



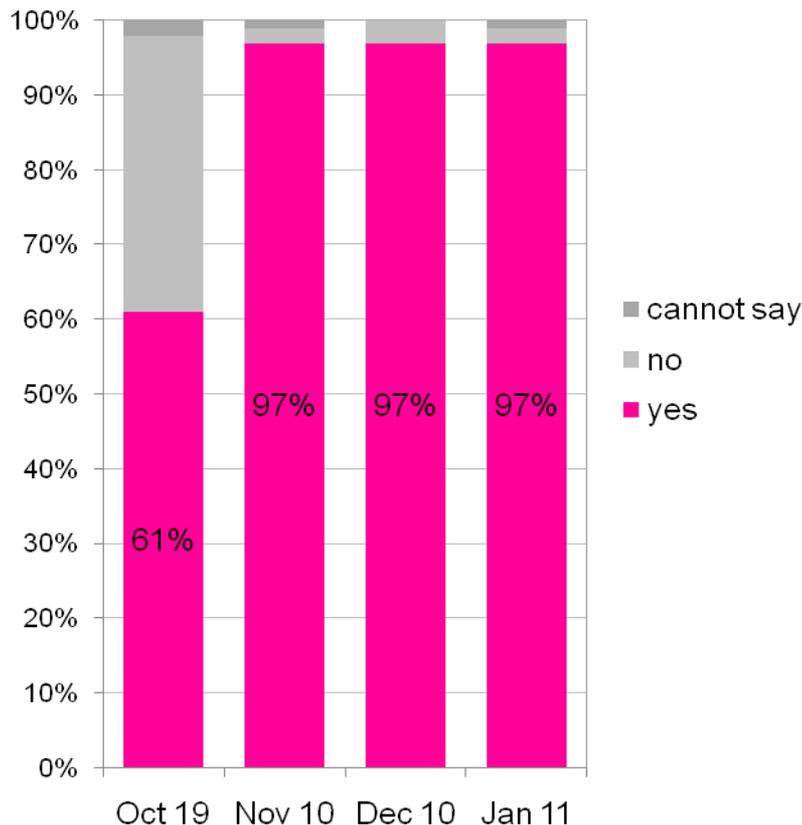
Awareness of the information campaign on the adoption of the euro

October 2010–January 2011

Are you aware of information on the adoption of the euro?



All respondents, n = 500



- When a more systematic public information campaign started, **every sixth person out of ten claimed to have noticed information on the changeover** (various events for specific target groups, such as companies or the young, had been held since summer 2010).
 - Men, the young, residents of other major cities besides Tallinn and those of northern and western Estonia, people with higher education and higher or lower incomes were somewhat better aware of euro-related information than others.
- One and a half months later almost all respondents had noticed the information and thus, **by the end of the campaign all target groups had received equal amount of information**, regardless of their nationality, age or place of residence.
 - What is positive is that **the euro information campaign was aimed equally at Estonians and Russians** – it is unfortunately common in Estonia that communication and marketing campaigns rather reach out to Estonians than Russians. Russians have taken somewhat less notice of the Fair Pricing campaign.
 - The **equal awareness of urban and rural residents** should be noted too.

