

Flash Eurobarometer 222
February 2008

Euro Introduction in Cyprus.
Ex-Post citizen Survey

Basic bilingual questionnaire

The GALLUP Organization

EURO CAMPAIGN IN CYPRUS

QUESTIONNAIRE FOR A CYPRIOT CHANGEOVER SURVEY

(time of conduct: early February 2008)

-
- D1. How old are you?**
.....
- [DK/NA]
- D2. Where do you live?**
- in an urban area: Nicosia/Lefkosia, Limassol/Lemesos, Larnaka, Paphos 1
- in the rest of the country 2
- [DK/NA]..... 9
- D3. Regarding your current occupation, are you ...**
- self-employed..... 1
- employee 2
- manual worker..... 3
- without a professional activity (looking after the home, student, seeking a job, retired etc) 4
- [DK/NA]..... 9
- D4. RECORD RESPONDENT'S SEX**
- male 1
- female 2

I. PERSONAL EXPERIENCE

- Q1. When you pay cash, would you say that it is: very easy, rather easy, rather difficult or very difficult to distinguish and to manipulate euro coins?**
[READ OUT – ONE ANSWER ONLY]
- Very easy 5
- Rather easy 4
- Rather difficult 3
- Very difficult 2
- [Neither easy nor difficult, normal]..... 1
- [DK/NA] 9
- Q2. When you pay cash, would you say that it is: very easy, rather easy, rather difficult or very difficult to distinguish and to manipulate euro bank notes?**
[READ OUT – ONE ANSWER ONLY]
- Very easy 5
- Rather easy 4
- Rather difficult 3
- Very difficult 2
- [Neither easy nor difficult, normal]..... 1
- [DK/NA] 9

Q3. In which currency do you count or calculate most often when you do...

[READ OUT – ONE ANSWER ONLY PER ITEM]

- Most often in euro 1
- Most often in Pounds 2
- As often in euro as in Pounds 3
- [DK/NA]..... 9

- A) Exceptional purchases such as the purchase of goods with greater value? 1 2 3 9
- B) Common purchases such as day-to-day shopping?..... 1 2 3 9

Q4. How easy or difficult is for you to convert from Pounds to Euro?

[READ OUT – ONE ANSWER ONLY]

- Very easy 5
- Rather easy..... 4
- Rather difficult 3
- Very difficult 2
- [Neither easy nor difficult, normal]..... 1
- [DK/NA] 9

Q5. And how easy or difficult is for you to understand the value in Euro?

[READ OUT – ONE ANSWER ONLY]

- Very easy 5
- Rather easy..... 4
- Rather difficult 3
- Very difficult 2
- [Neither easy nor difficult, normal]..... 1
- [DK/NA] 9

Q6. Overall, do you find the dual displays of prices useful?

[READ OUT – ONE ANSWER ONLY]

- Very useful 4
- Rather useful..... 3
- Rather not useful..... 2
- Not useful at all 1
- [DK/NA] 9

Q7. Is your impression that the dual displays of prices are implemented correctly (clearly identifiable displays, based on the conversion rate etc)?

[READ OUT – ONE ANSWER ONLY]

- Implemented correctly 4
- Mostly implemented correctly..... 3
- Mostly not implemented correctly..... 2
- Not at all implemented correctly 1
- [DK/NA]..... 9

Q8. Did you buy one or more euro coin starter-kits before 1 January 2008?

- Yes..... 1

- No 2
- [DK/NA] 9

[If the answer in Q8 = 2, i.e. no:]

Q9a. Why did you not buy a euro coin starter-kit?

[READ OUT – ONE ANSWER ONLY]

- You did not want to do so 1
- You were not aware of the possibility of buying starter-kits 2
- The bank(s) you contacted had no starter-kits available 3
- Other reason 4
- [DK/NA] 9

[If the answer in Q8 = 1, i.e. yes:]

Q9b. What did you do with the starter kit(s)?

[READ OUT – ONE ANSWER ONLY]

- I kept the kit untouched and did not use the coins 1
- I opened the kit and used the coins 2
- I bought more than one kit and used only one (or some) 3
- [DK/NA] 9

Q10. When you exchanged pound cash into euro cash or withdrew euro cash with banks in the first week of January, did you experience any problems?

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

[If the answer is 'yes':]

Q11. What kind of problems did you experience?

- Mentioned 1
- Did not mention 2
- [DK/NA] 9
- Long queues at counters 1 2 9
- There was not enough euro cash available at bank counters 1 2 9
- Long queues at ATMs (cash dispensers) 1 2 9
- ATMs issued only pound cash 1 2 9
- ATMs were (temporarily) out of order 1 2 9
- Other problems 1 2 9

Q12. Overall, did the changeover to the euro in your view happen smoothly and efficiently, or not?

[READ OUT – ONE ANSWER ONLY]

- Very smoothly and efficiently 4
- Rather smoothly and efficiently 3
- Not smoothly and efficiently 2
- No at all smoothly and efficiently 1
- [DK/NA] 9

II. KNOWLEDGE

Q13. Which security features of euro banknotes can you list?

[READ OUT – SEVERAL ANSWERS POSSIBLE]

- Security thread 1
- Watermark 2
- Gold-yellow stripe 3
- Hologram 4
- Colour changing number 5
- See-through number 6
- Other 7
- [DK/NA] 9

III. FEARS

Q14. Do you think that during and after changeover to euro it happened very often, often, sometimes or not at all, that ...

