



Flash Eurobarometer 527

Introduction of the euro in the Member States that have not yet adopted the common currency

Summary

Fieldwork:

April 2023

Publication:

June 2023

Survey requested by the European Commission, Directorate-General for Economic and Financial Affairs and coordinated 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 527 – Ipsos European Public Affairs

Flash Eurobarometer 527

Introduction of the euro in the Member States that have not yet adopted the common currency

Summary

April 2023

Survey conducted by Ipsos European Public Affairs at the request of the European Commission,
Directorate-General for Economic and Financial Affairs

Survey coordinated by the European Commission, Directorate-General for Communication
(DG COMM “Media Monitoring and Eurobarometer” Unit)

Project title	Flash Eurobarometer 527 Introduction of the euro in the Member States that have not yet adopted the common currency – April 2023 Summary
Linguistic version	EN
Catalogue number	KC-03-23-199-EN-N
ISBN	978-92-68-04082-9 doi:10.2765/87001
© European Union, 2023	

<https://europa.eu/eurobarometer>

Table of contents

Introduction	1
Section 1. Awareness of the euro	2
1.1. Self-assessed level of information	2
1.2. Awareness of the number of countries currently using the euro	2
1.3. Experience with using the euro	3
1.4. Familiarity with the design of banknotes and coins	4
Section 2. Information campaign on the changeover to the euro	5
Section 3. Attitudes towards introducing the euro	7
Section 4. Expectations over introducing the euro	10

Introduction

This survey is the 25th in a series which began in 2004 and has helped the European Commission to track opinion, levels of knowledge and familiarity with the single currency among citizens regarding the future introduction of the common currency in their country.

The summary report looks at:

- levels of knowledge about and experience of the euro among citizens in the six countries covered by the survey;
- citizens' feelings about how well they have been informed about the euro and their preferred information channels for learning more about it;
- citizens' perceptions of, and support for, the single currency; and
- expectations about the adoption of the euro both for citizens themselves and for their country, and any potential positive or negative consequences they imagine.

On behalf of the European Commission, Directorate-General for Economic and Financial Affairs (DG ECFIN), Ipsos European Public Affairs interviewed a representative sample of citizens, aged 15 and over, in each of the six Member States that have not yet joined the euro area and have no specific opt-out. Between 17 April 2023 and 25 April 2023, 6 070 interviews were conducted over the telephone (landline and mobile phones). Survey data are weighted to known population proportions. The total results are weighted according to the size of the 15+ population of each EU Member State.

Notes:

- 1) Survey results are subject to sampling tolerances meaning that not all apparent differences between groups may be statistically significant. Thus, only differences that are statistically significant (at the 5% level) – i.e. where it can be reasonably certain that they are unlikely to have occurred by chance – are highlighted in the text.
- 2) The report looks at long-term trends across countries and the most recent year-on-year changes at national level. The term percentage point is used when comparing two different percentages (the abbreviation is pp). Year-on-year differences are calculated from percentages with one decimal and are then rounded to the nearest integer.
- 3) Percentages may not add up to 100%, as they are rounded to the nearest percent. Due to rounding, it may also happen that the percentages for separate response options shown in the charts do not exactly add up to the totals shown in charts and tables, or mentioned in the text. Response percentages will exceed 100% if the question allowed respondents to select multiple responses.
- 4) In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