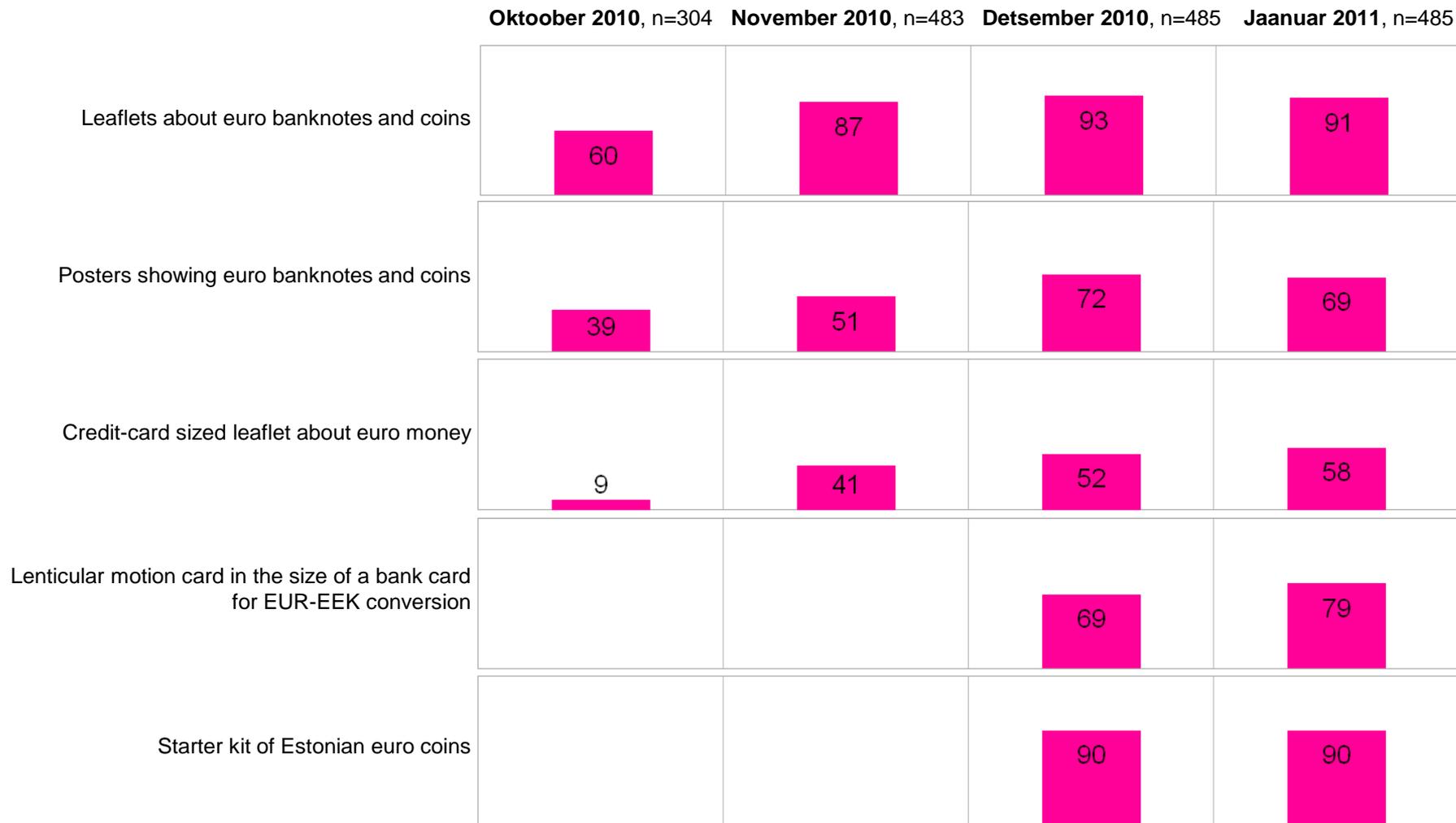
Are you aware of information on the adoption of the euro?

% of respondents aware of information on the adoption of the euro by target group



