



## **Recruitment of the 99 Citizen Members and Substitutes of the Citizens' Assembly**

### **Note on Methodology**

Following a competitive tendering process, RED C Research and Marketing Ltd was appointed on 22 August 2016 to provide a representative sample of 99 members and substitutes for the Citizens' Assembly.

The target set for the sample is to be representative of the population registered to vote, derived from 2011 Census data and QNHS population estimates. The demographic targets for the sample were as follows:-

	<b>BASE TARGETS</b> (Based on CSO 2011 and QNHS Pop. Estimates)
<b>TOTAL</b>	99
<b>Male</b>	48
<b>Female</b>	51
<b>18-24</b>	10
<b>25-39</b>	29
<b>40-54</b>	28
<b>55+</b>	32
<b>ABC1</b>	45
<b>C2DE</b>	48
<b>F</b>	6
<b>Dublin</b>	28
<b>ROL</b>	25
<b>Munster</b>	27
<b>Conn/Ulster</b>	19

As provided for in the Resolution approving the establishment of the Assembly, the 99 citizens and substitutes must also be registered to vote in a Referendum.

### **Policy decisions and exclusions**

- A financial incentive was not offered to encourage participation. It is acknowledged that this may result in a group that have a stronger civic interest than a truly representative sample.



- As the Assembly will be discussing five separate predefined topics, it was agreed that members of advocacy groups on these topics (should they be randomly approached), will be excluded from membership of the Assembly. The rationale for this decision is based on the fact that interest groups will be invited to make presentations/submissions on the matters concerning them.
- With regard to the inclusion of politicians (should they be randomly approached), it was agreed that T.Ds and Senators should be excluded as they will have an opportunity to debate the issues when the Assembly reports to the Houses of the Oireachtas. Other politicians and elected officials were not excluded (should they be randomly approached).
- Those working in market research were excluded on the basis that they will have a high familiarity with the process and therefore this could potentially bias their position in the Assembly. Journalists were also excluded to ensure the confidentiality of the Assembly and to make sure no undue influence could be exerted either directly or indirectly on other potential Assembly members.

### **Methodology for identifying potential Members**

- 99 full members and 99 substitutes were recruited in September/October 2016. RED C Interviewers recruited participants by cold calling door-to-door to households in their allocated DED area which was issued to them by RED C. No other method of recruitment was permitted.
- A detailed random multi-level approach was used for development of a representative sample frame that could be used for the recruitment of both full members and substitutes to the Assembly. The approach used was in line with best practice Market Research standards.
  - Sampling points were selected on a random basis in accordance with Census 2011 data and QNHS population estimates to ensure that they were completely nationally representative in terms of geography, i.e. ensuring we had the correct number of points in different locations based on population.
  - In order to do this, the first step of the process involved the stratification of the sample by region across 15 broad areas representative of the Urban/Rural split within the four main regions of Dublin, Rest of Leinster, Munster and Connaught/Ulster.
  - Using this area stratification, it was determined how many points would be needed within each broad area to be representative of the national population. Based on the number of points needed in each, individual points were then chosen by selecting every nth DED point from the census list for that area.



- Detailed demographic quotas were also set to ensure the sample was representative of all adults based on both Census 2011 and QNHS population estimates. Quotas were set based on gender, age and social grade based on current working status.
- In each DED area, interviewers were asked to recruit half of their participants to be full members and half to be substitutes for the Assembly. The quotas for substitutes closely matched those for the full members in each DED.
- Each interviewer was issued with a quota sheet from RED C which specified the quotas which can be categorised as follows:
  - DED area
  - Gender
  - Age breaks
  - Social class
- Interviewers selected a start address at random within the DED allocated to them. They then tried to complete interviews at every nth house within that specific location. Within each household a random selection process was used to identify the person to try and recruit if more than one person was available.
- Direct applications from members of the public to take part in the Assembly were not accepted, as the members of the Assembly had to be chosen at random to ensure a completely unbiased approach and be broadly representative of all citizens using demographic variables as reflected in the Census. Similarly, interviewers were not allowed to recruit friends or family together.
- For quality control purposes, validation checks were conducted after recruitment by RED C's Call Centre in order to verify participant's details, confirm that they had been recruited properly and that they were definitely willing to attend.
- During the recruitment and validation process each member confirmed that they were entitled to vote at a referendum, and confirmed that they have not been nor intend to be acting in an advocacy role for any interest or lobby group currently campaigning on any of the issues to be considered by the Assembly.
- An information booklet was provided to all participants on recruitment outlining key information about the Citizen's Assembly and briefly summarising what participation entails.