

The attitude of citizens to the introduction of the euro in Slovenia

(III)

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1. SUMMARY

- The December survey for the most part confirmed the findings of the two previous ones: the great majority of respondents have sufficient information regarding the introduction of the euro, and more than nine tenths know the date of introduction of the euro. The method of providing information about the introduction of the euro has been consistently similar, while the latest survey has shown that various leaflets have contributed most to people being better informed.
- As in the September and June surveys, the largest number of respondents obtain information on the introduction of the euro from television, except this proportion has fallen by one tenth, and is followed by the print media, various leaflets, friends and acquaintances and the radio. Internet sites are given only rarely as the main source of information, while the dedicated “europhone” telephone line has remained practically entirely unknown, or rather respondents have not used it. Respondents continue to regard television as the ideal form of providing information, followed by newspapers, publications and radio. Information over the Internet is desired by a meagre proportion of respondents, approximately the same number as actually obtain information via that medium. In general the picture of “desire” is very similar to the actual circumstances and the situation from previous surveys.
- The largest number of respondents desire information on measures to prevent unjustified price increases, the rules regarding rounding up and security elements. Over a tenth wish to be better informed regarding the appearance of banknotes and coins, while slightly less desire additional information on the appearance of banknotes and coins and on the exchange rate between the tolar and euro.
- More than half the respondents were not able to identify any security elements of the euro banknotes, and the rest for the most part mentioned the security thread, watermark and hologram. Relative to previous surveys there was also an increase in the proportion of those that mentioned the golden-yellow stripe, the changing-colour number, the see-through number and the special paper.

- Just under a quarter of respondents stated that they did not know how long they could exchange tolar for euros for free at banks and savings banks, while the rest quoted a rather motley selection of deadlines. More than a third believed that the deadline was one month, a fifth thought that it was two months, and 15% three months. The fact that there is quite a variety of deadlines in connection with the transition to the euro has undoubtedly confused respondents, and probably for this reason there are relatively few who could identify the correct deadline up to which tolar may be freely exchanged.

- Upon the introduction of the euro the largest number of respondents are worried about possible price rises, and then about incorrect rounding up, reduced purchasing power and difficulties in doing conversions. More than a third of respondents believed that the introduction of the euro would be positive for them personally, while just over a quarter felt the opposite.

- More than eight tenths of respondents were familiar with euro banknotes and coins, and approximately the same proportion had already used them. As for identifying the denominations of euro banknotes, the largest number of respondents cited 100 euros, while the least mentioned was the 200 euro banknote.

- Among the majority of respondents, their attitude to the coins will not change, since more than half of the respondents have already been using the coins and will continue to do so, while just over 40 per cent have not yet used them but will do so now.

In general we could conclude that the December survey has in all areas confirmed the findings of the September and June surveys. Just prior to the introduction of the euro we can assess the situation in terms of familiarity, the general level at which people are informed and their expectations as good, while familiarity with the subject has somewhat strengthened with the imminent adoption of the euro. The somewhat poorer familiarity with the situation among certain socio-demographic groups, which we identified in the first two surveys, has also been affirmed by the latest survey (the oldest people, those less educated and rural inhabitants), while there has been a marked improvement in familiarity with the subject within the group of youngest respondents. Television has been and remains the most frequent and also most

desired channel of information on this subject, while lately leaflets have made a major contribution to the level of information acquired.

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2. INTRODUCTION

At the beginning of 2007 Slovenia will introduce the euro as its legal tender. To this end the Bank of Slovenia decided to conduct three public opinion surveys, whereby it has sought to determine the attitude of citizens to this event, the perception of and support for the introduction of the single currency, the expectations and fears regarding the introduction of the euro, the level of familiarity with the money, how well informed people are and to identify possible channels of information.

The third survey of the attitude of citizens to the introduction of the euro in Slovenia was carried out by the Ninamedia agency between 11 and 13 December 2006. The survey was conducted by telephone, using a computer-supported telephone survey method. From the computer list we called 3536 randomly selected telephone subscribers, of whom 738 were not available at the time of the survey, 1296 did not wish to take part, and 502 did not match the sample requirements. A total of 1000 persons were surveyed.

In all the surveys the questionnaire was the same, although the second and third surveys contained the additional question, whether the attitude to the coins would change with the introduction of the euro.

For the survey we used a two-level random sample. The basic sampling involved the general telephone directory, from which households were randomly selected (whereby we took into account the geographical spread relative to Slovenia's statistical regions) and within them respondents were randomly selected by the method of the last birthday. The sample is representative of Slovenia by gender, age, education and statistical region.