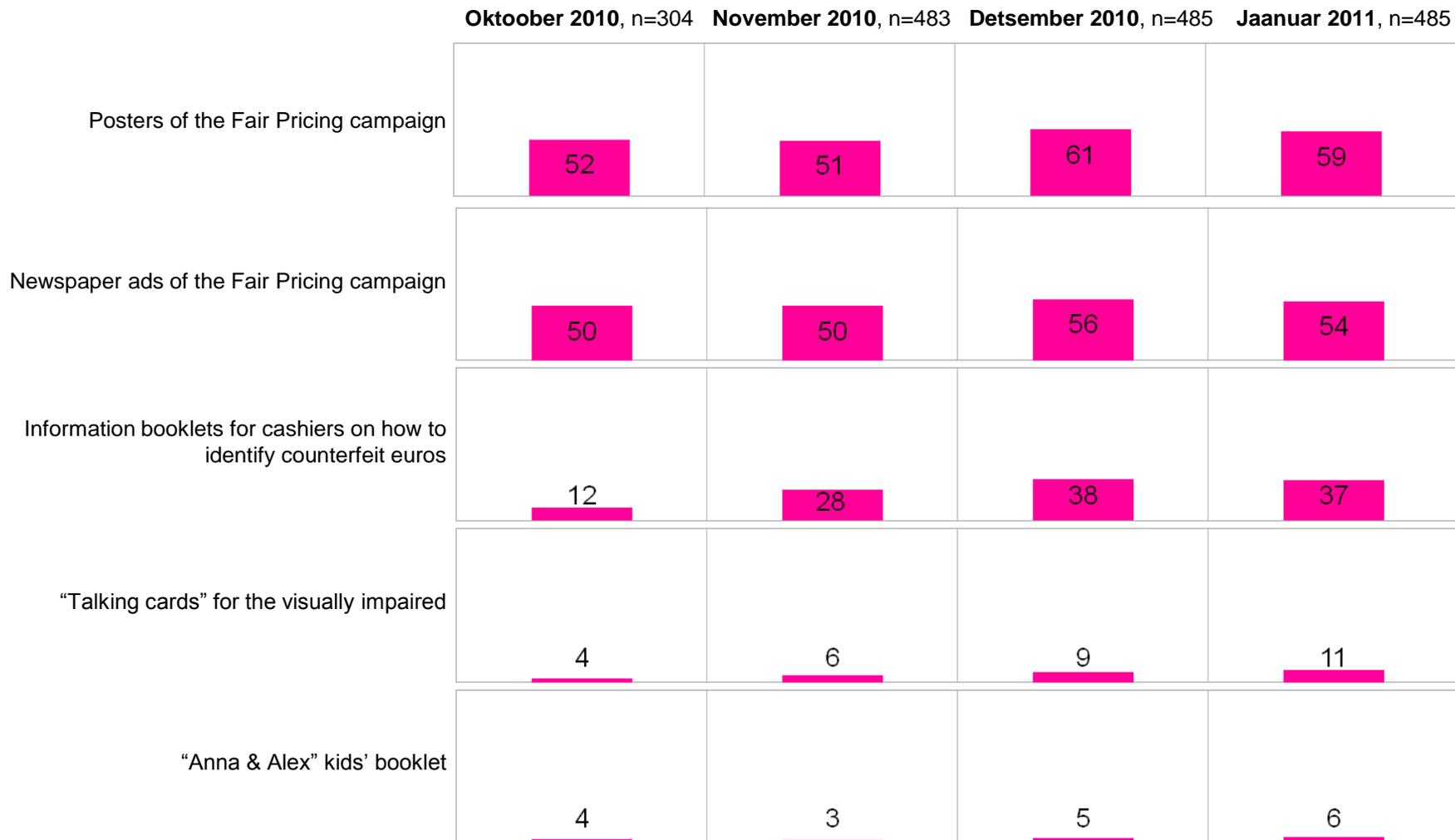
Awareness of different euro information materials I