BG  Bulgaria

PL  Poland

CZ  Czechia

RO  Romania

HU  Hungary

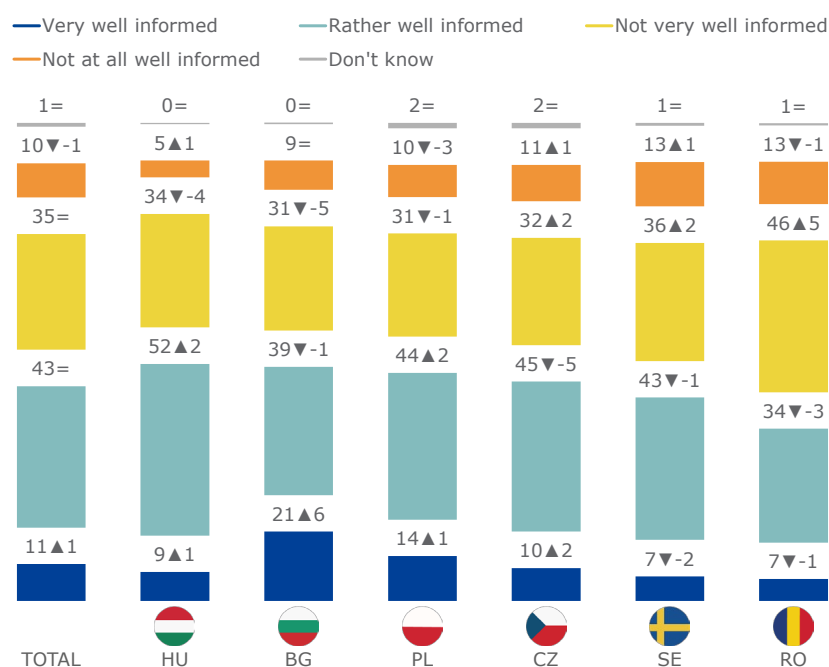
SE  Sweden

Section 1. Awareness of the euro

1.1. Self-assessed level of information

In all countries, except Romania, at least half of respondents **feel informed about the euro**: 60% feel informed in Hungary and Bulgaria, 58% in Poland, 55% in Czechia and 50% in Sweden. In Romania, 41% of respondents feel informed about the euro. Since the 2022 survey, there has been an increase in the proportion of respondents feeling 'very well informed' in Bulgaria (to 21%, +6 percentage points).

Q5 To what extent do you feel informed about the euro? Do you feel: (%)



Base: all respondents (n=6 070)

▼▲ Evolution 2022-2023 (comparison with Flash Eurobarometer 508, April 2022)

1.2. Awareness of the number of countries currently using the euro

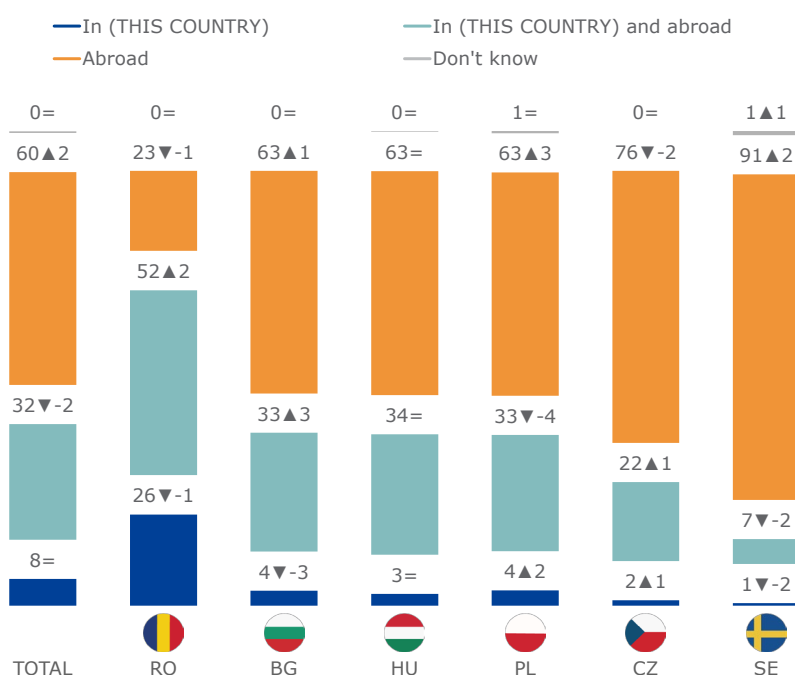
Respondents were asked **how many countries they thought were part of the euro area**. They were provided with four possible options: 6, 13, 20 (which is the correct answer as Croatia has joined the euro area since the 2022 survey) and all EU countries. Across the countries surveyed, 34% of respondents answer this question correctly. The figure represents an increase over the proportion observed in 2022 (from 30% to 34%, +4 percentage points). Respondents in Sweden (45%) are the most likely to answer correctly, while less than three in ten respondents in Romania (28%) give the right answer.

