General public survey after the introduction of the euro in Slovenia

Analytical Report

Fieldwork: January-February 2007
Report: March 2007

This survey was requested by Economic and Financial Affairs, R-4 and coordinated by Directorate General Communication

This document does not represent the point of view of the European Commission. The interpretations and opinions contained in it are solely those of the authors.
Flash EB Series #205

General public survey after the introduction of the euro in Slovenia

Conducted by
The Gallup Organization, Hungary
upon the request of the DG
Economic and Financial Affairs, R-4

Survey organised and managed by the
Eurobarometer Team of Directorate-General
Communication

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THE GALLUP ORGANIZATION
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Introduction

The „Survey of the general public in Slovenia after the introduction of the euro”, Flash Eurobarometer 205, was conducted for the European Commission, Directorate-General Economic and Financial Affairs.

The survey covers the following themes:

- Personal experience when using euro cash, converting from tolar to euro, and understanding value in euro;
- Personal experience regarding the dual display of prices: how useful respondents found it, and whether or not it was implemented correctly;
- Personal experience with euro coin starter kits: problems experienced with exchanging tolar into euro;
- Awareness of the security features of euro banknotes;
- Fears regarding correct price conversion and the correct rounding of prices, and fears about increased inflation due to the changeover;
- Sources and channels of information (regarding the changeover), sense of being informed about the euro; satisfaction with the information received from national authorities; and the usefulness of euro spots, ads and the euro calculator.

The table of results presents the Slovenian results broken down by the following socio-demographic characteristics of respondents:

- Sex (male; female)
- Age (15-24; 25-39; 40-54; 55+)
- Education (15&; 16-20; 21&; still in full time education)
- Subjective urbanisation (from major cities: Ljubljana or Maribor; other town/urban centre; rural zone)
- Occupation (self-employed; employee; manual worker; without a professional activity).

The telephone interviews were conducted between the 29th of January, 2007 and the 3rd of February, 2007 by CATI d.o.o Slovenian partner institute. 1004 interviews were conducted. The national sample was representative of the population aged 15 years and above. Smaller discrepancies stemming from sampling procedure were corrected by a weighting procedure called raking. The sample was weighted for age, sex, region and economic activity to accurately reflect the parameters of the universe.
1. Personal experience

The Slovenian population was asked how easy or difficult it was to distinguish euro banknotes and euro coins. The majority said that they distinguish easily both euro banknotes and euro coins. Nearly all respondents said this about banknotes (91%) and 71% about the coins. While half of the population said that they very easily differentiate the banknotes only a quarter of the population said the same about the coins.

While 7% of Slovenians found it difficult to manipulate and differentiate euro banknotes --and 26% said the same about euro coins-- only 2% and 6%, respectively, indicated that it is very difficult¹.

There were no significant differences between demographic segments in how easy or difficult they find distinguishing euro banknotes². In all demographic segments, at least eight out of ten persons indicated that they couldn’t easily distinguish euro banknotes. Manual workers found this difficult in the highest proportions.

There were differences, however, between demographic segments in how easily they distinguish and manipulate euro coins. Significantly more men, more 15-24 year old respondents, and more self-employed found it easy. Among those over 55 years of age, fewer people said that they easily distinguish euro coins. (The differences shown in this paragraph are statistically significant.)

There was a reverse linear relationship to age; the older the person, the more difficult it was for him/her to distinguish euro coins.

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¹ We measured similar proportions in our last euro survey in September 2006 in the then 12 euro area countries. 94% of citizens regarded the euro banknotes to be easily distinguishable, while 74% said the same about euro coins. (Source: Flash Eurobarometer 193. The euro, 5 years after the introduction of the banknotes and coins in 12 Member States.)

² The Annex Tables include detailed sample sizes for the demographic groups. The sample contains manual workers (n=16) and self-employed (n=55) in the smallest numbers, therefore errors of estimation (+25% point, and +13% point) are the highest for these groups. Margins of error for the rest of the demographic groups are between ±4 and ±7% point. Statistically significant differences are duly noted in the analysis.
Higher proportions of metropolitan residents (of Ljubljana, Maribor, or other cities) found it easy to deal with euro coins, whereas for relatively lower proportions of rural residents this was also the case.

Among occupational groups, manual workers said in highest proportions and inactive respondents reported in lowest proportions that they could easily recognize and distinguish the coins.

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<thead>
<tr>
<th>How easy or difficult is to distinguish and manipulate euro cash</th>
<th>Easy</th>
<th>Difficult</th>
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</thead>
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<td><strong>Occupation</strong></td>
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</table>

Q1. / 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 coins / banknotes?

% base: all respondents; by demography

The next question asked **which currency Slovenian citizens use as a mental benchmark** when

a) purchasing exceptional, greater value products; and
b) doing common, day-to-day shopping.

Results show that while greater value exceptional purchases are mainly calculated in tolar, most Slovenians calculate in euro when it comes to day-to-day shopping. ³

47% of Slovenians calculate great value purchases most frequently in tolar, and 26% count in euro. Another quarter of the population responded that for such purchases they count in tolar as often as they count in euro (24%).

When it comes to day-to-day shopping, half of the respondents use euro most frequently as a mental benchmark (50%), and nearly a third (32%) use tolar. 17% of Slovenians reported most often using both tolar and euro as mental benchmarks when purchasing everyday products.

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³ We saw a similar tendency in the then 12 euro area countries. Most citizens calculated goods of greater value in their national currency (40%), and less often in euro (29%). For their day-to-day shopping, however, most people calculated in euro (57%), although some used their national currency (22%) as well. (Source: Flash Eurobarometer 193.)
The most frequently used currency when counting and calculating ...

As regards the currency they most frequently used as a mental benchmark for exceptional purchases of goods of greater value, as well as for common purchases (as in day-to-day shopping) certain demographic segments showed specific patterns that deviated from the average.

As regards exceptional purchases such as the purchase of goods of greater value, men reported in significantly higher proportions that they use euro and, women said in significantly higher proportions that they use tolar.

For greater value purchases, a significantly higher proportion of those over 55 years of age calculated in euro, and a significantly lower proportion of them used tolar. (The rest of the age groups do not significantly differ in this respect.)

Among occupational groups, significantly fewer employees reported that they use the euro as a mental benchmark for greater value purchases, while significantly lower proportions of manual workers indicated to use tolar.

As a tendency, a relatively higher proportion of manual workers and a relatively lower proportion of self-employed respondents said that they calculate as often in euro as in tolar (differences are not statistically significant).
The most frequently used currency when counting and calculating exceptional purchases

<table>
<thead>
<tr>
<th></th>
<th>Most often in euro</th>
<th>Most often in Tolar</th>
<th>As often in euro as in Tolar</th>
</tr>
</thead>
<tbody>
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<tr>
<td>55+</td>
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<td>23</td>
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<tr>
<td><strong>Subjective urbanisation</strong></td>
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</tr>
<tr>
<td>Ljubljana or Maribor</td>
<td>29</td>
<td>47</td>
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<tr>
<td>Other city</td>
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<tr>
<td>Rural areas</td>
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<td><strong>Occupation</strong></td>
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<tr>
<td>Not working</td>
<td>29</td>
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</tbody>
</table>

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

a) exceptional purchases such as the purchase of goods with greater value

% base: all respondents, by demography

In day-to-day shopping, we found similar differences by demographic segments.

In day-to-day shopping, a significantly higher proportion of men used the euro as a mental benchmark, while a significantly higher proportion of women most often used tolar (this was also the case for greater value purchases).

When looking at age groups, significantly more of those over 55 responded that they made calculations most often in euro, and significantly less said that they count in tolar (again, similarly to greater value purchases). The 25-39 year old age group reported in significantly lower proportions that they calculate in euro in their day-to-day shopping.

The distributions did not differ significantly by the size of the respondents’ town of residence or by the respondent’s occupation. We just note the tendency that the manual workers said in highest proportion that they count most often in euro in the case of day-to-day shopping, and said in lowest proportion they do it in tolar (similarly to greater value purchases).

Among self-employed and manual workers a relatively large number said that they calculate as often in euro as in tolar when doing day-to-day shopping; and a relatively small number said the same among men, those above 55 years and inactive persons.
The most frequently used currency when counting and calculating *common purchases*

<table>
<thead>
<tr>
<th></th>
<th>Most often in euro</th>
<th>Most often in Tolar</th>
<th>As often in euro as in Tolar</th>
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</thead>
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<td><strong>Age</strong></td>
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<td>15-24</td>
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<td>25-39</td>
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<tr>
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<td>Self-employed</td>
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<tr>
<td>Not working</td>
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</tr>
</tbody>
</table>

Q3. In which currency do you count or calculate most often when you do ...  
b) common purchases such as day-to-day shopping  
% base: all respondents, by demography

The vast majority of the Slovenian population agreed that it is easy (or very easy) to **convert tolars to euro** (79%), and nearly a third found it **very easy** (31%).

14% of Slovenians said that it was difficult for them to convert tolars to euro; however, a mere 2% reported it to be very difficult.

**How easy or difficult is to convert from tolar to euro**

When examining differences between demographic segments in how easy or difficult it is to do conversions from tolars to euro, only the two genders differ in a statistically significant way. A significantly higher proportion of men and a significantly lower proportion of women reported that they convert tolars to euro *easily*. 
Although these data were not statistically significant, the findings showed that conversion is easiest for the 25-39 year old age group, and the most difficult for the 15-24 year old. Metropolitan area (Ljubljana or Maribor) residents converted tolars to euro relatively more easily than those living in rural areas or other towns. Manual workers converted tolars to euro relatively more easily, while inactive persons find it more difficult.

### How easy or difficult is to convert from tolar to euro

<table>
<thead>
<tr>
<th></th>
<th>Easy</th>
<th>DK/NA</th>
<th>Normal</th>
<th>Difficult</th>
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<tr>
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</table>

Source: FLASH EB 2005
January – February 2007

Q4. How easy or difficult is for you to convert from Tolar to Euro?
% base: all respondents, by demography
75% of the Slovenians reported that they understand the values displayed in euro easily, 29% said that they very easily understand values in euro. Every fifth Slovenian (20%), found it very or rather difficult to understand values expressed in euro, while 3% found it very difficult.  

How easy or difficult is to understand the value in euro

![Pie chart showing the distribution of responses to the question: How easy or difficult is for you to understand the value in Euro?]

In line with previous trends, significantly higher proportions of men, while significantly lower proportions of women reported that they easily understand values in euro. Although age groups did not differ significantly, relatively fewer citizens over the age of 55, and relatively more citizens aged 25-39 and 40-54 understood values expressed in euro easily.

To understand the values in euro was the easiest for residents of Ljubljana and Maribor, and most difficult for the rural population. Ljubljana and Maribor residents reported in significantly higher proportions that they easily understand values in euro.

As for the occupational groups, interpreting the value of euro prices is easiest for the self-employed and the most difficult for the inactive. Among the inactive, significantly lower numbers (than in the total sample) reported that it is easy to understand a price in euro.

