



## **Flash Eurobarometer 412**

# **LITHUANIA AFTER THE EURO CHANGEOVER**

## **SUMMARY**

Fieldwork: January 2015

Publication: January 2015

This survey has been requested by the European Commission, Directorate-General for Economic and Financial Affairs and co-ordinated by the Directorate-General for 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 Eurobarometer 412 - TNS Political & Social**

**Project title** Flash EB 412 survey among the general public AFTER euro changeover in Lithuania – January 2015 (Summary report)

**Linguistic Version** EN

**Catalogue Number** KC-01-15-048-EN-N

**ISBN** 978-92-79-45360-1

**DOI** 10.2765/020117

© European Union, 2015

## **Flash Eurobarometer 412**

### **Lithuania after the euro changeover**

Conducted by TNS Political & Social at the request of  
the European Commission,  
Directorate-General for Economic and Financial Affairs

Survey co-ordinated by the European Commission,  
Directorate-General for Communication  
(DG COMM "Strategy, Corporate Communication Actions and  
Eurobarometer" Unit)

**TABLE OF CONTENTS**

**INTRODUCTION ..... 2**

**I. SUPPORT FOR THE EURO ..... 3**

**II. THE LITHUANIAN CHANGEOVER: GENERAL ASSESSMENTS ..... 4**

**III. PERSONAL EXPERIENCES WITH THE EURO ..... 5**

**IV. BECOMING FAMILIAR WITH EURO PRICING ..... 6**

**V. CONCERNS ABOUT THE CHANGEOVER..... 9**

**VI. INFORMATION ABOUT THE EURO ..... 10**

**Annexes**  
**Technical specifications**

## INTRODUCTION

On 1 January 2015, Lithuania joined the euro area, becoming the 19th country within the 28 EU Member States to adopt the euro as its currency. This report analyses the findings of a survey conducted among citizens of Latvia immediately after the introduction of the euro within the country. It examines their attitudes towards the new currency and the changeover process.

Most of the results of this survey are compared with those from the last six countries that joined the euro area: Latvia on 1 January 2014<sup>1</sup>, Estonia on 1 January 2011<sup>2</sup>, Slovakia on 1 January 2009<sup>3</sup>, Malta and Cyprus on 1 January 2008<sup>4</sup>, and Slovenia on 1 January 2007<sup>5</sup>. In each of these countries, immediately after the changeover, the Directorate-General for Economic and Financial Affairs of the European Commission conducted a Flash Eurobarometer survey in order to measure citizens' perceptions regarding the new currency and its implementation. As the questionnaires were essentially the same and the data collection periods similar in all seven surveys, direct comparisons between the results can be made. Some questions are also compared with a survey that was conducted exclusively in Lithuania in September 2014.<sup>6</sup>

This survey was carried out by the TNS Political & Social network in Lithuania. 1,000 respondents from different social and demographic groups were interviewed via telephone (landline and mobile phone) in their mother tongue on behalf of the European Commission, Directorate-General for Economic and Financial Affairs. The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Strategy, Corporate Communication Actions and Eurobarometer" Unit)<sup>7</sup>. A technical note on the manner in which interviews were conducted by the Institute within the TNS Political & Social network is appended as an annex to this report. Also included are the interview methods and confidence intervals<sup>8</sup>.

Interviews were conducted in Lithuania between the 16<sup>th</sup> and 19<sup>th</sup> January 2015. Interviews conducted in the other six countries used in analyses took place as follows: in Latvia between 15<sup>th</sup> and 18<sup>th</sup> January 2014; in Estonia between the 16<sup>th</sup> and 20<sup>th</sup> January 2011; in Slovakia between the 16<sup>th</sup> and 20<sup>th</sup> January 2009; in Malta and Cyprus between the 2<sup>nd</sup> and 6<sup>th</sup> February 2008; and in Slovenia between the 29<sup>th</sup> January and 3<sup>rd</sup> February 2007. In each country, approximately 1,000 interviews were conducted. The national samples were representative of the population aged 15 or over.

\* \* \* \* \*

*We wish to thank all the people interviewed who took the time to participate in this survey. Without their active participation, this survey would not have been possible.*

---

<sup>1</sup> [http://ec.europa.eu/public\\_opinion/flash/fl\\_393\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_393_en.pdf)

<sup>2</sup> [http://ec.europa.eu/public\\_opinion/flash/fl\\_309\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_309_en.pdf)

<sup>3</sup> [http://ec.europa.eu/public\\_opinion/flash/fl\\_259\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_259_en.pdf)

<sup>4</sup> [http://ec.europa.eu/public\\_opinion/flash/fl\\_222\\_223\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_222_223_en.pdf)

<sup>5</sup> [http://ec.europa.eu/public\\_opinion/flash/fl\\_205\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_205_en.pdf)

