



Flash Eurobarometer 402

INTRODUCTION OF THE EURO IN LITHUANIA

SUMMARY

Fieldwork: September 2014

Publication: September 2014

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 402 - TNS Political & Social

Flash Eurobarometer 402

Introduction of the euro in Lithuania

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

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

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Technical specifications

INTRODUCTION

All EU Member States have committed to adopt the common currency, the euro, once they have fulfilled the criteria defined in the Maastricht Treaty on the Functioning of the European Union (with the exception of Denmark and the UK, which have a specific opt-out from these Treaty provisions). There is no common strategy or fixed timetable for the introduction of the euro in the Member States that joined in or after 2004, but the Treaty does require them to join the euro area at an undefined date in the future.

In April 2014, the Lithuanian Parliament voted to join the euro when it passed the Law on the Euro Adoption. It confirmed that euro accession would happen on 1 January 2015.

The main themes of this report are an examination of:

- levels of knowledge about and experience of the euro
- citizens' feelings about how well they have been informed and their preferred information channels
- Perceptions of, and support for, the euro
- Expectations about the adoption of the euro

This report sums up the main attitudes of respondents in Lithuania towards the euro as their country prepares to become the 19th EU Member State to adopt the single currency.

This survey was carried out by the TNS Political & Social network in Lithuania between 4 and 6 September 2014. Some 1,000 respondents from different social and demographic groups were interviewed via telephone in their mother tongue on behalf of the Directorate-General for Economic and Financial Affairs (DG ECFIN). The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication "Strategy, Corporate Communication Actions and Eurobarometer" Unit¹. A technical note on the manner in which interviews were conducted by the Institutes within the TNS Political & Social network is appended as an annex to this report. Also included are the interview methods and confidence intervals².

¹ http://ec.europa.eu/public_opinion/index_en.htm

² The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility of giving several answers to the question.

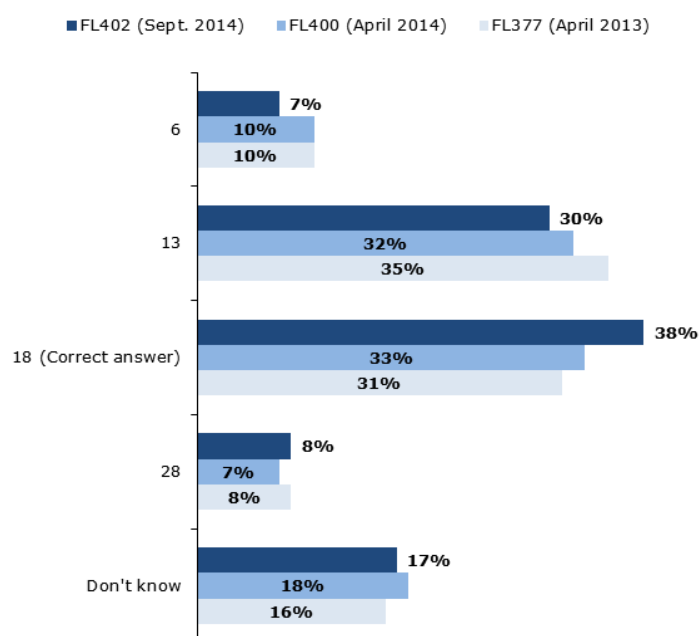
I. AWARENESS OF THE EURO

1. CITIZENS' AWARENESS OF THE EURO AREA AND THE EURO'S INTRODUCTION

- Nearly four out of ten respondents now say correctly that 18 countries have already introduced the euro -

When asked how many EU countries have already introduced the euro, almost four in ten respondents (38%) give the correct answer of 18. This is a notable increase on the proportion of respondents who answered correctly in both April 2014 (33%) and April 2013³ (31%), suggesting a trend of growing awareness on this issue. However, 45% of respondents still answer incorrectly.

Q5a. According to you, how many EU countries have already introduced the euro?