% of those aware of euro information materials, % of "yes" replies



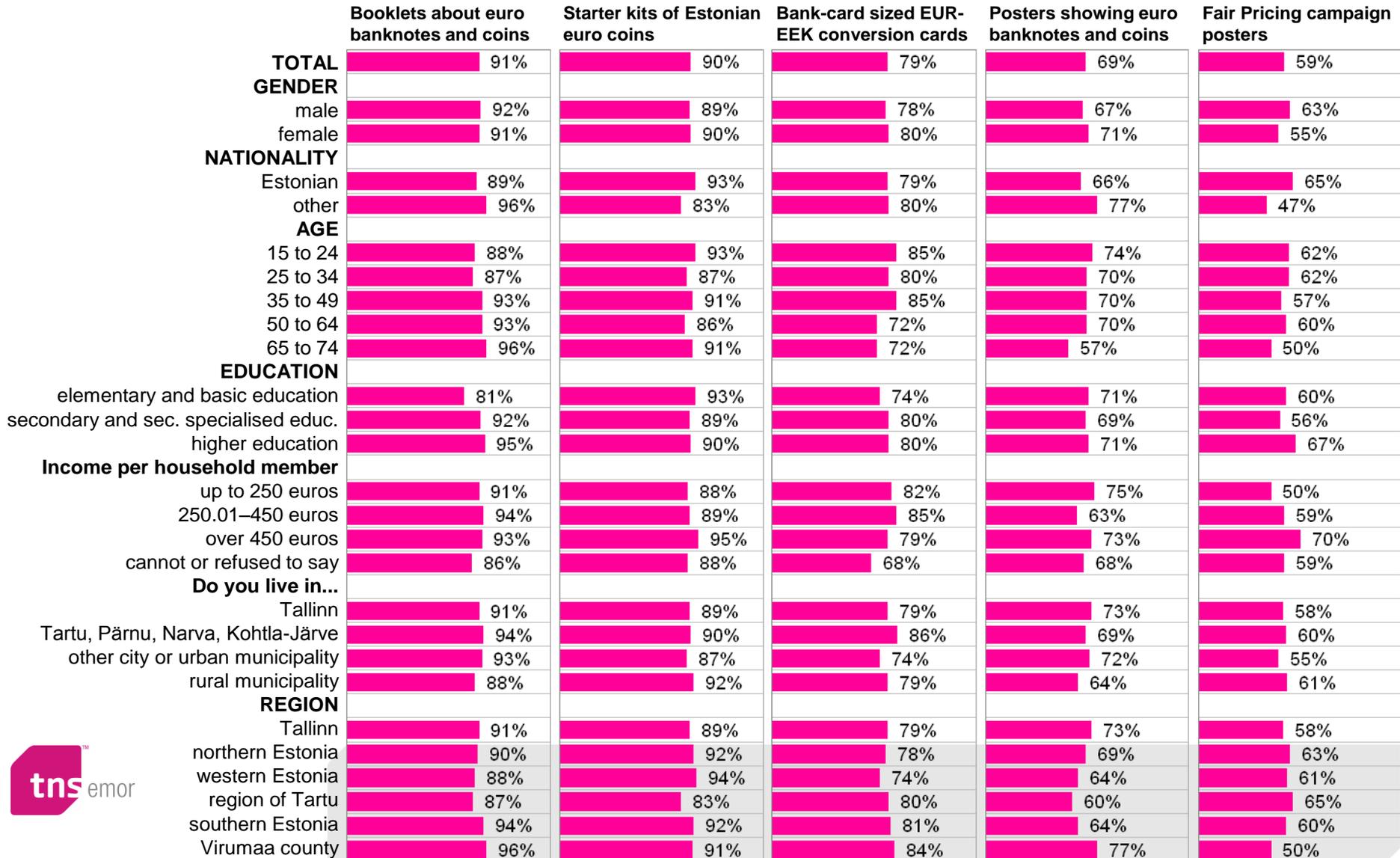
Awareness of different euro information materials II