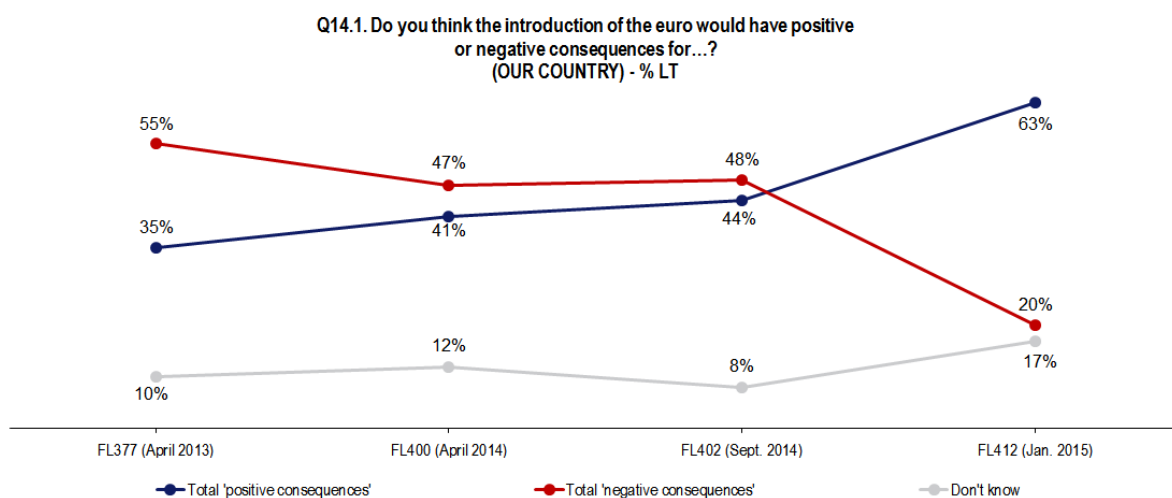
<sup>6</sup> [http://ec.europa.eu/public\\_opinion/flash/fl\\_402\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_402_en.pdf)

<sup>7</sup> [http://ec.europa.eu/public\\_opinion/index\\_en.htm](http://ec.europa.eu/public_opinion/index_en.htm)

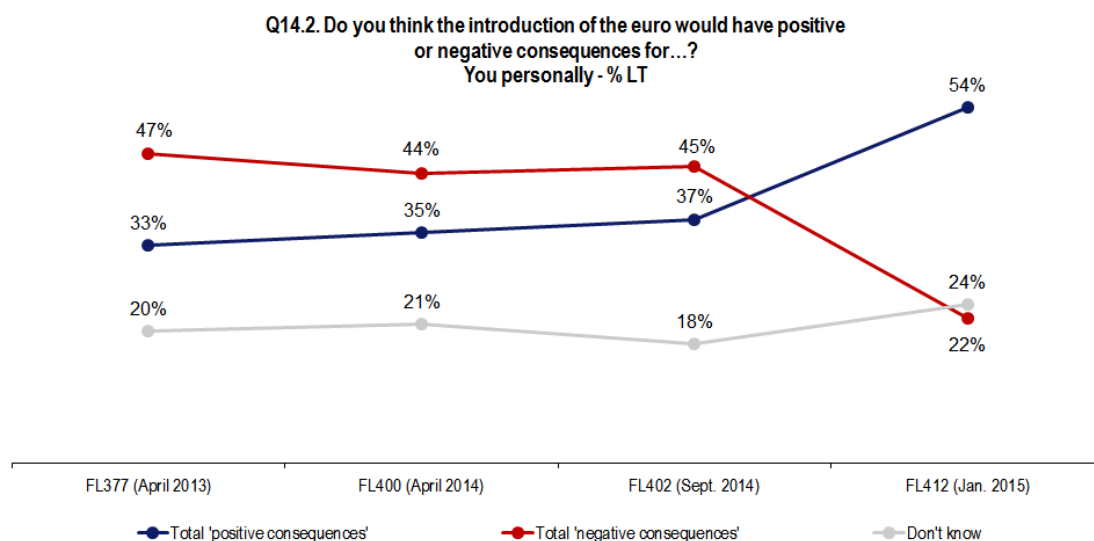
## I. SUPPORT FOR THE EURO

Following the adoption of the euro on January 1, there was **a substantial increase in the proportion of people who say that introducing the euro will have positive consequences for Lithuania**. Nearly two-thirds of respondents (63%) now feel this way, up from 44% in September 2014, and 35% in April 2013.

Only a fifth of people (20%) say that the euro will have negative consequences for Lithuania, whereas in the past a majority of respondents said the consequences would be negative, such as in September 2014 (48% negative vs. 44% positive), and April 2013 (55% negative vs. 35% positive).

