

453s0

**Qaire Number**

<b>Ireland</b>	<b>08</b>
	(1-2)

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(3-7)

*Good morning/afternoon. I am ..... from Irish Marketing Surveys Limited.  
We are carrying out a survey and I would be grateful for your help in answering some questions. Do you  
have about 5 minutes to answer some questions.*

Q.1 If there were a General Election tomorrow (say if contact under 18: and you had to vote), to which Party would you give your **first preference** vote?

**IF "WOULD NOT VOTE/UNDECIDED/REFUSED" ASK:-**

Q.2 To which Party would you be **most inclined** to give your first preference vote? **Code In Grid Below**

	<b>Q.1</b> (37)	<b>Q.2</b> (38)	
Fianna Fail .....	1	1	(37-38)
Fine Gael .....	2	2	
Progressive Democrats .....	3	<b>Go</b> ..... 3	
Labour.....	4	<b>To</b> ..... 4	
Workers' Party .....	5	<b>Q.3</b> ..... 5	
The Green Party.....	6	..... 6	
Sinn Fein.....	7	..... 7	
Other Party (State & code)			
.....	<u>8</u>	..... 8	
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Would vote blank .....	9	<b>ASK</b> ..... 9	
Would not vote .....	10	<b>Q.2</b> ..... 10	
Don't know.....	11	..... 11	

3. How well informed do you feel about the single European currency, the Euro ? Do you feel :  
**[READ OUT - ONLY ONE ANSWER POSSIBLE]**

- very well informed .....1 (43)
- well informed.....2
- not very well informed .....3
- not at all informed .....4
- (DK/NA).....5

4. From what date will the Euro notes and coins be available for use in Ireland ?

**INTERVIEWER: IF ANSWER IS VAGUE, I.E. " BETWEEN... AND..." OR " NOT BEFORE..." PROMPT: Could you tell me in what month of what year, even if you are not sure ?**

- **[CODE MONTH AND YEAR] : [ ] [ ] - 20[ ] [ ]**  
(44) (45) (46) (47)
- (Never ..... 00 00)
- (Doesn't know the month: .....code 99 +year)
- (Doesn't know the year: ..... month + code 99)
- (Doesn't know at all:..... code 9999)

5. From the day the Euro is introduced, how long will you be able to continue paying in Irish pounds and coins in all the shops ?

**[READ OUT – ONLY ONE ANSWER POSSIBLE]**

- no longer..... 1 (48)
  - between 1 and 4 weeks ..... 2
  - between 1 and 2 months ..... 3
  - between 2 and 6 months ..... 4
  - between 6 months and a year..... 5
  - longer than a year ..... 6
  - indefinitely..... 7
  - (DK/NA)..... 8
- 

6. Some producers and retailers already show their prices both in Irish Pounds and in Euro. Do you ever look at this dual pricing ?

**[READ OUT – ONLY ONE ANSWER POSSIBLE]**

- always..... 1 (49)
  - often..... 2
  - sometimes..... 3
  - seldom ..... 4
  - never ..... 5
  - (never seen any) [SPONTANEOUS] ..... 6
  - (DK/NA)..... 7
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7. Have you already tried to memorise certain prices in Euro ?

- yes..... 1 (50)
  - no..... 2
  - (DK/NA)..... 3
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8. Would it help you to memorise those prices if the prices in Euro appeared before the prices in Irish pounds?

**[READ OUT – ONLY ONE ANSWER POSSIBLE]**

- definitely ..... 1 (51)
  - probably ..... 2
  - maybe ..... 3
  - probably not ..... 4
  - definitely not ..... 5
  - (DK/NA) ..... 6
-

9. I am going to read you a list of five statements concerning the replacement of the Irish Pound by the Euro in daily life.

Could you tell me for each of them if you strongly agree, quite agree, quite disagree or strongly disagree :

- strongly agree ..... 1
- quite agree ..... 2
- quite disagree ..... 3
- strongly disagree ..... 4
- (DK/NA) ..... 5

- a) Replacement of the Irish Pound by the Euro will cause you personally a lot of inconvenience? ..... 1..... 2.....3 .....4 .....5 (52)
- b) You're afraid of abuses and cheating on prices ? ..... 1..... 2.....3 .....4 .....5 (53)
- c). You would rather trust retailers who agree on respecting a code of conduct and display a logo of guarantee ?..... 1..... 2.....3 .....4 .....5 (54)
- d) You think the banks and financial organisations will assist their clients by giving out information leaflets or even calculators? ..... 1..... 2.....3 .....4 .....5 (55)
- e) You think that the necessary regulations and measures will be taken in time to protect the consumers from abuses? ..... 1..... 2.....3 .....4 .....5 (56)