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4 In 2006, the citizens in the then 12 euro-area countries were asked how difficult the use of the euro is after five years. The majority do not find the euro at all difficult to use (59%), while for 15% it causes a lot of difficulty. *(Source: Flash Eurobarometer 193.)*
How easy or difficult is to understand the value in euro

<table>
<thead>
<tr>
<th>Gender</th>
<th>Easy</th>
<th>DK/NA</th>
<th>Normal</th>
<th>Difficult</th>
</tr>
</thead>
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<td>Employee</td>
<td>80</td>
<td>4</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Manual worker</td>
<td>77</td>
<td>8</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Not working</td>
<td>70</td>
<td>5</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

Source: FLASH EB 205
January –February 2007

Q5. And how easy or difficult is for you to understand the value in Euro?
% base: all respondents, by demography

Nearly half of the population found the dual display of prices are very useful (47%); the combined proportion of those who found it very useful and those who found it useful was 82%.

On the other hand, 18% of Slovenian citizens found the dual display of prices rather not useful or not useful at all, while one out of then respondents found it not to be useful at all (10%)

Overall usefulness of the dual displays of prices

Q6. Overall, do you find the dual displays of prices useful?
% base: all respondents

5 In September 2006, 60% of the citizens of the then 12 euro-area countries said that it was useful that the shops extended the dual display of prices (and 38% disagreed); and 58% would like the dual display to be permanently maintained (39% disagree). (Source: Flash Eurobarometer 193.)
With an overwhelming majority backing it, there were no statistically significant differences by demographic segments in whether or not they found the dual displays of prices useful. Demographic differences discussed below were only tendencies.

Relatively more women than men regarded dual pricing as useful.

15-24 year olds and 25-39 year olds also regarded dual pricing as more useful than older generations. On the other side, the highest proportions of people who believed that dual pricing is not useful were found among the 40-54 year old age group.

Relatively more rural citizens and fewer residents of other towns regarded dual pricing as useful.

Inactive people considered dual pricing more useful, while the manual workers regarded dual pricing less useful than respondents from other occupational categories.

Overall usefulness of the dual displays of prices

<table>
<thead>
<tr>
<th>Category</th>
<th>Useful</th>
<th>Not useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
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<td>Gender</td>
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<td></td>
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<td>Male</td>
<td>80</td>
<td>20</td>
</tr>
<tr>
<td>Female</td>
<td>84</td>
<td>16</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24</td>
<td>86</td>
<td>15</td>
</tr>
<tr>
<td>25-39</td>
<td>87</td>
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<td>40-54</td>
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<td>Subjective urbanisation</td>
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</tr>
<tr>
<td>Ljubljana or Maribor</td>
<td>83</td>
<td>17</td>
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<tr>
<td>Other city</td>
<td>79</td>
<td>21</td>
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<td>Rural areas</td>
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<tr>
<td>Occupation</td>
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<td></td>
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<tr>
<td>Self-employed</td>
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<tr>
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<td>19</td>
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<tr>
<td>Manual worker</td>
<td>78</td>
<td>22</td>
</tr>
<tr>
<td>Not working</td>
<td>84</td>
<td>16</td>
</tr>
</tbody>
</table>

Q6. Overall, do you find the dual displays of prices useful? %, base: all respondents, by demography

Half of Slovenians believe that the dual display of prices was implemented correctly (49%), while 41% think that it was mostly implemented correctly.

Barely 6% of Slovenians thought that is was not at all or mostly not implemented correctly.
There were no statistically significant differences by demographics in respondent's opinions about whether authorities implemented the dual display of prices correctly or not. With the exception of manual workers, the vast majority of respondents -- independent of demographic characteristics -- believed that the dual display of prices was implemented correctly.

As a tendency, women tended to agree more with this statement than men; younger people agreed more than those over 55, and manual workers were most likely to disagree.

Although a much lower percentage of manual workers thought that dual pricing was correctly implemented (almost a quarter of manual workers believed it was done incorrectly), this difference was not statistically significant because of the low sample size.
A third of Slovenian citizens bought **euro coin starter kits** before January 1, 2007 (32%), while two thirds did not (68%).

**Buying euro coin starter kits, and reasons of not buying them**

![Diagram showing buying and not buying euro coin starter kits]

<table>
<thead>
<tr>
<th>Did you buy them?</th>
<th>Why not? (one answer)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, 32</td>
<td>Did no want to do so  52</td>
</tr>
<tr>
<td>No, 68</td>
<td>Were not aware of the possibility 5</td>
</tr>
<tr>
<td></td>
<td>The contacted bank(s) had no starter-kits available 5</td>
</tr>
<tr>
<td></td>
<td>Other reason 38</td>
</tr>
</tbody>
</table>

Q8. Did you buy one or more euro coin starter-kits before 1 January 2007? %, base: all respondents
Q9. Why did you not buy a euro coin starter-kit? %, base: those who did not buy euro coin starter-kits before 1 January 2007

Among those who did not buy euro starter kits, the majority said that they did not want to do so (52%). Respondents mentioned reasons not listed in the questionnaire in the next highest proportion (38%). 5% of those without euro starter kits could not obtain such a kit because the contacted bank(s) did not have these available. Another 5% of the respondents were not aware of this possibility.

Although the differences by gender were not significant, women were more likely to buy euro coin starter kits than men.

Looking at responses by the size of the respondents’ town of residence, they showed no significant differences either. As a tendency, the larger the size of the town of residence, the more likely the respondent had bought a euro starter kit before the 1st of January 2007. People living in rural areas reported in highest numbers that they **did not buy** such a kit.

Among age groups, there were statistically significant differences. Significantly fewer people among the 25-39 year old age group and significantly more people among those over 55 years of age reported that they bought euro coin starter kits before the 1st of January 2007. As a general tendency, young people were less prepared and older people were more prepared for the changeover in terms of obtaining euro coins before the 1st of January 2007. The highest proportion of those who **did not buy** euro coin starter kits was in the 25-39 year old age group.

Differences by occupation were also statistically significant. Significantly higher proportions of inactive people bought euro coin starter kits, and significantly fewer employees did so. (Manual workers reported in the highest proportion that they **did not buy** euro coin starter kits, but because of the low sample size, this difference was not statistically significant.)
Buying euro coin starter kits

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
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<td>68</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>29</td>
<td>71</td>
</tr>
<tr>
<td>Female</td>
<td>35</td>
<td>65</td>
</tr>
<tr>
<td>Age</td>
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<tr>
<td>15-24</td>
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<td>25-39</td>
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<td>40-54</td>
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<tr>
<td>55+</td>
<td>43</td>
<td>57</td>
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<tr>
<td>Subjective urbanisation</td>
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<td></td>
</tr>
<tr>
<td>Ljubljana or Maribor</td>
<td>36</td>
<td>64</td>
</tr>
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<td>Other city</td>
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<td>Rural areas</td>
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<td>71</td>
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<tr>
<td>Occupation</td>
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<td></td>
</tr>
<tr>
<td>Self-employed</td>
<td>29</td>
<td>71</td>
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<tr>
<td>Employee</td>
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<td>73</td>
</tr>
<tr>
<td>Manual worker</td>
<td>16</td>
<td>84</td>
</tr>
<tr>
<td>Not working</td>
<td>37</td>
<td>63</td>
</tr>
</tbody>
</table>

Q8. Did you buy one or more euro coin starter-kits before 1st January 2007? %, base: all respondents, by demography

When analysing the reasons for citizens not buying euro coin starter kits before the 1st of January 2007, we found few great differences among demographic segments. In general, we could say that regardless of demographic characteristics, most people did not buy euro coin starter kits because they did not want to; relatively few people said that they were unaware of the possibility, or that the contacted bank did not have starter kits.

As a tendency, relatively more women than men said that they did not want to buy euro coin starter kits. Relatively fewer people indicated this reason among the 15-24 year old age group, and relatively more people living in the rural areas than among the residents of Ljubljana or Maribor also said so. However, differences by occupational groups were statistically significant: significantly lower numbers of manual workers mentioned that they did not buy euro coin starter kits because they did not want to.

Statistically significantly, more of the youngest respondents mentioned that they did not buy euro coin starter kits because they were not aware of the possibility. As a tendency, also relatively more self-employed people and manual workers mentioned this reason.

There was no difference between demographic segments in reporting that the contacted banks did not have euro starter kits available.

On the whole, the second most often selected response for this question was “other” (meaning that the reason for not buying a euro coin starter kits was a reason not listed in the questionnaire). Other reason was significantly more often chosen by manual workers than by respondents of other occupational groups. We only noted as a tendency that men, those between 25-39 years of age, and metropolitan residents also selected the “other reason” option more frequently. Other reasons were selected by many respondents (38%, see next page). There is a possibility that many Slovenians did not buy such kits because someone else in the family has bought them.

---

6 We recommend to amend the original question in subsequent studies to include “Did you or anybody in your household buy on or more euro coin starter kits before 1. January XXXX?”
### Reasons of not buying euro coin starter kits

<table>
<thead>
<tr>
<th>Age</th>
<th>Didn’t want to do so</th>
<th>Not aware of the possibility</th>
<th>No starter kits available</th>
<th>Other reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (N=683)</td>
<td>52</td>
<td>5</td>
<td>5</td>
<td>38</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male (n=346)</td>
<td>50</td>
<td>6</td>
<td>5</td>
<td>40</td>
</tr>
<tr>
<td>Female (n=337)</td>
<td>54</td>
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<td>5</td>
<td>35</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-24 (n=126)</td>
<td>49</td>
<td>15</td>
<td>5</td>
<td>31</td>
</tr>
<tr>
<td>25-39 (n=183)</td>
<td>52</td>
<td>5</td>
<td>2</td>
<td>41</td>
</tr>
<tr>
<td>40-54 (n=182)</td>
<td>55</td>
<td>1</td>
<td>5</td>
<td>38</td>
</tr>
<tr>
<td>55+ (n=191)</td>
<td>51</td>
<td>3</td>
<td>8</td>
<td>39</td>
</tr>
<tr>
<td>Subjective urbanisation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ljubljana or Maribor (n=146)</td>
<td>49</td>
<td>5</td>
<td>6</td>
<td>41</td>
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<tr>
<td>Other city (n=236)</td>
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<td>6</td>
<td>5</td>
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<td>Rural areas (n=300)</td>
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<td>5</td>
<td>35</td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-employed (n=39)</td>
<td>51</td>
<td>10</td>
<td>2</td>
<td>38</td>
</tr>
<tr>
<td>Employee (n=310)</td>
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<td>3</td>
<td>6</td>
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<td>Manual worker (n=14)</td>
<td>25</td>
<td>9</td>
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<td>66</td>
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<tr>
<td>Not working (n=320)</td>
<td>52</td>
<td>6</td>
<td>6</td>
<td>36</td>
</tr>
</tbody>
</table>

Q9. Why did you not buy a euro coin starter-kit?

