

Flash Eurobarometer 200  
January 2007  
Preparing for the euro  
Survey among enterprises in the Republic of Cyprus

Basic Questionnaire

The GALLUP Organization

Draft questionnaire for a changeover survey among  
Cypriot enterprises, including retailers  
11/28/06

Information on the enterprise:

- D1. **Please tell me your role in the enterprise:**  
 - "CEO" or general manager/director/managing director .....1  
 - Euro-coordinator .....2  
 - Head of Finance and/or Administration .....3  
 - Other .....4
- D2. **Please indicate the sector of the business:**  
 - Retail trade (including repair of personal and household goods) .....1  
 - Hotels and restaurants .....2  
 - Transport, storage and communication .....3  
 - Financial intermediation .....4  
 - Real estate, renting and business activities .....5  
 - Manufacturing .....6  
 - Construction .....7  
 - Other .....8  
 - [DK/NA] .....9
- D3. **Please indicate the number of employees of the business:**  
 - Self-employed (without employees) .....1  
 - 1-9 employees .....2  
 - 10-49 employees .....3  
 - More than 50 employees .....4  
 - [DK/NA] .....9
- D4. **Please indicate the turnover of the business (CONVERTED TO LOCAL CURRENCY):**  
 - less than 150.000 EUR (less than 86500 CP) .....1  
 - 150.000 to 500.000 EUR (86500CP to 288500 CP) .....2  
 - 500.000 to 1.000.000 EUR (288500CP to 577000CP) .....3  
 - 1.000.000 to 2.000.000 EUR (577000CP to 1154000CP) .....4  
 - more than 2.000.000 EUR (1154000CP) .....5  
 - [DK/NA] .....9
- Q1. **How well do you feel you are informed about the euro and the changeover?**  
 [READ OUT – ONE ANSWER ONLY]  
 - Very well, .....1  
 - Rather well, .....2  
 - Not very well, .....3  
 - Not informed at all .....4  
 - [DK/NA] .....9
- Q2. **Which of the following institutions do you prefer to receive information on the euro and the changeover from?**  
 (SEVERAL ANSWERS POSSIBLE; READ OUT)  
 - preferred .....1  
 - not preferred .....2  
 - [DK/NA] .....9
- A) National Central Bank ..... 1 2 9  
 B) European Institutions ..... 1 2 9  
 C) Commercial banks ..... 1 2 9  
 D) Government, regional and local authorities ..... 1 2 9  
 E) Consumers associations ..... 1 2 9  
 F) Media ..... 1 2 9  
 G) Trade unions, professional organisations ..... 1 2 9  
 H) Other ..... 1 2 9

Q3. **Do you think that the information you have received on the euro and the changeover is...?**  
[READ OUT – ONE ANSWER ONLY]

- Sufficient .....1
- Not sufficient .....2
- [Did not receive information] .....3
- [DK/NA] .....9

[IF THE ANSWER TO QUESTION 3 IS "2" OR "3" OR "9"]

Q4. **In which areas would you like to receive more information?**  
[READ OUT – SEVERAL ANSWERS POSSIBLE]

- mentioned .....1
  - did not mention .....2
  - [DK/NA] .....9
- A) Changeover plan ..... 1 2 9  
B) Conversion rate ..... 1 2 9  
C) Conversion rules, including rounding rules ..... 1 2 9  
D) Implications of the euro on contracts, salaries etc ..... 1 2 9  
E) Dual display of prices ..... 1 2 9  
F) The denominations of euro banknotes and coins ..... 1 2 9  
G) Other ..... 1 2 9

Q5. **How satisfied are you with the information provided by national authorities for you regarding the euro so far?**

[READ OUT – ONE ANSWER ONLY]

- Very satisfied .....4
- Rather satisfied .....3
- Rather unsatisfied .....2
- Very unsatisfied .....1
- [DK/NA] .....9

Q6. **Do you have a copy of the publication "Guide to the introduction of the euro for retail trade and enterprises" issued by POVEK in cooperation with national authorities?**

[READ OUT – ONE ANSWER ONLY]

- Yes .....1
- No .....2
- [Never heard of it] .....3
- [DK/NA] .....9

[IF THE ANSWER IS 'YES' Q6=1]

Q6. **Do you think this publication is useful for your preparations, or not?**  
[READ OUT – ONE ANSWER ONLY]