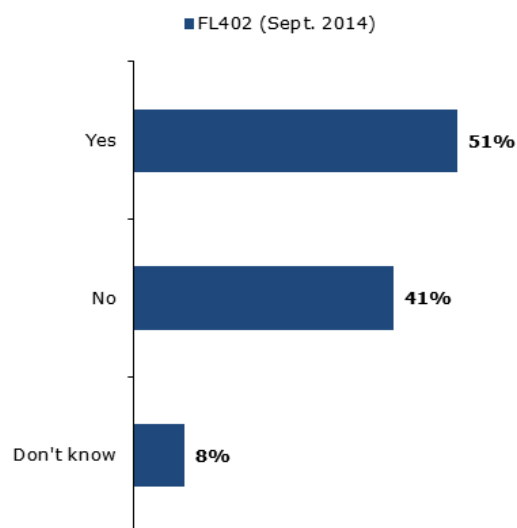
- Almost all respondents know that Lithuania will introduce the euro in 2015 -

A very high proportion of respondents (96%) say correctly that the euro will be introduced in Lithuania in 2015 – up from 82% who answered correctly in April 2014, and 39% who did so in 2013. Just 3% of respondents answer this question incorrectly – a sharp contrast with 2013, when 50% gave the wrong answer. These results are perhaps unsurprising, with euro adoption now only a few months away.

³ * In FL377, April 2013, the answering options were 6; 13; 17 (correct answer); 27

- A majority of respondents think that Lithuania is ready to introduce the euro -

A majority of respondents (51%) think that Lithuania is ready to introduce the euro, although roughly four out of ten respondents (41%) feel that it is not ready. Just under a tenth (8%) say they don't know.

Q5b. In your opinion, is (OUR COUNTRY) ready to introduce the euro?

When looking at the socio-demographic groups, several patterns emerge. For example, men are found to be more likely than women believe that Lithuania is ready to join the euro, by a margin of 55% to 48%.

The relationship with age is a bit more complicated, where respondents aged 55 and over are the most likely, and 40-54 year-olds the least likely, to think that Lithuania is ready (58% vs. 44%).

2. EXPERIENCE WITH EURO CASH

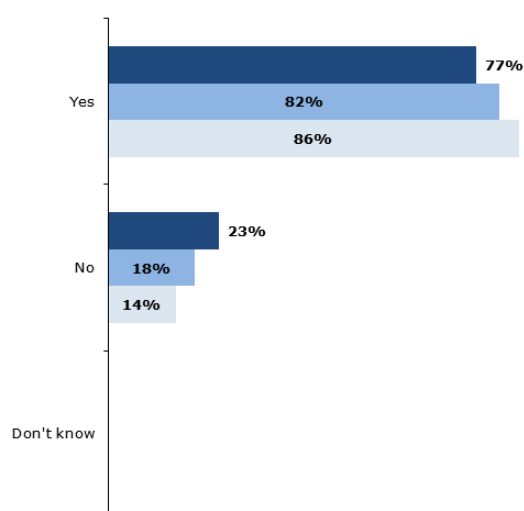
- **The proportion of respondents who have already seen euro banknotes has declined to 77% -**

Over three quarters of respondents (77%) say that they have seen euro banknotes – a decrease compared with the 82% who had seen them in April 2014, and the 86% who had seen them in 2013. Nearly a quarter (23%) say they have not seen them.

Respondents who have already seen euro banknotes were then asked whether they have used them, to which 64% say that they have. This is up slightly on the 61% who gave this answer in April 2014. Over a third (36%) of respondents in the group say they have not already used euro banknotes.

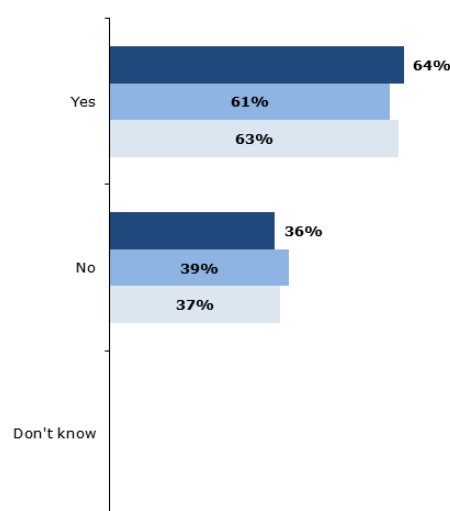
Q1.1. Have you already seen...? - Euro banknotes

■ FL402 (Sept. 2014) ■ FL400 (April 2014) ■ FL377 (April 2013)



Q2a.1 Have you already used...? - Euro banknotes

■ FL402 (Sept. 2014) ■ FL400 (April 2014) ■ FL377 (April 2013)



Base: respondents who have already seen euro banknotes = 765

- **The proportion of respondents who have already seen euro coins has declined to 72% -**

Over seven out of ten respondents (72%) say that they have already seen euro coins – a decrease compared with the 75% who had seen them in April 2014, and the 79% who had seen them in 2013. This is the same pattern of declining familiarity as seen above with euro banknotes. More than a quarter of respondents (28%) say they have not seen them.