% of those aware of euro information materials, % of "yes" replies



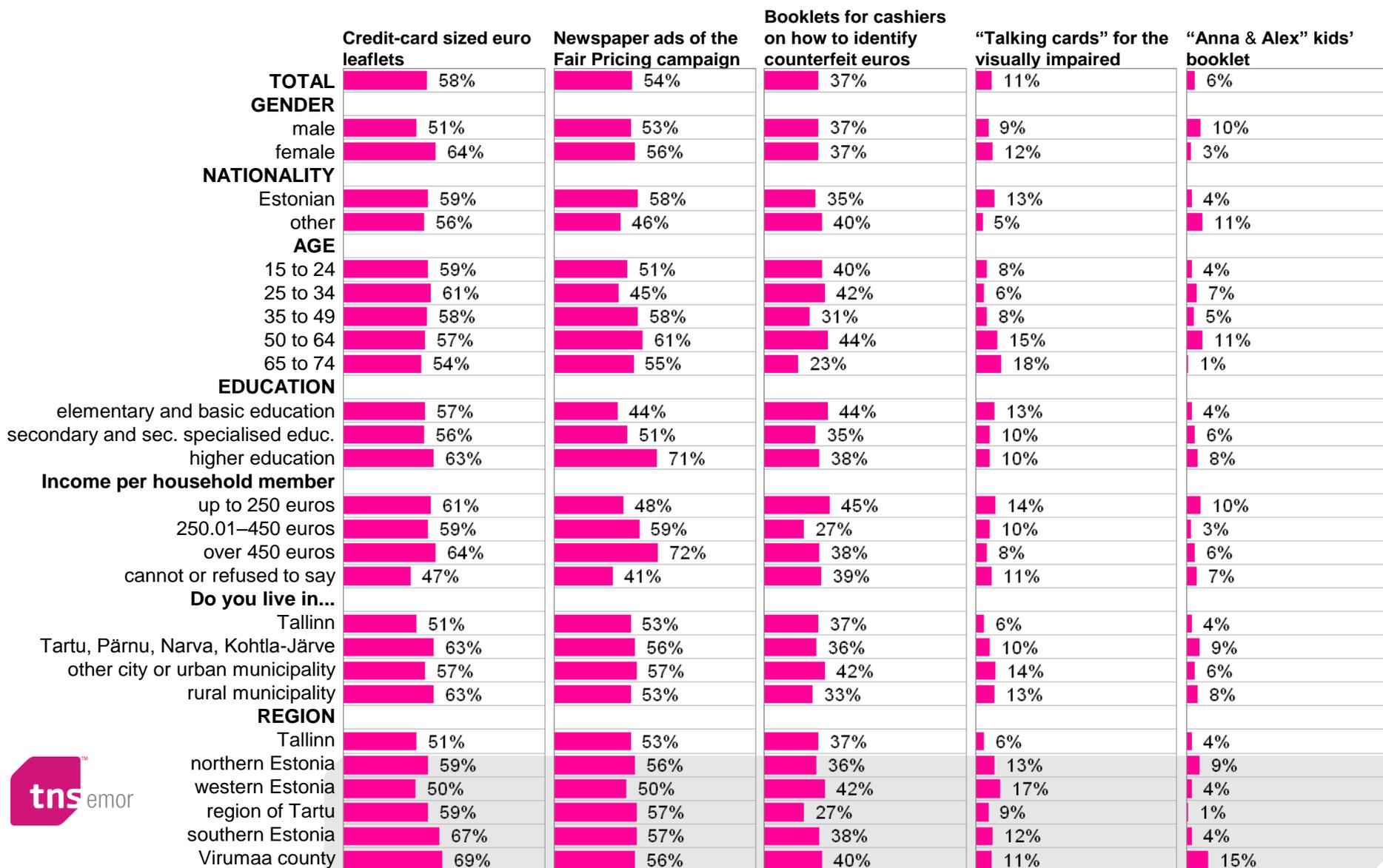
Awareness of euro information materials by target groups I

