
Report on public preferences for new euro banknote themes

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Executive summary

As part of the process for redesigning the euro banknotes, the European Central Bank (ECB) has asked people in the euro area about their preferences regarding the following seven themes proposed by the Governing Council of the ECB: “Birds: free, resilient, inspiring”, “European culture”, “European values mirrored in nature”, “The future is yours”, “Hands: together we build Europe”, “Our Europe, ourselves” and “Rivers: the waters of life in Europe”.

The ECB commissioned Kantar Public¹, an independent research company, to carry out a survey (referred to in this report as the “Kantar Public survey”). The aim was to ensure that people’s opinions were represented equally across all euro area countries and across different genders and age groups. In this survey, conducted between 20 June and 7 August 2023, a representative sample of 23,377 respondents were interviewed in the 20 euro area countries and in Bulgaria (as the next country on its path to adopt the euro).

To give all Europeans the opportunity to be involved in the process, an online public survey using the same questionnaire (referred to in this report as the “ECB online survey”) was launched alongside the Kantar Public survey. Approximately 376,000 valid responses to this survey were received between 10 July and 31 August 2023. It should be noted that the results of the ECB online survey are not representative of the euro area population. For instance, among those responding to the ECB online survey there was a significant bias towards some countries and young, well-educated male respondents. Although the results have been weighted to correct for some of this bias, the findings of the ECB online survey cannot be reliably extrapolated to represent the views of the people of the euro area. The ECB online survey nevertheless provides a useful additional perspective and a further insight into public preferences. It has also been a good opportunity to engage with European citizens and has significantly raised awareness about the redesign process.

Main results from the Kantar Public survey

The three themes identified as most preferred in the Kantar Public survey are as follows:

- “European culture” (preferred by 21% of euro area citizens)
- “Rivers: the waters of life in Europe” (preferred by 18% of euro area citizens)
- “Birds: free, resilient, inspiring” (preferred by 17% of euro area citizens)

The remaining four themes are much less popular. Only 13% and 12% of euro area citizens respectively say that they prefer the “European values mirrored in nature” and “Hands: together we build Europe” themes. Meanwhile, “The future is yours” and “Our Europe, ourselves” are the least preferred themes, with 10% and 9% of euro area citizens respectively rating them as their favourite option for the future euro banknotes.

“European culture” is the leading theme in 12 out of 20 euro area countries, as well as in Bulgaria. Specifically, it is the most preferred theme in six euro area countries and shares the top spot with another theme in six countries, alongside either “Rivers: the waters of life in Europe” or “Birds: free, resilient, inspiring”.

¹ Kantar Public became Verian on November 9th 2023. The survey for the European Central Bank was conducted in the summer of 2023, while Verian was still called “Kantar Public”. All references to “the Kantar Public survey” in this report therefore refer to the survey run by Verian (formerly Kantar Public).

Analysis of the Kantar Public survey shows that from a socio-demographic perspective, there are only slight variations in theme preferences by gender and age. “European culture” is the favourite theme across all genders and age groups. The preference for this theme is slightly higher among men (21%) than among women (20%). “Rivers: the waters of life in Europe” is slightly more popular among women (19%) than among men (18%). However, the preference for “Birds: free, resilient, inspiring” is notably higher among women (19%) than among men (16%).

An analysis by age shows that 22% of those aged 65 and over prefer “European culture”, compared with 18% in the 16-24 age group, while the percentages for the intermediate age groups lie somewhere in between. “Rivers: the waters of life in Europe” is a slightly more popular theme among those aged 40 and over (18-20%) than among the under-40s (16-17%). A similar trend is seen with the “Birds: free, resilient, inspiring” theme, which is more popular among those aged 25 and over (17-18%) than among those in the youngest age group (15%).

Educational levels influence theme preferences. “European culture” is favoured by 15% of respondents with a primary education, rising to 26% for those with a PhD or equivalent. Those with a higher education lean more towards this theme, while among the lower-educated population, preferences are spread across various themes. Among the primary-educated, “Rivers: the waters of life in Europe” is the top pick with 19%, ahead of “European culture” with 15%. Respondents with a post-secondary education favour “Rivers: the waters of life in Europe” (19%) and “European culture” (also 19%) slightly above the “Birds: free, resilient, inspiring” theme (18%).

While “European culture” and “Rivers: the waters of life in Europe” receive consistent support in the Kantar Public survey, the results for “Birds: free, resilient, inspiring” are mixed, making it a more polarising theme. It is liked a lot by 29% of the population, putting it just behind the other two (with 33% liking “European culture” a lot and 30% liking “Rivers: the waters of life in Europe” a lot). However, it is ranked only fifth in the “somewhat like it” category (32%). Its “dislike” rate (15%) is higher than those for both “European culture” (9%) and “Rivers: the waters of life in Europe” (11%).

Main results from the ECB online survey

Looking at the ECB online survey results, the top three themes are the same as in the Kantar Public survey, but in a different order. The ECB online survey results indicate that the most preferred themes for euro area respondents are:

- “Birds: free, resilient, inspiring” (34%),
- “European culture” (23%)
- “Rivers: the waters of life in Europe” (16%).

The remaining four themes are much less popular. “European values mirrored in nature” is the favourite option for just 10% of respondents in the euro area. Meanwhile, only 8%, 6% and 5% of the population respectively cite “The future is yours”, “Hands: together we build Europe” and “Our Europe, ourselves” as their favourite option for the future euro banknotes.

The results of the ECB online survey show that “Birds: free, resilient, inspiring” is the leading theme in 16 out of 20 euro area countries. “European culture” is most frequently rated the favourite theme in the remaining four euro area countries and in Bulgaria.

The survey results also indicate that “Birds: free, resilient, inspiring” is the favourite theme in all gender, age and education groups. More women than men say they prefer this theme (36% versus 30%). As with the Kantar Public survey, the popularity of the theme declines with the educational level of respondents.

According to the ECB online survey, more than half of the population (51%) like the “Birds: free, resilient, inspiring” theme a lot, while the shares of Europeans liking “European culture” and “Rivers: the waters of life in Europe” are also substantial (39% and 31% respectively). The share of people disliking the “Birds: free, resilient, inspiring” theme a lot is a fraction higher (9%) than the corresponding shares for “European culture” and “Rivers: the waters of life in Europe” (both 8%). The shares of Europeans disliking the other themes a lot are significantly higher. In general, the opinions of the respondents are more varied than those expressed in the Kantar Public survey.

1. Introduction

In December 2021 the European Central Bank (ECB) announced its plans to redesign euro banknotes. The aim is to help achieve the Eurosystem’s objective of making future banknotes more attractive and more secure, and reducing their environmental impact. The plans reflect the commitment of the ECB and the Eurosystem to cash and to ensuring that banknotes remain an available, accessible and convenient means of payment. Euro banknotes are the most tangible symbol of European integration, and the redesign process is an opportunity to make them more attractive, relatable and inclusive for all Europeans.

Following a previous public consultation and after receiving recommendations from a group of experts, the ECB commissioned an independent research company to conduct a survey asking Europeans for their preferences on seven themes selected by the Governing Council of the ECB. The survey is referred to in this report as the “Kantar Public survey”. It was conducted among a representative sample of people in all euro area countries plus Bulgaria to ensure that opinions from across the euro area were represented equally. In addition, to involve all European citizens in the process, the ECB, together with the Eurosystem, launched an online public survey (referred to within this report as the “ECB online survey”). The results of both surveys will be presented to the Governing Council, which will take them into account when deciding on the theme for the new banknotes.

The Kantar Public survey on the new themes for the euro banknotes was carried out between 20 June and 7 August 2023 in the 20 euro area countries plus Bulgaria. A representative sample of 23,377 respondents, of which 22,619 were from the euro area, were interviewed about their preferences on the theme of the future euro banknotes.

The ECB online survey was open for everyone in the euro area to respond to between 10 July and 31 August 2023. The survey received around 376,000 valid responses, of which 364,000 were from the euro area. The same questionnaire (see Annex 2) was used for both the Kantar Public and ECB online surveys.

This report aims to explain the outcome of the two surveys. The results of the Kantar Public survey will be shown in more detail, since the data allow for a reliable analysis of a representative sample. The results from the ECB survey will be shown separately and in less detail, with a focus on the main differences between the results of the two surveys.