Respondents who have already seen euro coins were then asked whether they have used them, to which 61% say that they have. This is up marginally on the 60% who gave this answer in April 2014, and the 58% who did so in 2013. Nearly four out of ten respondents (39%) say they have not already used euro coins.

II. INFORMING CITIZENS ABOUT THE EURO

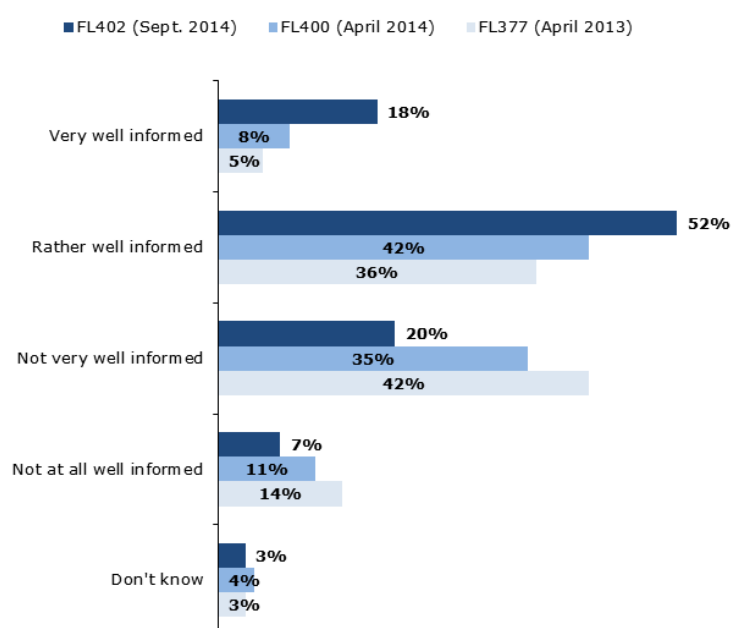
1. SELF-PERCEIVED LEVEL OF INFORMATION

- There has been a marked increase in the proportion of respondents who feel well informed about the euro -

Seven in ten respondents (70%) feel either very well or rather well informed about the euro. This is a marked increase from 50% who said this in April 2014. Of these, 18% now feel very well informed (+10 compared with April 2014), and 52% feel rather well informed (+10). This suggests that respondents are feeling much better informed as Lithuania comes closer to joining the currency.

Just over a quarter of respondents (27%) say that they do not feel well informed, with 20% (-15 compared with April 2014) feeling not very well informed, and 7% (-4) feeling not at all well informed.

Q6. To what extent do you feel informed about the euro? Do you feel:



2. TIMING, CHANNELS AND CONTENT OF INFORMATION

- Respondents show increasing levels of trust in most sources of information about the euro -

A majority of respondents say they would trust information provided by four sources: their national central bank (73%, +8 compared with April 2014); European institutions (62%, no change); government, national or regional authorities (57%, +5); and tax/fiscal administrations (53%, no change). Roughly four out of ten respondents say they would trust information provided by consumer associations (42%, +2) and by commercial banks (39%, +6).

- The television and the internet are still seen as the most useful information channels about the euro and the changeover -

Over half of the respondents think that it would be most useful to receive information about the euro and the changeover on television (54%, -8 compared with April 2014), or on the internet (52%, -1). More than three out of ten respondents say that it would be the most useful to receive information in banks (39%, +2), in newspapers and magazines (37%, -2), on the radio (30%, no change), or in their letterbox (30%, no change).

Roughly a fifth of respondents think that it would be most useful to receive information from the remaining four sources of information: in supermarkets and shops (21%, no change), in public places (20%, -3), in schools and other places of education and training (20%, -3), or in the workplace (20%, -3).