% of those aware of euro information materials, January 2011



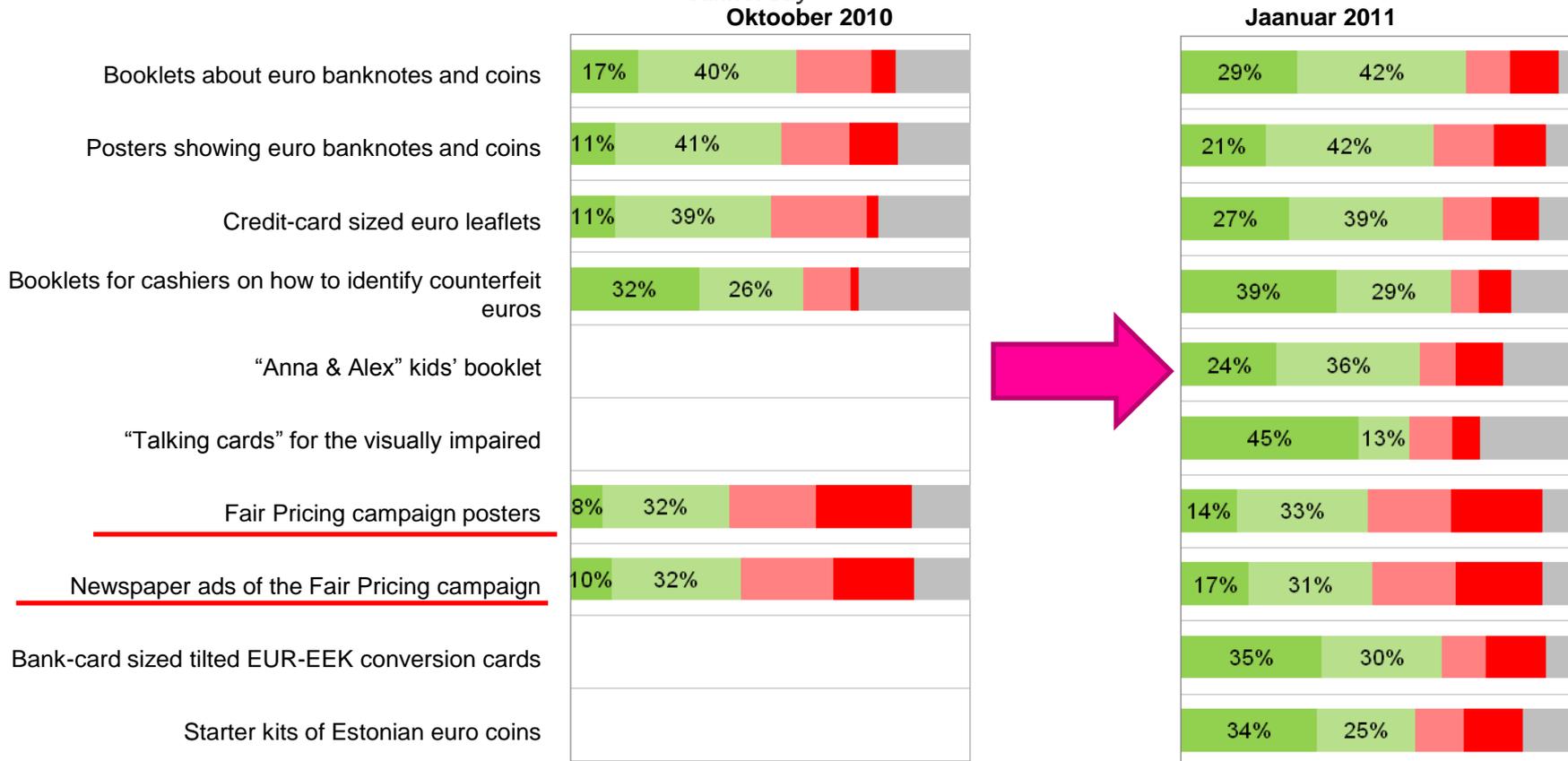
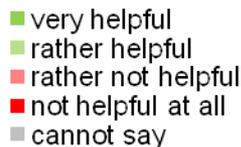
Awareness of euro information materials by target groups II

% of those aware of euro information materials, January 2011



Have the euro information materials been helpful?

% of respondents aware of euro information materials



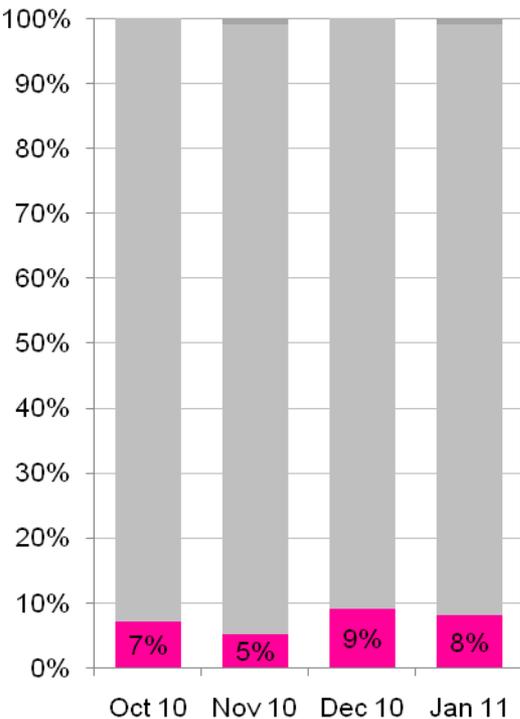
- Euro information is deemed quite necessary; respondents are somewhat more pessimistic about the Fair Pricing campaign materials.
- People are probably rather convinced that the adoption of the euro rises prices and thus do not perceive the campaign to be credible.

