

Flash Eurobarometer 310  
October 2010

Preparing for the Euro: survey among Estonian enterprises

Basic questionnaire

The GALLUP Organization

**FLASH EUROBAROMETER 310**  
**Questionnaire for a changeover survey among**  
**Estonian enterprises, including retailers**

Information on the enterprise:

- D1. **What is your role in the enterprise?**
- General manager .....1
  - Euro-coordinator .....2
  - Head of Finance and/or Administration .....3
  - Head of IT .....4
  - Other .....5
- D2. **Please indicate the sector of the business:**
- Retail trade (including repair of personal and household goods) .....1
  - Hotels and restaurants .....2
  - Transport and logistics .....3
  - Financial services .....4
  - Real estate and renting .....5
  - Manufacturing .....6
  - Construction .....7
  - Other .....8
  - [DK/NA] .....9
- D3. **How many employees work in the business?**
- Self-employed (without employees) .....1
  - 1-9 employees .....2
  - 10-49 employees .....3
  - More than 50 employees .....4
  - More than 200
  - [DK/NA] .....9
- D4. **What is the turnover of the business (CONVERTED TO LOCAL CURRENCY)?**
- Less than 150.000 EUR (less than 2 m EEK) .....1
  - 150.000 to 500.000 EUR (2-8 m EEK) .....2
  - 500.000 to 1.000.000 EUR (8-16 m EEK) .....3
  - 1.000.000 to 2.000.000 EUR (16-31 m EEK) .....4
  - More than 2.000.000 EUR (31 m EEK ) .....5
  - [DK/NA] .....9

- Q1. **How well do you feel informed about the euro 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 as a source of information on the euro changeover?**  
[SEVERAL ANSWERS POSSIBLE; READ OUT]
- Preferred .....1
  - Not preferred .....2
  - [DK/NA] .....9
- A) Government, regional and local authorities ..... 1 2 9
  - B) National Central Bank ..... 1 2 9
  - C) European Institutions ..... 1 2 9
  - D) Commercial banks ..... 1 2 9
  - E) Consumers associations ..... 1 2 9
  - F) Media ..... 1 2 9
  - G) Trade unions, professional organisations ..... 1.2.9
- Q3. **Do you think that the information you have already received on the euro changeover is...?**  
[READ OUT – ONE ANSWER ONLY]
- Very satisfying .....4
  - Rather satisfying .....3
  - Rather unsatisfying .....2
  - Very unsatisfying .....1
  - [Did not receive information] .....3
  - [DK/NA] .....9
- Q4. **In which areas would you like to receive more information?**  
[READ OUT – ONE ANSWER PER LINE]
- Yes .....1
  - No .....2
  - [DK/NA] .....9
- A) Important dates of the changeover ..... 1 2 9
  - B) Conversion rate ..... 1 2 9
  - C) Conversion rules, including rounding rules ..... 1 2 9
  - D) Implications of the euro for contracts, salaries etc ..... 1 2 9
  - E) Dual display of prices ..... 1 2 9
  - F) The euro banknotes and coin design and denominations ..... 1 2 9
  - G) The security features of euro banknotes and coins ..... 1 2 9
  - H) Dual circulation period ..... 1 2 9
  - I) Fair pricing agreement ..... 1 2 9
  - J) Other [SPECIFY] ..... 1 2 9

- Q5. **Do you know about the following changeover related information sources?**  
 [READ OUT – ONE ANSWER PER LINE]
- Yes.....1
  - No .....2
  - [Never heard of any] .....3
  - [DK/NA].....9

- A) Tere euro - Handbook for entrepreneurs
- B) The national website on the euro: euro.eesti.ee
- C) The free phone line provided by the government
- D) Seminars on the euro changeover

[IF THE ANSWER IS 'YES' TO ANY ITEM, Q5A-D=1]

- Q5bis. **Do you think these information sources are 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

- Q6. **Have you used the national website on the euro (euro.eesti.ee) for enquiries about the euro and the changeover?**  
 [READ OUT – ONE ANSWER ONLY]

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

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

- Q6bis. **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 use it yet] .....5
- [Did not start preparations yet] .....6
- [DK/NA].....9

[ASK ALL]  
 Q7. **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

Q8. **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 Q8, OTHERWISE SKIP TO Q8b]  
 Q8a. **When, in which month do you plan to start such preparations?**  
 [DO NOT READ OUT – CODE FROM LIST – ONE ANSWER ONLY]

- October 2010 .....01
- November 2010 .....02
- December 2010 .....03
- [Does not plan to make preparations] .....04
- [DK/NA].....05

[ASK THOSE WHO ALREADY STARTED PREPARATIONS, “1” IN Q8, OTHERWISE SKIP TO Q9]  
 Q8b. **When did you start such preparations?**  
 [READ OUT – ONE ANSWER ONLY]

- In 2009 or before.....1
- January to June 2010 .....2
- July to September 2010 .....3
- [DK/NA].....9

Q9. **As regards the changeover to the euro, have you ...?**  
 [READ OUT, ONE ANSWER PER LINE]

- 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) identified a person or persons in charge of coordinating your enterprise’s changeover preparations (might be called “Euro-coordinator” or “Euro Project Manager”)? .....1 2 9