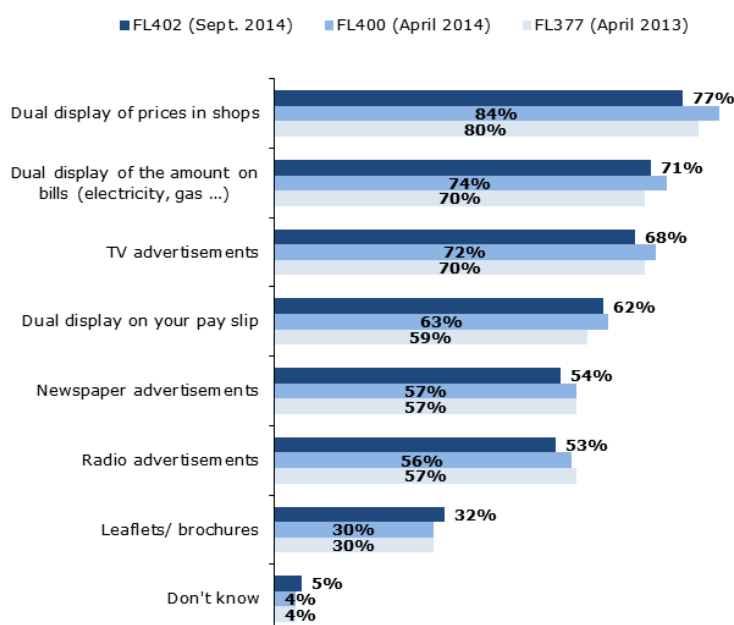
It is notable that banks are the only place where more respondents now think it would be useful to receive information than in April 2014.

- The dual displays of prices and amounts on bills are seen as the most essential information campaign actions –

After discussing the essential issues for the information campaign, the respondents were then asked to say which information campaign actions they regard as essential.

Over 50% of respondents feel that six out of the seven actions are essential. Roughly seven out of ten respondents say it is essential to include: the dual display of prices in shops (77%, -7 compared with April 2014); the dual display of amounts on bills (71%, -3); and TV advertisements (68%, -4). Over half of the respondents also feel that it is essential to include: the dual display on your pay slip (62%, -1); newspaper advertisements (54%, -3); and radio advertisements (53%, -3).

**Q11. Here is a list of various information campaign actions. Could you tell me for each of them whether you would find it essential?
(MULTIPLE ANSWERS POSSIBLE)**



III. THE EURO: PERCEPTIONS AND SUPPORT FOR ITS INTRODUCTION

1. CONSEQUENCES OF THE EURO'S INTRODUCTION

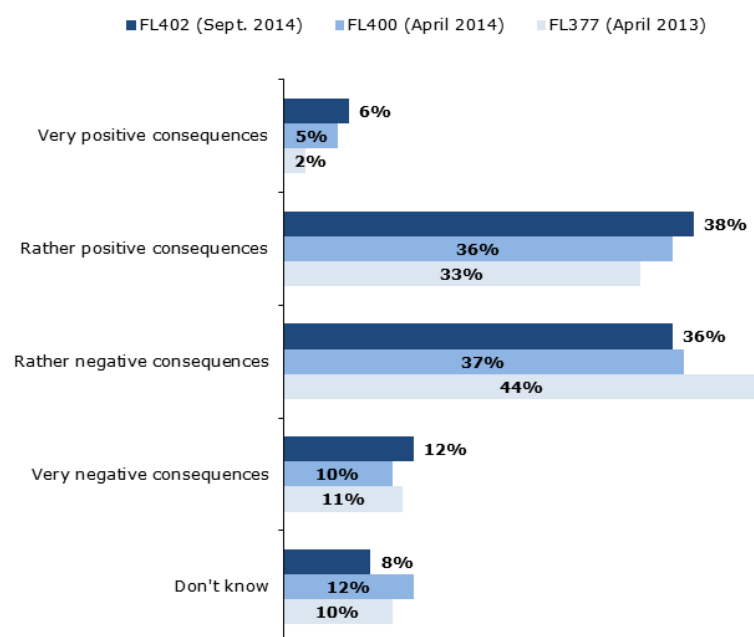
- A relative majority of respondents think that introducing the euro would have a negative impact, but this has declined compared with previous years -

All respondents were asked whether they think the introduction of the euro will have positive or negative consequences for Lithuania.

A slightly larger proportion of respondents (48%, +1 compared with April 2014) think the consequences would be negative for their own country. Of these, 12% (+2) say they would be very negative and 36% (-1) say they would be rather negative. A minority of respondents (44%, +3) think the consequences for their country would be positive..

The gap between the two has narrowed noticeably since April 2013, when 55% of respondents expected negative consequences of joining the euro, and only 35% thought the consequences would be positive.

Q13.1. Do you think the introduction of the euro would have positive or negative consequences for...? - (OUR COUNTRY)



Respondents were then asked whether they think its introduction would have positive or negative consequences for them personally. A relative majority of respondents (45%, +1 compared with April 2014) think the consequences would be negative. Of these, 12% (+2) think they would be very negative, and 33% (-1) say they would be rather negative. Over a third of respondents (37%, +2) say the consequences would be positive, with 6% (+2) thinking they would be very positive.