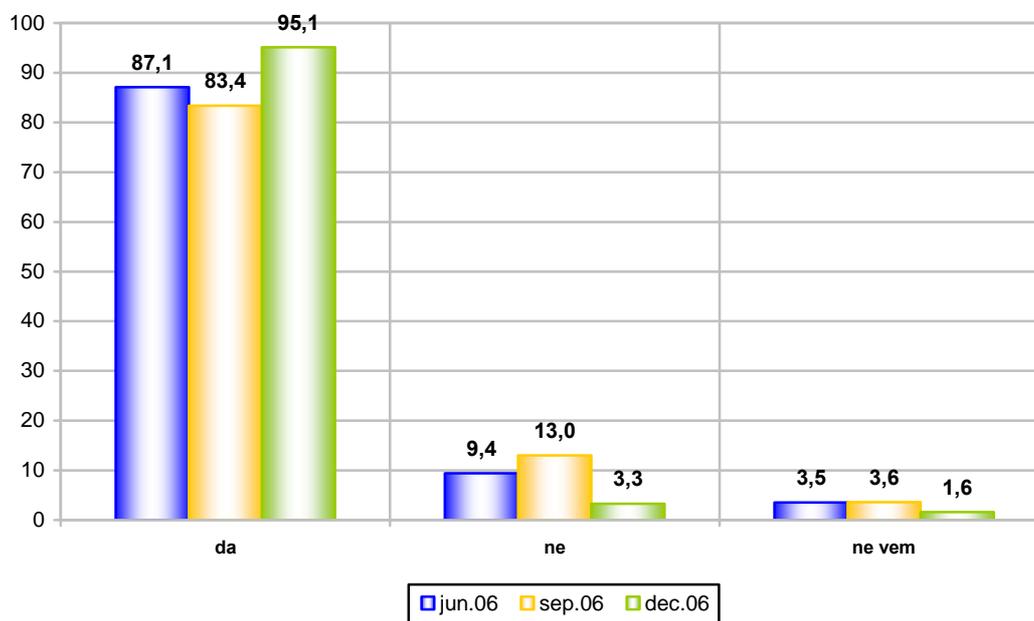
Surveying was conducted in the Ninamedia telephone studio by the CATI method. Data processing was performed on SPSS software version 14.0.

3. PUBLIC OPINION SURVEY

Below we present the results of the statistical analysis of data from the first and second public opinion surveys. We have set out the results of the two surveys comparatively, with frequency distribution tables for individual questions, graphic presentation and the correlation of individual questions with the socio-demographic characteristics of respondents and households.

Do you have sufficient information about the introduction of the euro in Slovenia?

	Jun. 06	Sep. 06	Dec. 06
yes	87,1	83,4	95,1
no	9,4	13,0	3,3
don't know	3,5	3,6	1,6

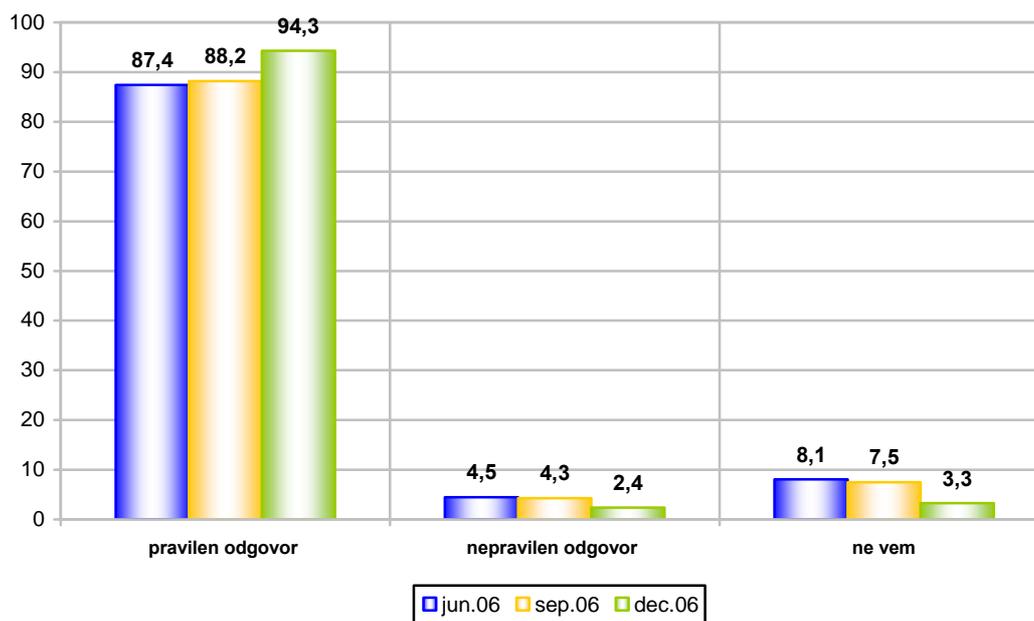


In the December survey the largest number of respondents (95.1%) stated that they have sufficient information regarding the introduction of the euro in Slovenia (in the June survey 87.1% gave this response and in September 83.4%). Those few who asserted that they do not have sufficient information are for the most part the oldest

respondents, those with primary education (9.4%), unemployed persons (7.4%) and residents of the Dolenjska region (5.9%).

Can you tell us the date that the euro will be introduced in Slovenia?