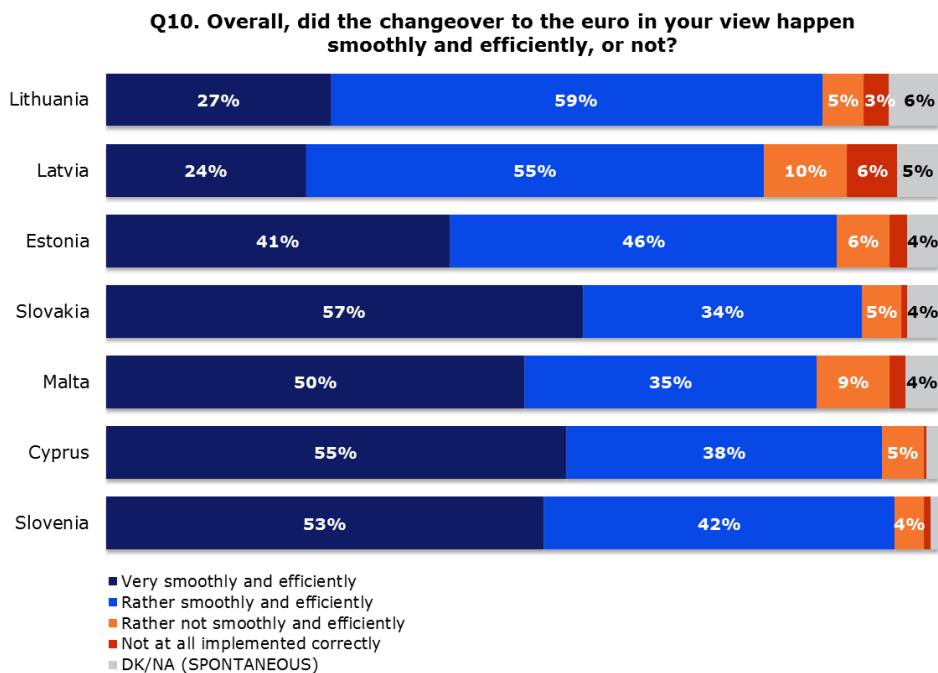


**The pattern is very similar when it comes to people's personal expectations of the euro's introduction**, with a large increase in the proportion of people who think the consequences will be positive following the currency's adoption. Over half of respondents (54%) now say that the consequences will be positive, up from 37% in September 2014, and 33% in April 2013.



## II. THE LITHUANIAN CHANGEOVER: GENERAL ASSESSMENTS

**Respondents were asked how smoothly and efficiently they felt the changeover to the euro had happened overall.** Nearly nine out of ten respondents (86%) say that the changeover was smooth and efficient, with over a quarter (27%) saying that it was very smooth and efficient. Less than a tenth of respondents (8%) feel that the changeover was not smooth and efficient, or not at all implemented correctly.



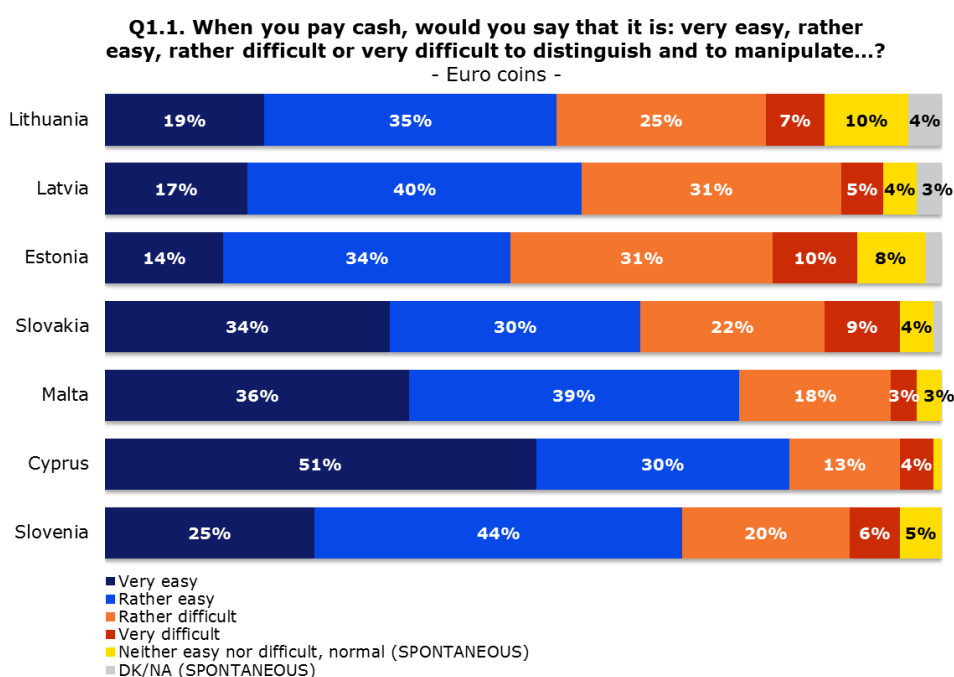
**Very few respondents in Lithuania (5%) say that they experienced any problems when exchanging Lithuanian litas or withdrawing euro cash from banks in the first week of January.** Over nine out of ten people (91%) say that they had no problems doing these things immediately after the changeover.

Lithuania compares with other euro area countries in terms of the problems experienced exchanging or withdrawing money shortly after the changeover to the euro. Only people in Slovenia (96%) and Estonia (95%) experienced fewer problems than people in Lithuania whereas respondents in Malta (85%) were the least likely.