1.3. Experience with using the euro

Respondents were also asked **whether they have used euro banknotes or coins before**. More than eight in ten (83%) respondents, on average, say that they have already used euro banknotes or coins; this is the same proportion as observed in 2022. The share of respondents having used euro banknotes or coins shows limited variation across countries, ranging from 80% in Romania to 86% in Czechia.

Respondents who have already used euro banknotes and coins were asked where they had used them. Four in ten respondents (40%), overall, say that they have used euros **in their own country** (compared to 42% in 2022). In Romania, 78% of respondents who have already used euro banknotes and coins have already used euro banknotes or coins in their country (or in both in their country and abroad). Respondents in Sweden are the least likely to have used euro notes or coins in their own country, with 8% giving this answer. In Sweden, the vast majority (91%) of respondents who have used euro banknotes and coins say that they did so only when abroad.

Q1b You said you already used euro banknotes or coins. Was it...? (%)



Base: respondents who have already used euro banknotes or coins (n=5 063)

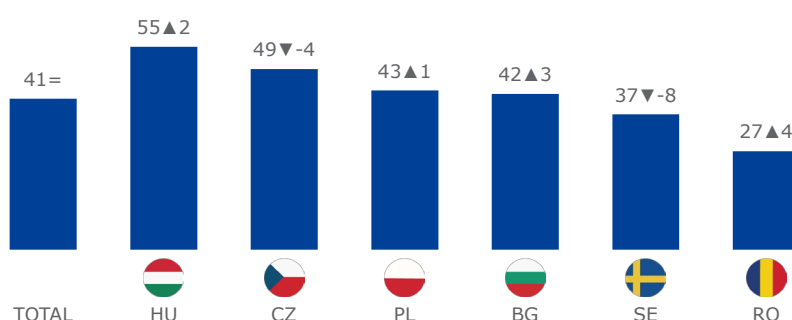
▼▲ Evolution 2022-2023 (comparison with Flash Eurobarometer 508, April 2022)

1.4. Familiarity with the design of banknotes and coins

Nearly half of respondents (47%) **know that euro banknotes look exactly the same in all countries** where they are used; this figure is not significantly different from the one recorded in 2022. In Romania, 67% of respondents are aware that euro banknotes look exactly the same in all countries. There is one other country – Sweden (54%) – where a majority of respondents know this fact about euro banknotes. The proportion knowing that euro banknotes look exactly the same is lowest in Hungary (38%) and Poland (39%).

Overall, about four in ten respondents (41%) are **aware that euro coins have partly different designs from country to country**. However, this figure varies considerably by country, from 27% in Romania to 55% in Hungary. At the country level, differences compared to 2022 in the proportion of correct answers tend to be minor, except in Sweden where there is an eight-percentage point decrease in the share giving the correct answer.

Q3 Which of the following statements do you think is correct?
(% correct answers 'The euro coins have partly different designs from country to country')



Base: all respondents (n=6 070)

▼▲ Evolution 2022-2023 (comparison with Flash Eurobarometer 508, April 2022)

Section 2. Information campaign on the changeover to the euro

The **National Central Banks** (NCBs) remain the **most trusted source of information regarding the changeover to the euro**, mentioned by 66% of respondents overall. Trust in NCBs is lowest in Poland (48%), while it is highest in Sweden (90%), followed by Romania and Czechia (both 82%).

European institutions are the second most trusted source of information, mentioned by 62% of respondents overall. More than half of respondents trust the European institutions across all countries, the exception being Bulgaria (39%). The highest levels of trust are seen among respondents in Sweden (72%), followed by Romania (70%).