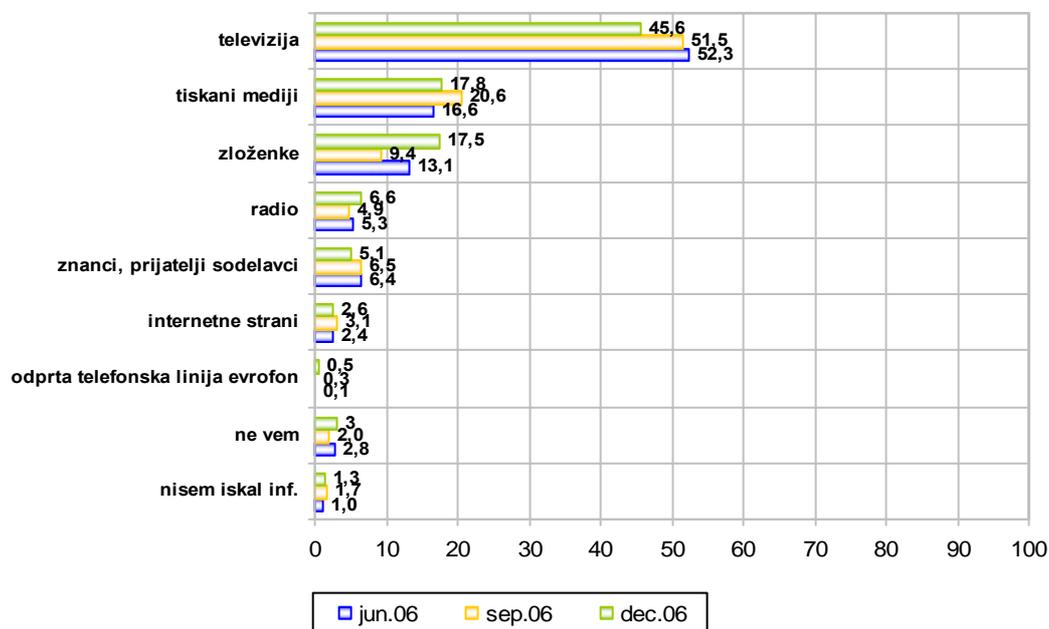
	Jun. 06	Sep. 06	Dec. 06
right answer (1 January 2007)	87,4	88,2	94,3
wrong answer	4,5	4,3	2,4
don't know	8,1	7,5	3,3



More than nine tenths of respondents know the date of introduction of the euro in Slovenia (94.3%; September 88.2%; June 87.4%), 2.4% gave the wrong date and 3.3% do not know the date. Women, the elderly, less educated, unemployed, pensioners, residents of the countryside and the Gorenjska region account for the largest number that do not know.

Where did you get most information on the introduction of the euro?

	Jun. 06	Sep. 06	Dec. 06
television	52,3	51,5	45,6
print media	16,6	20,6	17,8
various leaflets	13,1	9,4	17,5
radio	5,3	4,9	6,6
acquaintances, friends and co-workers	6,4	6,5	5,1
Internet	2,4	3,1	2,6
europHONE	0,1	0,3	0,5
don't know	2,8	2,0	3,0
did not look for/get information	1,0	1,7	1,3

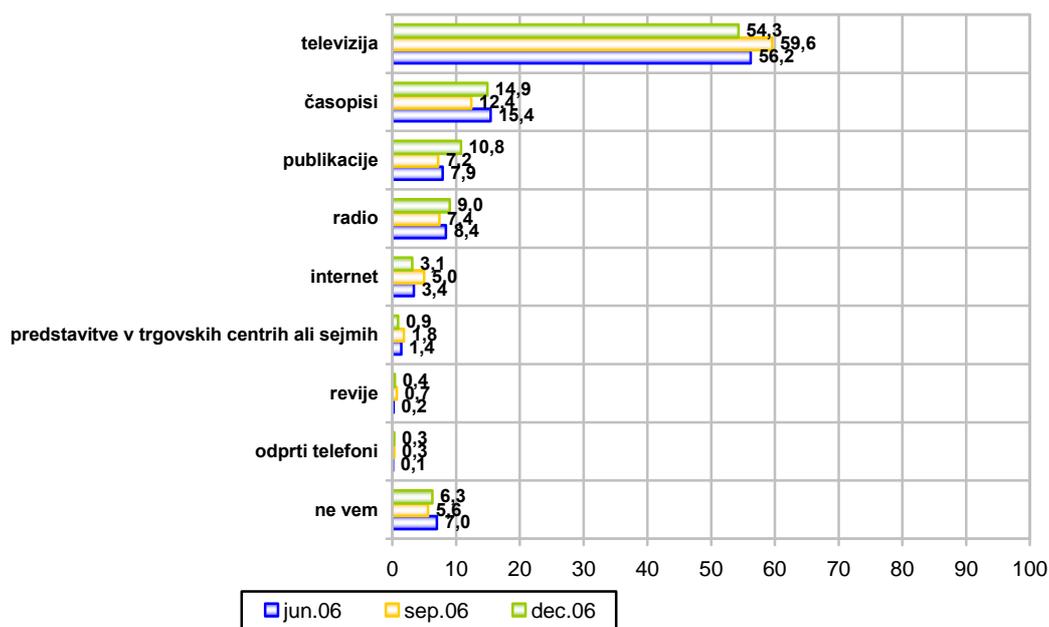


The largest number of respondents obtain information about the introduction of the euro on television (45.6%; September 51.5%; June 52.3%), followed by print media (17.8%; September 20.6%; June 16.6%), various leaflets (17.5%; September 9.4%; June 13.1%), friends and acquaintances (5.1%; September 6.5%) and radio (6.6%). The Internet is given only rarely as the main source of information about the euro (2.6%; September 3.1%; June 2.4%), while the dedicated europHONE telephone line remains entirely unknown or respondents do not use it. The data shows how in the latest period there has been a marked boost in the provision of information via leaflets, while there has been a decline in the effect of information on TV and in the print media. Leaflets are given as the main source of information about the euro in the largest numbers by

women, the elderly, those with primary education, pensioners, residents of large towns and cities and the residents of the Celje part of Štajerska and of Dolenjska.

What in your opinion is the best source of information provision?