### III. PERSONAL EXPERIENCES WITH THE EURO

**Respondents were asked how easy or difficult it was to distinguish and to manipulate euro coins.** A majority of people in Lithuania (54%) think that it was easy to distinguish and manipulate euro coins, with just under a fifth (19%) saying it was very easy to do so. Nearly a third of respondents (32%) say they found euro coins difficult to deal with.

These results show that respondents in Lithuania found the experience of handling euro coins more problematic than people in most other countries. Estonia (48%) is the only country where a smaller proportion of respondents said that it was easy to distinguish and manipulate euro coins. Elsewhere, a much higher proportion of respondents said they found it easy, such as in Cyprus (81%) and Malta (75%).



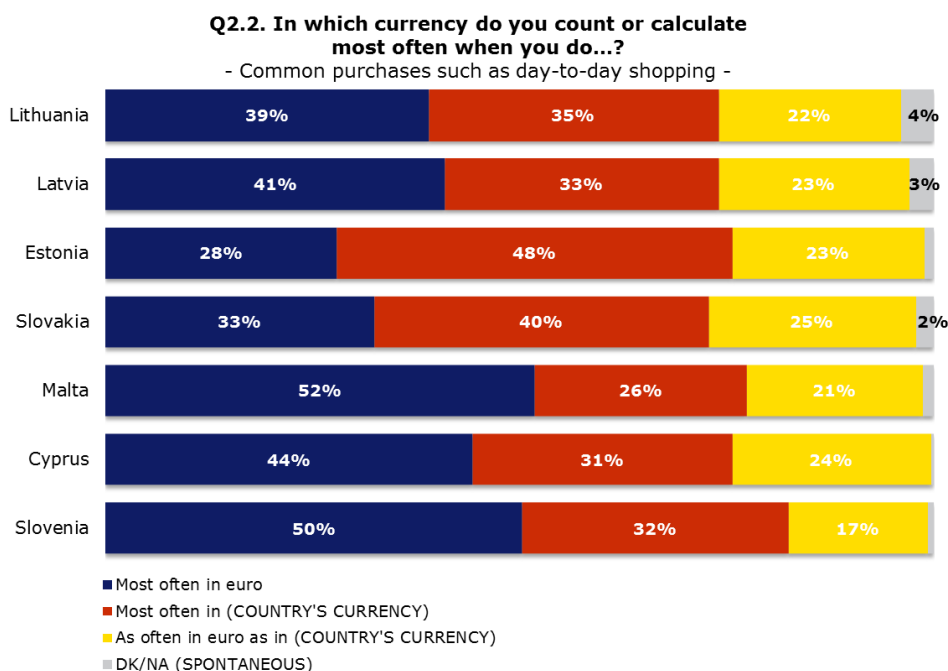
**As seen previously in other countries, respondents in Lithuania found banknotes easier to distinguish and manipulate than coins.** Over three quarters of people (77%) say they found this easy, with a third (33%) saying it was very easy. Less than a tenth of respondents (9%) think that euro banknotes are not easy to deal with.



#### IV. BECOMING FAMILIAR WITH EURO PRICING

Following the changeover, respondents were asked whether they now use the euro, or still use the old litas to make mental calculations when it comes to making both common everyday purchases, and also exceptional purchases.

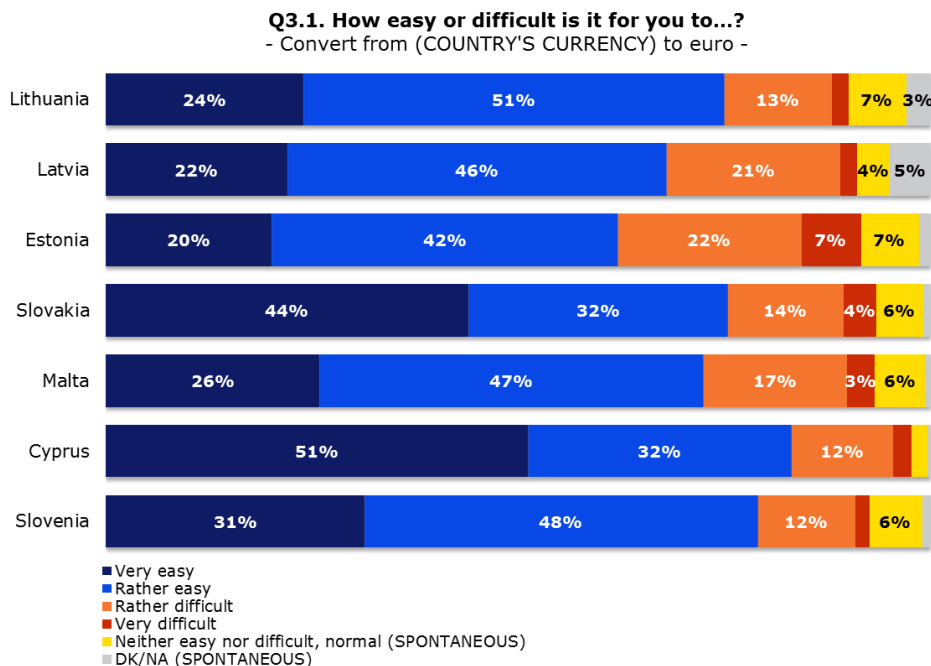
**Nearly four out of ten respondents (39%) in Lithuania most often use the euro to count or make calculations when making common purchases** such as day-to-day shopping whereas a third say they still use the Lithuania litas (35%). Over a fifth of people (22%) say they use the euro to make these mental calculations as often as they use the litas.