Q6 Before the euro is introduced in (THIS COUNTRY) there would normally be an information campaign on the changeover. For each of the following institutions or groups, please tell me if you would trust information they provide on the changeover to the euro? (%)

	TOTAL	BG	CZ	HU	PL	RO	SE
							
National Central Bank	66▼-3	62▼-1	82▼-6	68▲2	48▼-3	82▼-4	90▼-2
European Institutions	62▼-3	39▼-3	57▼-4	53▲6	63▼-3	70▼-6	72▲1
Tax/fiscal administrations	56▼-1	29▼-5	67▼-3	45=	47▼-1	67▲2	86▼-1
Consumer associations	51▼-2	31▼-5	61▼-6	36▲4	51▼-5	55▲3	61▲2
Commercial banks	50=	34▼-4	67▼-1	41▲6	42▲1	63▼-5	58=
Government, national or regional authorities	46▼-4	31▲1	56▼-2	37▼-4	36▼-5	54▼-5	81▼-1
Trade unions, professional organisations, etc.	38=	22▼-1	37▼-4	27▲2	35▼-3	48▲3	50▲2
Journalists	32▼-1	20▲4	23▲2	12▲2	37▼-4	39▲1	36▲1
Don't know	7▲1	13▼-2	7▲2	4▲1	9▲2	4=	3▲2

Base: all respondents (n=6 070)







▼▲ Evolution 2022-2023 (comparison with Flash Eurobarometer 508, April 2022)

Respondents were asked **which topics would be an essential part of information campaigns on the changeover to the euro**. All of the topics presented are considered essential by the majority of respondents, with only the more aesthetic elements of what the notes and coins would look like seen as relatively less important.

More than eight in ten (83%) say that information on **social, economic or political implications** of the euro is essential, followed by information on **the way in which the euro will be introduced** into the country, information about **the value of one euro, practical implications of the euro** and **the practical implications of the euro regarding [one's] salary, [one's] bank account**

(all 82%) and information on **how to ensure that the rules for the currency conversion into euro are respected** (77%). In Czechia, Poland and Romania, the view that the various topics are essential is generally more prevalent than in other countries.

Q7 In your view, which of the following issues about the euro are essential to be covered in priority by the information campaign on the changeover to the euro in (THIS COUNTRY)? (%)

	TOTAL	BG	CZ	HU	PL	RO	SE
							
The social, economic or political implications of the euro	83▼-1	66▼-2	87▼-3	72▲3	87=	84▼-5	83▼-1
The way the euro will be introduced in (THIS COUNTRY)	82▲1	60▲1	91▼-1	61▲2	86▲1	89=	83▲2
The practical implications of the euro regarding your salary, your bank account	82=	65▼-1	88=	67▼-1	87▲2	85▼-2	79▼-1
The value of one euro in (COUNTRY CURRENCY)	82=	58▲1	86▼-3	65▲1	85▲2	91=	79▼-1
How to ensure that the rules for the currency conversion into euro are respected	77▲1	55▼-2	85▼-4	56▲6	78▲1	92▲1	79▲1
What euro banknotes and coins look like	63▲1	40▲1	68▲6	40▼-1	64=	82▲1	54▲2
Don't know	3▲1	7▼-2	2=	4▲1	3▲1	1=	3▲2

Base: all respondents (n=6 070)

▼▲ Evolution 2022-2023 (comparison with Flash Eurobarometer 508, April 2022)

Having first discussed the topics which could form the content of the campaign, respondents were also presented with a list of different channels and ways of displaying the information and were asked which of them would be essential. With the exception of **leaflets and brochures** (49%), a majority of respondents overall say for each of the campaign actions listed in the survey that they are essential.

In every country covered, at least seven in ten respondents say that **dual display of prices in shops** is essential (77%, on average). About seven in ten respondents (69%) overall think that **dual display of the amount on bills** is essential, and a slightly lower proportion (66%) believe it is essential to provide dual display on **pay slips**. As in 2022, respondents in Romania are the most likely to say that dual display (in shops, bills and pay slips) is essential.