Chapter 2 describes the methodology used for the two surveys, while Chapter 3 summarises the most important results. Chapter 4 presents the conclusions. There are also three annexes to this document. In Annex 1 the results for each theme are analysed in detail, while Annex 2 includes the survey questionnaire, and Annex 3 shows the detailed structure of the survey samples, both before and after weighting.

2. Methodology

2.1 Questionnaire design

The questionnaire used for both surveys was designed by the ECB in cooperation with Kantar Public. For both surveys, the theme order was randomised for every respondent to ensure there would be no order bias in the answers provided. The questionnaire was translated into all euro area languages and also into Bulgarian.

In the questionnaire, each theme was presented in turn, followed by a question on whether the respondents liked or disliked it a lot, whether they somewhat liked it or disliked it, or whether they neither liked it nor disliked it. This meant that for each theme it was possible to calculate the percentages of likes and dislikes and to measure the degree of appreciation (whether strong or moderate). After expressing their preferences about each theme, respondents were asked to choose from among several statements, also appearing in randomised order, the reason(s) why they liked or disliked that theme.

2.2 Methodology of the Kantar Public survey

The Kantar Public survey was implemented as an online survey using a mix of probabilistic² and non-probabilistic sample design, with respondents asked to complete an online questionnaire. The representativeness of the non-probability-based sample was improved by using hard quotas on age and gender and soft quotas on education and region³. The probability-based design offers better representation and inclusivity of the target population, given that everyone in the population has a known non-zero chance to participate. In addition, the design avoids self-selection bias and tends to elicit better overall response rates compared with the non-probabilistic panel. While some of the issues of under-representation of population cohorts in the non-probability-based sample, such as under-representation of older and less urban citizens, can be addressed by using quotas, having a significant proportion of the sample taken from probabilistic recruitment increases sample quality.

The overall sample size allocation reflects the country size. For example, countries with larger populations (namely Germany, France, Italy and Spain) were allocated a higher net sample than countries with smaller populations. This approach increases weighting efficiency⁴, as countries with a large population do not need to be assigned as large a weight if the recruited sample is already twice to five times the size of the sample in countries with a smaller population.

In Croatia, Italy and Austria, the full target sample was not reached. This was because the only feasible way to implement the push-to-web approach in these countries was to recruit respondents by telephone and direct them to fill in an online questionnaire. A “telephone push-to-web strategy” was therefore duly followed, with a sample being drawn from each of the three countries, and respondents within this sample being called and asked to participate in

² In a probabilistic sample design, every unit in the target population has an ex ante non-zero probability of being part of the sample.

³ Hard quotas mean that the targeted numbers of respondents in an age or gender group in each country must be reached, while soft quotas mean that the numbers of respondents in education groups and regions are actively monitored during the fieldwork, with the aim to maximise representativeness of these groups.

⁴ Weighting efficiency measures the impact of weighting on the variance of the data. It is calculated as (the square of the sum of weights) divided by (the sum of the squared weights times the sample size).

the survey. The response rate to the calls was much lower than planned, especially in Italy and Austria. This was due to a combination of factors, such as (i) the fieldwork taking place over the summer (a time of year when respondents are less willing to spend their time taking a survey), (ii) long-standing and previously observed concerns around privacy (especially in Austria), and (iii) historical difficulties in recruiting certain populations into a panel (in Italy and Austria in particular). After comparing answers from the probabilistic and non-probabilistic panels in these countries and noting that the response patterns were fairly similar, and after confirming that the probabilistic interviews already carried out were representative of the total population, the ECB and Kantar Public agreed to proceed with a lower-than-planned sample in these three countries.

Table 2.1 Number of respondents of the Kantar Public survey by country

Country	Number of valid questionnaires
Austria	790
Belgium	1,045
Croatia	480
Cyprus	500
Estonia	524
Finland	1,076
France	2,402
Germany	2,492
Greece	1,073
Ireland	1,070
Italy	1,960
Latvia	692
Lithuania	909
Luxembourg	563
Malta	500
Netherlands	1,024
Portugal	1,028
Slovakia	1,021
Slovenia	570
Spain	2,888
EURO AREA	22,607
Bulgaria	758

The sample sizes by country are shown in Table 2.1. More detailed information about the structure of the sample is shown in Annex 3.

For the Kantar Public survey, all questionnaires completed in less than 90 seconds (as happened in a total of 151 cases) were attributed to “speedsters” (the term used to describe respondents clicking through the questionnaire at speed without taking the time to read the questions) and removed from the final data.

After the fieldwork, the Kantar Public survey team looked at the distribution of the population in each country. The following steps were followed in deciding the weighting approach to be taken for the survey.

1. Countries were first weighted according to gender, age, region and education population data.
2. In countries with a weighting efficiency below 70%, weights were trimmed so that the highest weights would be no more than three times the average weight.
3. For countries that still had a weighting efficiency below 70%, a simple weighting based only on gender and age was used.
4. A gross weight based on the population of each euro area country compared with the total euro area population, but excluding Bulgaria, was created.

2.3 Methodology of the ECB online survey

The ECB meanwhile carried out an online survey on its website. The aim was to raise awareness about the redesign process in general and to give all Europeans the chance to express their opinions and have their views considered when the Governing Council comes to decide on the theme for the new banknotes. An online public survey available to anyone with an internet connection offered the potential to attract large numbers of respondents. The outcome of such a survey, by design, cannot be representative of the total population of the euro area. However, the results of the survey have been weighted to population benchmarks (country, educational attainment, gender and age groups) to mitigate the observable biases.

The ECB announced the launch of its online survey on 10 July 2023, and a promotional campaign was organised to ensure that as many people as possible took part. The campaign was available in all euro area languages and was carried out in coordination with the national central banks of the euro area as well as European Union (EU) institutions.

The number of respondents for the ECB online survey was 376,105, of which 364,091 were from the euro area. Although the sample size was higher than that for the Kantar Public survey, the sample was not representative. There was a significant bias towards young, well-educated male respondents, along with much greater participation in some larger countries. The weighting procedure could only make up in part for these biases. In addition, while the weighting allowed for a better analysis of the results at the euro area level, the ECB online survey was still very likely to attract a high proportion of people who, for example, use the internet very frequently and/or are aware of issues relating to the ECB and EU. The weighting could not fully offset this bias either.

The sample sizes by country are shown in Table 2.2. More detailed information about the structure of the sample is shown in Annex 3.

Table 2.2 Number of respondents in the ECB online survey by country

Country	Number of valid questionnaires
Austria	9,712
Belgium	8,824
Croatia	4,544
Cyprus	659
Estonia	1,923
Finland	3,928
France	70,495
Germany	134,548
Greece	3,538
Ireland	1,755
Italy	48,672
Latvia	1,520
Lithuania	1,825
Luxembourg	1,314
Malta	694
Netherlands	34,415
Portugal	5,852
Slovakia	5,107
Slovenia	1,529
Spain	23,237
EURO AREA	364,091
Bulgaria	2,890
Other EU countries	5,707
Other countries	3,417

For the ECB online survey, a similar weighting process was followed as for the Kantar Public survey, although the two intermediate steps were skipped because of the non-representative nature of this sample, which prevented the survey from reaching a high level of efficiency. The data for “other EU countries” and “other countries” were not weighted.

1. Countries were first weighted according to gender, age, region and education population data.
2. A gross weight based on the population of each euro area country compared with the total euro area population, but excluding Bulgaria, was created.

2.4 Interpretation of the data from the two surveys

The Kantar Public survey was designed to gauge the views of the general population in the euro area. It used a probability-based design component to ensure that the overall results were robust. The results offer a variety of insights in terms of preferences and are indicative of the different profiles of the stakeholders engaged in this exercise. For example, the outcomes highlight variations in the opinions of stakeholders from different social backgrounds.

The ECB online survey on new euro banknote themes was a public survey, so by definition the respondents were those who knew about it and decided to take part in it. However, the information that can be inferred from the findings is limited and cannot be extrapolated to represent the views of the euro area. Public surveys advertised on the internet attract a disproportionately large share of young, educated and tech-savvy people compared with the total population. In the case of the ECB online survey, people who were interested in EU and ECB-related matters were more likely to receive information on the survey, and only people interested in the new themes and designs of the euro banknotes were motivated to respond.