As was the case in other countries, **fewer respondents in Lithuania make their calculations only in euros when it comes to making exceptional purchases**: a quarter of people (25%) say they do this, but a higher proportion (38%) make their calculations for exceptional purchases in Lithuanian litas. A fifth of people (20%) say they use the euro to count or make calculations for this type of purchase as often as they use the litas.

**Respondents were asked how easy or difficult they found it to convert Lithuanian litas into euro.** Three quarters of respondents (75%) say that this was easy, with around a quarter (24%) finding it very easy. Only 15% of respondents say that they found it difficult to convert litas into euro.

On this question Lithuania sits in the middle of the range of other euro area countries. In some countries, notably Cyprus (83%) and Slovenia (79%), a higher proportion of people said they found the currency conversion easy. But in Estonia (62%) and Latvia (68%), for example, a comparatively small proportion of respondents said this.

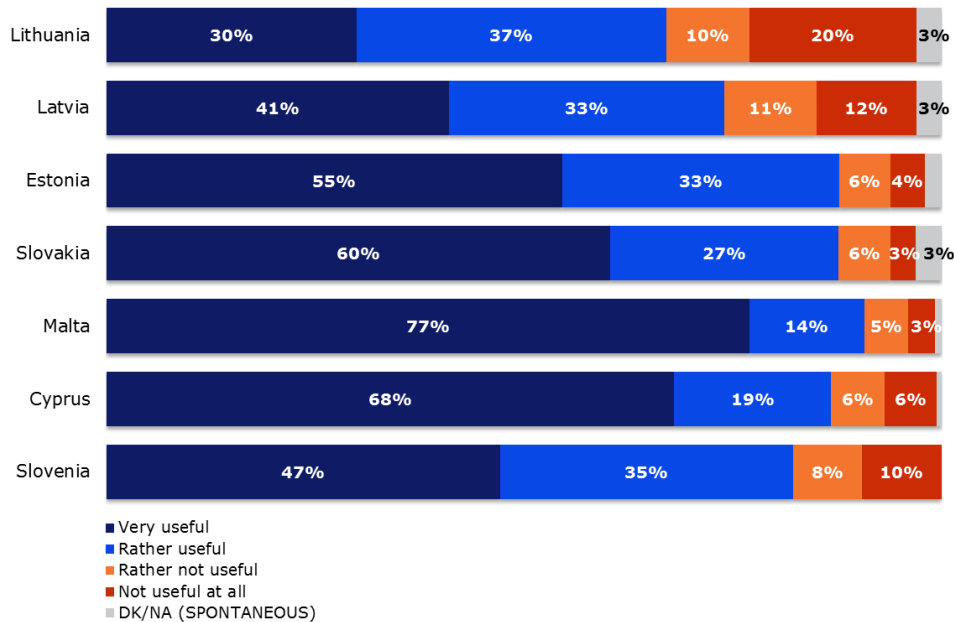


**Following this question, respondents were asked how easy or difficult it was for them to understand the value of something priced in euros.** In line with the earlier findings, seven out of ten respondents (70%) say that it was easy to understand the value of something in euros, with around a fifth (21%) saying that they find this very easy. However, a fifth of respondents (20%) think that it is difficult to understand the value of things in euros.

Again, Lithuania is in the middle of the range when comparing the results from other euro area countries. At one extreme 82% of people in Cyprus said that it was easy to understand the value of things priced in euros, and at the other, only 58% of respondents in Estonia said this.