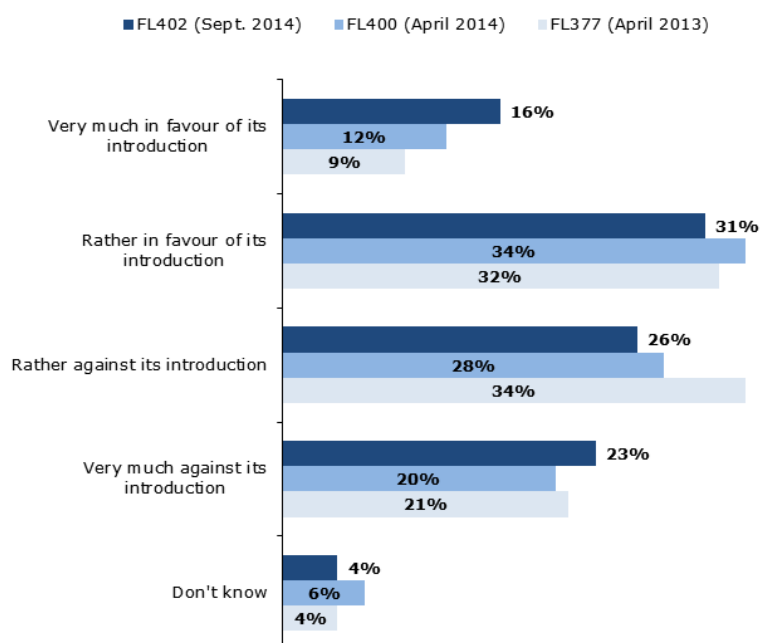
2. SUPPORT FOR THE SINGLE CURRENCY

- The larger proportion of respondents is still against Lithuania introducing the euro, although support for joining the currency has risen -

A relative majority respondents (49%, +1 compared with April 2014) are against introducing the euro, of which 23% (+3) are very much against and 26% (-2) are rather against. Slightly fewer respondents (47%, +1) are in favour, with 16% (+4) very much in favour and 31% (+3) rather in favour.

There has been a noticeable change in opinion since April 2013, when only 41% were in favour of joining, and 55% were against.

Q14. Generally speaking, are you personally more in favour or against the idea of introducing the euro in (OUR COUNTRY)?



When looking at the socio-demographic groups, the following patterns are observed:

- Men are more likely than women to be in favour of the introduction of the euro, by a margin of 53% to 42%.
- 53% of respondents who finished their education aged 20 or above are in favour of the euro, compared with 39-43% of respondents who left school at 19 or younger.
- While 60% of self-employed respondents favour the introduction of the euro, only 45% of respondents who are not working do so.

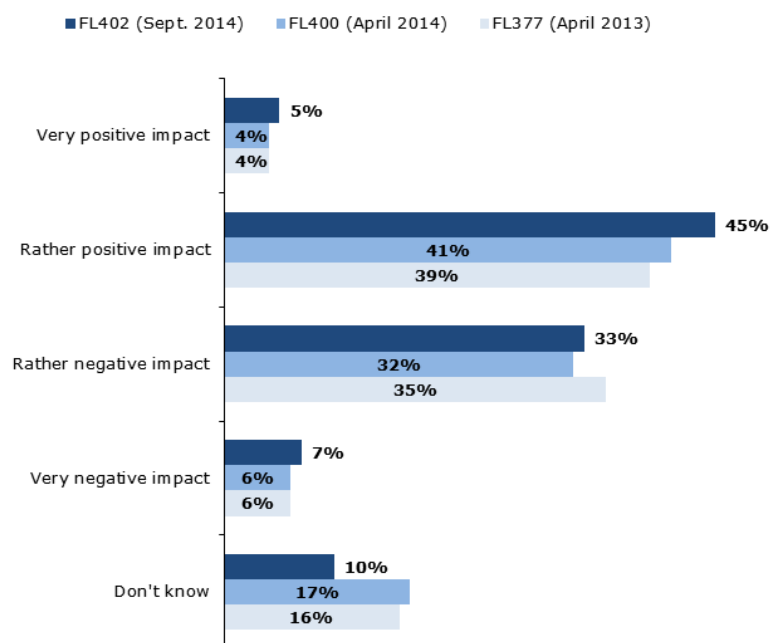
IV. CONSEQUENCES OF ADOPTING THE EURO

1. THE CONSEQUENCES IN GENERAL

- Half of the respondents think that the impact of the euro has been positive in the countries that already use the currency -

Half of the respondents (50%, +5 compared with April 2014) think the introduction of the euro has had a positive impact in the countries that are already using the euro, with 5% (+1) saying it has had a very positive impact and 45% (+4) thinking it has had a rather positive impact. Four out of ten respondents (40%, +2) think the euro has had a negative impact in those countries⁴.