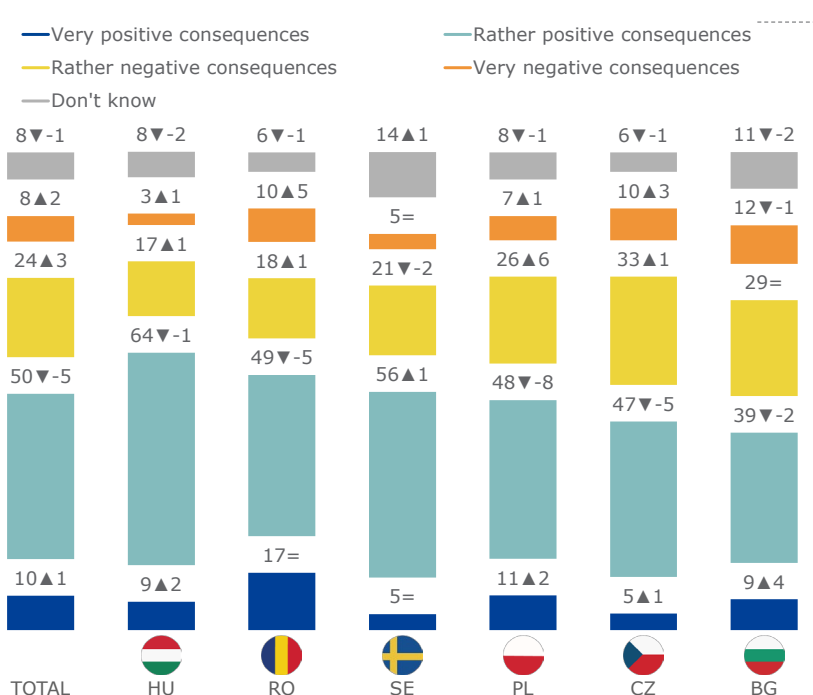
About seven in ten respondents (69%) say that it is essential to provide information on the **internet or social media**, ranging from 45% in Bulgaria to 75% in Czechia and Poland.

TV advertisements are seen as essential by 63% of respondents overall, ranging from 45% in Bulgaria to 71% in Romania. Advertising in **newspapers** (55%) or on **radio** (56%) are also supported by a majority overall, with respondents in Poland and Romania being the most likely to see these forms of advertising as essential.

Section 3. Attitudes towards introducing the euro

Six in ten respondents (60%) think the euro has had positive consequences for those countries already using it; this figure presents a decrease over 2022 (-4 pp). Across all countries, about one in two – or more – of respondents think the euro has had **positive consequences for those countries already using it**; this figure ranges from 49% in Bulgaria to 73% in Hungary.

Q9 What consequences do you think the introduction of the euro has had in the countries that are already using the euro? (% - Total)

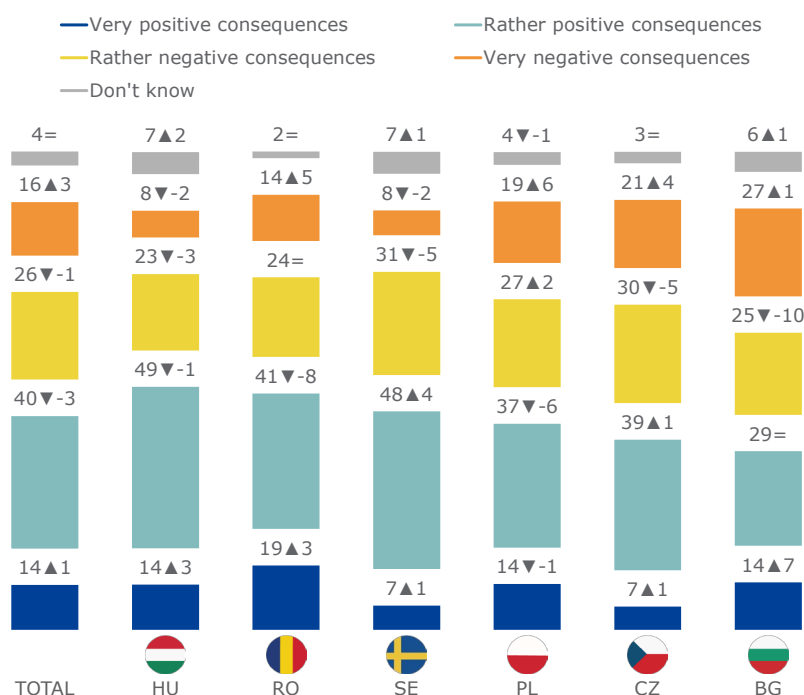


Base: all respondents (n=6 070)