% base: those who do not buy euro coin starter kits before 1 January 2007, by demography
2. Assessment of the changeover

Only 3% of Slovenian citizens experienced difficulties in the first week of January when they wanted to exchange tolar to euro or withdraw euro cash at a bank. The vast majority of the population did not experience any problems (96%).

The few respondents who reported experiencing problems (32 persons altogether) were asked about the kinds of problems they experienced. Respondents could choose between different pre-coded answers.

Citizens mentioned long queues at counters in the highest proportion (53%). “Other” reasons besides the ones listed in the questionnaire were mentioned by the same share of respondents (53%).

The second highest proportion of respondents mentioned that there was not enough euro cash at the bank counters (24%). The third highest proportion experienced that ATMs were temporarily out of order (12%).

Every tenth person experiencing problems mentioned that there were long queues at the ATMs (10%). Finally, 7% said that ATMs issued only tolar cash.

Problems experienced when exchanging Tolars or withdrawing euro in the first week of January

Did you experience any problems? | What kinds of problems did you experience?
--- | ---
No, 96 | Long queues at counters 53
| Not enough euro cash available at bank counters 24
| ATMs were (temporarily) out of order 12
| Long queues at ATMs 10
| ATMs issued only tolar cash 7
| Other 53

Q10. When you exchanged Tolar cash into euro cash or withdrew euro cash with banks in the first week of January, did you experience any problems? %, base: all respondents
Q11. What kind of problems did you experience? %, base: those who experienced any problem

The vast majority of Slovenian citizens interviewed, regardless of demographic characteristics, answered that they did not experience any problems when they wanted to exchange tolar to euro or when they wanted to withdraw euro cash from a bank. The proportion of those experiencing problems was between 2% (among those over 55 years, living in the countryside, and the self-employed) and 7% (among those aged 15-24), but these proportions were NOT significantly different from the proportions measured in the total sample. Among manual workers (16 persons) no one experienced problems in the course of the changeover to the euro. (Detailed data are presented in the Annex Table of the Q10 question.)
Because of the relatively low sample size of the demographic segments, establishing differences between certain social segments is not feasible. **The majority of Slovenians agreed that the changeover to the euro happened very smoothly and efficiently** (53%). Relatively many Slovenians think that it was rather smooth and efficient (42%).

Combining the proportions of positive answers, 95% of Slovenian citizens perceived the changeover to be smooth. Barely 5% disagreed, and only 1% said that the changeover was not at all smooth or efficient.

Regardless of demographic characteristics, in all segments, more than 90% of citizens agreed that the changeover to the euro happened smoothly and efficiently. Significantly more men, 40-54 year old citizens and self-employed thought that the changeover went very smoothly and efficiently. A significantly lower proportion of women, 15-24 year old respondents, and inactive citizens shared this opinion.
3. Knowledge

Euro banknotes have several security features which enable easy confirmation of genuineness. Due to the special print procedure, the banknotes feel unique. Held against the light, the watermark, the security thread and the see-through number become visible. The front and back of a genuine banknote feature all three security elements. By tilting the banknote, a shifting image appears on the hologram in the front; on the back, the glossy stripe (on the €5, €10 and €20 banknotes) or the colour-changing number (on the €50, €100, €200 and €500 banknotes) become visible.

When asked about list the security features of the euro banknotes, every tenth Slovenian citizen could not reply (12%). Of the security elements of the euro banknotes, Slovenian citizens mentioned the security thread in the highest proportion (71%). Less than two thirds of respondents mentioned the watermark (60%), and half mentioned the gold-yellow stripe (50%).

Ranking fourth among mentions, 41% of the respondents knew that the colour-changing number is also one of the security elements of euro banknotes, while 38% were aware of the see-through number.

The hologram was listed among the security elements in the lowest proportion: every third Slovenian citizen mentioned it (31%). Nearly one fourth of the respondents said that other elements not listed in the questionnaire were among the security features of euro banknotes, e.g. colours, print, invisible security code, etc. (23%).

![Familiarity with the security features of euro banknotes](chart)

Q13. Which security features of euro banknotes can you list?
% base: all respondents

Generally men, those between 40-54 years of age, residents of the largest cities (Ljubljana and Maribor) and employees were able to identify euro banknote security features more than others.

Various demographic segments also “scored high” vis-à-vis certain security features: the security feature most often identified, the security thread; it was mentioned in significantly higher proportions among those between 40-54 years of age, and in significantly lower proportions among those over 55 years of age. The security thread was mentioned by significantly more employees and significantly fewer inactive respondents, as well. As a tendency, the security thread was mentioned as a security feature in higher proportions by men (as compared to women), by residents of the largest cities (as
compared to residents living in other settlements), and by the self-employed (as compared to other occupational groups).

The *watermark* was identified as a security feature in significantly higher numbers by men, by those between 25-39 and 40-54 years of age, by residents of large cities, and by employees. It was mentioned in significantly lower than average numbers by those over 55, and by the inactive people.

There were no statistically significant differences among demographic segments in their awareness of the *gold-yellow stripe* security feature. It is only indicative, that women, the youngest respondents and those aged 40-54, residents of the countryside, and employees mentioned this security feature in relatively higher proportions than did the rest of the sample.

The *hologram* was identified by significantly more men than women, and more by those between 25-39 years of age than any other age group. As a tendency, relatively more urban residents and employees mentioned this security feature.

The *colour-changing number* was mentioned in significantly higher proportions by those between 40-54 years of age, and in significantly lower proportions by those over 55. As a tendency, relatively more employees mentioned this security feature.

**Table 2. Familiarity with the security features of euro banknotes, (% of mentions, by demographic characteristics)**

<table>
<thead>
<tr>
<th>Base: all respondents</th>
<th>Security thread</th>
<th>Watermark</th>
<th>Gold-yellow stripe</th>
<th>Hologram</th>
<th>Colour-changing number</th>
<th>See-through number</th>
<th>Other colours, print, invisible security code, etc.</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>71</td>
<td>60</td>
<td>50</td>
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<td>26</td>
<td>41</td>
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<tr>
<td><strong>Age</strong></td>
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<td></td>
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</tr>
<tr>
<td>15-24</td>
<td>72</td>
<td>53</td>
<td>52</td>
<td>30</td>
<td>42</td>
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<td>25-39</td>
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<td></td>
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<td></td>
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<tr>
<td>Other city</td>
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<td>45</td>
<td>32</td>
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<td>24</td>
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<tr>
<td>Rural areas</td>
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<td>43</td>
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<tr>
<td><strong>Occupation</strong></td>
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<tr>
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<td>19</td>
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<td>30</td>
<td>27</td>
<td>16</td>
</tr>
<tr>
<td>Not working</td>
<td>67</td>
<td>51</td>
<td>51</td>
<td>27</td>
<td>38</td>
<td>35</td>
<td>23</td>
<td>14</td>
</tr>
</tbody>
</table>

The *see-through number* was mentioned in significantly higher proportions by the youngest age group and in significantly lower proportions by the oldest age group. The likelihood that someone was aware of this feature declined with their age. As a tendency, this security feature was mentioned in the highest proportions among employees.
Other security features (as e.g. dye colours, print, invisible security code, etc.) were mentioned more often by the youngest age group and by manual workers, but not in significantly higher proportions than in the full sample.

Among people over 55 years of age, however, a significantly higher proportion could not answer this question.
4. Fears

Slovenians were asked about their fears in terms of the euro changeover, related to unfair price conversions to euro, the unfair rounding of prices; and an increase in inflation. In general, a relatively large proportion of Slovenian citizens were worried about the price rises due to the changeover to the euro.

Slovenians are most worried about the unfair rounding of prices: 59% of the respondents mentioned that rounding of prices will often or very often not be fair – during and after the changeover. Every fifth said that they thought prices will very often be incorrectly rounded (22%). 8% of Slovenians did not think this would happen at all, and 28% were worried that it will happen sometimes.

Fewer people were afraid that the price conversion would often or very often not be fair (41%). Nevertheless, every tenth citizen was worried that very often, price conversion to euro would not be fair (13%). On the other hand, the majority thought that prices would only sometimes or not at all be incorrectly converted (51%). We note that twice as many people thought that incorrect price conversions would not happen at all than thought that incorrect rounding of prices would not happen at all (16% and 8%).

As a tendency, women, the youngest age group, and residents of the largest cities were more worried about the fairness of price conversions. (The differences marked in the following paragraph are not statistically significant, and are only meant to describe tendencies.)

More women than men mentioned that they were afraid that in the course of the changeover, price conversion to euro will “often” or “very often” be unfair. Young people also shared this opinion, in contrast to older citizens. The younger the respondent, the more afraid he/she was that the price conversion would often be unfair. In general, women, the youngest age group and those between 40-54 years of age, residents of the largest cities, and manual workers were more worried about the unfair rounding of prices.

---

7 The worries of Slovenians are not unique, contrary to evidence in the eurozone so far (showing greater price stability in the euro area compared to the pre-euro period). In September 2006, the vast majority of euro-area citizens (93%) responded that in the last five years (since introduction of euro cash the euro has added to the increase of prices. (Source: Flash Eurobarometer 193.)
Fear of ...  

... price conversion to euro will not be fair  

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... rounding of prices will not be fair  

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Subjective urbanisation  

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Occupation  

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Q14. Do you think that during and after changeover to euro it will happen very often, often, sometimes or not at all, that ... %, base: all respondents, by demography

The majority believes that the euro will increase inflation (52%). Significantly less, one third of Slovenian citizens, believe the opposite: that the euro will help price stability (35%).

The proportion of those who believe that the euro will not have an impact on prices is 4%. The proportion of those who could not or did not want to answer this question was 10%.

Price stability or increased inflation?

Women, those under 55 years of age, residents of other cities, manual workers and employees were more worried that the euro will increase inflation. However, these differences only showed tendencies and these demographic segments were not significantly different from the total sample. There was only one statistically significant difference in this question: the self-employed thought in significantly lower proportions than did respondents in other occupational groups that the euro will increase inflation in Slovenia.

It was mentioned by the highest proportion of the self-employed, that the introduction of euro will help to maintain price stability. Relatively more men, respondents over 55 years of age, and residents of large cities (Ljubljana or Maribor) also held this view.
**Price stability or increased inflation?**

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</table>

Q14a. Do you think the euro will help to maintain price stability or, on the contrary, increase inflation in Slovenia?

%: base: all respondents, by demography
5. Information

Respondents were asked about the information source they used most frequently and the second most frequently to find out about the introduction of the euro.

In line with our earlier findings, this survey confirms the outstanding role played by the media in distributing news and information about the euro and the European Union. On the whole (if we combine information sources mentioned in first and second place), 89% of Slovenian citizens obtained information related to the introduction of the euro from the media, and nearly three-fourths of the population mentioned the media as their primary channel of information (72%).

On the whole, Slovenians mentioned commercial banks as their second most frequently used source of information (23%). If we look at the order of first mentions, commercial banks were mentioned only in third place, in a far lower proportion than the media (6%).