	Jun. 06	Sep. 06	Dec. 06
televizija	56,2	59,6	54,3
newspapers	15,4	12,4	14,9
publications	7,9	7,2	10,8
radio	8,4	7,4	9,0
Internet	3,4	5,0	3,1
presentations in shopping centres and fairs	1,4	1,8	0,9
magazines	0,2	0,7	0,4
dedicated telephone lines	0,1	0,3	0,3
don't know	7,0	5,6	6,3

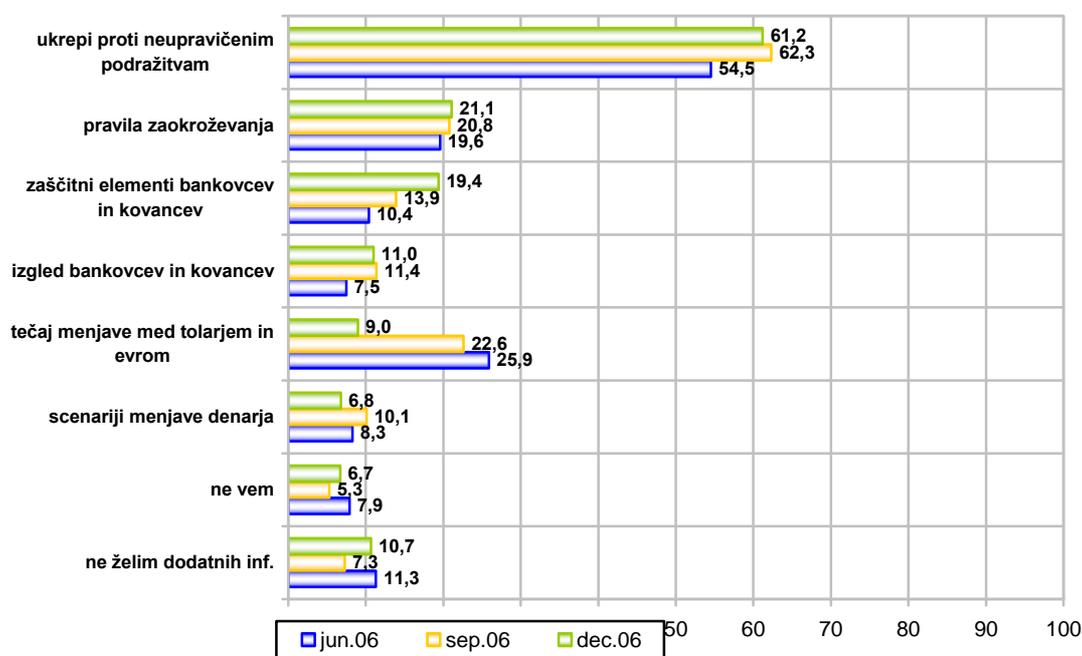


Television is also again assessed as the best source of information provision, specifically for 54.3% of respondents (in September it was identified by 59.6% and in June by 56.2%), followed by newspapers (14.9%), publications (10.8%) and radio (9.0%). The results are slightly different from the previous two surveys, but the picture of “desire” is very similar to the actual situation, and a comparison of the actual situation with what is

desired shows that the great majority of those that obtain information from television also actually desire this (76.3%).

Which of the following content would you like more detail or more information on? (*Two answers possible*)

	Jun. 06	Sep. 06	Dec. 06
measures against unjustified price increases	54,5	62,3	61,2
rules for rounding up	19,6	20,8	21,1
security elements of banknotes and coins	10,4	13,9	19,4
appearance of banknotes and coins	7,5	11,4	11,0
tolar/euro exchange rate	25,9	22,6	9,0
money exchange scenarios	8,3	10,1	6,8
don't know	7,9	5,3	6,7
don't want more information	11,3	7,3	10,7



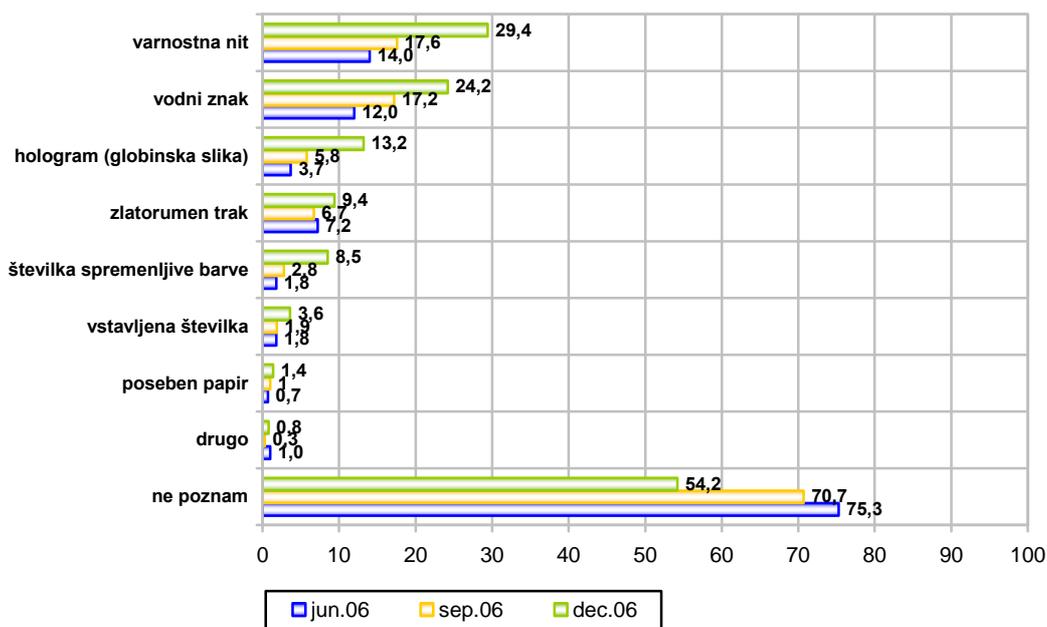
Respondents desire more information on measures to prevent unjustified price increases (61.2%; September 62.3%; June 54.5%), on the rules of rounding up (21.1%; September 20.8%; June 19.6%) and on security elements (19.4%; September 13.9%; June 10.4%). Over a tenth (11.0%) wish to be better informed regarding the appearance of banknotes and coins, while slightly less desire additional information on the exchange rate between the tolar and euro (9.0%; September 22.6%; June 25.9%). Greater familiarity with the money exchange scenarios is desired by 6.8% of respondents. More information on measures against unjustified price increases is sought in the largest

numbers by women, the youngest persons, those with secondary education, the unemployed, pupils and students and by the residents of the Celje part of Štajerska.