Q12. What impact do you think the introduction of the euro has had in the countries that are already using the euro?



The socio-demographic analysis reveals the following:

- Men are somewhat more likely than women (53% vs. 48%) to feel that the introduction of the euro has had a positive impact in the countries that are already using it.
- Younger respondents are also more inclined to say that the impact has been positive: 62% of 15-24 year-olds take this view, versus 43% of those aged 55 and over.
- While 53% of respondents who finished their education aged 20 or over say the impact of the euro has been positive in the countries already using it, only 29% of respondents who left school aged 15 and below say this.

⁴ This question was asked quite differently in previous waves: Q12 Do you think the introduction of the euro has had positive or negative consequences in those countries that are using the euro already?

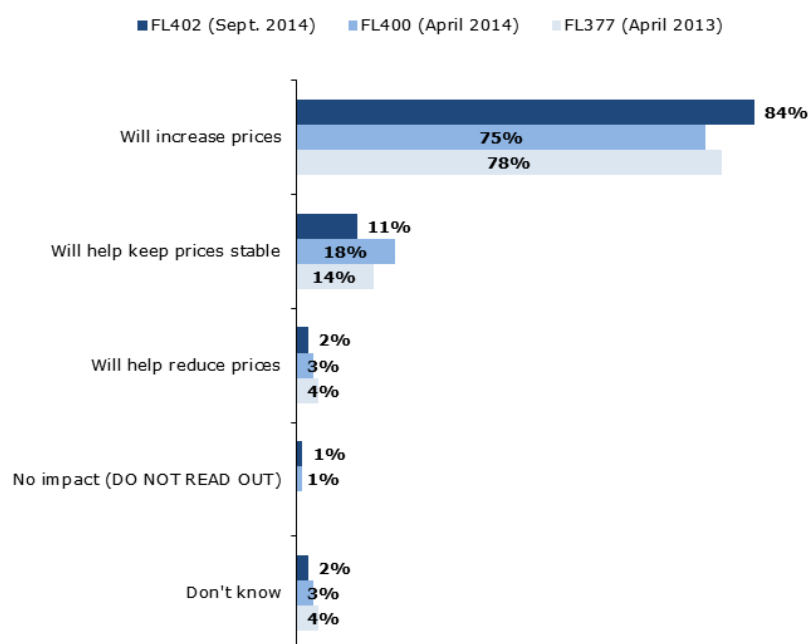
2. POLITICAL AND ECONOMIC CONSEQUENCES OF INTRODUCING THE EURO

- Most respondents think that introducing the euro will cause prices to rise -

More than eight in 10 respondents think that the introduction of the euro will increase prices in Lithuania: 84% say this, up from 75% in April 2014.

Just a tenth of respondents (11%, -7) think introducing the euro will help keep prices stable, while 2% (-1) say it will help reduce prices.

Q16. What impact, if any, do you think the introduction of the euro will have on prices in (OUR COUNTRY)?



- Making citizens feel more European, and reinforcing the place of Europe in the world, are seen as the main consequence of adopting the euro -

Respondents were then given a list of six favourable consequences and were asked whether they think the adoption of the euro will bring them about.

Just over half of the respondents (52%, +1 compared with April 2014) think that adopting the euro will make them feel more European than they do now. Over four out of ten respondents say that adopting the euro will reinforce the place of Europe in the world (46%, -3) and that it will ensure sounder public finances (41%, +3).

Over a third of respondents (36%, +2) think that adopting the euro will ensure lower interest rate charges and fewer debt charges, while over a quarter say that it will ensure low inflation rates (28%, +7) and improve growth and employment (26%, +2).