All in all, the National Central Bank is the third most frequently “used” source of information (21%); and it is the second most frequently mentioned most preferred source (9%). Despite the fact that it is mentioned second most often as the primary source of information, its rates of mention are far lower than the rates of mention for the media are.

Every tenth citizen sought information in first and second place from government, national and regional authorities (13%). All the rest of the listed authorities were mentioned as channels of information relatively infrequently. 5% of respondents chose the public administration, and 5% opted for consumer associations in first and second place. Only 3% of respondents mentioned trade unions, and 1% mentioned European institutions in total. The latter is somewhat surprising in the light of earlier findings where Slovenians named the European institutions as the second most trusted source regarding information about the euro. (It is probably explained by the fact that citizens expect to receive information on a national event primarily from the national authorities and that the European institutions do not carry out own campaigns but support the national authorities in theirs.) The most widely used source for getting informed (media) proved to be among the least trusted sources in an earlier survey⁸.

---

⁸ Flash Eurobarometer #191, Introduction of the euro in the New Member States, Wave 4, September 2006
Sources of information about the euro’s introduction

- **Media**: 89%
- **Commercial banks**: 23%
- **National Central Bank**: 21%
- **Government, national or regional authorities**: 13%
- **Public administration**: 5%
- **Consumer associations**: 5%
- **Trade unions, professional organisations, etc**: 3%
- **European Institutions**: 1%
- **Others**: 17%
- **DK/NA**: 0%

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

A relatively high proportion identified *other authorities* not listed as sources of information (17%).
We present the information sources used by demographic segments in two ways:

1) first, we present where the various demographic segments primarily obtained information related to the euro changeover;
2) then, we show where they obtained such information in total (firstly and secondly combined)\(^9\).

Those aged 15-24 years, and those living in the largest cities (Ljubljana or Maribor) obtained their information on the euro changeover primarily from the media – in these demographic segments significantly more mentioned this information source than in the total sample. A relatively high number of men and the self-employed indicated the media, too, but these proportions are not significantly different from those measured in the total sample.

All other sources of primary information were mentioned in the demographic segments in proportions similarly low to those in the total sample. The differences presented below indicated tendencies only.

The National Central Bank was mentioned as primary source of information by relatively more respondents in the older age groups, smaller settlements (other towns and villages) and the inactive, in comparison to other demographics groups. Manual workers and those over 55 years mentioned Commercial Banks in higher proportions as the primary source of information, while government and regional authorities were chosen in slightly higher proportion by the self-employed. It was also worth mentioning that among manual workers relatively more respondents said that they obtained information on the euro introduction primarily from “other” sources than in other demographics groups.

The youngest age group was most likely to mention the media. This source was also frequently indicated by inactive people, the oldest and residents of the largest cities (Ljubljana or Maribor).

Commercial banks (and all other sources) were mentioned significantly less than media in all of the demographic segments. In spite of the low number of responses in total, relatively more respondents mentioned this source among manual workers, the self-employed and rural residents. The self-employed obtained information from the National Central Bank also in higher proportion while the manual workers referred to the government and regional authorities (next to the Commercial Banks). The rest of the sources were indicated by even less respondents: in all demographic segments they were mentioned by less than 10% of citizens.

In the table below, we present the detailed data by demographic segments.

---

\(^9\) The findings presented in the Annex Tables differ from those demonstrated here. Because of the skip instruction in the questionnaire, the question about the secondary source was only asked of those, who could name a primary source at the first place. The Annex Tables present the raw results. In the analysis the basis of both questions was reverted to all of respondents interviewed.
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<th>National Central Bank</th>
<th>Government national or regional authorities</th>
<th>Public administration</th>
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Q15. Where do (did) you get information about the introduction?
Television was the most efficient source of information during the changeover period; the majority of Slovenians selected this medium (58%).

The second most efficient source was print media (12%), but it was mentioned in far lower proportions than television. A similar proportion, about every tenth respondent named publications and brochures as the most efficient sources of information (11%).

All other sources were mentioned relatively rarely: internet and radio were mentioned as the most efficient source by 6% of citizens, while family, friends, and co-workers were mentioned by 3%.

2% of Slovenian citizens interviewed did not look for or did not receive information about the changeover to the euro. The proportion of those who could not or did not want to answer the question was also 2%.

The most efficient channels of information during the changeover period

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<td>Radio</td>
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<td>Family, friends, co-workers</td>
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<tr>
<td>Presentations (shopping centres, fairs)</td>
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Every demographic group regarded television as the most efficient channel of information. This was agreed on in higher probability by men, the youngest and the oldest, residents of the largest cities and the countryside, as well as by inactive persons, compared to other demographic groups. Among occupational groups, less employees indicated television as the most efficient source of information.

References to print media (and to other channels) were far behind of television in demographic segments; it was however more characteristic for the metropolitan than rural population to regard print media as the most efficient source.

Publications and brochures were indicated in somewhat higher proportion by women and residents of other towns than Ljubljana or Maribor; and the internet was more frequently mentioned by the youngest age group. As regards other age groups, citizens aged above 55 years selected the internet as the most efficient source of information in significantly lower proportions.

Radio was more frequently mentioned by manual workers as the most efficient information source.

Family, friends and co-workers were cited in relatively higher proportion among the youngest age groups.
Among the self-employed, relatively more persons said that they have not looked for/have not received information related to the changeover to the euro, while among manual workers there was a relative majority who could not or did not want to answer the question (however, in total, this means only 2 and 3 persons).

Table 4. The most efficient channels of information during changeover period (% of mentions, by demographic characteristics)

<table>
<thead>
<tr>
<th>Base: total sample</th>
<th>Television</th>
<th>Print media</th>
<th>Publications/brochures</th>
<th>Internet (<a href="http://www.evro.si">www.evro.si</a>)</th>
<th>Radio</th>
<th>Family, friends, co-workers</th>
<th>Presentations</th>
<th>Europhone open telephone line</th>
<th>Not looked for/received information</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
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<td>12</td>
<td>11</td>
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<td>2</td>
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<td></td>
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<td></td>
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<tr>
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<td>6</td>
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<td>3</td>
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<td>Rural areas</td>
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</tr>
</tbody>
</table>

Q16. Which channels were the MOST efficient source of information during changeover period?
The vast majority of Slovenians felt to be well informed about the euro (92%), and 36% considered themselves even very well informed.

8% of the citizens thought otherwise; only 1% saw themselves as not at all well informed.

Irrespective of demographic characteristics, the vast majority of citizens (nine out of ten) felt well informed about the euro. It was only among manual workers where less (about eight out of ten) felt well informed.

Men regarded themselves as informed with higher probability than women. Relatively more said the same among the older age groups, the residents of largest cities (Ljubljana or Maribor), and the self-employed than in other demographic groups.
The survey also asked Slovenian citizens about the first and second most important issues related to the euro about which they would like to have more information.

Reflecting their above described self-confidence regarding their knowledge levels, a relatively high proportion of Slovenians could not name any euro-related issue they wanted more information on (17%).

On the whole, citizens would like to have more information most of all (firstly and secondly combined) about the fair rounding of prices (26%). Slovenians mentioned in rather similar proportions that they would like more information about security features (25%), and about the social, economic and political implications of the euro (23%). These issues were also among the primary concerns of Slovenian citizens, albeit in a different order. The highest percentage of respondents mentioned security features (17%), the next most frequently mentioned concern was the social, economic and political implications of the euro (15%), followed by the fair rounding of prices (14%).

All in all, 18% of Slovenians would also like to receive more information about how to avoid being cheated in euro currency conversions; about the dual display of prices (18%); and about the practical implications of the euro regarding their salary and bank account (17%).

Eight percent of Slovenians would like to receive more information about the value of one euro in tolars, while barely 4% say that they want more information about the design and denominations of euro banknotes and coins.

Below we will show those issues related to the euro about which the demographic groups would prefer to have more information:

1) firstly, and
2) firstly and secondly, in total.

Men and women did not significantly differ in the areas in which they would prefer to firstly receive more information; it was only indicative that slightly more men would like to receive more information on the social, economic and political implications of the introduction of the euro, the
value of one euro in tolars and the design of the euro. Among females, there was a desire to receive more information on how to avoid being cheated in euro currency conversions, on the security features, the correct rounding of prices, the dual display of prices, and the practical implications of the euro on their salary and bank account. More men than women could not answer the question.

We noticed statistically significant differences among age groups: there were significantly more persons among the 55+ age group who could not answer this question. (Nevertheless, this was the same age group where the least people would like to know about the social, economic and political implications of the euro and the practical implications of the euro on their salary and bank account.) The youngest age group would like to receive more information about the correct rounding of prices, the 25-39 age group on security features, the 40-54 year olds about the social, economic and political implications of the euro, and the 55 year olds about the security features (this only indicated tendencies, as the proportions did not significantly differ from those measured for the whole of the sample).

Significantly more citizens would like to know more about the social, economic and political implications of the euro among the residents of Ljubljana or Maribor than in other areas. On the other hand, residents of other towns and the countryside would like to receive more information about security features.

The survey also found differences among occupational groups when analysing the primary information needs. Significantly more of the self-employed would like to receive more information about security features. However, also among the self-employed most citizens could not or did not want to answer the question (nevertheless, in absolute values there remained only 14 persons). It was also indicative that employees would first like to receive information about the social, economic and political implications of the euro, while manual workers were interested firstly in the correct rounding of prices, the dual display of prices and the value of the euro in tolars. The inactive, would primarily like to receive more information on security features.

In total (primary and secondary interests combined), Slovenians would like to receive more information about the correct rounding of prices; however, when looking at the various demographic segments, we saw other issues that were also mentioned most frequently by the groups.

The largest proportion of women in total would like to receive more information on the correct rounding of prices. Men were most likely to be interested in the security features. Besides the correct rounding of prices, more women would like to receive more information about how to avoid being cheated in euro currency conversions, and the implications of the euro on salaries and bank accounts. Women also would like to receive more information about the social, economic and political implications of the euro.

The 15-24 years old group would like to receive more information about the correct rounding of prices (a statistically significantly higher proportion than in the total sample). The 25-39 and 40-54 year old groups mentioned in relatively higher proportions the need for more information about the social, economic and political implications of the euro. Among those aged 25-39 significantly more than in the total sample sad that they would like to get more information about the effects of the euro on salaries and bank accounts more than on just the economic and political implications of the euro. Over half of those above 55 could not answer the question, and this proportion was significantly higher than the proportion measured for the whole of the sample – beside they would like to have more information on fair rounding and security features.

Ljubljana and Maribor residents were significantly more likely to mention that they would like to receive more information about the euro’s implications on society, the economy and politics. While respondents from other towns mentioned security features in the largest proportion, rural citizens mentioned the correct rounding of prices as the area in which they would like to receive more
information. The majority of citizens, regardless of their type of residence, could not answer the question.

