

GESIS Study ID ZA5463

Flash Eurobarometer 309
January 2011

Estonia Euro Introduction, Ex-Post Citizen Survey

Basic questionnaire

The GALLUP Organization

FLASH 309

D1.	How old are you?	
	-	
	- [DK/NA]	99
D2.	Where do you live?	
	- In an urban area	1
	- In the rest of the country	2
	- [DK/NA]	9
D3.	Regarding your current occupation, are you...	
	- Self-employed	1
	- Employee/non-manual worker	2
	- Employee/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?	
	<i>[READ OUT – ONE ANSWER ONLY]</i>	
	- 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?	
	<i>[READ OUT – ONE ANSWER ONLY]</i>	
	- 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 AND ROTATE A-B]?

[READ OUT – ONE ANSWER ONLY PER ITEM]

- Most often in euro 1
- Most often in Estonian kroon 2
- As often in euro as in Estonian kroon 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 Estonian kroon 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 2011?	
	- 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?	
	<i>[READ OUT – ONE ANSWER ONLY]</i>	
	- 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)?	
	<i>[READ OUT – ONE ANSWER ONLY]</i>	
	- 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 Estonian kroon 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
	A) Long queues at counters	1 2 9
	B) There was not enough euro cash available at bank counters	1 2 9
	C) Long queues at ATMs (cash dispensers)	1 2 9
	D) ATMs issued only Estonian kroon cash	1 2 9
	E) ATMs were (temporarily) out of order	1 2 9
	F) Other problem	1 2 9

Q12.	Overall, did the changeover to the euro in your view happen smoothly and efficiently, or not?	
	<i>[READ OUT – ONE ANSWER ONLY]</i>	
	- 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?

[DO NOT 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 (lie colours, print, invisible security code, etc.) 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 AND ROTATE A-B]

[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 Estonia?

[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?

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

- Government, national or regional authorities 01
- Public administration 02
- National Central Bank 03
- European Institutions 04
- Commercial banks 05
- Media 06
- Trade unions, professional organisations, etc 07
- Consumer associations 08

- [Others - SPECIFY] 09
- [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]

- Television 01
- Print media..... 02
- Publications /brochures 03
- Radio 04
- Internet (<http://euro.eesti.ee>)..... 05
- Free national euro telephone line..... 06
- Presentations (shopping centres, fairs) 07
- Family, friends, co-workers..... 08
- [I have not looked for/received information] 09
- [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?

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

- Security features 1
- The value of one euro in Estonian kroon 2
- Fair rounding 3
- How to avoid being cheated in euro currency conversions 4
- The practical implications of the euro regarding your salary,
your bank account 5
- The social, economic or political implications of the euro..... 6
- The design and denominations of euro banknotes and coins 7
- The dual display of prices..... 8
- [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 Estonian 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

Flash EB Series #309

Euro introduction in Estonia Ex-Post Citizen Survey

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



Coordinated by Directorate-General
Communication

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view of the European Commission.
The interpretations and opinions contained in
it are solely those of the authors.

THE GALLUP ORGANIZATION

Survey details

This survey “*Survey among the general population on the introduction of Euro in Estonia* ” was conducted for the European Commission, Directorate-General Economic and Financial Affairs – Unit R4: External Communication.

The interviews were conducted in Estonia between the 16/01/2011 and the 20/01/2011 by the Estonian partner institute, Saar Poll (70% webCATI and 30% F2F interviews).

Representativeness of the results

Each national sample is representative of the population aged 15 years and above.

Sizes of the sample

The sample size was planned 1000 respondents in Estonia, 1005 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 these results volume, in English (see hereafter).
2. The institutes listed above translated the questionnaire in their respective national language).

Sampling error

Surveys are designed and conducted to provide an estimate of a true value of characteristics of a population at a given time. An estimate of a survey is unlikely to exactly equal the true population quantity of interest for a variety of reasons. One of these reasons is that data in a survey are collected from only some – a sample of – members of the population, this to make data collection cheaper and faster. The “margin of error” is a common summary of *sampling error*, which quantifies uncertainty about (or confidence in) a survey result.

Usually, one calculates a 95 percent confidence interval of the format: *survey estimate +/- margin of error*. This interval of values will contain the true population value at least 95% of time.

For example, if it was estimated that 45% of EU citizens are in favour of a single European currency and this estimate is based on a sample of 100 EU citizens, the associated margin of error is about 10 percentage points. The 95 percent confidence interval for support for a European single currency would be (45%-10%) to (45%+10%), suggesting that in the EU the support for a European single currency could range from 35% to 55%. Because of the small sample size of 100 EU citizens, there is considerable uncertainty about whether or not the citizens of the EU support a single currency.

As a general rule, the more interviews conducted (sample size), the smaller the margin of error. Larger samples are more likely to give results closer to the true population quantity and thus have smaller margins of error. For example, a sample of 500 will produce a margin of error of no more than about 4.5 percentage points, and a sample of 1,000 will produce a margin of error of no more than about 3 percentage points.

Margin of error (95% confidence interval)

Survey estimate	Sample size (n)									
	10	50	100	150	200	400	800	1000	2000	4000
5%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%
10%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
25%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
50%	31.0%	13.9%	9.8%	8.0%	6.9%	4.9%	3.5%	3.1%	2.2%	1.5%
75%	26.8%	12.0%	8.5%	6.9%	6.0%	4.2%	3.0%	2.7%	1.9%	1.3%
90%	18.6%	8.3%	5.9%	4.8%	4.2%	2.9%	2.1%	1.9%	1.3%	0.9%
95%	13.5%	6.0%	4.3%	3.5%	3.0%	2.1%	1.5%	1.4%	1.0%	0.7%

(The values in the table are the margin of error – at 95% confidence level – for a given survey estimate and sample size)

The examples show that the size of a sample is a crucial factor affecting the margin of error. Nevertheless, once past a certain point – a sample size of 800 or 1,000 – the improvement is small. For example, to reduce the margin of error to 1.5% would require a sample size of 4,000.

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