expense.

If you have any queries about the project, or if there is anything in these guidelines that is not clear, please contact the Field Executive who allocated the point to you on freefone 1-800-302800.

DUBLIN INTERVIEWERS MUST DROP INTO THE OFFICE/THIS IS NOT A PHONE IN POLL.

OUTSIDE DUBLIN PLEASE USE TRAINS WHERE POSSIBLE OTHERWISE POST BY AFTERNOON xxxx – YOU MUST GET A TRACK & TRACE.

IMPORTANT DATES:

- All interviewing must be finished by xxxx
- Your completed assignment is due back in the office no later than xxxx or sooner if possible.

Please do not miss these deadlines dates – and contact us well in advance if you feel there is any possibility you might be late returning your work.

The Survey

This survey involves interviewing those over 18 and eligible to vote in a referendum. In order to qualify for interview, respondents must be on the electoral register and be an Irish citizen.

The questionnaire is about 12-15 minutes long and covers attitudes to EU generally and the recent referendum on The Lisbon Treaty. The aim of the survey is to collect information on respondent's attitudes regarding the EU generally and recent Treaty acceptance.

On this assignment you must conduct 10 interviews as specified above and on your quota sheet. All interviewing is to be carried out in respondents own homes in the area indicated on your quota sheet. **YOU MUST COMPLETE ALL 10 INTERVIEWS PER ASSIGNMENT!**

Remember; your task is to interview the right people in the right place according to the right timelines set out above.

Quotas

Your quota sheet gives details of the area in which interviews must be conducted. If you are unsure of the location please contact the office and you will be given a map or description of the geographical boundaries of the area.

Your quota sheet also specifies the gender, age and socio – economic group of the respondents required for interview. This quota can be drawn to reflect the population living in the area and to ensure we interview a representative sample of the overall population.

Take care to complete your quota accurately – incorrect quotas cannot be accepted and you may be required to replace interviews at your own expense.

The Questionnaire

Before starting work on this project, please study the questionnaire and make sure you are familiar with it and with any routing instructions and prompt aid material – i.e. show cards, photos etc.

Ideally, conduct a “dummy” interview with a family member or friend as this will highlight any uncertainties at an early stage. If you come across anything that is not clear or you feel may be an error – **contact the office immediately** for clarification. **Please note that in order to qualify for this interview the respondent must be an Irish Citizen.**

Remember you must:-

- Complete all details on the classification page(s)
- Record respondents name, full postal address and telephone number legibly so it's easily read – interviews are not acceptable without this unless otherwise instructed.
- Record your assignment number and interviewer number in the spaces provided
- Sign and date each questionnaire
- Check that you have asked all relevant questions before leaving respondent
- Please probe fully at the open ended questions and record all details mentioned
- Please ensure that you tick start the relevant questions
- At Q26 please read out each of the statements (a-f), and ask if each was in the Lisbon guarantees or not

Your assignment pack

The contents of your assignment pack are:

- 1 set of Interviewer Guidelines
- 1 Quota Sheet
- 11 Questionnaires (includes one spare copy)
- 1 set of Showcards
- 1 Pay claim form
- 1 Thank You Leaflets
- 1 return pack

Payment

This assignment consists of 10 interviews and is equal to 1 day's pay.

Best of Luck and remember – if are having any difficulties please don't hesitate to call the office.

Ailis Hickey
Field Manager MBIMS