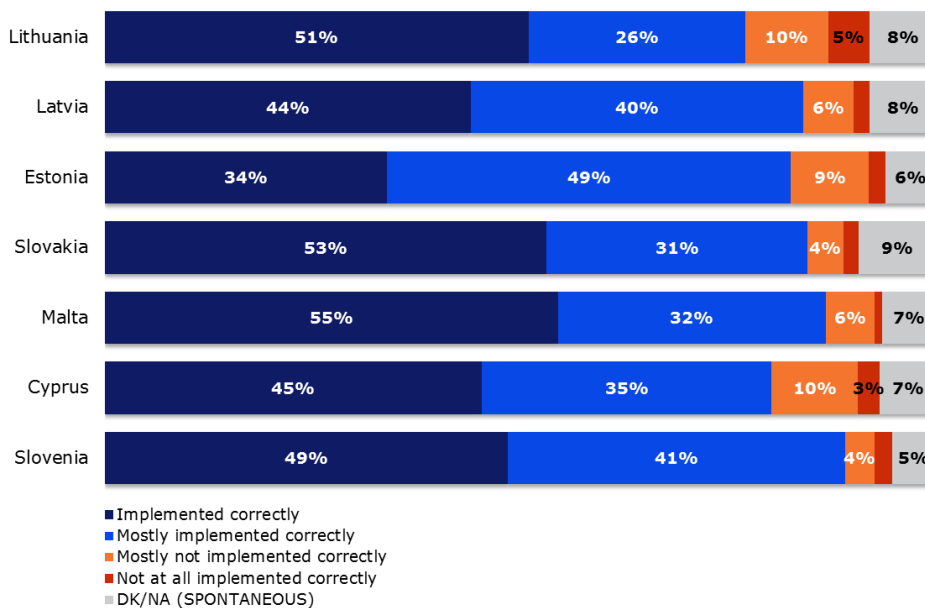
**Over two-thirds of people in Lithuania (67%) say they find the dual displays of prices useful, with 30% finding it very useful.** Three out of ten respondents (30%) do not find dual pricing useful, and of these 20% say that it is not useful at all.

**Q4. Overall, do you find the dual displays of prices useful?**



**Respondents were asked if they have the impression that the dual displays of prices were implemented correctly.** Over three quarters of people (77%) have the impression that they were implemented correctly or mostly correctly, with over half (51%) saying that they were implemented correctly. Just 15% of respondents feel that they were not implemented correctly. But while a substantial majority of people think the dual displays of prices were implemented correctly or mostly correctly, Lithuania has the lowest proportion of respondents who take this view.

**Q5. Is your impression that the dual displays of prices are implemented correctly (clearly identifiable displays, based on the conversion rate)?**



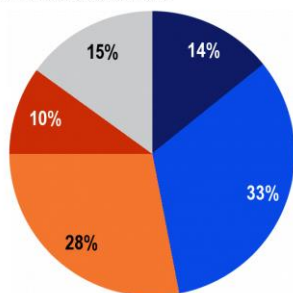
### V. CONCERNS ABOUT THE CHANGEOVER

Nearly half of the respondents (47%) say that price conversion was correct either often or very often, with 14% saying it was correct very often, and 33% often.

A slightly smaller proportion of respondents (40%) think that the rounding of prices was correct either often or very often, with 12% saying it was correct very often, and 28% often.

Q12.1. During and after changeover to the euro how often did you feel that...

Price conversion to euro was correct

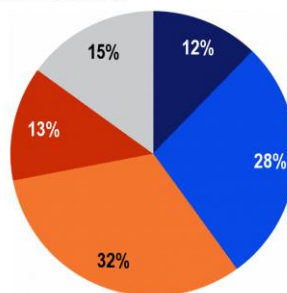


- Very often
- Often
- Sometimes
- Not at all
- Don't know



Q12.2. During and after changeover to the euro how often did you feel that...

Rounding of prices was correct

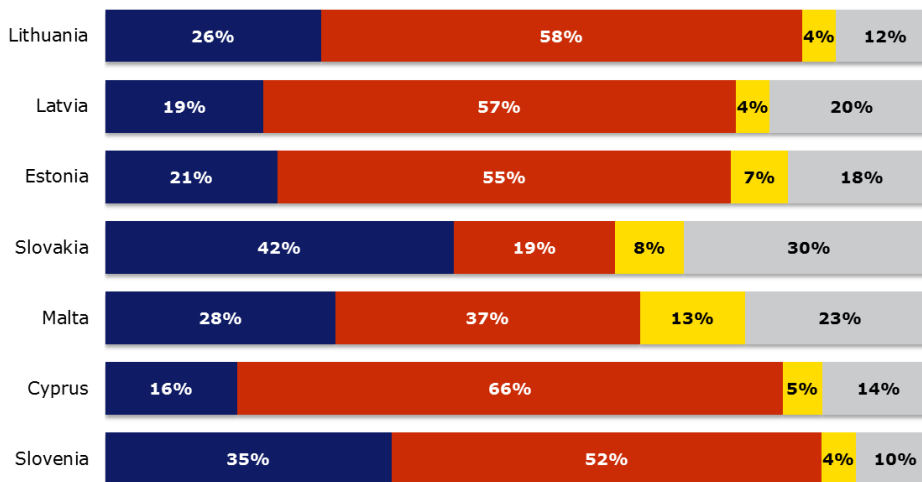


- Very often
- Often
- Sometimes
- Not at all
- Don't know



However, when asked about the impact respondents think the euro will have on the national economy, a majority of people (58%) think that the euro will increase inflation, while just over a quarter (26%) believe that the euro will help maintain price stability. These results are broadly in line with those recorded in other countries just after the changeover.

Q15. Do you think the euro will help to maintain price stability or, on the contrary, increase inflation in (OUR COUNTRY)?