Monitoring other information channels for the adoption of the euro

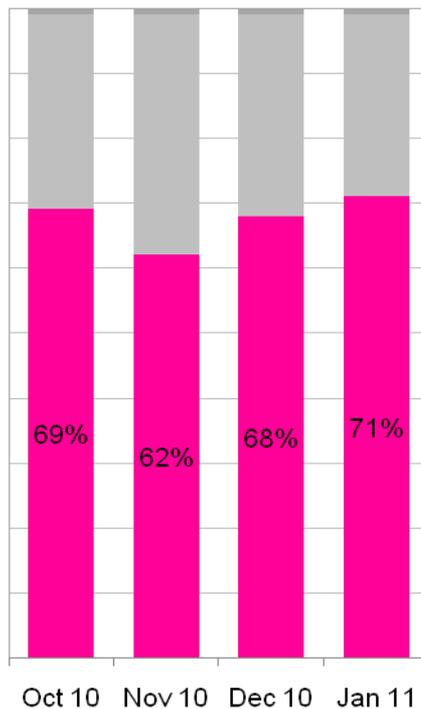
% of total respondents in different periods

■ yes ■ no ■ cannot say

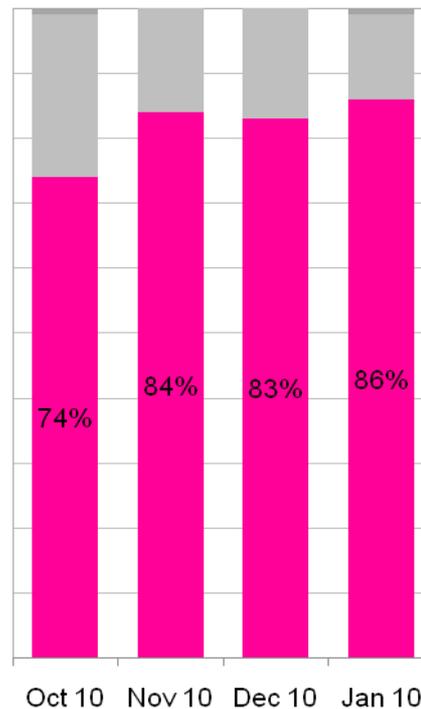
Visiting euro.eesti.ee



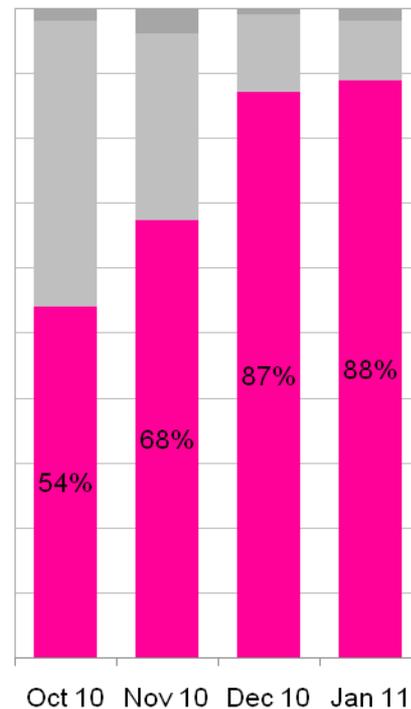
Reading euro-related newspaper articles



Watching euro-related TV news



Watching TV ads and videos introducing euro banknotes and coins



■ The number of visitors at euro.eesti.ee is very low, given the overall ratio of Internet users (74%).

■ At the end of November people received exciting and tangible information materials (euro calculator, tilted conversion card). Eesti Pank's official campaign materials slightly reduced interest in media materials.

■ Reading newspaper articles increased in December, when the changeover was looming close ahead and people expressed more and more interest in simple questions, such as the price of milk in euros.

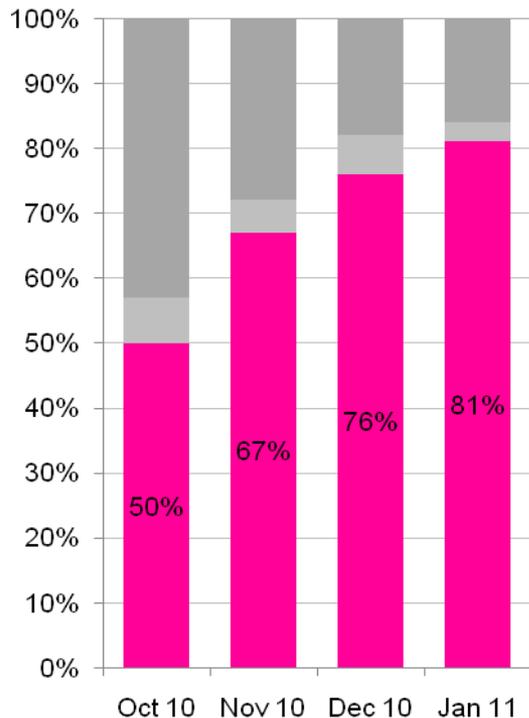
Awareness of security features of euro banknotes