Can you describe any euro banknote security elements? (*Five answers possible*)

	Jun. 06	Sep. 06	Dec. 06
security thread	14,0	17,6	29,4
watermark	12,0	17,2	24,2
hologram	3,7	5,8	13,2
golden-yellow stripe	7,2	6,7	9,4
colour-changing number	1,8	2,8	8,5
see-through number	1,8	1,9	3,6
special paper	0,7	1,0	1,4
other *	1,0	0,3	0,8
don't know any	75,3	70,7	54,2

* Under "other" one respondent mentioned: relief print (5x), the chip, three signs, silver print.

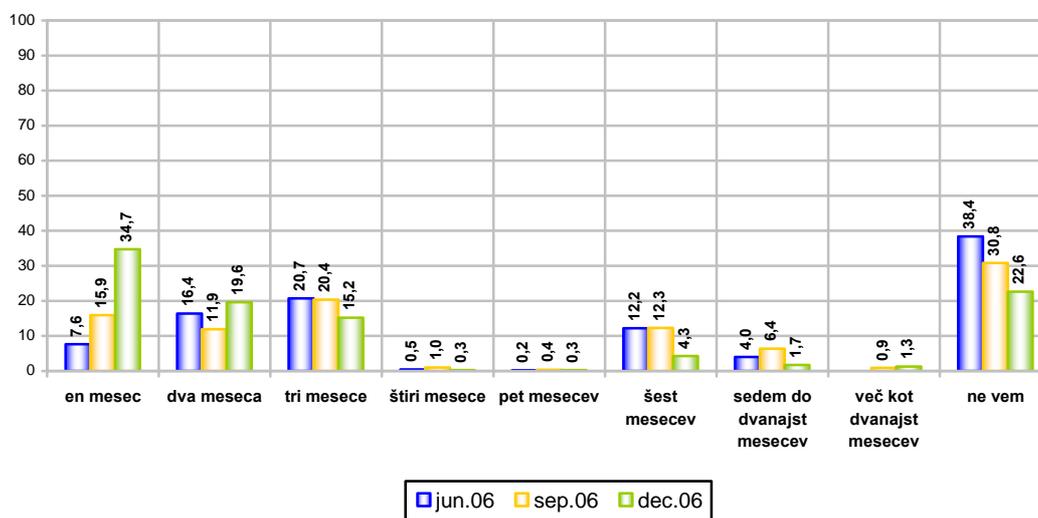


More than half of respondents (54.2%; September 70.7%; June 75.3%) could not describe any security elements of the euro banknotes. The remainder mentioned in the largest numbers the security thread (29.4%; September 17.6%; June 14.0%), the watermark (24.2%; September 17.2%; June 12.0%) and the hologram (13.2%; September 5.8%; June 3.7%). Relative to previous surveys there was also an increase in the proportion of those that mentioned the golden-yellow stripe, the changing-colour number, the see-through number and the special paper. Respondents who know none of

the security elements are most numerous among women, the oldest respondents, those with primary education and residents of the countryside and the Primorska region.

Can you say how long it will be possible to exchange tolar for euros at banks and savings banks free of charge? (*Open question*)

	Jun. 06	Sep. 06	Dec. 06
one month	7,6	15,9	34,7
two months	16,4	11,9	19,6
three months	20,7	20,4	15,2
four months	0,5	1,0	0,3
five months	0,2	0,4	0,3
six months	12,2	12,3	4,3
seven months	-	0,1	0,1
eight months	-	0,1	-
nine months	-	0,1	0,1
ten months	-	0,2	-
one year	4,0	5,9	1,5
thirteen months	-	0,1	0,1
fourteen months	-	-	0,2
fifteen months	-	0,8	1,0
don't know	38,4	30,8	22,6