▼▲ Evolution 2022-2023 (comparison with Flash Eurobarometer 508, April 2022)

A slim majority of respondents (53%) expect that introducing the euro would have **positive consequences for their country**, compared to 43% who expect negative consequences. Respondents in Hungary (62%) and Romania (60%) are the most likely to say that the introduction of the euro would have positive consequences. A significant increase in positive views compared to 2022 is seen in Bulgaria (+8 pp, up to 43%) and Sweden (+6 pp, up to 55%). On the other hand, a significant decrease in positive views compared to 2022 is seen in Poland (-7 pp, down to 51%) and Romania (-5 pp, down to 60%).

Q10_1 Do you think the introduction of the euro would have positive or negative consequences for (THIS COUNTRY)? (%)



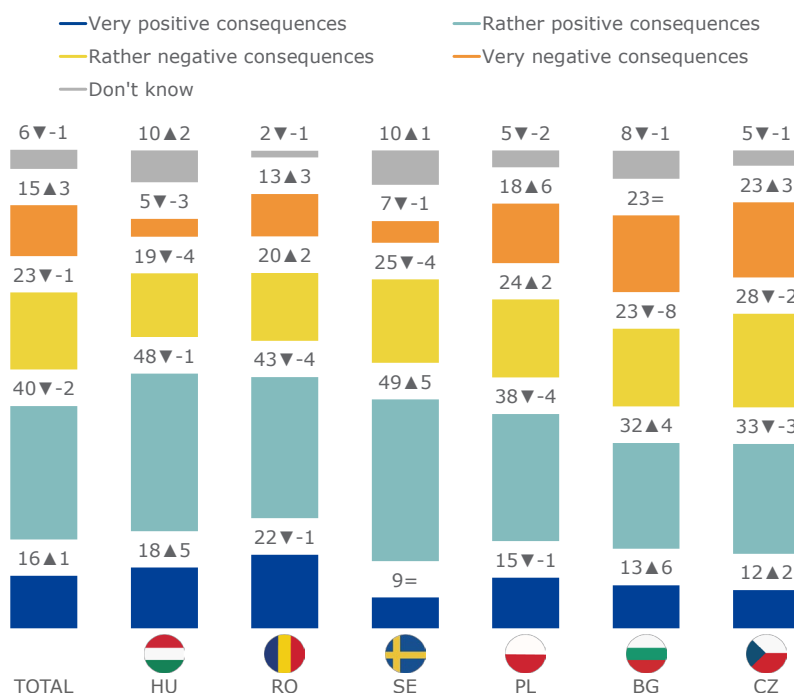
Base: all respondents (n=6 070)

▼▲ Evolution 2022-2023 (comparison with Flash Eurobarometer 508, April 2022)

More than half of respondents (56%) say that the **euro's introduction would have positive consequences for them personally**, while a smaller proportion (38%) believe it would have negative consequences. These proportions have stayed about the same since 2022 and remain at their highest level observed since the survey was first conducted in 2015.

More than six in ten respondents in Hungary (66%) and Romania (65%) think that, for them personally, the introduction of the euro would have positive consequences. This view is also shared by more than half of respondents in Sweden (58%) and Poland (54%). In Czechia, about one in two respondents (51%) believe the introduction of the euro would have *negative* consequences. In Poland (+7 pp, up to 42%) and Romania (+5 pp, up to 33%), the proportion of respondents thinking that the introduction of the euro would have negative consequences for them personally has increased compared to 2022. However, in Sweden (-6 pp, down to 32%), Hungary (-6 pp, down to 25%) and Bulgaria (-8 pp, down to 47%), it has decreased significantly since 2022.

Q10_2 Do you think the introduction of the euro would have positive or negative consequences for you personally? (% - Total)



Base: all respondents (n=6 070)

▼▲ Evolution 2022-2023 (comparison with Flash Eurobarometer 508, April 2022)

Overall, 58% of respondents **are in favour of introducing the euro in their country**, but there is wide variation at the country level. Opinion is most positive in Hungary (72% in favour) and Romania (71%), while it is most negative in Bulgaria (49%) and Czechia (44%).