3. PRACTICAL CONSEQUENCES OF THE EURO CHANGEOVER

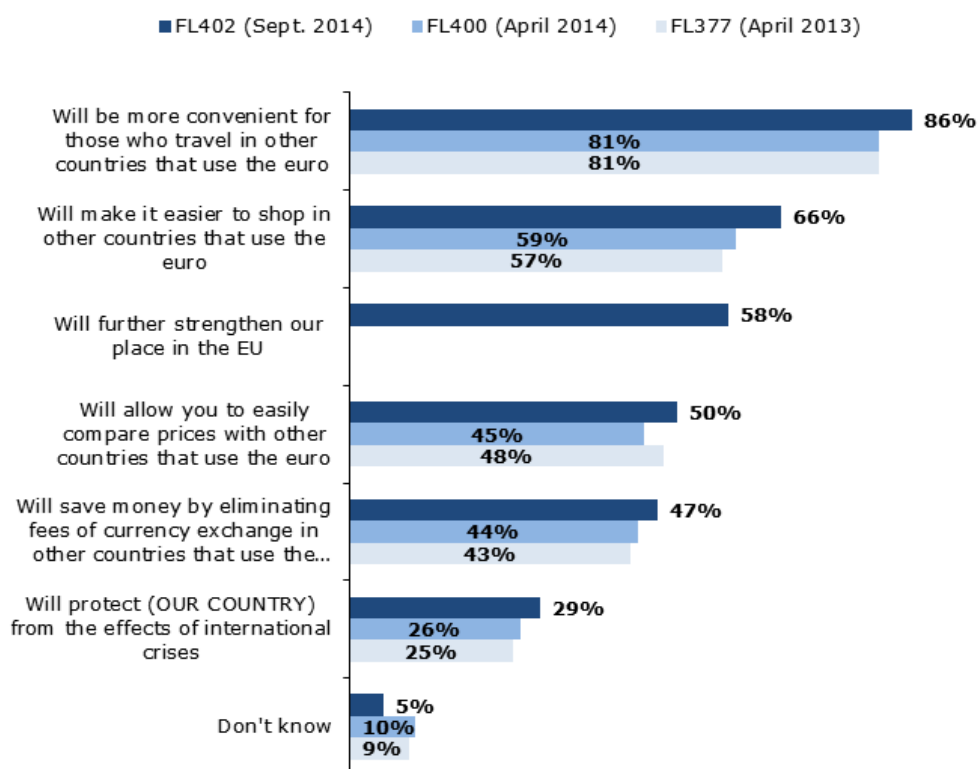
- Increasing proportions of respondents think that the euro will bring various practical benefits to Lithuania -

More than eight in ten think that the euro will make it more convenient for those who travel in other countries that use the euro (86%, +5).

Over half of the respondents also think: the euro will make it easier to shop in other countries that use the euro (66%, +7), will further strengthen Lithuania's place in the EU (58%)⁵, and will allow respondents to easily compare prices with other countries that use the euro (50%, +5).

Less than half of respondents say that adopting the euro will save money by eliminating currency exchange fees (47%, +3) or that it will protect the country from the effects of international crises (29%, +3).

Q17. Do you think that the euro...? (MULTIPLE ANSWERS POSSIBLE)



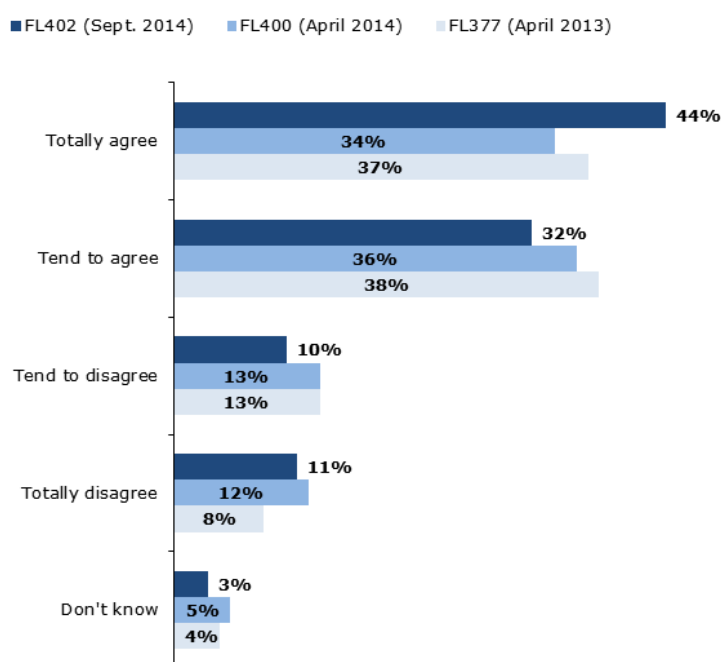
⁵ Will further strengthen our place in the EU is a new item

4. POTENTIAL INCONVENIENCES OF THE INTRODUCTION OF THE EURO

- **Three quarters of respondents are concerned about abusive price setting during the changeover -**

Over three quarters of respondents (76%, +6 compared with April 2014) agree they are concerned about abusive price setting during the changeover. Of these, 44% (+10) say totally agree, and 32% (-4) tend to agree.