In spite of this in-built sampling bias, a public survey can help shed light on the results of a quantitative survey, especially if a large number of people respond to the public survey. The outcome of the ECB online survey should be interpreted with care. While the findings from the Kantar Public survey can be interpreted as reflecting the broader public's views, the results from the ECB online survey may represent the opinions of stakeholders who have a greater vested interest in the discussion or who significantly influence the shaping of public sentiment.

Finally, it is worth noting that the results of the ECB online survey were potentially influenced by media articles and influencer posts that encouraged people to participate in the survey. This is common for public surveys, since they are open to everyone, and the respondents initiate the participation themselves. For the Kantar Public survey, it can be assumed that there was no media influence. This is because the survey started before the announcement of the ECB online survey and also because the respondents were invited to participate by the survey company, and most probably had no prior information about the banknote redesign process.

2.5 Calculation of indicators

In the remaining chapters of this document, the following indicators are used to compare respondents' opinions on different themes. All results were calculated using survey weights⁵ so that inferences can be made for the entire euro area population rather than just the sample of respondents.

Most preferred theme: The most preferred theme is the theme to which the respondent gives the highest rating. It is thus assigned the value 1. Where the results indicate that two or more themes are most preferred, the value 1 is equally distributed among them. For example, if a respondent gives two themes the same rating, the variable "most preferred theme" is assigned a value of 0.5 for both themes. Using this points system, one or more preferred themes are identified at the individual level. The results are later aggregated so that the frequency of "most preferred" mentions can be analysed for each theme across countries and socio-demographic groups.

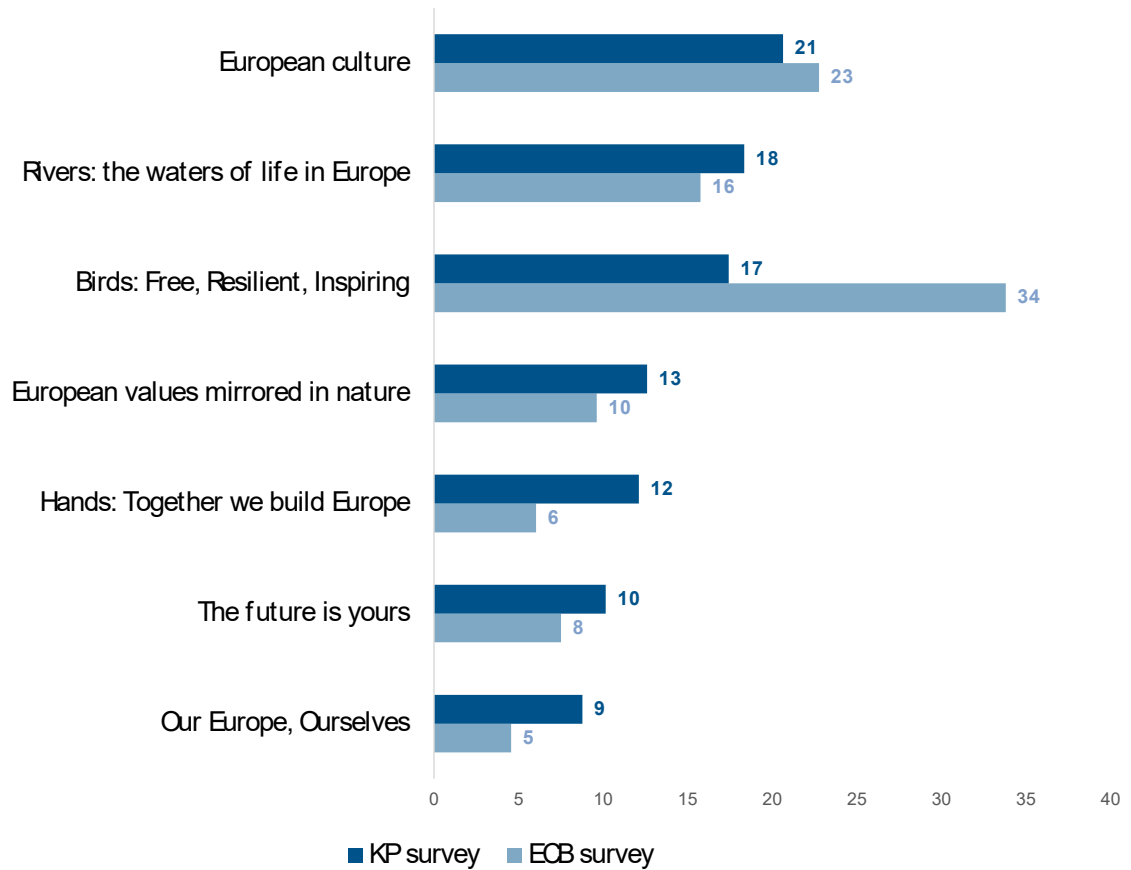
⁵ The exception is the results from outside the euro area, to which no weighting can be applied.

Mean score: A mean score for each theme has also been calculated to make the results easier to interpret. This has been done using a scale from 1 (“I dislike it a lot”) to 5 (“I like it a lot”). An arithmetic average for each theme has been computed, taking into account all responses given across the sample.

Reasons for liking or disliking a theme: The percentages of respondents who selected each of the options given in the follow-up questions (Q2_A and Q2_B; see Annex 2) regarding their reasons for liking or disliking a theme. The indicators were calculated based on the total number of respondents who took the survey, rather than on the number of respondents who answered these questions. Only respondents who had a positive or neutral view were asked to indicate their reasons for liking a theme. Conversely, only respondents who had a negative or neutral view were asked to indicate their reasons for disliking a theme.

3. Survey results

Figure 3.1 Share of respondents ranking the theme as the most preferred one in the Kantar Public (KP) survey and the ECB Online (ECB) survey, euro area, %