Looking at the total mentions of different occupational groups: citizens would like to receive more information (firstly and secondly) on the same areas they referred to as primary issues. Significantly more self-employed than in the total sample could not answer the question and there were also more among them who would like to receive more information about security features. Among employees, the majority would like to get more information about the implications of the euro on social, economic and political issues, while manual workers and the inactive were more interested in the correct rounding of prices. It was notable that among employees significantly more than in the total sample mentioned that they would prefer to have more information about the implications of the euro on salaries and bank accounts.
Table 5. Most important euro-related issues about which respondents would like more information, (% of mentions, by demographic characteristics)

<table>
<thead>
<tr>
<th>Base: total sample</th>
<th>Fair rounding</th>
<th>Security features</th>
<th>The social, economic or political implications of the euro</th>
<th>How to avoid being cheated in euro currency conversions</th>
<th>The dual display of prices</th>
<th>The practical implications of the euro regarding your salary, your bank account</th>
<th>The value of one euro in tolas</th>
<th>The design and denominations of euro banknotes and coins</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>26</td>
<td>14</td>
<td>25</td>
<td>17</td>
<td>23</td>
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<td>18</td>
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<td>55+</td>
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<td>25</td>
<td>19</td>
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<td>7</td>
<td>18</td>
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<td>Subjective urbanisation</td>
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<td></td>
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<td>26</td>
<td>17</td>
<td>32</td>
<td>22</td>
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</table>

Q18. What is the most important issue about the euro that you would like to have more information on? Firstly? And secondly?
87% of Slovenian citizens were satisfied with the information provided by national authorities, and every fifth citizen reported being very satisfied (21%).

Nearly one tenth of Slovenians reported that they were unsatisfied with the information they received about the euro, and 2% were very unsatisfied. A relatively high percentage, 5% of the respondents did not want to or could not answer the question.

![Satisfaction with the information provided by national authorities regarding the euro](image)

Irrespective of demographic characteristics, eight citizens out of ten were satisfied with the information received. It was only among the manual workers (16 persons in total) where this was agreed to by less persons: only three-quarters of them agreed. Among them there were relatively more not satisfied with the information received from authorities, but the proportion of those who could not answer the question was higher. We noted that those most likely to express dissatisfaction with the received information were those aged between 15 and 24 years.

Demographic segments did not show significant differences from the total sample.

It was only a tendency that among those above 55 years of age, the self-employed and manual workers, relatively more persons stated that they were very satisfied with the received information. It was among the 15-24 years old where the fewest citizens said that they were very satisfied with the information received from authorities. With the increase of age, the proportion of those very satisfied with the received information increased (whereas the proportion of those who were rather satisfied decreased).

The more populated the area of residence, the more probable was that the respondent answered that he or she was very satisfied with the information received.

There were more persons who were very satisfied (and rather satisfied) among men than among women.
Satisfaction with the information provided by national authorities regarding the euro

<table>
<thead>
<tr>
<th></th>
<th>Very ...</th>
<th>Rather satisfied</th>
<th>DK/NA</th>
<th>Very &amp; rather unsatisfied</th>
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<td>67</td>
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<td>8</td>
</tr>
</tbody>
</table>

Q19. How satisfied are you with the information provided by the national authorities regarding the euro?  
% base: all respondents, by demography

Two-thirds of Slovenian citizens reported having seen *euro spots on television* (63%), while one third said they had not seen them (33%).

The vast majority of citizens who saw such euro spots found them useful (79%). Among them, every fifth citizen said that they were very useful (22%).

The proportion of those who saw these euro spots on television but did not regard them as useful was also relatively high (18%). 5% found these spots even *not to be useful at all*.

The usefulness of the euro spots on TV

<table>
<thead>
<tr>
<th>Have you seen euro spots?</th>
<th>How useful did you find them?</th>
</tr>
</thead>
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<tr>
<td>Yes; 63</td>
<td>Not useful at all</td>
</tr>
<tr>
<td></td>
<td>Rather not useful</td>
</tr>
<tr>
<td>DK/NA; 5</td>
<td>Rather useful</td>
</tr>
<tr>
<td>No; 33</td>
<td>Very useful</td>
</tr>
</tbody>
</table>

Q20. Have you seen the euro spots on TV?  
% base: all respondents

Q20a. How useful did you find them?  
% base: those who see the euro spots on TV
Among the age groups the youngest, among type of residence the metropolitan residents, and among the occupational groups the employees were the least likely to say that they saw the euro spots.

Although rather more men than women said that they saw the euro spots on television, this difference was statistically not significant.

The correlation was linear by age groups: the older the respondents, the more likely they were to say that they saw such spots on TV. While among those over 55 significantly more said this than in the total sample, those in the youngest age group said this significantly less.

The correlation was also linear by settlement type: the less populated the area of residence, the more probable that the respondents saw euro spots. The least likely to say that they had seen the spots were residents of Ljubljana or Maribor, while among the rural population significantly more than in the total sample had seen the spots.

There was no difference between the total sample and respondents as regards their occupational grouping; it was only worth noting that more among manual workers and the inactive said that they saw the euro spots on television.

The vast majority of citizens that have already seen euro spots found them useful, regardless of demographic background. However, there were some differences among the demographic segments.

Among those who seen euro spots rather more men than women regarded these as very useful and rather useful; however, these differences were not statistically significant.

The linear correlation found in the previous question was also valid among the age groups who saw such spots: the least among the youngest age group, and the most among the oldest found these spots useful. We emphasized that 55 years old or older citizens said in significantly higher number, that the euro spots were very useful for them.

Among the residents of the different population areas, a linear tendency similar to the above was noticed: Among those who already saw such spots, rural residents were the most likely to find them useful, while metropolitan residents were the least likely to share this opinion. These differences were statistically significant in comparison to the total sample.

Those most likely to find the euro spots useful were the manual workers, as well as quite a few among the inactive group. The least likely to find the spots useful were the self-employed.

We noted that among the youngest and those living in the largest cities (Ljubljana or Maribor) there were significantly more than in the total sample who said that the euro spots on television were not useful.
The usefulness of the euro ads in Slovenian magazines

The proportions of citizens who reported having seen euro advertisements in Slovenian magazines (62%), and the percentage who reported not having seen them (36%) were similar to the proportions for euro spots.

Among those who saw euro ads in magazines, eight out of ten found them to be useful (79%), and every fifth respondent found them very useful (23%).

A relatively high proportion did not find the euro ads in magazines useful (19%), and 5% said that these were not useful to them at all (similarly to the case of the euro spots).

The usefulness of the euro ads in Slovenian magazines

Have you seen euro ads?

No: 36
Yes: 62

How useful did you find them?

Not useful at all
Rather not useful
Rather useful
Very useful

Q21. Have you seen the euro advertisement in Slovenian magazines?
% base: all respondents

Q21a. How useful did you find them?
% base: those who saw the euro ads in Slovenian magazines
Among occupational groups, the self-employed and manual workers said in somewhat higher proportion that they did not see euro advertisements in Slovenian magazines.

More women than men saw euro ads in Slovenian magazines, but in this case there was no significant difference between the genders.

Age groups did not differ significantly from each other; there was only a slight tendency among the 40-54 years old to mention in somewhat higher proportion that they saw such advertisements.

We also measured linear tendency by type of residence. Residents of the largest cities were the least likely to say that they saw euro advertisements in Slovenian magazines, while rural residents were the most likely to see the advertisements. We underlined that among rural residents significantly more said this than in the total sample.

As regards occupational categories, employees were the most likely to say that they did see euro ads in Slovenian magazines.

In each demographic group the vast majority found euro ads seen in Slovenian magazines useful (very useful and rather useful). (All 8 manual workers said so). Differences measured within demographic segments showed similar tendencies to the mentions we received on the television spots.

Relatively more men than women that saw the euro advertisements in magazines regard these as useful.

In general, the older the respondent, the more probable it was that he or she regarded the advertisements in magazines as useful.

The same linear tendency we measured for the previous question was noticed by type of residency. Ads in magazines were seen as useful by the rural population in the highest proportion, while among residents of the largest cities the lowest proportion agreed on this. The proportion measured in the largest cities was significantly lower than in the total sample.

Omitting the group of manual workers, the inactive were the most likely to find advertisements published in magazines useful; conversely, it was among the self-employed that we found the lowest proportion of those sharing this view.
Almost every respondent said that they had received the euro calculator (95%). Barely 5% of Slovenians said that they did not get one. Nearly three fourths of those who received such the euro calculator agreed that it was *useful* (72%), and two fifths said it was *very useful* (41%). A quarter of those citizens who received the euro calculator said that this tool was *not useful* (25%); and 14% of them said it was *not useful at all*.

The proportion of Slovenian citizens who considered the euro calculator which they had received to be *very useful* was much higher than the proportion of citizens who found the euro spots on TV or ads in the printed press to be very useful. On the other hand, the euro calculator was regarded as *not useful* by a much higher proportion of citizens which considered TV spots or newspaper advertisements not to be useful.
The usefulness of the euro calculator

Regardless of demographic background, the vast majority of respondents received the euro calculator. Among the age groups, the youngest were the most likely to claim that they did not receive a calculator, while within the occupational groups employees said in a somewhat higher proportion that they have not received such calculator.

All self-employed and manual workers received the euro calculator, and relatively more among those above 55 years of age said this.

We measured significant differences in demographic segments when citizens who received the euro calculator told us how useful they found it.

Significantly more women than men found the euro calculator useful (very useful and rather useful).

Within the age groups, relatively more of the youngest and the oldest found the euro calculator useful, while significantly less among those aged 40-54 shared this opinion.

The analysis by type of residence revealed a linear tendency similar to our previous analyses. Rural respondents were the most likely to find the euro calculator useful, while residents of the largest cities were the least likely to agree with this.

As regards occupational groups, significantly more among the inactive said that the calculator was useful. This opinion was held by significantly less of the employees.
### Have you received euro calculator: % yes

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<th>Group</th>
<th>% Yes</th>
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</thead>
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</tr>
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<td>Other city</td>
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<tr>
<td>Rural areas</td>
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### How useful did you find it:

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<th>DK/NA</th>
<th>Rather &amp; not at all</th>
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Flash EB Series #205

General public survey after the introduction of the Euro in Slovenia

Annex
Tables and Survey Details

THE GALLUP ORGANIZATION
6. Annex tables

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Table 1. How easy or difficult is to distinguish and manipulate euro coins

**QUESTION:** 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 coins?

*Base: all respondents*

<table>
<thead>
<tr>
<th>Occupational Group</th>
<th>Total N</th>
<th>% Neither easy nor difficult, normal</th>
<th>% Very difficult</th>
<th>% Rather difficult</th>
<th>% Rather easy</th>
<th>% Very easy</th>
<th>% DK/NA</th>
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</table>
Table 2. How easy or difficult is to distinguish and manipulate euro banknotes

**QUESTION:** 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 bank notes?

*Base: all respondents*

<table>
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<tr>
<th></th>
<th>Total N</th>
<th>% Neither easy nor difficult, normal</th>
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</table>
Table 3. The most frequently used currency when counting and calculating exceptional purchases

QUESTION: Q3_A. In which currency do you count or calculate most often when you do exceptional purchases such as the purchase of goods with greater value?