10. In your opinion, is it true that :

- true..... 1
- false ..... 2
- (DK/NA)..... 3

**READ OUT ↓**

- a. Euro notes issued in Ireland will immediately be usable and accepted in all the countries that adopted the Euro ? ..... 1 .....2 .....3 (57)
- b. Euro coins issued in Ireland will immediately be usable and accepted in all the countries that adopted the Euro ? ..... 1 .....2 .....3 (58)
- c. the value of the Euro compared to the Irish Pound has already been definitely set ?..... 1 .....2 .....3 (59)

11. Do you think that the Euro : ... ?  
**READ OUT ↓**

	<i>Yes</i>	<i>No</i>	<i>(DK)</i>	
a. Will allow you to easily compare car prices between one country and another.....	1	2	3	(60)
b. Will be an international currency as the dollar .....	1	2	3	(61)
c. Will contribute to the economic growth of the countries that adopted the Euro .....	1	2	3	(62)
d. Will narrow the differences between the rich and the poor .....	1	2	3	(63)
e. Will contribute to the creation of jobs .....	1	2	3	(64)
f. Will make purchasing in the countries participating in the Euro easier.....	1	2	3	(65)
g. Will eliminate the charges for changing from one currency to another.....	1	2	3	(66)
h. Will be more convenient for those who travel in other countries of the European Union .....	1	2	3	(67)
i. Will contribute to price stability .....	1	2	3	(68)
j. Will mean more advantages than disadvantages for you personally...1 .....	1	2	3	(69)
k. Will mean that Ireland will lose control over its economic policy ....1 .....	1	2	3	(70)
l. Will mean that Ireland will lose a great deal of its identity .....	1	2	3	(71)

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12. Generally speaking, does the value of the Euro compared to that of the dollar worry you...  
**READ OUT ↓**

- a lot.....	1	(72)
- a little.....	2	
- or not at all .....	3	
- (DK/NA) .....	4	

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13. Did you already have practical experience of the Euro, at work or in your private life, and if so, in what circumstances ?  
**[READ OUT ↓ SEVERAL POSSIBLE ANSWERS]**

a) no : no practical experience up to now .....	1	(73)
b) yes : in your business, at work, at the office, .....	1	(74)
c) yes : in your private life :		
1) you have personally received payments in Euro (on an account / through cheques / transfers) .....	1	(75)
2) you have personally made payments in Euro ( with banker's card / cheques / transfers) .....	1	(76)
3) you have a bank account / financial account in Euro .....	1	(77)
4) you have made stock exchange transactions/investments in Euro.....	1	(78)
5) in other personal circumstances [SPECIFY] .....	1	(79)
d) (DK/NA).....	1	(80)

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14. Do you know how much one Euro is worth in Irish Pounds?

**[INTERVIEWER: CODE THE AMOUNT, POSSIBLY WITH THE DECIMALS, WHERE IT BELONGS]**

- One Euro is : ..... , ..... **Irish Pounds (81 – 90)**

**[IF NO ANSWER, PROMPT: ... and approximately ?**

- One Euro is approximately : ..... , ..... **Irish Pounds (91 – 100)**

**[IF REALLY DON'T KNOW → CODE 0000000000]**

**Classification Details**

<p><b>SEX:</b>                  Male ..... 1                  Female ..... 2</p> <p><b>AGE: (Record Exact Age)</b>  <input type="text"/> <input type="text"/></p> <p><b>Use code '00' if respondent refuses to answer</b></p> <p><b>EDUCATION:</b>                  How old were you when you finished your full-time education? (Record Exact Age)</p> <p><b>Use code '99' if respondent still at full-time school</b>  <b>Use code '00' if respondent refuses to answer</b>  <b>Use code '01' if never went to full-time school</b></p> <p><input type="text"/> <input type="text"/></p> <p><b>REGION:</b>                  Dublin ..... 1                  Rest of Leinster ..... 2                  Munster ..... 3                  Conn/Ulster ..... 4</p> <p><b>SIZE OF LOCALITY:</b>                  100,000 and over ..... 1                  1,500 - 100,000 ..... 2                  Less than 1,500 ..... 3</p>	<p>(30)</p> <p>(31-32)</p> <p>(33-34)</p> <p>(39-40)</p> <p>(41-42)</p>	<p><b>WHAT IS YOUR OCCUPATION?</b></p> <p><b>Self Employed</b>                  Farmer, fisherman ..... 01                  Professional (Lawyer, Practitioner etc.) ..... 02                  Owner of shop or company, craftsman, proprietor .. 03</p> <p><b>Employed</b>                  General Management ..... 04                  Employed, middle management ..... 05                  Manual Worker ..... 06</p> <p><b>Not in paid employment</b>                  Retired ..... 07                  Housewife ..... 08                  Student ..... 09                  Temporarily not working/unemployed ..... 10                  Other ..... 11                  Refused ..... 12</p> <p>Length of Interview <input type="text"/> <input type="text"/> Mins</p>	<p>(35-36)</p> <p>(9-10)</p>
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**[END OF INTERVIEW - THANK RESPONDENT]**