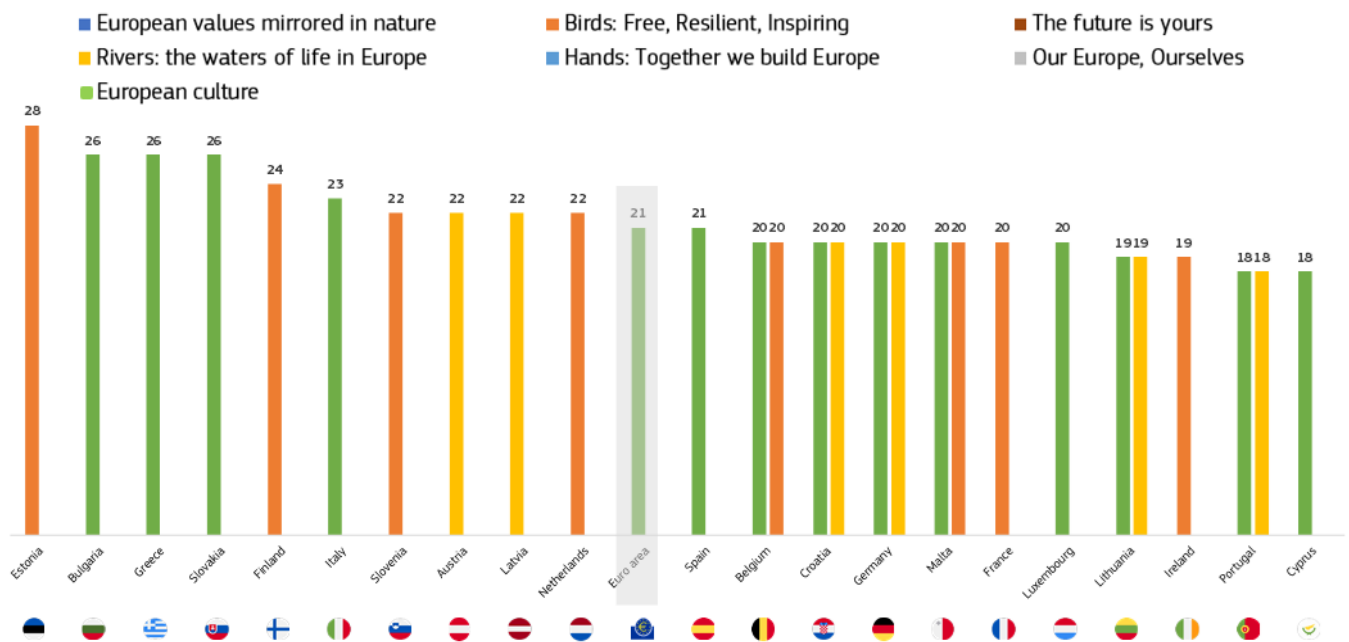


3.1 Results of the Kantar Public survey

3.1.1. The most preferred theme

In the Kantar Public survey, “European culture” emerges as the most preferred⁶ theme in 12 euro area countries (in six of those countries ranking equally with either “Rivers: the waters of life in Europe” or “Birds: free, resilient, inspiring”). It is also most preferred in Bulgaria. At least one in four respondents choose it as their most preferred theme in Greece (26%) and Slovakia (26%). “Rivers: the waters of life in Europe” is the most preferred theme in six countries (in four of those countries ranking equally with “European culture”). In Latvia, Austria and Finland (all 22%) it is preferred by more than one in five respondents. Meanwhile, “Birds: free, resilient, inspiring” is the most preferred theme in six countries (in two of those countries ranking equally with “European culture”). In four countries – Estonia (28%), Finland (24%) Slovenia (23%) and the Netherlands (22%) – it is liked by more than one in five. In Estonia, the theme received a higher percentage of “most preferred” mentions than any other theme in the breakdown by country.

Figure 3.2 The most preferred themes in the Kantar Public survey by country, %

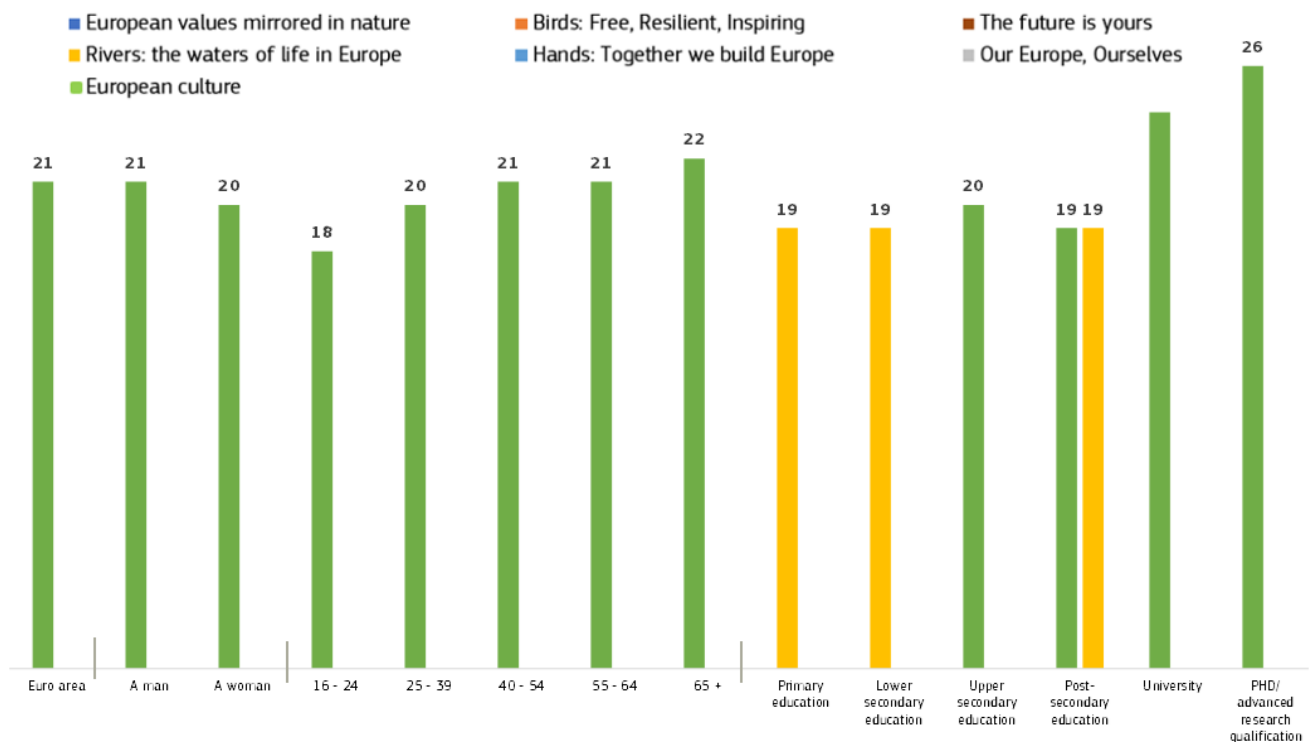


Looking at the most preferred themes from a socio-demographic perspective, there are limited variations across the themes in terms of gender and age. “European culture” emerges as the favourite theme across different gender and age categories. “European culture” is preferred slightly more by men than by women (21% versus 20%), “Rivers: the waters of life in Europe” is preferred slightly more by women than by men (19% versus 18%), and “Birds: free, resilient, inspiring” is substantially more preferred by women (19% versus 16%). When it comes to age, “European culture” is the most preferred theme for 22% of those aged 65 and over, compared with 18% for those aged 16-24, while the percentages for the other age groups lie somewhere

⁶ See Chapter 2.5 for the definition of “most preferred”.

in between. “Rivers: the waters of life in Europe” is preferred by slightly more respondents aged 40 and over, with percentages ranging from 18% to 20%, compared with 16-17% for those aged 16-39. The same pattern is repeated to some extent with “Birds: free, resilient, inspiring”, which is the most preferred theme for 17-18% of those aged 25 and over, and for 15% of the youngest demographic (those aged 16-24). The likelihood of choosing the least preferred theme, “Our Europe, ourselves”, as most preferred theme appears to decline with age: 11% of respondents aged 16-24 prefer it most, but this percentage gradually decreases to 7% among those aged 65 and over. This is also the only theme that is most preferred for fewer than one respondent in ten in any socio-demographic group, emerging as least preferred among respondents with a PhD (6%).

Figure 3.3 The most preferred themes in the Kantar Public survey by gender, age and education, %



An analysis of the results for the most preferred theme based on the respondent’s educational level shows slightly larger variations. “European culture” turns out to be the most preferred theme among 15% of respondents with a primary education, with the percentage increasing gradually to 26% of those with a PhD. Respondents with a higher education degree are generally more likely to concentrate their preferences on this theme, unlike respondents with a lower level of education, who tend to distribute their preferences across multiple themes. In this regard, it is worth noting that among respondents with a primary education, “Rivers: the waters of life in Europe” emerges as the most preferred theme (19%), while “European culture” is only the third most preferred theme (15%), ranking equally with “Hands: together we build Europe” and “European values mirrored in nature” (both 15%) and behind “Birds: free, resilient, inspiring” (17%). Finally, respondents with a post-secondary education most frequently prefer “Rivers: the waters of life in Europe” and “European culture” (both 19%) as their favourite theme, followed by “Birds: free, resilient, inspiring” (18%).