Base: all respondents

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<thead>
<tr>
<th></th>
<th>Total N</th>
<th>% Most often in euro</th>
<th>% Most often in tolars</th>
<th>% As often in euro as in tolars</th>
<th>% DK/NA</th>
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<tr>
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<td>41,2</td>
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<td>15 - 24</td>
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<td>Ljubljana or Maribor</td>
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<td>21,5</td>
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Table 4. The most frequently used currency when counting and calculating common purchases

**QUESTION: Q3.B. In which currency do you count or calculate most often when you do common purchases such as day-to-day shopping?**

*Base: all respondents*

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Table 5. How easy or difficult is to convert from tolar to euro

**QUESTION: Q4. How easy or difficult is for you to convert from tolar to Euro?**

*Base: all respondents*

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Table 6. How easy or difficult is to understand the value in euro

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

**Base: all respondents**

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Table 7. Overall usefulness of the dual displays of prices

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

*Base: all respondents*

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Table 8. The correct implementation of the dual displays of prices

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

**Base:** all respondents

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</table>
Table 9. Buying euro coin starter kits

**QUESTION:** Q8. Did you buy one or more euro coin starter-kits before 1 January 2007?

*Base: all respondents*

<table>
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<tr>
<th></th>
<th>Total N</th>
<th>% Yes</th>
<th>% No</th>
<th>% DK/NA</th>
</tr>
</thead>
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<td></td>
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<td>68</td>
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<td></td>
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</tr>
<tr>
<td>Male</td>
<td>488</td>
<td>29</td>
<td>71</td>
<td>0</td>
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<td>516</td>
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<td>334</td>
<td>42.8</td>
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<td>63.7</td>
<td>0</td>
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<tr>
<td>Employee</td>
<td>353</td>
<td>33</td>
<td>67</td>
<td>0</td>
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<tr>
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<td>422</td>
<td>28.8</td>
<td>71.2</td>
<td>0</td>
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</tr>
<tr>
<td>Ljubljana or Maribor</td>
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<td>27</td>
<td>73</td>
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<td>83.9</td>
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<td>63.1</td>
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</table>
Table 10. Reasons of not buying euro coin starter kits

QUESTION: Q9. Why did you not buy a euro coin starter-kit?

Base: those who did not buy a euro coin starter-kit

<table>
<thead>
<tr>
<th></th>
<th>Total N</th>
<th>% You did no want to do so</th>
<th>% You were not aware of the possibility of buying starter-kits</th>
<th>% The bank(s) you contacted had no starter-kits available</th>
<th>% Other reason</th>
<th>% DK/NA</th>
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<td>49,5</td>
<td>5,5</td>
<td>5,2</td>
<td>39,8</td>
<td>0</td>
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<td>54,3</td>
<td>4,9</td>
<td>5,4</td>
<td>35,4</td>
<td>0</td>
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<td>14,7</td>
<td>5,4</td>
<td>31,2</td>
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<td>2,4</td>
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<td>40 - 54</td>
<td>182</td>
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<td>191</td>
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<td>34,7</td>
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<td>Not working</td>
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<tr>
<td>Ljubljana or Maribor</td>
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<td>53,4</td>
<td>3,2</td>
<td>5,7</td>
<td>37,7</td>
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<td>In other city</td>
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<td>6,4</td>
<td>5,6</td>
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### Table 11. Problems experienced when exchanging tolar cash or withdrawing euro cash in the first week of January

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

*Base: all respondents*

<table>
<thead>
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<th></th>
<th>Total N</th>
<th>% Yes</th>
<th>% No</th>
<th>% DK/NA</th>
</tr>
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<td>1.2</td>
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<td>488</td>
<td>2.6</td>
<td>95.9</td>
<td>1.4</td>
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<tr>
<td>Female</td>
<td>516</td>
<td>3.6</td>
<td>95.5</td>
<td>0.9</td>
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<td>95.9</td>
<td>0.7</td>
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<td>334</td>
<td>1.8</td>
<td>96</td>
<td>2.2</td>
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<td></td>
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<td>425</td>
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<td>96.3</td>
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<td>In other city</td>
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<td>508</td>
<td>3.7</td>
<td>94.9</td>
<td>1.4</td>
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</table>
Table 12. Types of problem experienced when exchanging tolars or withdrawing euro in the first week of January, % of mentions

QUESTION: Q11a-f. What kind of problems did you experience?

Base: those who experienced any problems

% “Mentioned” shown

<table>
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<th>SEX</th>
<th>Total N</th>
<th>Long queues at counters</th>
<th>There was not enough euro cash available at bank counters</th>
<th>Long queues at ATMs (cash dispensers)</th>
<th>ATMs issued only tolar cash</th>
<th>ATMs were (temporarily) out of order</th>
<th>Other</th>
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<td>11,7</td>
<td>52,8</td>
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<td></td>
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<tr>
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<td>30,7</td>
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<td>0</td>
<td>11</td>
<td>47,6</td>
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<td>56,5</td>
<td>19,9</td>
<td>16,7</td>
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<td>12,3</td>
<td>56,4</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 - 24</td>
<td>13</td>
<td>51,6</td>
<td>30,1</td>
<td>12,7</td>
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<td>11,2</td>
<td>49,4</td>
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<td>0</td>
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<td>6</td>
<td>62,2</td>
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<td>25,9</td>
<td>38,6</td>
<td>38,6</td>
<td>65,3</td>
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<td>11,1</td>
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<td>16,3</td>
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<td>48,5</td>
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<td>30,9</td>
<td>7,5</td>
<td>7,5</td>
<td>7,5</td>
<td>52,6</td>
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<tr>
<td>Ljubljana or Maribor</td>
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<td>0</td>
<td>0</td>
<td>0</td>
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<td>Rural areas</td>
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<td>12,5</td>
<td>8,1</td>
<td>8,1</td>
<td>61</td>
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</table>
Table 13. The success of the changeover

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

Base: all respondents

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<tr>
<th>SLOVENIA</th>
<th>Total N</th>
<th>% No at all smoothly and efficiently</th>
<th>% Not smoothly and efficiently</th>
<th>% Rather smoothly and efficiently</th>
<th>% Very smoothly and efficiently</th>
<th>% DK/NA</th>
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<td>52,6</td>
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</table>

<table>
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<th>% Not smoothly and efficiently</th>
<th>% Rather smoothly and efficiently</th>
<th>% Very smoothly and efficiently</th>
<th>% DK/NA</th>
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<td>0,5</td>
<td>3,2</td>
<td>37,3</td>
<td>58,3</td>
<td>0,7</td>
</tr>
<tr>
<td>Female</td>
<td>516</td>
<td>1,1</td>
<td>3,8</td>
<td>46,6</td>
<td>47,1</td>
<td>1,3</td>
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</tbody>
</table>

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<th>% Not smoothly and efficiently</th>
<th>% Rather smoothly and efficiently</th>
<th>% Very smoothly and efficiently</th>
<th>% DK/NA</th>
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<tr>
<td>15 - 24</td>
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<td>6</td>
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<td>2,7</td>
<td>38,7</td>
<td>56,2</td>
<td>1,4</td>
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<tr>
<td>40 - 54</td>
<td>267</td>
<td>0,4</td>
<td>2,7</td>
<td>33,4</td>
<td>63,1</td>
<td>0,5</td>
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<tr>
<td>55 +</td>
<td>334</td>
<td>1,1</td>
<td>3,5</td>
<td>41,5</td>
<td>52,3</td>
<td>1,7</td>
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</tbody>
</table>

<table>
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<tr>
<th>OCCUPATION</th>
<th>Total N</th>
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<th>% Not smoothly and efficiently</th>
<th>% Rather smoothly and efficiently</th>
<th>% Very smoothly and efficiently</th>
<th>% DK/NA</th>
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<td>1,3</td>
<td>41,7</td>
<td>54,8</td>
<td>1,1</td>
</tr>
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<td>Employee</td>
<td>353</td>
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<td>3,5</td>
<td>41</td>
<td>54</td>
<td>1,3</td>
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<td>422</td>
<td>0,5</td>
<td>4,7</td>
<td>43,1</td>
<td>50,1</td>
<td>1,5</td>
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<td>Not working</td>
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</tbody>
</table>

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<th>% Not smoothly and efficiently</th>
<th>% Rather smoothly and efficiently</th>
<th>% Very smoothly and efficiently</th>
<th>% DK/NA</th>
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</thead>
<tbody>
<tr>
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<td>3,2</td>
<td>39,5</td>
<td>55,6</td>
<td>0,7</td>
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<tr>
<td>In other city</td>
<td>16</td>
<td>0</td>
<td>6</td>
<td>21,7</td>
<td>72,3</td>
<td>0</td>
</tr>
<tr>
<td>Rural areas</td>
<td>508</td>
<td>0,9</td>
<td>3,6</td>
<td>47,2</td>
<td>47,1</td>
<td>1,3</td>
</tr>
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</table>
Table 14. Familiarity with the security features of euro banknotes

**QUESTION:** q13_1. Which security features of euro banknotes can you list?

*Base: all respondents*

<table>
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<tr>
<th></th>
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<th>% Security thread</th>
<th>% Watermark</th>
<th>% Gold-yellow stripe</th>
<th>% Hologram</th>
<th>% Colour changing number</th>
<th>% See-through number</th>
<th>% Other (i.e. colours, print, invisible security code, etc.)</th>
<th>% DK/NA</th>
</tr>
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<td>37.8</td>
<td>23.1</td>
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<tr>
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<td>74.1</td>
<td>66.1</td>
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Table 15. Fear that the price conversion to euro will not be fair

**QUESTION:** q14_a. Do you think that during and after changeover to euro it will happen very often, often, sometimes or not at all, that price conversion to Euro will not be fair?

*Base: all respondents*

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<th>% Often</th>
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Table 16. Fear that the rounding of prices will not be fair

**QUESTION:** Q14_b. Do you think that during and after changeover to euro it will happen very often, often, sometimes or not at all, that rounding of prices will not be fair?

**Base: all respondents**

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Table 17. Price stability or increased inflation?