The proportion of respondents who think **their country is ready to introduce the euro** remains low in each country surveyed. Respondents in Sweden (38%) are the most likely to feel their country is ready, while the lowest proportion is found in Poland (18%).

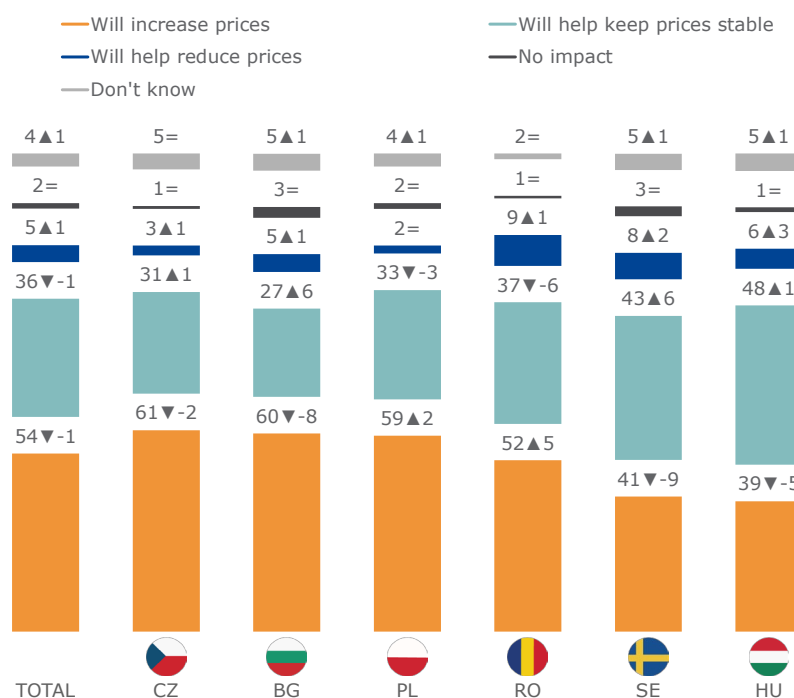
About three in ten respondents (29%) overall think that the **euro should be introduced in their country as soon as possible** and about a third (32%) think it should be introduced **after a certain time**. More than one in three believe the euro should be introduced in their country either as late as possible (16%) or never (21%). Overall, these figures have not changed much since 2022.

Respondents in Romania (45%) and Hungary (41%) are the most likely to want the euro to be introduced as soon as possible in their country. In Czechia and Sweden, on the other hand, just 16% share this view. In Czechia, respondents are most likely to say they would like the euro to become their country's currency as late as possible or never (53%).

Section 4. Expectations over introducing the euro

A slim majority of respondents (54%), in total, think that **introducing the euro will increase prices**. The highest proportions agreeing are observed in Czechia (61%), Bulgaria (60%) and Poland (59%).

Q13 What impact, if any, do you think the introduction of the euro will have on prices in (THIS COUNTRY)? (%)



Base: all respondents (n=6 070)

▼▲ Evolution 2022-2023 (comparison with Flash Eurobarometer 508, April 2022)

About two thirds of respondents (68%) agree that they are concerned about **abusive price setting during the changeover**. In every country, the majority of respondents agree that they are concerned, ranging from 59% in Sweden to 79% in Bulgaria.

Over four in ten respondents (43%) agree that **adopting the euro will mean losing control over national economic policy**, while a slim majority (53%) disagree. About half of respondents agree with the statement in Bulgaria (48%), Romania (48%) and Czechia (46%). In Hungary (70%) and Poland (58%), a clear majority disagree that there will be a loss of control.

Respondents are more likely to disagree (54%) than to agree (44%) that **adopting the euro will mean that their country will lose a part of its identity**. The belief that a part of the national identity will be lost is a majority view in Czechia (58%), Sweden (54%) and Bulgaria (53%). This is in contrast to Romania (50%), Poland (61%) and Hungary (72%), where half of respondents or more *disagree* that their country will lose a part of its identity.



Publications Office
of the European Union