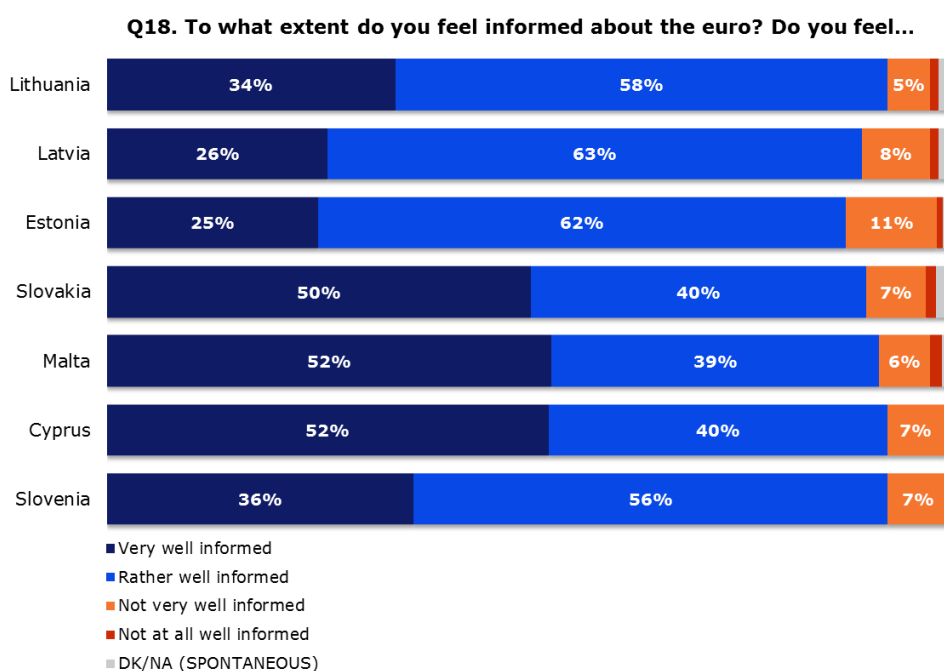


- Will help maintain price stability
- Will increase inflation
- No impact (SPONTANEOUS)
- DK/NA (SPONTANEOUS)

## VI. INFORMATION ABOUT THE EURO

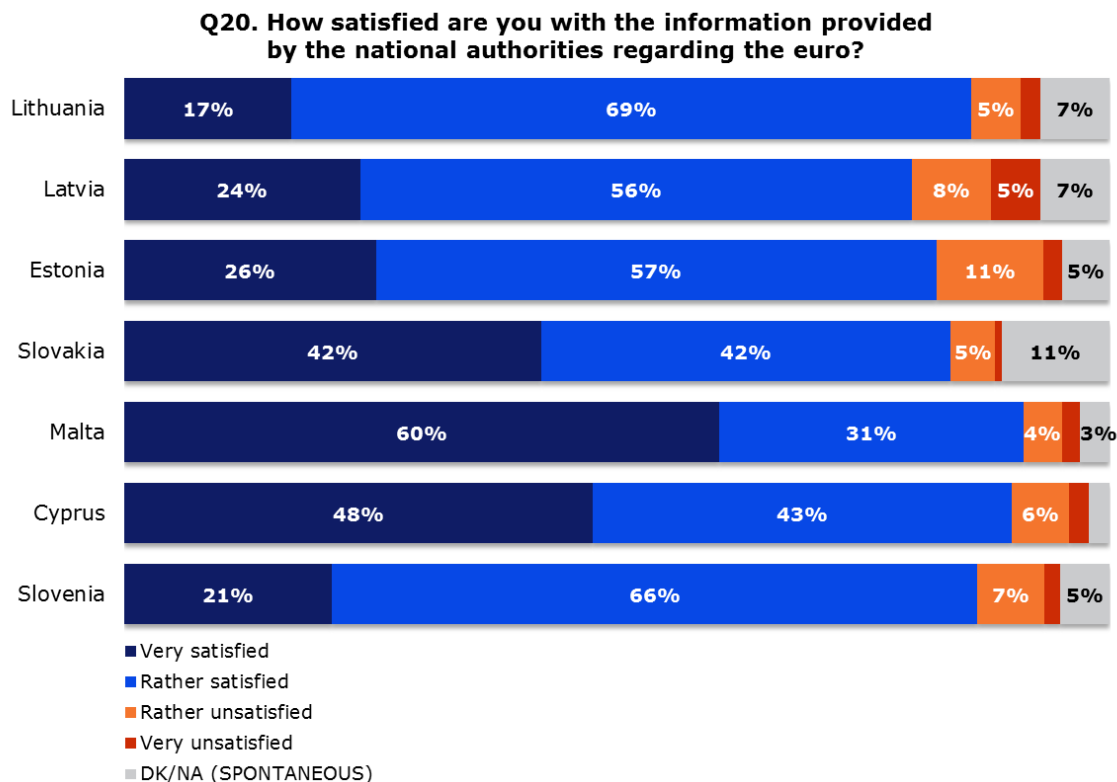
**A substantial majority of people in Lithuania (92%) feel informed about the euro**, with 34% of these saying they feel very well informed. Just 6% do not feel well informed. This result also continues an ongoing positive trend in Lithuania since April 2013, when only around four in ten respondents felt informed about the euro (41%).