**QUESTION: Q14a. Do you think the euro will help to maintain price stability or, on the contrary, increase inflation in Slovenia?**

*Base: all respondents*

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Table 18. Sources of information about the euro’s introduction, firstly

**QUESTION: Q15_1. Where do (did) you get information about the introduction? Firstly?**

*Base: all respondents*

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<th>% European Institutions</th>
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<th>% Media</th>
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<th>% Consumer associations</th>
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<td></td>
<td></td>
</tr>
<tr>
<td>Ljubljana or Maribor</td>
<td>425</td>
<td>3.3</td>
<td>3</td>
<td>8.1</td>
<td>0.5</td>
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<td>70.5</td>
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<td>1.1</td>
<td>2.9</td>
<td>2.4</td>
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<td>0</td>
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<td>Rural areas</td>
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<td>1.2</td>
<td>10.5</td>
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<td>7.1</td>
<td>71.4</td>
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<td>1.6</td>
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</table>
Table 19. Sources of information about the euro’s introduction, secondly

**QUESTION: Q15_2. Where do (did) you get information about the introduction? Secondly?**

*Base: all respondents*

<table>
<thead>
<tr>
<th>SLOVENIA</th>
<th>Total N</th>
<th>% Government, national or regional authorities</th>
<th>% Public administration</th>
<th>% National Central Bank</th>
<th>% European Institutions</th>
<th>% Commercial banks</th>
<th>% Media</th>
<th>% Trade unions, professional organisations, etc</th>
<th>% Consumer associations</th>
<th>% Others</th>
<th>% DK/NA</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>990</td>
<td>9,3</td>
<td>3,1</td>
<td>12</td>
<td>0,9</td>
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<td>3,6</td>
<td>14,6</td>
<td>20</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>SEX</th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<td>2,1</td>
<td>3</td>
<td>16,8</td>
<td>21,6</td>
</tr>
<tr>
<td>Female</td>
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<td>8,7</td>
<td>3,3</td>
<td>13,7</td>
<td>0,3</td>
<td>16,8</td>
<td>20,2</td>
<td>2</td>
<td>4,1</td>
<td>12,5</td>
<td>18,4</td>
</tr>
</tbody>
</table>

| AGE       |         |                                               |                         |                        |                        |                   |        |                                               |                        |          |        |
|-----------|---------|-----------------------------------------------|-------------------------|------------------------|------------------------|-------------------|--------|-----------------------------------------------|------------------------|----------|        |
| 15 - 24   | 172     | 10,6                                          | 4,3                     | 11,9                   | 1,4                    | 18,5              | 14,2   | 2,1                                           | 3,5                    | 12,7     | 20,8   |
| 25 - 39   | 222     | 11,1                                          | 1,8                     | 13,5                   | 1,2                    | 17,8              | 12,3   | 1,5                                           | 2,4                    | 13,8     | 24,7   |
| 40 - 54   | 263     | 8,4                                           | 4,5                     | 12,8                   | 1                      | 15,9              | 19,4   | 4,7                                           | 4,4                    | 16,8     | 12,4   |
| 55 +      | 331     | 8,4                                           | 2,3                     | 10,6                   | 0,3                    | 16,4              | 21,2   | 0,2                                           | 3,8                    | 14,4     | 22,5   |

| OCCUPATION |         |                                               |                         |                        |                        |                   |        |                                               |                        |          |        |
|------------|---------|-----------------------------------------------|-------------------------|------------------------|------------------------|-------------------|--------|-----------------------------------------------|------------------------|----------|        |
| Self-employed | 225   | 9,3                                           | 4,7                     | 15,9                   | 1,1                    | 15                | 11,1   | 1,7                                           | 6                      | 15,1     | 20,1   |
| Employee   | 348     | 11,6                                          | 2                      | 12,4                   | 0,4                    | 15,8              | 18,5   | 3,2                                           | 3,8                    | 12,7     | 19,7   |
| Manual worker | 417   | 7,3                                           | 3,2                     | 9,7                    | 1,2                    | 19,1              | 20,2   | 1,2                                           | 2,1                    | 15,9     | 20,1   |
| Not working |        |                                               |                         |                        |                        |                   |        |                                               |                        |          |        |

| URBANISATION |         |                                               |                         |                        |                        |                   |        |                                               |                        |          |        |
|--------------|---------|-----------------------------------------------|-------------------------|------------------------|------------------------|-------------------|--------|-----------------------------------------------|------------------------|----------|        |
| Ljubljana or Maribor | 415    | 9,3                                           | 3,6                     | 11                     | 1,2                    | 17,2              | 15,7   | 3,6                                           | 3,6                    | 14,9     | 19,9   |
| In other city    | 16     | 23,3                                          | 0                       | 12,7                   | 7,6                    | 15,9              | 13,6   | 0                                             | 0                      | 16,3     | 10,5   |
| Rural areas     | 504     | 9,1                                           | 2,7                     | 11,7                   | 0,5                    | 15,9              | 20,8   | 1,1                                           | 3,8                    | 13,7     | 20,9   |
Table 20. The most efficient source of information during the changeover period

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

*Base: all respondents*

<table>
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<tr>
<th></th>
<th>Total N</th>
<th>Television</th>
<th>Print media</th>
<th>Publications/brochures</th>
<th>Radio</th>
<th>Internet (%.euro.si)</th>
<th>Europhone open telephone line</th>
<th>Presentations (shopping centres, fairs)</th>
<th>Family, friends, co-workers</th>
<th>% I have not looked for/received information</th>
<th>% DK/NA</th>
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<tbody>
<tr>
<td>SLOVENIA</td>
<td>1004</td>
<td>57.8%</td>
<td>12.4%</td>
<td>11.4%</td>
<td>5.7%</td>
<td>6.2%</td>
<td>0.1%</td>
<td>3.3%</td>
<td>1.5%</td>
<td>1.7%</td>
<td></td>
</tr>
<tr>
<td><strong>SEX</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>488</td>
<td>59.7%</td>
<td>12.3%</td>
<td>8.2%</td>
<td>6.1%</td>
<td>7.1%</td>
<td>0.2%</td>
<td>2.4%</td>
<td>1.9%</td>
<td>2.1%</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>516</td>
<td>56.1%</td>
<td>12.4%</td>
<td>14.5%</td>
<td>5.2%</td>
<td>5.3%</td>
<td>0.0%</td>
<td>0%</td>
<td>0%</td>
<td>1.2%</td>
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</tr>
<tr>
<td><strong>AGE</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 - 24</td>
<td>173</td>
<td>63%</td>
<td>7.4%</td>
<td>9.1%</td>
<td>3.7%</td>
<td>10.6%</td>
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<td>0.6%</td>
<td>4.7%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>25 - 39</td>
<td>228</td>
<td>52.6%</td>
<td>14%</td>
<td>11.9%</td>
<td>4.5%</td>
<td>8.9%</td>
<td>0.0%</td>
<td>0%</td>
<td>4.9%</td>
<td>1.4%</td>
<td></td>
</tr>
<tr>
<td>40 - 54</td>
<td>267</td>
<td>54.2%</td>
<td>12%</td>
<td>13.8%</td>
<td>6.1%</td>
<td>7.5%</td>
<td>0%</td>
<td>0%</td>
<td>2.5%</td>
<td>1.1%</td>
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</tr>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Self-employed</td>
<td>230</td>
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<td>15.7%</td>
<td>9.8%</td>
<td>3.6%</td>
<td>6.3%</td>
<td>0%</td>
<td>0%</td>
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<td>0.4%</td>
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</tr>
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<td>Employee</td>
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<td>15%</td>
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<td>6.8%</td>
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<td>0%</td>
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<tr>
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<td>422</td>
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<td>8.7%</td>
<td>9.3%</td>
<td>7.5%</td>
<td>5.5%</td>
<td>0.2%</td>
<td>4.2%</td>
<td>2.2%</td>
<td>1.8%</td>
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</tr>
<tr>
<td>Not working</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ljubljana or Maribor</td>
<td>425</td>
<td>52.9%</td>
<td>12.2%</td>
<td>13.3%</td>
<td>5.8%</td>
<td>8.2%</td>
<td>0%</td>
<td>0%</td>
<td>4.2%</td>
<td>1.3%</td>
<td></td>
</tr>
<tr>
<td>In other city</td>
<td>16</td>
<td>50.2%</td>
<td>0%</td>
<td>12.4%</td>
<td>15%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>3.8%</td>
<td>0%</td>
<td></td>
</tr>
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<td>62%</td>
<td>13%</td>
<td>9.6%</td>
<td>5.4%</td>
<td>4.8%</td>
<td>0.2%</td>
<td>2.8%</td>
<td>1.4%</td>
<td>0.8%</td>
<td></td>
</tr>
</tbody>
</table>
Table 21. Feeling informed about the euro

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

*Base: all respondents*

<table>
<thead>
<tr>
<th></th>
<th>Total N</th>
<th>% Not at all well informed</th>
<th>% Not very well informed</th>
<th>% Rather well informed</th>
<th>% Very well informed</th>
<th>% DK/NA</th>
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<td>7,1</td>
<td>55,9</td>
<td>36,1</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>0,3</td>
<td>5,1</td>
<td>53,9</td>
<td>40,1</td>
<td>0,7</td>
</tr>
<tr>
<td>Female</td>
<td>516</td>
<td>0,7</td>
<td>9</td>
<td>57,7</td>
<td>32,3</td>
<td>0,2</td>
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<tr>
<td><strong>AGE</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 - 24</td>
<td>173</td>
<td>0,7</td>
<td>7,8</td>
<td>65,4</td>
<td>26,1</td>
<td>0</td>
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<tr>
<td>25 - 39</td>
<td>228</td>
<td>0,5</td>
<td>6,7</td>
<td>56,7</td>
<td>36,1</td>
<td>0</td>
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<tr>
<td>40 - 54</td>
<td>267</td>
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<tr>
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<td>0,8</td>
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<td>8,5</td>
<td>55,7</td>
<td>34,7</td>
<td>0,2</td>
</tr>
<tr>
<td>Not working</td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>URBANISATION</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ljubljana or Maribor</td>
<td>425</td>
<td>0,3</td>
<td>4,6</td>
<td>58,8</td>
<td>35,8</td>
<td>0,5</td>
</tr>
<tr>
<td>In other city</td>
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<td>7,6</td>
<td>14,1</td>
<td>33,1</td>
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<td>9,1</td>
<td>55</td>
<td>34,9</td>
<td>0,5</td>
</tr>
</tbody>
</table>
Table 22. Most important euro-related issue about which respondent would like more information, firstly

QUESTION: Q18_1. What is the most important issue about the euro that you would like to have more information on? Firstly?