[READ OUT – ONE ANSWER PER LINE]

- Very often 4
- Often 3
- Sometimes 2
- Not at all 1
- [DK/NA] 9

- A) Price conversion to Euro was not fair? 1 2 3 4 9
- B) Rounding of prices was not fair? 1 2 3 4 9

Q14A. Do you think the euro will help to maintain price stability or, on the contrary, increase inflation in Cyprus?

[READ OUT – ONE ANSWER ONLY]

- Will help maintain price stability 1
- Will increase inflation 2
- [No impact] 3
- [DK/NA] 9

IV. INFORMATION

Q15. Where do (did) you get information about the introduction? Firstly? Secondly?

[ROTATE - READ OUT – ONE ANSWER FOR “FIRSTLY” AND ONE ANSWER FOR “SECONDLY”]

- A) Government, national or regional authorities 01
- B) Public administration 02
- C) National Central Bank 03
- D) European Institutions 04
- E) Commercial banks 05
- F) Media 06
- G) Trade unions, professional organisations, etc. 07
- H) Consumer associations 08
- I) [Others – SPECIFY] 09
- J) [DK/NA] 99

- Firstly 1 2 3 4 5 6 7 8 9
- Secondly 1 2 3 4 5 6 7 8 9

Q16. Which channels were the MOST efficient source of information during changeover period?

[ROTATE - READ OUT – ONE ANSWER ONLY]

- A) Television 01
- B) Print media 02
- C) Publications /brochures 03
- D) Radio 04
- E) Internet (www.euro.cy)..... 05
- F) Europhone open telephone line 06
- G) Eurobus 10
- H) Presentations (shopping centres, fairs) 07
- I) Family, friends, co-workers 08
- J) [I have not looked for/received information]..... 09
- K) [DK/NA]..... 99

Q17. To what extent do you feel informed about the euro? Do you feel...:

[READ OUT – ONE ANSWER ONLY]

- Very well informed..... 4
- Rather well informed 3
- Not very well informed..... 2
- Not at all well informed..... 1
- [DK/NA] 9

Q18. What is the most important issue about the euro that you would like to have more information on? Firstly? Secondly?

[ROTATE - READ OUT – ONE ANSWER FOR “FIRSTLY” AND ONE ANSWER FOR “SECONDLY”]

- A) Security features.....1
 - B) The value of one euro in pounds2
 - C) Fair rounding3
 - D) How to avoid being cheated in euro currency conversions.....4
 - E) The practical implications of the euro regarding your salary, your bank account...5
 - F) The social, economic or political implications of the euro6
 - G) The design and denominations of euro banknotes and coins7
 - H) The dual display of prices8
 - I) [DK/NA]9
- Firstly 1 2 3 4 5 6 7 8 9
- Secondly 1 2 3 4 5 6 7 8 9

Q19. How satisfied are you with the information provided by the national authorities regarding the euro?

[READ OUT – ONE ANSWER ONLY]

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

Q20. Have you seen the euro spots on TV?

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

[If the answer is 'yes' in Q20, Q20=1]

Q20A How useful did you find them?

[READ OUT – ONE ANSWER ONLY]

- Very useful 4
- Rather useful 3
- Rather not useful 2
- Not useful at all 1
- [DK/NA] 9

Q21. Have you seen the euro advertisements in Cypriot magazines and newspapers?

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

[If the answer is 'yes' in Q21, Q21=1]

Q21A. How useful did you find them?

[READ OUT – ONE ANSWER ONLY]

- Very useful 4
- Rather useful 3
- Rather not useful 2
- Not useful at all 1
- [DK/NA] 9

Q22. Have you received the euro calculator?

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

[If the answer is 'yes' in Q22, Q22=1]

Q22A. How useful did you find it?

[READ OUT – ONE ANSWER ONLY]

- Very useful 4
- Rather useful 3
- Rather not useful 2
- Not useful at all 1
- [DK/NA] 9

8. Survey details

These surveys, “*Euro Introduction in Cyprus and Malta. Ex-Post citizen Survey*” (Flash Eurobarometer 222 and Flash Eurobarometer 223), were conducted for the European Commission, Directorate-General Economic and Financial Affairs.

Telephone interviews were conducted in each country between the 2/02/2008 and the 6/02/2008 by Cypriot (CYMAR) and Maltese (MISCO) partners.

Representativeness of the results

The national sample was representative of the population aged 15 years and above.

Sizes of the sample

The sample size was planned 1000 respondents in Cyprus, 1003 interviews were conducted in all. The sample size was planned 1000 respondents in Malta, 1009 interviews were conducted in all.

A weighting factor was applied to the national results in order to compute a marginal total for the country in proportion to its population.

Questionnaires

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English (see hereafter).
2. The institute translated the questionnaire in their national language(s).

Statistical significance of the results

The results in a survey are valid only between the limits of a statistical margin caused by the sampling process. This margin varies with three factors:

1. The sample size (or the size of the analysed part in the sample): the greater the number of respondents is, the smaller the statistical margin will be;
2. The result in itself: the closer the result approaches 50%, the wider the statistical margin will be;
3. The desired degree of confidence: the more "strict" we are, the wider the statistical margin will be.

As an example, examine this illustrative case:

1. One question has been answered by 500 people;
2. The analysed result is around 50%;
3. We choose a significance level of 95 % (it is the level most often used by the statisticians, and it is the one chosen for the Table hereafter).

In this illustrative case the statistical margin is: (+/- 4.4%) around the observed 50%. And as a conclusion: the result for the whole population lies between 45.6% and 54.4 %.

Hereafter, the statistical margins computed for various observed results are shown, on various sample sizes, at the 95% significance level.

Statistical margins due to the sampling process (at the 95 % level of confidence)

Various sample sizes are in rows.

Various observed results are in columns.

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4
N=1000	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3

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