This result is very typical of that seen in other Member States following the changeover, where the proportion of respondents who felt informed about the euro ranged from 92% in both Cyprus and Slovenia to 87% in Estonia.



**Respondents were asked where they obtained information about the introduction of the euro, and were given a list of nine likely sources.** By far the most common source of information for people in Lithuania was the media, with nearly nine out of ten respondents (86%) saying they got their information in this way. Relatively few people relied on other sources of information, though roughly a tenth of respondents say they got information about the changeover from commercial banks (13%) or from the National Central Bank (8%).

**When asked about their perceptions of the information provided by the national authorities, nearly nine out of ten people (86%) feel satisfied**, although only 17% of those say that they were very satisfied. Comparing these results with those from the other six countries, respondents in Lithuania can be seen to have a similar overall level of satisfaction on this issue. In the other six Member States, the proportion of respondents expressing satisfaction with the information the national authorities provided ranged from 91% in Malta to 80% in Latvia.



**Finally, respondents were asked to identify the most important issues about the euro that they would like to have more information on.** Respondents were most likely to say they wanted more information about the euro's security features: nearly a quarter of people (24%) mentioned this.

Over a tenth of respondents say they would like more information about the social, economic or political implications of the euro (12%), the dual display of prices (11%), and correct rounding (10%). A quarter of people (25%) spontaneously say that there are no issues relating to the euro that they want more information on.

## **TECHNICAL SPECIFICATIONS**

## **FLASH EUROBAROMETER 412**

### **"Lithuania after the changeover"**

### **TECHNICAL SPECIFICATIONS**

Between the 16th and the 19th of January 2015, TNS political & social, a consortium created between TNS UK and TNS opinion, carried out the survey FLASH EUROBAROMETER 412, 'Lithuania after the changeover'.

This survey has been requested by the EUROPEAN COMMISSION, Directorate-General for Economic and Financial Affairs. It is a general public survey co-ordinated by the Directorate-General for Communication ('Strategy, Corporate Communication Actions and Eurobarometer' Unit). The FLASH EUROBAROMETER 412 covers the national population of citizens as well as the population of citizens of all the European Union Member States that are resident in Lithuania and have a sufficient command of the national languages to answer the questionnaire. All interviews were carried using the TNS e-Call center (our centralized CATI system). Respondents were called both on fixed lines and mobile phones. The basic sample design applied is multi-stage random (probability). In each household, the respondent was drawn at random following the "last birthday rule".

TNS have developed their own RDD sample generation capabilities based on using contact telephone numbers from responders to random probability or random location face to face surveys, such as Eurobarometer, as seed numbers. The approach works because the seed number identifies a working block of telephone numbers and reduces the volume of numbers generated that will be ineffective. The seed numbers are stratified by NUTS2 region and urbanisation to approximate a geographically representative sample. From each seed number the required sample of numbers are generated by randomly replacing the last two digits. The sample is then screened against business databases in order to exclude as many of these numbers as possible before going into field."



Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

<b>Statistical Margins due to the sampling process (at the 95% level of confidence)</b>											
<i>various sample sizes are in rows</i>						<i>various observed results are in columns</i>					
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
<b>N=50</b>	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	<b>N=50</b>
<b>N=500</b>	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	<b>N=500</b>
<b>N=1000</b>	1,4	1,9	2,2	2,5	2,7	2,8	3,0	3,0	3,1	3,1	<b>N=1000</b>
<b>N=1500</b>	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	<b>N=1500</b>
<b>N=2000</b>	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	<b>N=2000</b>
<b>N=3000</b>	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	<b>N=3000</b>
<b>N=4000</b>	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	<b>N=4000</b>
<b>N=5000</b>	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	<b>N=5000</b>
<b>N=6000</b>	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	<b>N=6000</b>
<b>N=7000</b>	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	<b>N=7000</b>
<b>N=7500</b>	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	<b>N=7500</b>
<b>N=8000</b>	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	<b>N=8000</b>
<b>N=9000</b>	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	<b>N=9000</b>
<b>N=10000</b>	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	<b>N=10000</b>
<b>N=11000</b>	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	<b>N=11000</b>
<b>N=12000</b>	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	<b>N=12000</b>
<b>N=13000</b>	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	<b>N=13000</b>
<b>N=14000</b>	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	<b>N=14000</b>
<b>N=15000</b>	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	<b>N=15000</b>
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

<b>ABBR.</b>	<b>COUNTRIES</b>	<b>INSTITUTES</b>	<b>N° INTERVIEWS</b>	<b>FIELDWORK DATES</b>		<b>POPULATION 15+</b>
LT	Lithuania	TNS LT	1.000	16/01/2015	19/01/2015	2.829.740