Base: all respondents

<table>
<thead>
<tr>
<th></th>
<th>Total N</th>
<th>% Security features</th>
<th>% The value of one euro in tolars</th>
<th>% Fair rounding</th>
<th>% How to avoid being cheated in euro currency conversions</th>
<th>% The practical implications of the euro regarding your salary, your bank account</th>
<th>% The social economic and political implications of the euro</th>
<th>% The design and denominations of euro banknotes and coins</th>
<th>% The dual display of prices</th>
<th>% DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SLOVENIA</strong></td>
<td>1004</td>
<td></td>
<td></td>
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<td></td>
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<tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>488</td>
<td>17,1</td>
<td>4,6</td>
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<td>10,5</td>
<td>15</td>
<td>2,6</td>
<td>9,9</td>
<td>20,5</td>
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<tr>
<td>Female</td>
<td>516</td>
<td>17,8</td>
<td>3,8</td>
<td>15,3</td>
<td>11,6</td>
<td>11,5</td>
<td>14</td>
<td>1,3</td>
<td>10,7</td>
<td>14,1</td>
</tr>
<tr>
<td><strong>AGE</strong></td>
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<tr>
<td>15 - 24</td>
<td>173</td>
<td>14,8</td>
<td>2,9</td>
<td>18</td>
<td>12,5</td>
<td>16,2</td>
<td>17,4</td>
<td>0</td>
<td>8,4</td>
<td>9,7</td>
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<tr>
<td>25 - 39</td>
<td>228</td>
<td>19</td>
<td>3,3</td>
<td>13,7</td>
<td>8,8</td>
<td>15,4</td>
<td>18</td>
<td>2,8</td>
<td>3,8</td>
<td>15</td>
</tr>
<tr>
<td>40 - 54</td>
<td>267</td>
<td>15,1</td>
<td>4,2</td>
<td>10,8</td>
<td>8,8</td>
<td>10,6</td>
<td>19,2</td>
<td>2,8</td>
<td>11,8</td>
<td>16,8</td>
</tr>
<tr>
<td>55 +</td>
<td>334</td>
<td>19,4</td>
<td>5,4</td>
<td>14,6</td>
<td>9</td>
<td>5,6</td>
<td>14,5</td>
<td>23</td>
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</tr>
<tr>
<td><strong>OCCUPATION</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Self-employed</td>
<td>230</td>
<td>17,1</td>
<td>4,1</td>
<td>14</td>
<td>5,6</td>
<td>11,4</td>
<td>22,2</td>
<td>1,8</td>
<td>7,5</td>
<td>16,2</td>
</tr>
<tr>
<td>Employee</td>
<td>353</td>
<td>17</td>
<td>4,4</td>
<td>12</td>
<td>12,5</td>
<td>11,5</td>
<td>16</td>
<td>1,5</td>
<td>10,2</td>
<td>13,9</td>
</tr>
<tr>
<td>Manual worker</td>
<td>422</td>
<td>17,1</td>
<td>4,1</td>
<td>15,6</td>
<td>9,1</td>
<td>10,4</td>
<td>9</td>
<td>2,3</td>
<td>11,9</td>
<td>20,5</td>
</tr>
<tr>
<td>Not working</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>URBANISATION</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ljubljana or Maribor</td>
<td>425</td>
<td>15,7</td>
<td>3,3</td>
<td>12,3</td>
<td>8,6</td>
<td>14,6</td>
<td>18,2</td>
<td>2,3</td>
<td>8,8</td>
<td>16,2</td>
</tr>
<tr>
<td>In other city</td>
<td>16</td>
<td>6,7</td>
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Table 23. Most important euro-related issue about which respondent would like more information, secondly

**QUESTION:** Q18_2. What is the most important issue about the euro that you would like to have more information on? Secondly?

*Base: all respondents*

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<th>% The value of one euro in tolar$s</th>
<th>% Fair rounding</th>
<th>% How to avoid being cheated in euro currency conversions</th>
<th>% The practical implications of the euro regarding your salary, your bank account</th>
<th>% The social, economic or political implications of the euro</th>
<th>% The design and denominations of euro banknotes and coins</th>
<th>% The dual display of prices</th>
<th>% DK/NA</th>
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Table 24. Satisfaction with the information provided by national authorities regarding the euro

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

**Base:** all respondents

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<th>% Rather satisfied</th>
<th>% Rather unsatisfied</th>
<th>% Very unsatisfied</th>
<th>% DK/NA</th>
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<td>65,7</td>
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<td>7,3</td>
<td>65,4</td>
<td>20,1</td>
<td>6,5</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>15 - 24</td>
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<td>70,1</td>
<td>13,8</td>
<td>2,8</td>
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<td>66,7</td>
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Table 25. Seeing euro spots on TV

**QUESTION:** Q20. Have you seen the euro spots on TV?

*Base: all respondents*

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<th>% No</th>
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<td>30.4</td>
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<td>34.5</td>
<td>5</td>
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<td>34.1</td>
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<td>30.6</td>
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Table 26. The usefulness of the euro spots on TV

**QUESTION: Q20a. How useful did you find them?**

*Base: those who have seen the euro spots on TV*

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<th></th>
<th>Total N</th>
<th>% Not useful at all</th>
<th>% Rather not useful</th>
<th>% Rather useful</th>
<th>% Very useful</th>
<th>DK/NA</th>
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<td>57.6</td>
<td>20.6</td>
<td>4.2</td>
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<td>5.4</td>
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</table>
Table 27. Seeing euro advertisements in Slovenian magazines

**QUESTION:** Q21. Have you seen the euro advertisements in Slovenian magazines?

*Base: all respondents*

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<th>% No</th>
<th>% DK/NA</th>
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<td>61.4</td>
<td>36.3</td>
<td>2.3</td>
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<tr>
<td>Female</td>
<td>516</td>
<td>62.7</td>
<td>34.9</td>
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<td>15 - 24</td>
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<td></td>
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</tr>
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<td>33.7</td>
<td>0.9</td>
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<td>35.9</td>
<td>3.3</td>
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</table>
Table 28. The usefulness of the euro ads in Slovenian magazines

**QUESTION:** Q21a. How useful did you find them?

*Base: those who have seen the euro advertisements in Slovenian magazines*

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<th>Total N</th>
<th>% Not useful at all</th>
<th>% Rather not useful</th>
<th>% Rather useful</th>
<th>% Very useful</th>
<th>DK/NA</th>
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<td></td>
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</tr>
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<td>131</td>
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<td>43</td>
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<td>15,4</td>
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<td>21,1</td>
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<tr>
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<td>Ljubljana or Maribor</td>
<td>278</td>
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<td>13,3</td>
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<td>21,7</td>
</tr>
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</table>
Table 29. Receiving euro calculator

**QUESTION:** Q22. Have you received the euro calculator?

**Base: all respondents**

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<tr>
<th></th>
<th>Total N</th>
<th>% Yes</th>
<th>% No</th>
<th>% DK/NA</th>
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<td>Male</td>
<td>488</td>
<td>95.4</td>
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<td>Female</td>
<td>516</td>
<td>95.2</td>
<td>4.5</td>
<td>0.3</td>
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</tr>
<tr>
<td>25 - 39</td>
<td>228</td>
<td>93.5</td>
<td>6.5</td>
<td>0</td>
</tr>
<tr>
<td>40 - 54</td>
<td>267</td>
<td>94.8</td>
<td>4.7</td>
<td>0.5</td>
</tr>
<tr>
<td>55 +</td>
<td>334</td>
<td>97.5</td>
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<td>Employee</td>
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<td>0</td>
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</tr>
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<td>0</td>
<td>0</td>
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<td>Rural areas</td>
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<td>96.7</td>
<td>3.3</td>
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</table>
Table 30. The usefulness of the euro calculator

**QUESTION: q22a. How useful did you find them?**

*Base: those who have received the euro calculator*

<table>
<thead>
<tr>
<th></th>
<th>Total N</th>
<th>% Not useful at all</th>
<th>% Rather not useful</th>
<th>% Rather useful</th>
<th>% Very useful</th>
<th>% DK/NA</th>
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<td>2,5</td>
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<td><strong>URBANISATION</strong></td>
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<td>28,1</td>
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<td>6,7</td>
<td>21,4</td>
<td>33,4</td>
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<tr>
<td>Rural areas</td>
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<td>7,4</td>
<td>32,8</td>
<td>46,2</td>
<td>3,4</td>
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</tbody>
</table>
7. Survey details

This „Survey on the general population on the introduction of Euro in Slovenia“ was conducted for the European Commission, Directorate-General Economic and Financial Affairs.

Telephone interviews were conducted in each country between the 29/01/2007 and the 3/02/2007 by CATI d.o.o Slovenian partner institute.

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 Slovenia, 1004 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).

Table of results

VOLUME B: RESPONDENTS’ DEMOGRAPHICS
The VOLUME B presents the Slovenian results with the following socio-demographic characteristics of respondents as breakdowns:

- Sex (Male, Female)
- Age (15-24, 25-39, 40-54, 55+)
- Education (15&-, 16-20, 21&+, still in full time education)
- Subjective urbanisation (Major cities: Ljubljana or Maribor; other town/urban centre; rural zone)
- Occupation (self-employed, employee, manual worker, without a professional activity)

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.

<table>
<thead>
<tr>
<th></th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
<th>20%</th>
<th>25%</th>
<th>30%</th>
<th>35%</th>
<th>40%</th>
<th>45%</th>
<th>50%</th>
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<td>1.0</td>
<td>1.1</td>
<td>1.2</td>
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<td>1.3</td>
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<td>1.4</td>
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<td>1.2</td>
<td>1.2</td>
<td>1.3</td>
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</tbody>
</table>
EURO CAMPAIGN IN SLOVENIA

DRAFT QUESTIONNAIRE FOR A SLOVENIAN CHANGEOVER SURVEY
06/12/2006
(end of January 2007)

D1. How old are you?

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

D2. Where do you live?

- In a major city, Ljubljana or Maribor ............................................................... 1
- In other city ......................................................................................................... 2
- In the countryside .............................................................................................. 3
- [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 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 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 AND ROTATE A-B]?

[READ OUT – ONE ANSWER ONLY PER ITEM]

- Most often in euro ................................................................. 1
- Most often in tolar ............................................................ 2
- As often in euro as in tolar ................................................... 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 tolar 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 2007?

- Yes ...................................................................................... 1
- No ....................................................................................... 2
- [DK/NA] .............................................................................. 9
Q9. Why did you not buy a euro coin starter-kit?

[READ OUT – ONE ANSWER ONLY]

- You did not want to do so satisfaction ...................................................... 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

Q10. When you exchanged tolar 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

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 tolar 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 (lie colours, print, invisible security code, etc.) ................................. 7
III. Fears

Q14. Do you think that during and after changeover to euro it will happen very often, often, sometimes or not at all, that [ROTATE AND READ 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 will not be fair? ..................................................................... 1 2 3 4 9
B) Rounding of prices will not be 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 Slovenia?
[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.evro.si) ............................................................................. 05
F) Europhone open telephone line ............................................................... 06
G) Presentations (shopping centres, fairs) ................................................... 07
H) Family, friends, co-workers ................................................................... 08
I) [I have not looked for/received information] ........................................... 09
J) [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
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 tolars ........................................2
C) Fair rounding .................................................................3
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 euro .............................6
G) The design and denominations of euro banknotes and coins ........................7
H) The dual display of prices ...................................................8
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 Slovenian magazines?

- 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 them?
[READ OUT – ONE ANSWER ONLY]
- Very useful ............................................................................................................. 4
- Rather useful ......................................................................................................... 3
- Rather not useful ................................................................................................... 2
- Not useful at all ....................................................................................................... 1
- [DK/NA] .................................................................................................................. 9