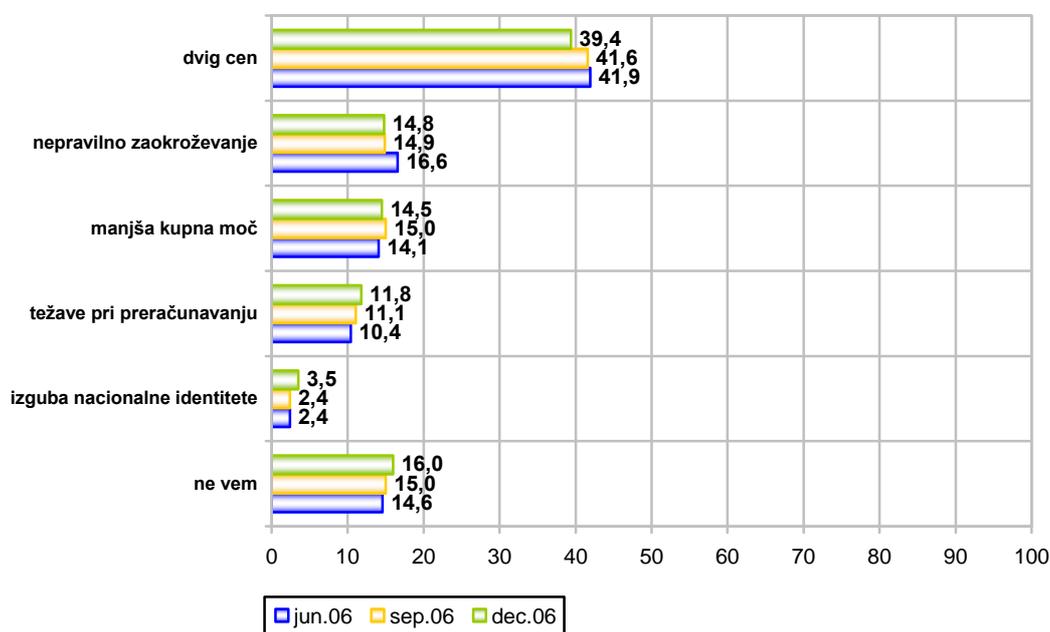


Just under a quarter of respondents (22.6%; September 30.8%; June 38.4%) stated that they did not know how long they could exchange tolar for euros for free at banks and savings banks, while the rest quoted a rather motley selection of deadlines. Over a third (34.7%; September 15.9%; June 7.6%) believed that the deadline was one month, 19.6% believed two months and 15.2% three months. Some even gave the deadline of six

months (4.3%) and other possibilities. The fact that there is quite a variety of deadlines in connection with the transition to the euro has undoubtedly confused respondents, and probably for this reason there are relatively few who could identify the correct deadline up to which tolar may be exchanged for free.

What concerns you most about the introduction of the euro?

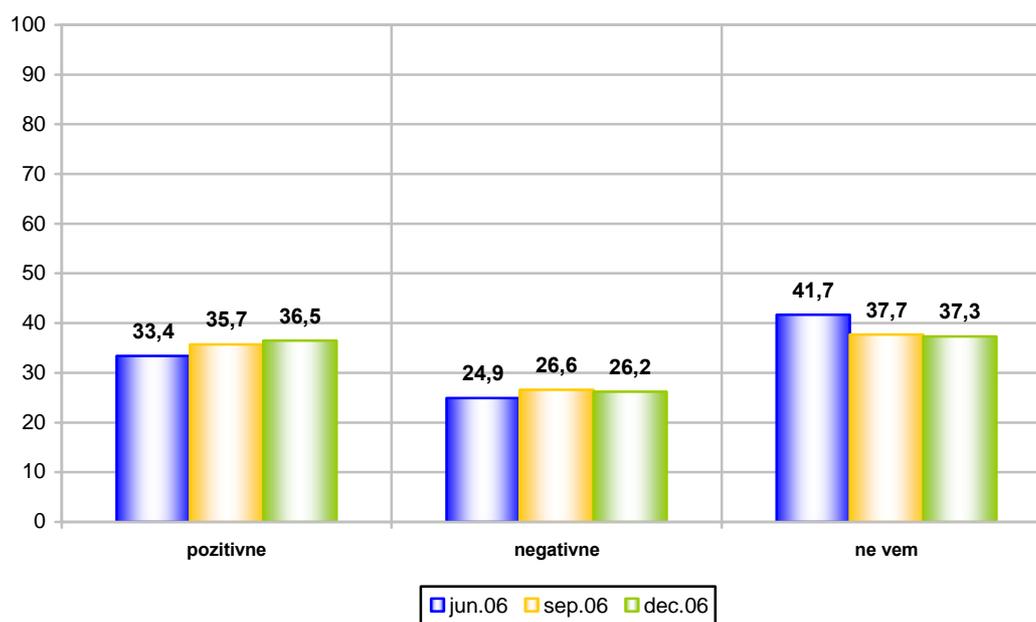
	Jun. 06	Sep. 06	Dec. 06
price increases	41,9	41,6	39,4
incorrect rounding up	16,6	14,9	14,8
reduced purchasing power	14,1	15,0	14,5
conversion problems	10,4	11,1	11,8
loss of national identity	2,4	2,4	3,5
don't know	14,6	15,0	16,0



Upon the introduction of the euro the largest number of respondents are worried about price increases (39.4%; September 41.6%; June 41.9%), followed by incorrect rounding up (14.8%; September 14.9%; June 16.6%), reduced purchasing power (14.5%; September 15.0%; June 14.1%) and difficulties with conversions (11.8%; September 11.1%; June 10.4%). Price increases are the biggest concern for men, the youngest respondents, the best and least educated, the unemployed, rural inhabitants and those in the Celje part of Štajerska.

Will the introduction of the euro have positive or negative consequences for you personally?

