

ICM Research
Knighton House
56 Mortimer Street
London W1N 7DG
Tel: 020-7436-3114



INTRO

Good %POD%, my name is, I'm calling from ICM Research, the independent market research company. We are conducting a research project which requires us to talk to a representative sample of people throughout the country on issues that affect all people.

We have selected your telephone number purely at random and would greatly appreciate your help for a few minutes to answer some simple questions.

IF RESPONDENT SOUNDS LIKE THEY WANT TO REFUSE SAY:

For the purpose of our research project it is most important that we talk to a representative cross section of all people. Therefore, your views are extremely important to us and the interview will only take a few minutes of your time.

IF RESPONDENT STILL SOUNDS LIKE THEY WANT TO REFUSE, SAY:

If you cannot spare the time at the moment I would really appreciate it if we could call you back at your own convenience over the next ... days. As I say, your own views are very important to us.

Card: 04 (6-7)

(8) SP

OK - CONTINUE.....1

CALL BACK/REFUSED.....2 GO TO GOSMS1

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Q.1. On 1st January this year, twelve countries adopted the euro as a common currency, instead of their national currencies.

How well informed do you feel about the single European currency, the euro?

Do you feel ...?

READ OUT

(9) SP

Very well informed.....1

Quite well informed.....2

Not very well informed.....3

Not well informed at all.....4

Don't know.....Y

Q.2. In your opinion, is it true or false that euro notes and coins can immediately be used and accepted in all countries of the Euro Zone, whatever country they have been issued in?

READ OUT

(10) SP

True.....1

False.....2

Don't know.....Y

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Q.3. Personally, have you already had in your hand?

- 1- one or several COINS in euros
- 2- one or several NOTES in euros

	-1-	-2-		
	(11)	(12)	SP	
Yes.....			1	1
No.....			2	2
Don't know.....			Y	Y

PQ4 PROTECT' @Q.4. Have you ever seen products with prices in euro ...?@'

fsh121 Page 4 Card: 4

Q.4.?

- 1- Displayed in the UK
- 2- Displayed abroad
- 3- On the Internet
- 4- In magazines or newspapers
- 5- In catalogues or business documents

	-1-	-2-	-3-	-4-	-5-	
	(13)	(14)	(15)	(16)	(17)	SP
Yes.....			11111			
No.....			22222			
Don't know.....			YYYYY			

UNPROTECT PQ4

Q.5. In countries that have adopted the euro, are their old currencies still accepted in payment, and, if it is the case, for how long ...?

(18)	SP	
It is no longer the case, already :	only the euro is accepted in payment.....	1
Still accepted for another month or two, until end February.....		2
" " : until end April.....		3
" " : until the end of the summer holidays.....		4
" " : until the end of this year.....		5
" " : until the end of next year and even later.....		6
Don't know.....		Y

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PQ6 PROTECT'

@Q.6. I am going to read out for you two statements about the consequences of the introduction of the euro in daily life. @Could you tell me, for each of them, if you think it is absolutely true, rather true, rather untrue or not true at all?@'

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Q.6a. Replacing the national currencies by the euro causes a lot of inconveniences to the inhabitants of those countries.

- (19) SP
- Absolutely true.....1
 - Rather true.....2
 - Rather untrue.....3
 - Not true at all.....4
 - Don't know.....Y
-

Q.6b. There is cheating on prices when national currencies are replaced by the euro.

- (20) SP
- Absolutely true.....1
 - Rather true.....2
 - Rather untrue.....3
 - Not true at all.....4
 - Don't know.....Y
-

UNPROTECT PQ6

PQ7 PROTECT' @Q.7. Do you think that the euro ...? READ OUT@'

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Q.7.?

- 1- Will allow you to more easily compare our prices with the prices of the Euro Zone countries
- 2- Will be an international currency, like the dollar
- 3- Will contribute to the economic growth of the Euro Zone countries
- 4- Will reduce the differences in development between the Euro Zone countries
- 5- Will contribute to the creation of jobs in the Euro Zone countries
- 6- Will make purchasing in the countries of the Euro Zone easier
- 7- Will be more convenient for those who travel in the European Union

	-1-	-2-	-3-	-4-	-5-	-6-	-7-	SP
	(21)	(22)	(23)	(24)	(25)	(26)	(27)	
Yes.....	1	1	1	1	1	1	1	1
No.....	2	2	2	2	2	2	2	2
Don't know.....	Y	Y	Y	Y	Y	Y	Y	Y

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- 8- Will contribute to price stability in the Euro Zone countries
- 9- Will mean more advantages than disadvantages for you personally
- 10- Will reduce transaction fees between the Euro Zone countries

	-8-	-9-	-10-	SP
	(28)	(29)	(30)	
Yes.....	1	1	1	1
No.....	2	2	2	2
Don't know.....	Y	Y	Y	Y

UNPROTECT PQ7

Q.8. According to what you have heard, do you think that the inhabitants of the Euro Zone are very happy, rather happy, rather unhappy or very unhappy that the euro has become their currency?

(31) SP
Very happy.....1
Rather happy.....2
Rather unhappy.....3
Very unhappy.....4
(Neither happy nor unhappy).....5
Don't know.....Y

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Q.9. Generally speaking, does the value of the euro against the dollar concern you ...?
 READ OUT

(32) SP
 A lot.....1
 A little.....2
 Not at all.....3
 Don't know.....Y

Q.10a. How much is one euro worth in pounds?
 Try to give me a value, even approximately.