Q19.2 Could you tell me for each of the following statements if you agree or disagree...? - You are concerned about abusive price setting during the changeover



When looking at the socio-demographic groups, the following differences are found:

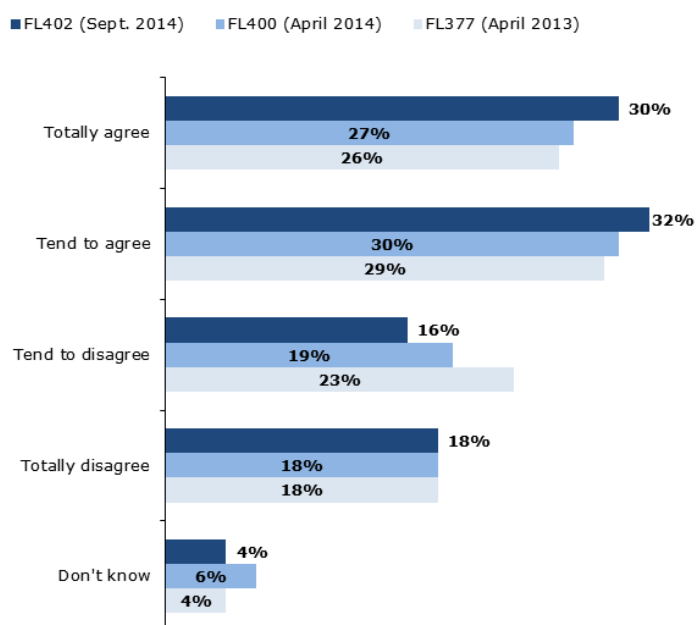
- Women are more likely than men (78% vs. 72%) to be concerned about abusive price setting.
- 15-24 year-olds are somewhat more likely to agree than those aged 55 and over that abusive price setting is a concern (78% vs. 73%).
- Manual workers (61%) are less concerned about abusive price setting than respondents in other occupations (74-77%).
- Of those in favour of the euro, 71% say its adoption will lead to abusive price setting, whereas 81% of respondents who are against the euro expect this to happen.

- A majority of respondents say that Lithuania will lose part of its identity when it adopts the euro -

More than six out of ten respondents (62%, +5) agree that adopting the euro will mean that Lithuania will lose a part of its identity. Of these 30% (+3) totally agree, and 32% (+2) tend to agree.

Roughly a third of respondents (34%, -3) do not think that this will happen, with 16% (-3) tending to disagree and 18% (no change) totally disagreeing.

Q19.4. Could you tell me for each of the following statements if you agree or disagree...?
- Adopting the euro will mean that (OUR COUNTRY) will lose a part of its identity



- A relative majority of respondents do not think the euro's introduction will mean a loss of control over economic policy -

Just under half of the respondents (48%, -2) do not think that adopting the euro will result in a loss of economic control, with 28% (-1) tending to disagree and 20% (-1) totally disagreeing.

Four out of ten respondents (42%, +3 compared with April 2014) think that adopting the euro will result in Lithuania losing control over its economic policy. Of these, 16% (+2) totally agree, and 26% (+1) tend to agree.

TECHNICAL SPECIFICATIONS

FLASH EUROBAROMETER 402

“Introduction of the euro in Lithuania”

TECHNICAL SPECIFICATIONS

Between the 4th and 6th of September 2014, TNS Political & Social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the survey FLASH EUROBAROMETER 402 about the “Introduction of the euro in Lithuania”.

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 402 covers the population of Lithuania, aged 15 years and over. The survey covers the national population of citizens as well as the population of citizens of all the European Union Member States who are resident in Lithuania and have a sufficient command of the national language to answer the questionnaire. All interviews were carried using the TNS e-Call center (our centralized CATI system). In every country respondents were called both on fixed lines and mobile phones. The basic sample design applied in all states is multi-stage random (probability). In each household, the respondent was drawn at random following the “last birthday rule”.

TNS has developed its 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. This approach is consistent across all countries.

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:

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

ABBR.	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+
LT	Lithuania	TNS LT	1.000	04/09/2014	06/09/2014	2.829.740