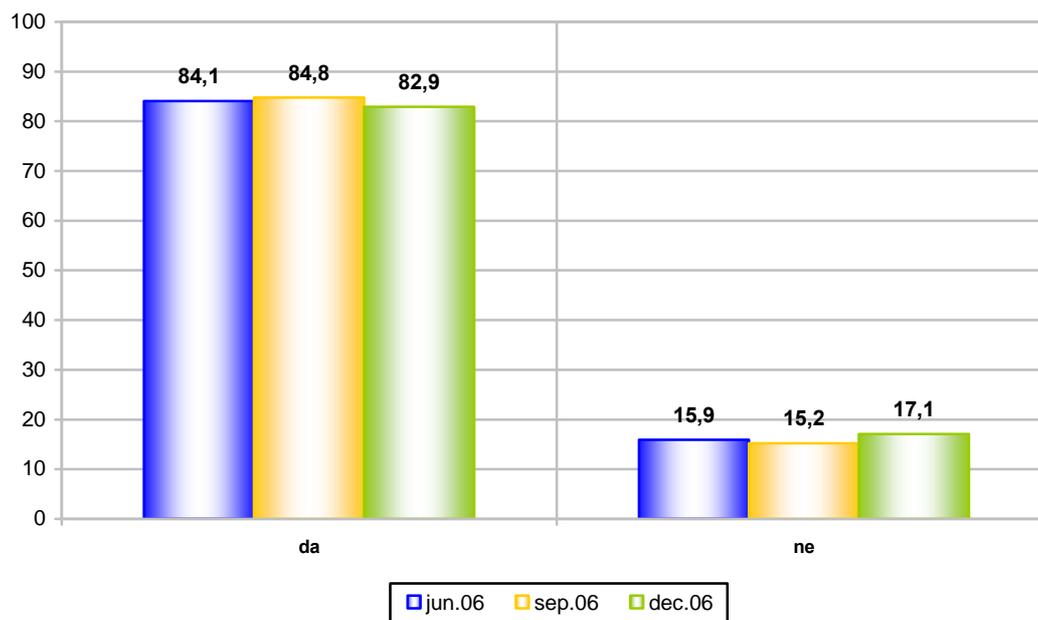
	Jun. 06	Sep. 06	Dec. 06
positive	33,4	35,7	36,5
negative	24,9	26,6	26,2
don't know	41,7	37,7	37,3



Over a third of respondents (36.5%; September 35.7%; June 33.4%) thought that the introduction of the euro would be positive for them personally, over a quarter (26.2%; September 26.6%; June 24.9%) held the opposite view, and 37.3% of respondents could not say. Negative effects of the euro on personal status are anticipated in the largest numbers by women, those with primary education, residents of the countryside and Dolenjska and those respondents that do not have sufficient information about the introduction of the euro.

Are you familiar with euro banknotes and coins?

	Jun. 06	Sep. 06	Dec. 06
yes	84,1	84,8	82,9
no	15,9	15,2	17,1

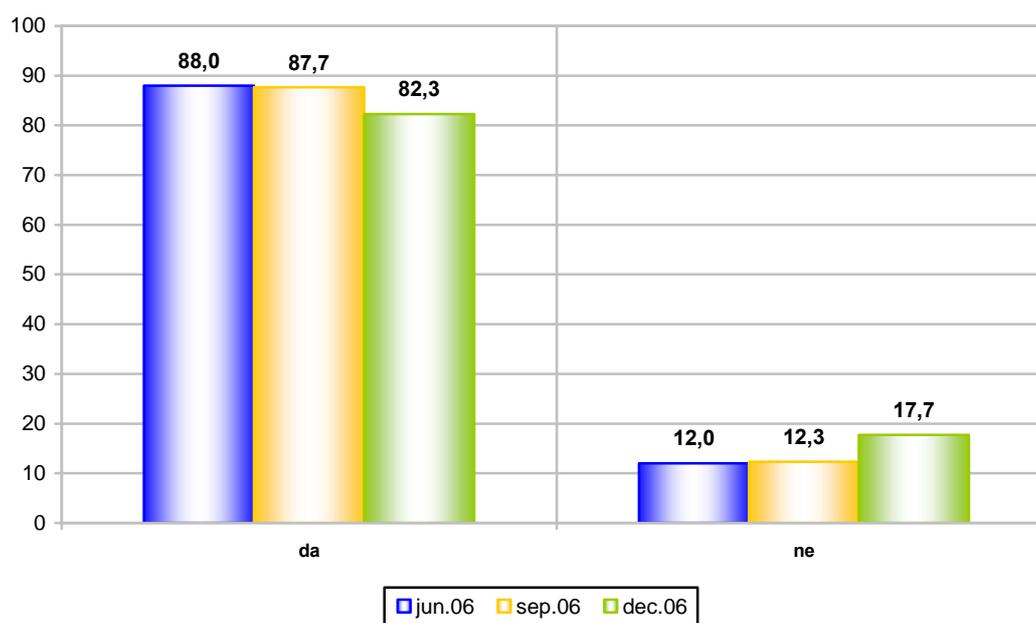


A total of 82.9% of respondents are familiar with euro banknotes and coins (September 84.8%, June 84.1%). Of those that are not familiar, the largest numbers are women, the elderly, those less educated, pensioners and those living in the biggest towns and cities and in Dolenjska.

(Answered by those already familiar with euro banknotes and coins)

Have you already used euro banknotes and coins?