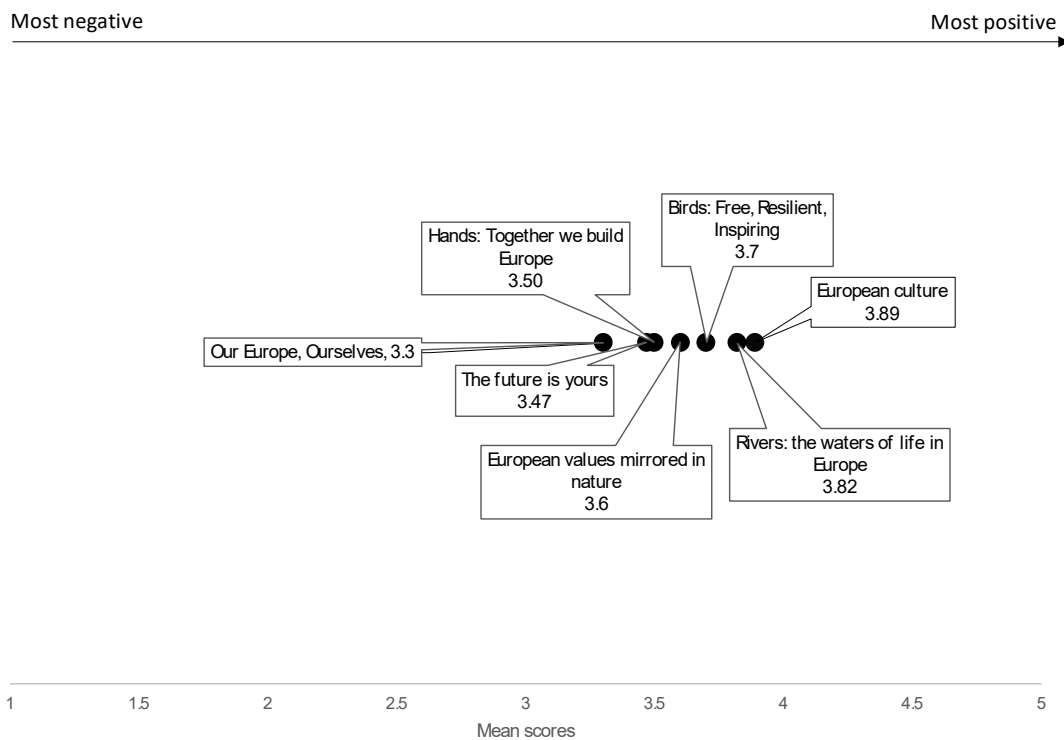
3.1.2 The share of likes and dislikes received by each theme

When assessing respondents' preferences, it is worth looking not just at their most preferred options but also at the degree to which they liked or disliked each theme. This report analyses the results for each theme extensively across both countries and socio-demographic groups. Some results stand out as particularly revealing of the differences in the respondents' preference patterns.

Similarly to the analysis of the most preferred themes, which shows that there are three favourites ranking more or less equally, an assessment of the results by answer categories reveals that “European culture”, “Rivers: the waters of life in Europe” and “Birds: free, resilient, inspiring” are significantly more likely than the other themes to gather support, being liked by 67%, 66% and 61% of respondents respectively. The theme with the next highest share of likes is “European values mirrored in nature” (57%), followed by “Hands: together we build Europe” (54%), “The future is yours” (51%) and “Our Europe, ourselves” (46%), which is the only theme to be liked by fewer than half of all respondents.

These results are also reflected in the mean scores obtained by each theme. These have been calculated by computing the arithmetic average on a scale of 1 (“I dislike it a lot”) to 5 (“I like it a lot”). Based on this computation, “European culture” (3.89), “Rivers: the waters of life in Europe” (3.82) and “Birds: free, resilient, inspiring” (3.70) are the most appreciated themes. They are followed by “European values mirrored in nature” (3.60) and “Hands: together we build Europe” (3.50), which elicit neutral to positive feelings. Meanwhile, “The future is yours” (3.47) and “Our Europe, ourselves” (3.30) elicit neutral to negative feelings.

Figure 3.4 Mean scores of the themes in the Kantar Public survey, euro area

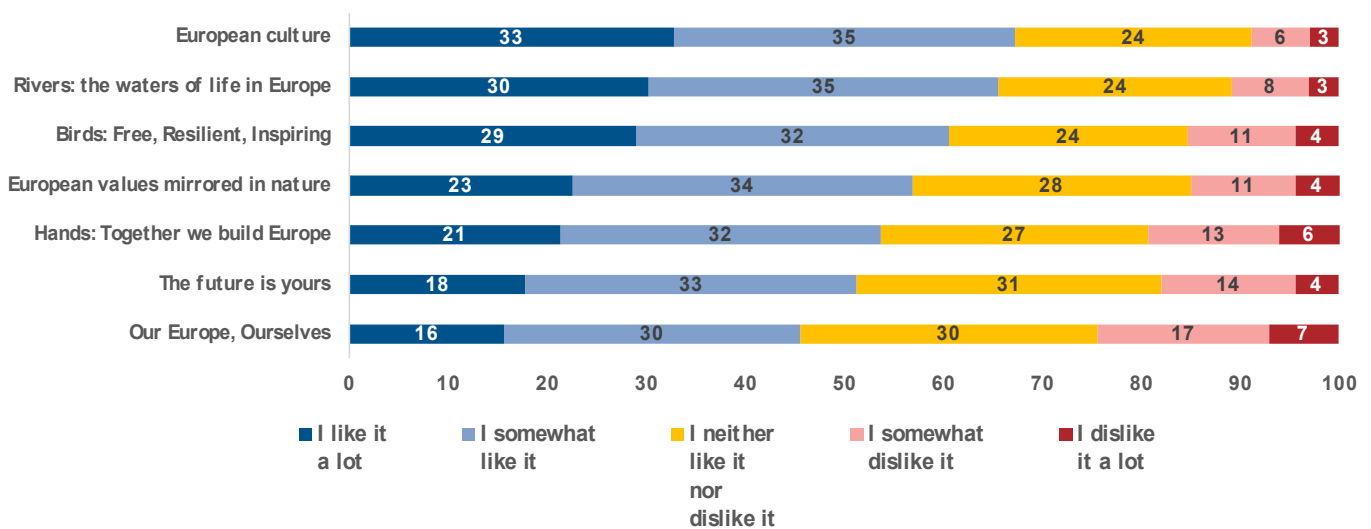


A closer analysis of the results for “Birds: free, resilient, inspiring” shows that this theme is more likely to garner strong support from the population and less likely to gather moderate support than the “European culture” and “Rivers: the waters of life in Europe” themes, which generally garner both strong and moderate support from the population. Arguably, “Birds: free,

resilient, inspiring” is more polarising than the other two most popular themes. Although it has the third-highest share of “like it a lot” responses (29%), putting it just behind “European culture” (33%) and “Rivers: the waters of life in Europe” (30%), “Birds: free, resilient, inspiring” is only the fifth-ranked theme when it comes to the share of respondents reporting that they somewhat like it (32%). This is the same as for “Hands: together we build Europe” (also 32%). In addition, the total share of dislikes for the theme “Birds: free, resilient, inspiring” (15%) is significantly higher than that for the two most preferred themes, “European culture” (9%) and “Rivers: the waters of life in Europe” (11%). It is closer to the share of dislikes recorded by “European values mirrored in nature” (15%) and “The future is yours” (18%).

Another finding when looking at each theme’s share of dislikes is that the theme “Our Europe, ourselves” is by far the most disliked. Specifically, it is disliked by 24% of respondents, significantly more than the second most disliked theme, “Hands: together we build Europe” (19%). “Our Europe, ourselves” is the only theme to be disliked a lot by at least one in ten respondents in any socio-demographic group, with 10% of respondents who have a PhD giving this answer. It is also the only theme to be disliked a lot by at least 10% of respondents in any of the surveyed countries: in Bulgaria, Estonia, Croatia and Lithuania, this answer was given by one respondent in ten.

Figure 3.5 Distribution of scores of the themes in the Kantar Public survey, euro area, %



On the opposite side, the themes “European culture” and “Birds: free, resilient, inspiring” appear to be liked a lot by particularly high shares of respondents. In five countries, more than four in ten declare that they like “European culture” a lot. This is the case in Croatia (48%, the highest share of respondents liking a theme a lot among all the countries surveyed), Portugal (44%), Spain (42%), Malta and Slovakia (both 41%). “Birds: free, resilient, inspiring” is liked a lot by over 40% of respondents in four countries, namely Estonia (44%), Malta (43%), Croatia and Portugal (both 41%). Despite being the second most liked theme overall and the second most preferred, “Rivers: the waters of life in Europe” is liked a lot by at least four in ten respondents in only two countries, namely Croatia (48%, the same as the share of those liking “European culture” a lot) and Portugal (45%). Only one other theme garners a comparable share of “like it a lot” responses in any of the countries surveyed, namely “European values mirrored in nature”, with 40% of respondents in Portugal choosing this option.

3.1.3 Reasons for liking and disliking a theme

An analysis of respondents’ reasons for liking or disliking the proposed euro banknote themes also provides valuable insights.