- Q10. **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
- Q11. **Do you expect problems with your computer system(s) (e.g. accounting system, invoicing system, payroll system) when switching to the euro on 1 January 2011?**
- Yes.....1
  - No .....2
  - Part of the system(s) will be ready .....3
  - [DK/NA].....9
- Q11bis. (IF THE ANSWER TO Q11. IS 'YES')  
**Why do you expect problems with your computer system(s) when switching to the euro on 1 January 2011?**  
[READ OUT – ROTATE - ONLY ONE ANSWER IS POSSIBLE]
- Lack of financial means to adapt the system(s) .....1
  - Lack of own staff to prepare the adaptations of the system(s).....2
  - External IT/software services are provided too late by our contractor.....3
  - Our external accountant will not be ready .....4
  - Other reason [SPECIFY].....5
  - [DK/NA].....9
- Q12. **Is your enterprise a retail enterprise (e.g. shop, supermarket, etc) or does your enterprise have direct financial relations involving cash operations with consumers?**
- Yes.....1
  - No .....2
  - [DK/NA].....9
- Q13. (IF THE ANSWER TO Q12. IS 'YES')  
**Do you expect to be supplied with euro coins before 1 January 2011 by your bank?**
- Yes.....1
  - No .....2
  - [DK/NA].....9
- Q13bis. (IF THE ANSWER TO Q13. IS 'NO')  
**Why will you not be supplied with euro coins before 1 January 2011?**  
(ONE ANSWER PER LINE)
- Yes, it is an important reason.....1
  - No, it is not an important reason .....2
  - [DK/NA].....9
- A) You were not aware of the possibility of early supply of euro coins ..... 1 2 9
  - B) You see no need to receive euro coins before 1 January 2009 ..... 1 2 9
  - C) You do not want to pay for the early supply of euro coins ..... 1 2 9
  - D) Because of security or storage problems ..... 1 2 9
  - E) Because of financial problems/lack of collateral ..... 1 2 9
  - F) Other reason [SPECIFY]..... 1 2 9

Q14. (IF THE ANSWER TO Q12. IS 'YES')

**Do you expect to be supplied with euro banknotes before 1 January 2011 by your bank?**

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

Q14bis. (IF THE ANSWER TO Q14. IS 'NO')

**Why will you not be supplied with euro banknotes before 1 January 2011?**

(ONE ANSWER PER LINE)

- Yes, it is an important reason.....1
- No, it is not an important reason .....2
- [DK/NA].....9

A) You were not aware of the possibility of early supply of euro banknotes ..... 1 2 9

B) You see no need to receive euro banknotes before 1 January 2009..... 1 2 9

C) You do not want to pay for the early supply of euro banknotes ..... 1 2 9

D) Because of security or storage problems ..... 1 2 9

E) Because of financial problems/lack of collateral ..... 1 2 9

F) Other reason [SPECIFY]..... 1 2 9

Q15. **How do you intend to give change as from 1 January 2011?**

[READ OUT – ONE ANSWER ONLY]

- In euro .....1
- In Eesti kroon.....2
- Mixed (euro and Eesti kroon) .....3
- [DK/NA].....9

Q16. **Do you know for how long there will be a parallel circulation of the EEK and the euro?**

[READ OUT – ONE ANSWER ONLY]

- 7 days .....1
- 14 days .....2
- 16 days .....3
- One month .....4
- Six months .....5
- [DK/NA].....9

Q17. **Are you aware that before and after the changeover to the euro Estonian firms have to display prices both in Eesti kroon and in euro?**

[READ OUT – ONE ANSWER ONLY]

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

**Q18. Are you facing any of the following problems or difficulties concerning the dual display of prices?**

[READ OUT, ONE ANSWER PER LINE]

- Yes.....1
- No .....2
- [DK/NA].....9
  
- A) Calculation errors by the staff ..... 1 2 9
- B) Customer complaints ..... 1 2 9
- C) Too time consuming ..... 1 2 9
- D) Very costly ..... 1 2 9
- E) Hardware not capable of dual display (e.g. old cash registers) ..... 1 2 9
- F) Other technical problems (price displays etc) ..... 1 2 9
- G) Other problems [SPECIFY] ..... 1 2 9



Flash EB Series #310

## Preparing for the euro: survey among Estonian enterprises

Conducted by  
The Gallup Organization, Hungary  
upon the request of the DG ECFIN-R-4:  
External Communication



Survey coordinated by  
Directorate-General “Communication”

This document does not represent the point of  
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The interpretations and opinions contained in it  
are solely those of the authors.

**THE GALLUP ORGANIZATION**

## 8. Survey details

This Flash Eurobarometer 310: “Survey among enterprises in Estonia” Special Target Group telephone survey was conducted on behalf of the European Commission, Directorate-General for Economic and Financial Affairs R-4: Communication.

The objective of the survey will be to study the progress being made by key business sectors in Estonia ahead of the introduction of the euro on 1 January 2011.

The interviews were conducted between the 1<sup>st</sup> and the 11<sup>th</sup> of October 2010 by Estonian Saar Poll 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 50 employees and 50 enterprises in the sectors C to K (excl. G and H) with at least 50 employees.

The sample lists were developed by Estonian 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 general manager (232), Euro coordinator (1) or Head of Finance and/or Administration (45), head of IT (1) and other (74). 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>353</b>	<b>100</b>
Retail trade	192	54.4
Hotels and restaurants	38	10.8
Other sector C,D,E,F,I,J,K	123	34.8
self-employed	33	9.3
1 - 9	200	56.7
10 - 49	60	17.0
50+	59	16.7
DK/NA	1	0.3

### Questionnaires

The questionnaire prepared for this survey contained two parts: the company information and the question regarding the main questionnaire.

The Estonian 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.

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