

The text being offered is methodological micro-tribute to the theory of market research, sociological surveys and opinion polling. It analyses results of already evaluated empirical examinations about the nature of interviewing and measurement error streaming from this source. The results are discussed and completed by authors empirical experience gained in full service market research agency on both domestic and international projects. We are able to measure sampling error or, as some researchers say, errors of non-observation, but we have serious doubts about measurement and prevention of those arising in the datacollection phase. Those errors negatively affect the quality of survey results. Whether it is respondents reactions, interviewer tactics or non-respose phenomena, we are not able to foresay its volume and direction in advance. Partially, because those effects are interreacting. Results of sociological survey are uneasy to be generalised because of impossibility to compare data collected in diferent cultural, historical and political surroundings. The text aims to define survey quality rather in a way what it is not. The conclusions of the analyses show that it is safer to rely on prevention of the errors rather than on subsequent data processing. Also, validity and reliability schemes must be applied in a as much as possible extend in order to help increase survey data. Piloting the questionnaire, known but infrequently used technique is most recommended precaution. Different pretesting techniques are presented and specific pros and cons discussed. It shows up, that even if we finally discover the interviewing formula for one case study, this result is location dependable. There is not any database of correct and false questions. We only have several general rules to become familiar with and with help of those, test as many question alternatives as possible to obtain those of most valid and reliable.