	Jun. 06	Sep. 06	Dec. 06
yes	88,0	87,7	82,3
no	12,0	12,3	17,7

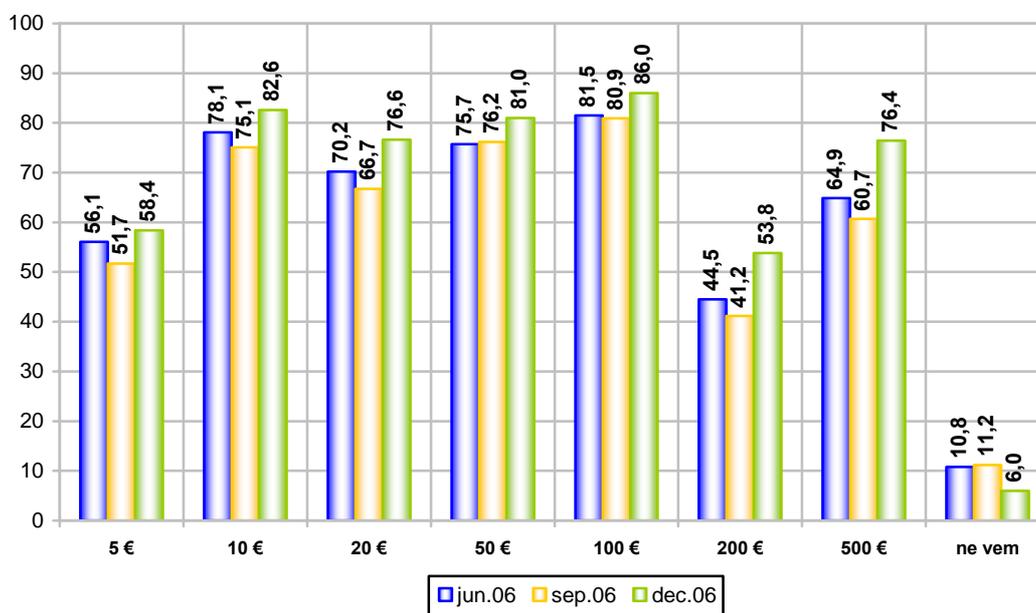


This time the survey included 82.3% of respondents who had thus far already used euro banknotes and coins (September 87.7%; June 88.0% of respondents). Among those that have not used them there are slightly more women, old people, those with primary education, pensioners, rural residents and those living in the Celje part of Štajerska.

(Answered by those already familiar with euro banknotes and coins)

Can you list the denominations (value) of euro banknotes?

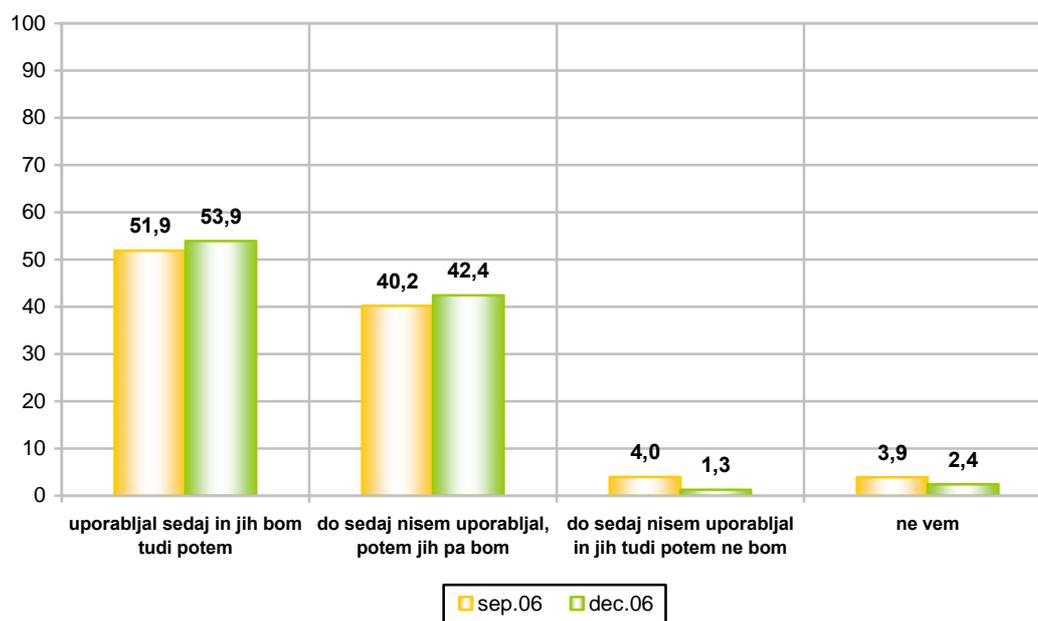
	Jun. 06	Sep. 06	Dec. 06
5 €	56,1	51,7	58,4
10 €	78,1	75,1	82,6
20 €	70,2	66,7	76,6
50 €	75,7	76,2	81,0
100 €	81,5	80,9	86,0
200 €	44,5	41,2	53,8
500 €	64,9	60,7	76,4
don't know, don't remember	10,8	11,2	6,0



In listing the denominations of euro banknotes the largest number of respondents mentioned the 100 euro note (86.0%; September 80.9%; June 81.5%), followed by 10 euro notes (82.6%; September 75.1% June 78.1%), 50 euros (81.0%; September 76.2%; June 75.7%), 20 euros (76.6%; September 66.7%; June 70.2%) and 500 euros (76.4%; September 60.7%; June 64.9%). The least mentioned banknotes were for 200 euros (53.8%) and 5 euros (58.4%). A total of 6% of respondents could not list any denomination. On average there is considerably better familiarity than in September and June.

Will your attitude to the coins change with the introduction of the euro?

	Sep. 06	Dec. 06
I have been using the coins now and will do then	51,9	53,9
I have not been using the coins but I will do then	40,2	42,4
I have not been using the coins yet and will not do so then	4,0	1,3
don't know, no answer	3,9	2,4



Among the majority of respondents, their attitude to the coins will not change, since more than half of the respondents (53.9%; September 51.9%) have already been using the coins and will continue to do so, just over 42 per cent have not yet used them but will do so now, while an insignificant proportion of respondents stated that they had not yet used them and would not do so in the future. The largest numbers of respondents who have thus far not used the coins but will do so now can be found among men, the youngest respondents, the most educated, pupils and students, residents of small towns and the biggest towns and cities and respondents from the Maribor part of Štajerska.

4. ANNEX

Below is a structural breakdown of correlations by socio-demographic characteristics of respondents and households.