- Very useful .....1
  - Rather useful .....2
  - Not useful .....3
  - Not at all useful .....4
- [Did not look at it yet] .....5  
- [Did not start preparations yet] .....6  
- [DK/NA] .....9

Q7. **Have you visited the official euro website (www.euro.cy)?**  
[READ OUT – ONE ANSWER ONLY]

- Yes .....1
- No .....2
- [Never heard of it] .....3
- [DK/NA] .....9

[IF THE ANSWER IS 'YES' Q7=1]

Q8. **Do you think this website is useful for your preparations, or not?**  
[READ OUT – ONE ANSWER ONLY]

- Very useful .....1
- Rather useful .....2
- Not useful .....3
- Not at all useful .....4
- [Did not look at it yet] .....5
- [Did not start preparations yet] .....6
- [DK/NA] .....9

Q9. **Have you already started preparing your enterprise for the changeover to the euro?**  
[READ OUT – ONE ANSWER ONLY]

- yes .....1
- no .....2
- [DK/NA] .....9

[ASK THOSE WHO DID NOT START PREPARATIONS, "2" IN Q9, OTHERWISE SKIP TO Q9b]

Q9a. **When, in which month do you plan to start such preparations?**  
[DO NOT READ OUT – CODE FROM LIST – ONE ANSWER ONLY]

- January 2007 .....01
- February 2007 .....02
- March 2007 .....03
- April 2007 .....04
- May 2007 .....05
- June 2007 .....06
- July 2007 .....07
- August 2007 .....08
- September 2007 .....09
- October 2007 .....10
- November 2007 .....11
- December 2007 .....12
- [does not plan to make preparations] .....98
- [DK/NA] .....99

[ASK THOSE WHO ALREADY STARTED PREPARATIONS, "1" IN Q9, OTHERWISE SKIP TO Q10]

Q9b. **When did you start such preparations?**  
[READ OUT – ONE ANSWER ONLY]

- June 2006 or before .....1
- July 2006 or later .....2
- [DK/NA] .....9

[ASK THOSE WHO ANSWERED "1" IN Q9]

**Kommentar [HG1]:** Consider this skip --- not necessarily would all managers consider each of these as "preparations"

Q10. **As regards the changeover to the euro, have you ...?**  
(READ OUT, MULTIPLE ANSWERS POSSIBLE)

- yes ..... 1
  - no ..... 2
  - [DK/NA] ..... 9
- A) identified the impact in the different areas of your enterprise? ..... 1 2 9
  - B) defined the necessary computer adaptation? ..... 1 2 9
  - C) informed your staff? ..... 1 2 9
  - D) evaluated the training needs? ..... 1 2 9
  - E) set up a detailed action plan in your enterprise? ..... 1 2 9
  - F) appointed a person or persons in charge of coordinating your enterprise's changeover preparations (might be called "Euro-coordinator", a "Euro Project Manager")? ..... 1 2 9

[IF APPOINTED SOMEONE TO COORDINATE, Q9F=1]

Q11. **When did you appoint person (or persons) in charge of coordinating your enterprise's changeover preparations?**  
(READ OUT – ONE ANSWER ONLY)

- June 2006 or before ..... 1
- July 2006 or later ..... 2
- [DK/NA] ..... 9

ASK ALL

Q12. **Which consequences will the introduction of the euro have for your enterprise in the medium to long term?**  
(READ OUT – ONE ANSWER ONLY)

- Very positive consequences ..... 1
- Positive consequences ..... 2
- Negative consequences ..... 3
- Very negative consequences ..... 4
- [No consequences] ..... 5
- [DK/NA] ..... 9

Q13. **As regards the adaptation of your computer systems with respect to the introduction of the euro, how do you (plan to) proceed?**  
(READ OUT – ONE ANSWER ONLY)

- Adaptation by own staff ..... 1
- Outsourcing to IT/software companies ..... 2
- [Mixture of both] ..... 3
- [DK/NA] ..... 9

Q14. **Are you aware that before the changeover to euro Cypriot firms will have to display prices both in Cypriot pounds and in euro?**  
(READ OUT – ONE ANSWER ONLY)

- Yes ..... 1
- No ..... 2
- [DK/NA] ..... 9

Q15. **Do you know, for how long there will be a parallel circulation of the Cyprus pound and the euro?**  
 [READ OUT – ONE ANSWER ONLY]