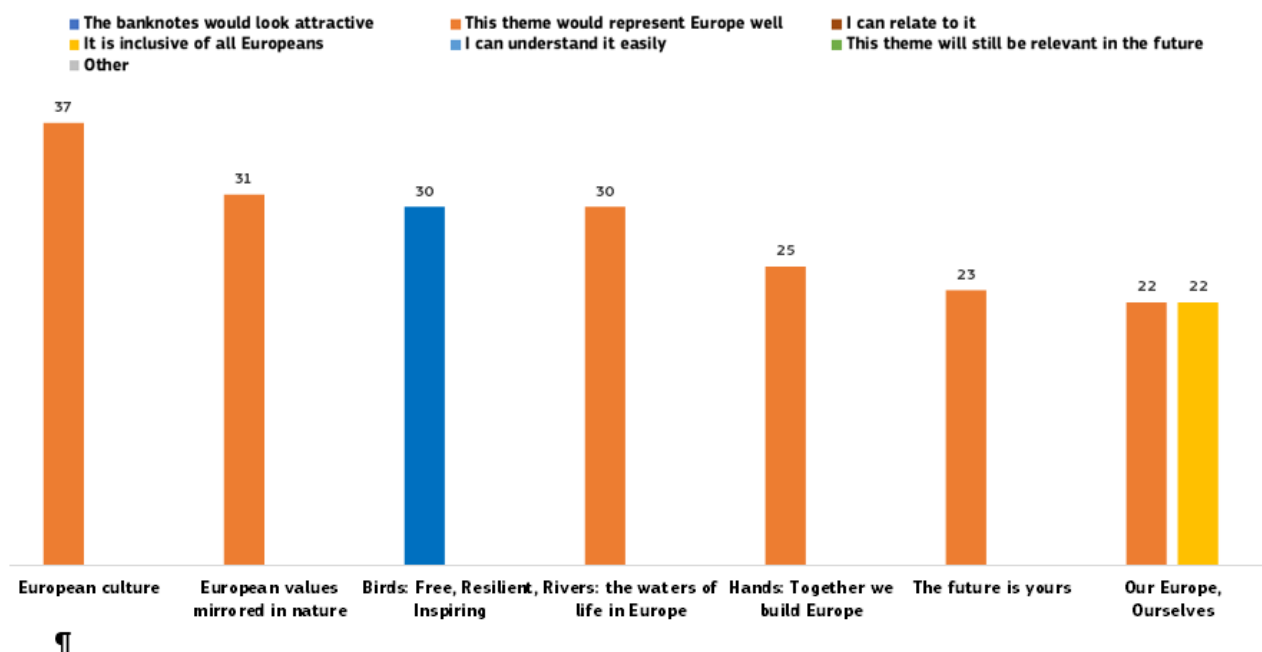
In the case of six out of the seven proposals, the main reason given by respondents for liking the theme is that it would represent Europe well. The only exception is “Birds: free, resilient, inspiring”: for this theme, the main reason cited by respondents is that the banknotes would look attractive (30%). The second most frequently cited reason given for liking this theme is “I can relate to it” (20%), while “This theme would represent Europe well” is the joint third most frequently given reason, along with “I can understand it easily” (both 19%).

Another popular reason given for liking a theme is that it would make the banknotes look attractive. This applies to the two most preferred themes, with 26% of respondents choosing this reason in the case of both “European culture” and “Rivers: the waters of life in Europe”. The answer “It is inclusive of all Europeans” is another common reason for liking a theme. In particular, it is the joint most frequently cited reason for liking “Our Europe, ourselves” (along with “This theme would represent Europe well”, both 22%). It is also the second most mentioned reason for three out of seven themes and the third most mentioned reason for the two top themes (given by 19% of respondents for “Rivers: the waters of life in Europe” and by 21% for “European culture”), and the fourth most mentioned reason for the third most popular theme (selected by 15% for “Birds: free, resilient, inspiring”).

For four out of the seven themes, including “Birds: free, resilient, inspiring” (20%), “I can relate to it” is among the top three most mentioned reasons. It is tied for third most important reason for liking “Rivers: the waters of life in Europe” (19%, together with “It is inclusive of all Europeans” and “I can understand it easily”), and the fourth most mentioned reason for liking “European culture” (19%, tied with “I can understand it easily”).

The following chart illustrates the main reasons for liking and disliking each of the proposed themes. An analysis of the reasons given in each case can be found in the sections of this report dealing with each specific theme.

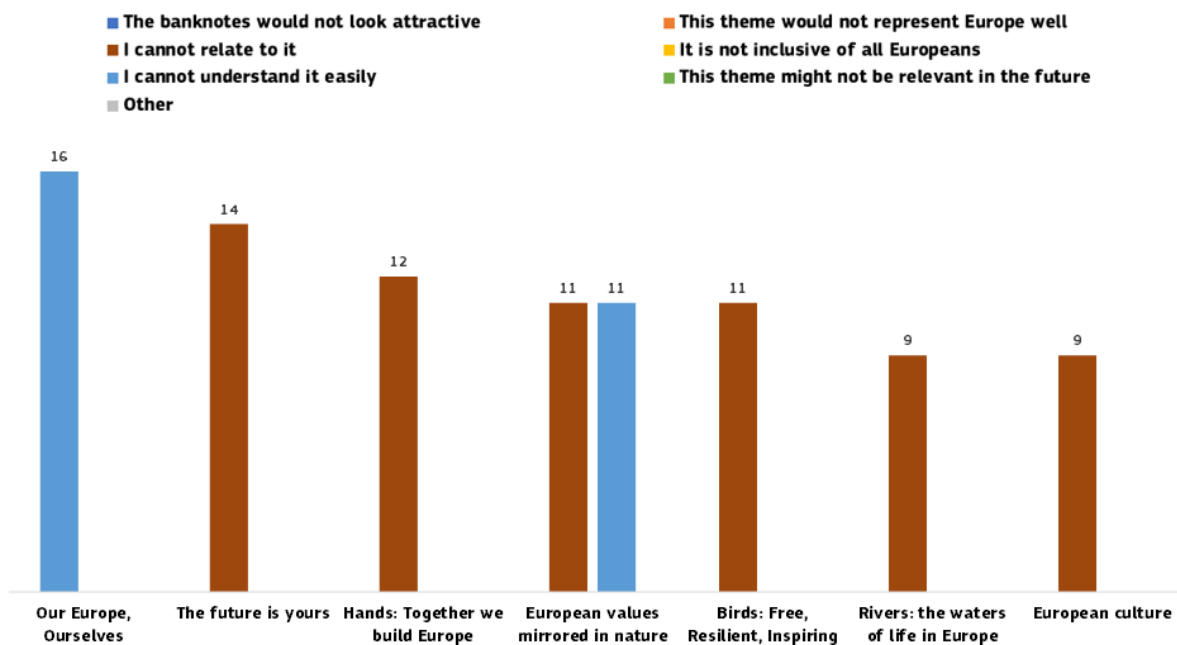
Figure 3.6 Most frequently mentioned reasons to like a theme in the Kantar Public survey, euro area, %



Looking at the reasons for disliking a theme, “I cannot relate to it” emerges as the main reason in the case of six themes out of seven, including the three most preferred themes. The exception is “Our Europe, ourselves”: “I cannot understand it easily” is the most mentioned (16%) reason cited for disliking this theme. This may suggest that the high percentage of dislikes recorded by this theme, which is ranked as the least preferred and least liked theme, can be partly explained by the respondents’ difficulty in understanding it. For the theme “European values mirrored in nature”, “I cannot understand it easily” is the joint most mentioned reason, alongside “I cannot relate to it” (both 11%). However, it is important to note that “I cannot understand it easily” is the second most mentioned reason overall for four out of the seven themes. The exceptions are “Our Europe, ourselves” and “European values mirrored in nature”, for which it ranks first, and “European culture”, for which it is only the fourth most mentioned reason. This may indicate that the low percentage of dislikes recorded by this theme, which is ranked as the most preferred and most liked theme, can be partly explained by the fact that it can be easily understood by respondents, particularly compared with the other proposed themes.