So one euro is (more or less) equal to ...?

0 TO 100 _____ (33-39)
 Don't know.....Y

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Q.10b. And how much is one US dollar worth in pounds?
 Try to give me a value, even approximately.

So one US dollar is (more or less) equal to ...?

0 TO 100 _____ (40-46)
 Don't know.....Y

PQ11 PROTECT' @Q.11. I am going to read out some opinion statements on the euro's future. For each of them, could you tell me whether you find it absolutely true, rather true, rather untrue or not true at all?'

Q.11.?

- 1- With the arrival of the euro, the inhabitants of those countries are going to feel a little more European than now
- 2- With the arrival of the euro in twelve countries, here in the UK, we will feel a bit less European than before
- 3- The UK will end up introducing the euro to replace the pound

-1- -2- -3-

	(47)	(48)	(49)	SP
Absolutely true...	1			1
Rather true.....	2			2
Rather untrue.....	3			3
Not true at all...	4			4
Don't know.....	Y			Y

UNPROTECT PQ11

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Q.12. Could you name the two other member countries of the European Union that, just like us, did not introduce the euro on 1st January and therefore keep their national currency?

DO NOT PROMPT

(50) MP

Belgium.....1
Denmark.....2
Germany.....3
Greece.....4
Spain.....5
Finland.....6
France.....7
Ireland.....8
Italy.....9

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(51) MP

Luxembourg.....0
Netherlands.....1
Austria.....2
Portugal.....3
Sweden.....4
United Kingdom.....5
Others.....6

(50) MP

Don't know.....Y

Q.13. If our country adopted the euro, instead of the the pound in the future, do you think that the replacement of the pound by the euros would cause problems to you, personally? Would you say ...?

READ OUT

(52) SP

A lot.....1
Quite a lot.....2
Quite a few.....3
Very few.....4
Or no problem at all.....5
Don't know.....Y

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Q.14. And, still on this assumption (that the UK would adopt the euro), do you think that the replacement of the the pound by the euro would cause abusive price increases in our country?

Would you say ...?

READ OUT

(53) SP

A lot.....1
Quite a lot.....2
Quite a few.....3
Very few.....4
Or no abuses of that kind at all.....5
Don't know.....Y

Q.15. All things considered, would you be personally very happy, rather happy, rather unhappy or very unhappy that the euro became our currency?

(54) SP

Very happy.....1
Rather happy.....2
Rather unhappy.....3
Very unhappy.....4
(Neither happy nor unhappy).....5
Don't know.....Y

fsh121 Page 9 Card: 4

Just a few questions now to help us classify the answers you have given...

D.2. Firstly, Can you tell me your age please?
IF RESPONDENT REFUSES TO ANSWER CODE '0'

0/15 TO 99 _____ (55-56)

D.3. At what age did you leave full time education?
IF RESPONDENT REFUSES TO ANSWER CODE '0'
IF NEVER HAD A FULL TIME EDUCATION CODE '1'
IF STILL IN FULL TIME EDUCATION CODE '99'

0/1/3 TO 98/99 _____ (58-59)

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D.4. As far as your current occupation is concerned, would you say you are self-employed, an employee (non-manual), a manual worker or would you say that you are without a professional activity?

(60) SP
Self-employed.....1
Employee (non-manual).....2
Manual worker.....3
Currently not working.....4
Refused.....5

D.4a. So that is to say ...?

(62) SP
Farmer, forester, fisherman.....1
Owner of a shop, craftsman.....2
Professional (lawyer, medical practitioner,
accountant, architect,).....3
Manager of a company.....4
Other self employed.....5
Professional (employed doctor, lawyer,
accountant, architect).....6
General management, director or top management...7
Middle management.....8
Office clerk.....9
(continued on next page)

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D4A (continued from previous page)

(63) SP
Other employee (salesman, nurse, etc).....0
Other employee.....1
Supervisor / foreman (team manager, etc).....2
Manual worker.....3
Unskilled manual worker.....4
Other manual worker.....5
Looking after the home.....6
Student (full time).....7
Retired.....8
Seeking a job.....9

(64) SP
Other not working.....0

(62) SP
Other (specify) 0

(65-68)
Specified Other

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D.6. And the area you live in, would you describe it as ...?
READ OUT

- (69) SP
Metropolitan.....1
Other Town/urban centre.....2
Rural.....3

NAME

NAME - And finally, your name is....INTERVIEWER TYPE IN NOW, DO NOT
TAKE SERIAL NUMBER

(70-72)

FXNAME

Card: 05 (6-7)

..... (8-27)

PSER PROTECT 'SERIAL NO. IS: '+SERNUM+' - '+KEYDISP+KEYNO

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-THANK AND CLOSE -

On behalf of ICM, I would like to thank you for the time and help you've
given me today.
I am ... and if you have any questions about this research, I can give you a
phone number to contact us on. Would you like it?

(IF ASKED) Please contact Neal Smart after 2pm 01438 744141

D.1. INTERVIEWER CODE SEX OF RESPONDENT

- (28) SP
Male.....1
Female.....2

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UNPROTECT PSER

INTERVIEWER :
START TIME WAS =
TIME END IS =

CONF I hereby confirm that this interview has been conducted within the MRS code of conduct.

(41) SP
Yes.....1
No.....2

In that case I'm sorry to have disturbed you.