- One month .....1
- Two months .....2
- Three months.....3
- Six months .....4
- [DK/NA].....9

Q15. **When you will establish your prices in euro, how will you proceed for the adjustment of prices, such as 5,99 CY£, which due to the application of the conversion rules would result in awkward amounts in euro?**  
 [READ OUT – ONE ANSWER ONLY]

- exact application of the conversion rules (without further adjustment).....1
- mostly adjusting the price upwards .....2
- mostly adjusting the price downwards .....3
- overall neutral approach (partly adjusting upwards, partly downwards).....4
- [DK/NA].....9

Q16. **What percentage of your sales revenue do you receive through ...?**  
 [READ OUT – PERCENTAGES SHOULD ADD UP TO 100]

**WRITE IN:**

- A) Cash .....: \_\_\_\_\_
- B) Cheques .....: \_\_\_\_\_
- C) Bank cards / bank transfer .....: \_\_\_\_\_
- TOTAL ..... 100%

- [DK/NA].....999

[IF THERE IS CASH, Q16A>0]

Q17. **Will you request your bank to supply you before the 1<sup>st</sup> of January 2008 ...**  
 [READ OUT – ONE ANSWER ONLY]

- yes .....1
- no .....2
- [DK/NA].....9

- A) ...euro banknotes .....1 2 9
- B) ...euro coins .....1 2 9

[IF THERE IS CASH, Q16A>0]

Q18. **Would a coin package, containing various denominations of coins in euro, be useful to you?**  
 [READ OUT – ONE ANSWER ONLY]

- yes .....1
- no .....2
- [DK/NA].....9

[IF INTERESTED IN COIN PACKAGE, Q18 = 1]

Q19. **What amount of this coin package do you think would serve your needs?**  
 [READ OUT – ONE ANSWER ONLY]

- £100.....1
- £150.....2
- £200.....3
- [DK/NA].....9

## 10. Survey details

This Flash Eurobarometer 200: “Survey among enterprises in Cyprus” telephone survey was conducted on behalf of the European Commission, Directorate-General Economic and Financial Affairs.

The objective of the survey is to study the progress of the preparations of the introduction of the Euro in various business sectors in Cyprus

The current special target group Flash Eurobarometer survey was organised and managed by the Eurobarometer Team of the European Commission (Directorate-General Communication, Unit A-4).

The interviews were conducted between the 8<sup>th</sup> of January and the 11<sup>th</sup> of January 2007 by Cypriot Cymar partner institute of The Gallup Organization Hungary.

### Representativeness of the results

The sample of 350 enterprises consists of 300 enterprises in the sectors G and H (trade and hotel sector), of which 20 enterprises with at least 20 employees and 50 enterprises in the sectors C to K (excl. G and H) with at least 20 employees.

The sample lists were developed by Cypriot partner using local statistical data sources. Sampling was made according to two stratification criteria: the size of the company and the activity sectors, randomly.

The total sample was distributed between these sampling "cells" in a way that does not follow the actual distribution of businesses within the coverage zone: larger businesses were intentionally “over-sampled” in order to get meaningful results for each sample segment.

During data processing, the sample was not weighted because of the small number of enterprises in sectors and the soft employee size criteria.

The person interviewed in each company was a "CEO" or branch manager (246), Euro coordinator (2) or Head of Finance and/or Administration (104). The interviewers checked the role of the respondent as well as the accuracy of the enterprise sampling characteristics as delivered by the sample list, namely: the number of employees.

## Sizes of the samples

The targeted number of main interviews was 350, the below table shows the achieved sample size by sector and employee size.

	<b>Conducted</b>	<b>% of Total</b>
<b>Total</b>	<b>352</b>	<b>100</b>
Retail trade (including repair of personal and household goods)	261	74.1
Hotels and restaurants	41	11.6
Transport, storage and communication	7	2.0
Financial intermediation	3	0.9
Real estate, renting and business activities	12	3.4
Manufacturing	19	5.4
Construction	9	2.6
Self-employed (without employees)	30	8.5
1-9 employees	221	62.8
10-19 employees	30	8.5
20-49 employees	44	12.5
More than 50 employees	27	7.7

## Questionnaires

The Cypriot institute translated the questionnaire to their respective national language using a centralized process of back-translation procedure, involving two initial local translations, independent back-translation and central verification of the localised questionnaires.

## Further details

For further details you may contact Gallup or The European Commission. The relevant contacts are:

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