The suggestion that the banknote would not be inclusive of all Europeans emerges as one of the three main reasons for disliking a theme in two instances. For “European culture”, it is the third most mentioned reason, along with “It may not be relevant in the future” (both 6%), while for “The future is yours”, it is the third most mentioned reason (9%). “The banknotes would not look attractive” emerges as one of the three main reasons for disliking a theme in just one case, namely that of the least liked theme, “Our Europe, ourselves” (10%). Finally, “This theme might lack relevance in the future” emerges as one of the top three reasons for disliking two of the themes, namely “European culture” and “European values mirrored in nature” (both 6%). “Birds: free, resilient, inspiring” is the only case in which “This theme would not represent Europe well” emerges as one of the top three reasons for disliking it (7%).

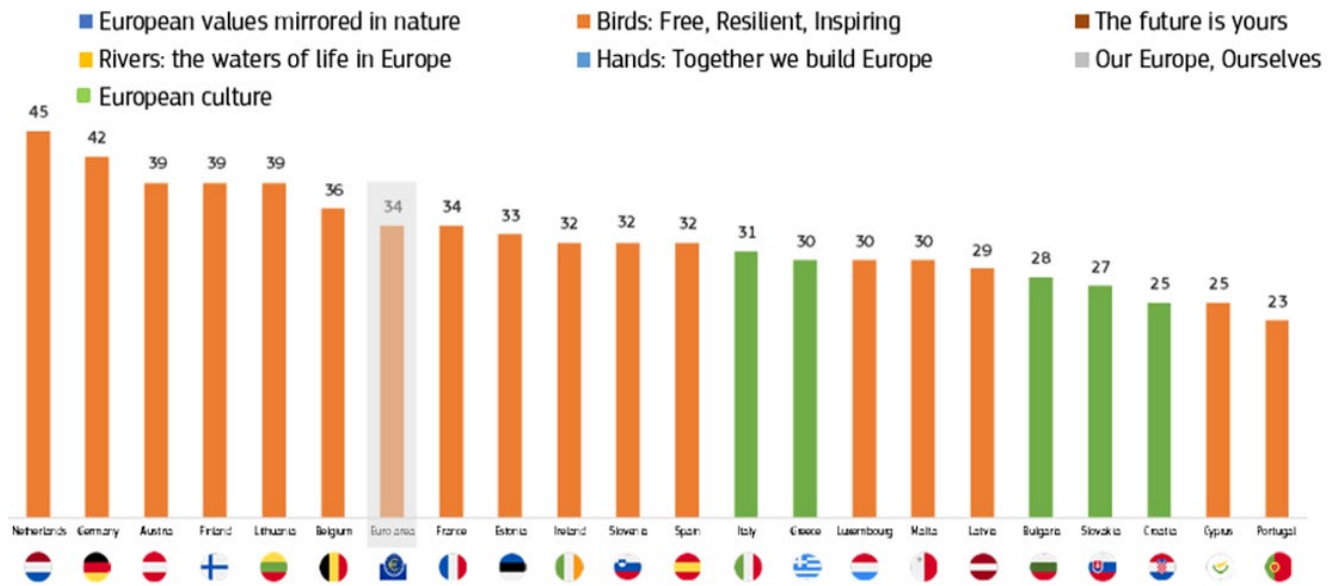
Figure 3.7 Most frequently mentioned reasons to dislike a theme in the Kantar Public survev. euro area. %



3.2 Results of the ECB online survey

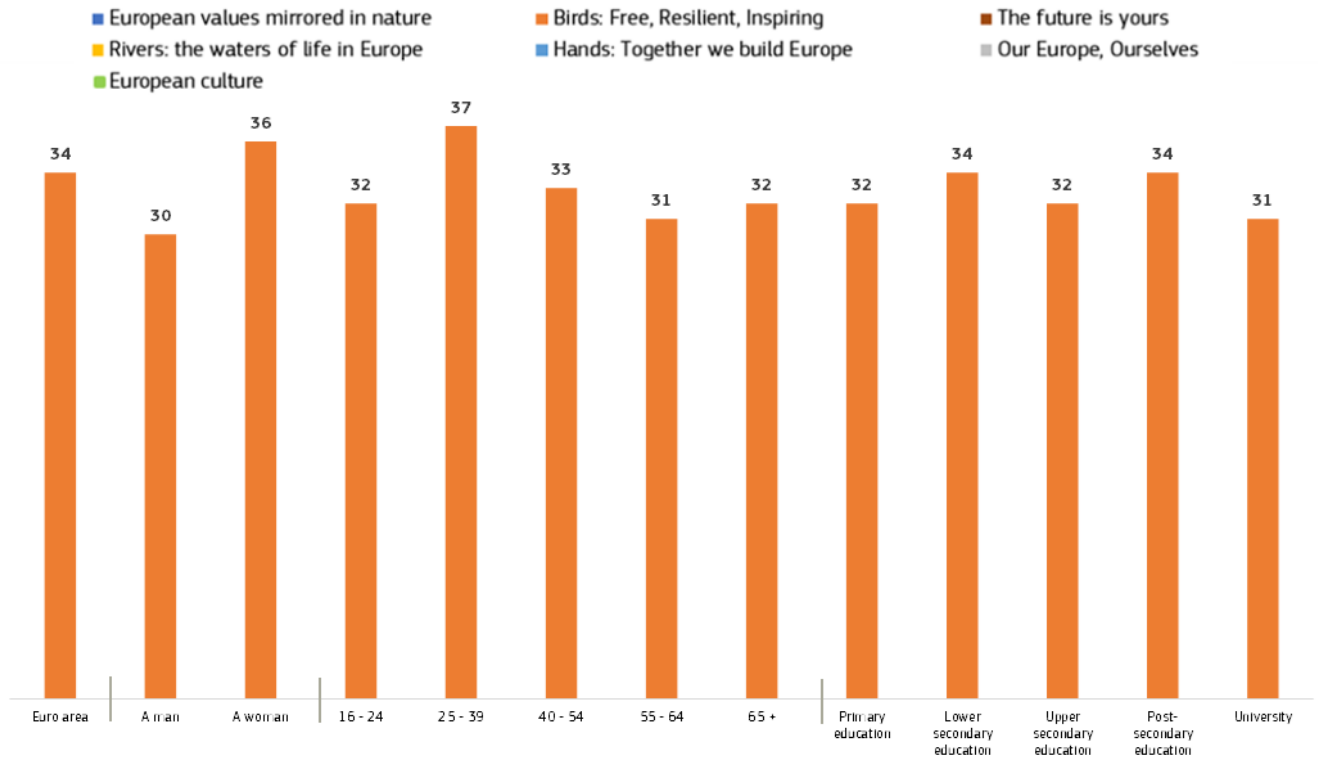
The results of the ECB online survey differ to some extent from those of the Kantar Public survey. “Birds: free, resilient, inspiring” is the preferred theme in the euro area overall, as well as in 16 euro area countries. “European culture” emerges as the preferred theme in four euro area countries, namely Greece, Croatia, Italy and Slovakia, and also in Bulgaria. It is also liked by 25% of respondents or more in a total of nine countries. The theme “Rivers: the waters of life in Europe” does not rank as most preferred in any country but is liked by at least one in five respondents in four countries.