% of total respondents in different periods

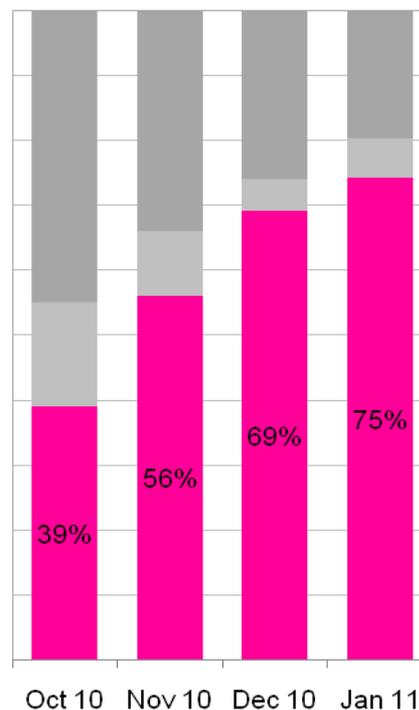
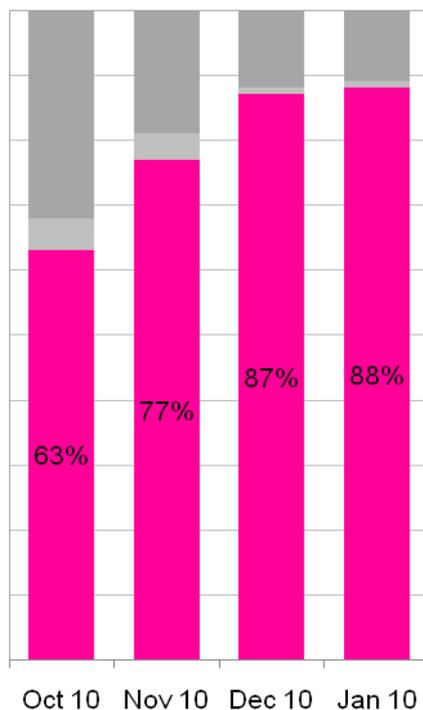
■ yes ■ no ■ cannot say

Euro banknote has a tangible raised print

Euro has a watermark



Euro has a hologram



- Although we may think that by January all people had come into contact with euro banknotes, there were still respondents who claimed to be not aware of the major security features or even that there weren't any security features on euro banknotes.
- It is interesting to observe by months that people's awareness of security features does not vary between those who have seen TV ads on the security features and those who have not. However, among those who have not seen the ads there are 2–3 times more of those (depending on the security feature, 1–5% of those who have seen vs. 6–19% of those who have not seen), who claim that there aren't any security features on euro banknotes. Thus, not seeing the TV ads has somehow facilitated such "misawareness".

The conduct of the survey

Survey on awareness of the information campaign on the adoption of the euro

- The survey was conducted using CATI (*computer assisted telephone interviewing*) interviews in TNS Emor's phone survey centre within the framework of regular CATI buses (Omnibus phone survey)
- The survey sample is representative, covering Estonia's residents aged 15 to 74
- Each survey period included 500 respondents, i.e. the accuracy of results is $\pm 4,4\%$
- The surveys were conducted during 5–7/10/2010, 23–25/11/2010, 28–30/12/2010 and 11–13/01/2011

Participants in different stages of the survey and responsible persons:

Contractor's contact person: Kaja Kell, Eesti Pank
Project manager: Katrin Karma, TNS Emor
Graphics: Maire Nõmmik

Contact data:

AS Emor

Phone: +372 626 8520
Phone (gen.): +372 626 8500
Fax: +372 626 8501
E-mail: katrin.karma@emor.ee
E-mail (gen.): emor@emor.ee
Address: A. H. Tammsaare tee 47
11316 Tallinn, Estonia