Figure 3.8 The most preferred themes in the ECB Online survey by country, %



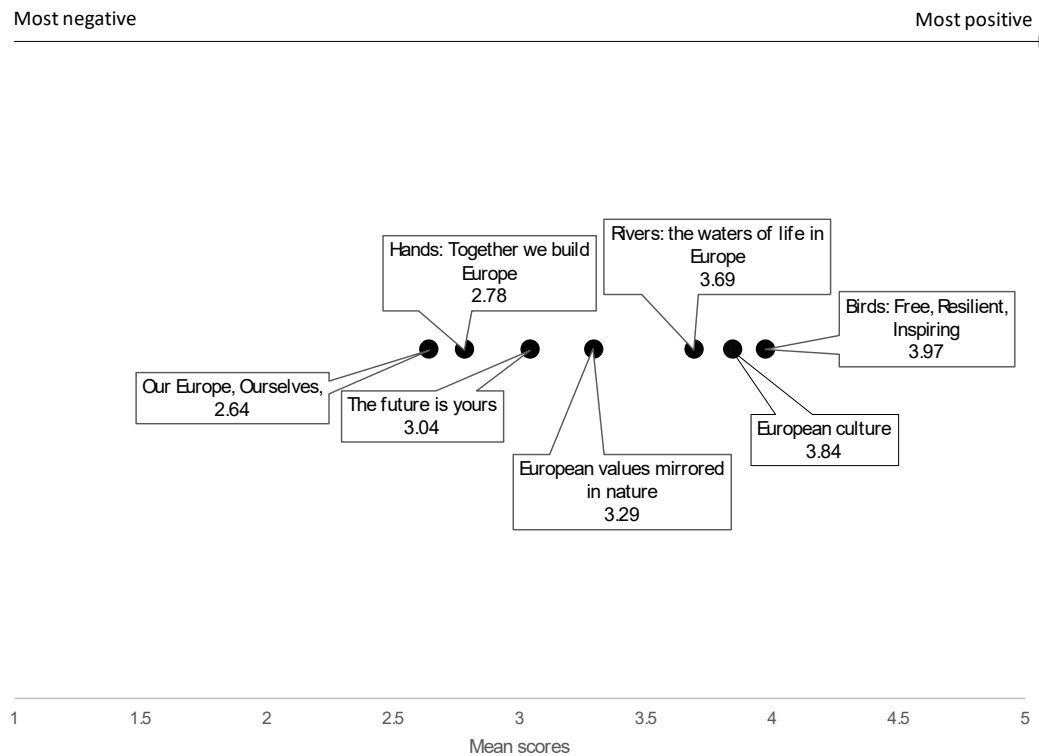
By contrast, preference for the “European culture” theme appears to increase with educational level, being selected by 16% of those with a primary education and by 26% of those holding a university degree. Finally, “Rivers: the waters of life in Europe” seems to be preferred slightly more by women (17%) than by men (15%) and to be more popular among older people (17% for those aged 65 and over) than among younger people (12% for those aged 16-24).

Figure 3.9 The most preferred themes in the ECB Online survey by gender, age and education, %



The results given by the ECB online survey for the shares of people liking and disliking various themes differ to some extent from those of the Kantar Public survey: the mean scores are spread more widely across the 1-5 scale. The top three are “Birds: free, resilient, inspiring” (3.97), “European culture” (3.84) and “Rivers: the waters of life in Europe” (3.69). They are followed by “European values mirrored in nature” (3.29), “The future is yours” (3.04), “Hands: together we build Europe” (2.78) and “Our Europe, ourselves” (2.64).

Figure 3.10 Mean scores of the themes in the ECB Online survey, euro area



The results of the ECB online survey also show that more than half of the respondents (51%) like the “Birds: free, resilient, inspiring” theme a lot. The “European culture” and “Rivers: the waters of life in Europe” themes were also well received by a high share of respondents (39% and 31% respectively). The share of people disliking “Birds: free, resilient, inspiring” a lot is a fraction higher (9%) than the corresponding share for “European culture” and “Rivers: the waters of life in Europe” (both 8%). The share of respondents disliking the other themes a lot is significantly higher: in particular, the least liked theme, “Our Europe, ourselves”, is liked a lot by 11% of the population and disliked a lot by 24%.

The share of respondents choosing “I like it a lot” for the most liked theme, “Birds: free, resilient, inspiring”, is significantly higher than the share of the population liking a lot the least appreciated theme “Our Europe, ourselves” (51% versus 11%, representing a difference of 40 percentage points). This marks a significant deviation from the Kantar Public survey, where the difference between the most liked and least liked themes is 17 percentage points. The same is true when considering the share of dislikes of the ECB online survey compared with that in the Kantar Public survey: the difference between the least disliked and most disliked theme in the former is 15 percentage points, while in the latter it is 4 percentage points. Finally, the share of population neither liking nor disliking each theme in the ECB online survey is lower than the share of respondents neither liking nor disliking each theme in the Kantar Public survey. All of these elements suggest a higher degree of polarisation in the ECB online survey.

Looking at the reasons why respondents in the ECB online survey like various themes, the results are slightly different from those of the Kantar Public survey. “This theme would represent Europe well” is the most frequently mentioned reason in the case of three themes: “European values mirrored in nature” (32% of respondents), “Hands: together we build Europe” (20%) and “European culture” (48%). For “European culture”, attractiveness of the banknotes is the second most frequently mentioned reason (42%). The banknotes looking

attractive is the joint most frequently mentioned reason for liking “The future is yours”, alongside “This theme will still be relevant in the future” (both 20%). It is also the most frequently cited reason in the cases of “Rivers: the waters of life in Europe” (39%) and “Birds: free, resilient, inspiring” (57%). The other main reasons given for liking “Birds: free, resilient, inspiring” are that the theme will still be relevant on the future (33%) and that respondents can relate to it (31%). In contrast with the other themes, “Our Europe, ourselves” is liked mainly for being inclusive of all Europeans (19%).

Looking at the reasons for disliking a theme, the results are more dispersed in the ECB online survey than in the Kantar Public survey. “The banknotes would not look attractive” is the most frequently mentioned reason for two themes, namely “Hands: together we build Europe” (26%) and “Our Europe, ourselves” (29%). Meanwhile, “I cannot relate to it” is the most cited reason for disliking “The future is yours” (20%) and “Rivers: the waters of life in Europe” (11%). The theme “Birds: free, resilient, inspiring” is disliked mainly because respondents say it would not represent Europe well (12%); “European culture” because it would not be inclusive of all Europeans (10%); and “European values mirrored in nature” because respondents could not understand the theme (17%).

3.3 Results of the ECB online survey for non-euro area countries

While the ECB online survey was intended mainly for people in the euro area, it was open for anyone to take part in, and the questionnaire was also completed by 12,014 respondents from outside the euro area. Except in the case of Bulgaria, there is no information on these respondents’ country of residence. The analysis is therefore based on unweighted data. As in the case of euro area countries, the demographic structure of respondents was heavily biased. In total, 70% of respondents from outside the euro area were male, 74% were under the age of 40, and 80% had a university degree. This should be taken into account when interpreting the results.

According to the ECB online survey, in countries outside the euro area “Birds: free, resilient, inspiring” and “European culture” are the most popular themes, both being preferred by 28% of respondents. As is also the case for the euro area countries, “Rivers: the waters of life in Europe” (15%) is ranked third in non-euro area countries, while “European values mirrored in nature” (11%) is ranked fourth. The other themes are supported by less than 10% of non-euro area respondents.

For male respondents outside the euro area, “European culture” is the most popular theme, while female respondents prefer the “Birds: free, resilient, inspiring” theme. This is also the most popular theme for the youngest (under 18 years) and oldest (55 years or over) age groups, while “European culture” is preferred by respondents aged 18 to 39 years. For the 40-54 age groups, the two themes are equally popular. Respondents with a university education prefer “European culture”, while respondents with a lower level of education prefer “Birds: free, resilient, inspiring”.

The share of respondents outside the euro area who like the “Birds: free, resilient, inspiring” and “European culture” themes a lot is 44% in both cases. Meanwhile “European culture” receives slightly more moderate support, with 29% of respondents outside the euro area saying they somewhat like the theme (versus 25% for “Birds: free, resilient, inspiring”). A clear majority (65%) also like the theme “Rivers: the waters of life in Europe”, while more than half (54%) like “European values mirrored in nature”. The themes “Our Europe, ourselves” and “Hands, together we build Europe” received more negative than positive ratings outside the euro area.

4. Conclusions

The results of the Kantar Public survey and the ECB online survey both identify the same top three themes as most preferred, but not in the same order.

The three themes identified as most preferred in the Kantar Public survey are “European culture”, “Rivers: the waters of life in Europe” and “Birds: free, resilient, inspiring”. They are rated as the most preferred theme by 21%, 18% and 17% of respondents respectively.

None of the remaining themes is rated as most preferred theme by more than 15% of respondents. “European values mirrored in nature” is the favourite option for 13% of respondents, while “Hands: together we build Europe” is the favourite for 12%, and “The future is yours” for 10%. “Our Europe, ourselves” is the least preferred theme, with fewer than one in ten respondents (9%) choosing it as their favourite option for the design of the future euro banknotes.

Overall, six out of seven themes are liked by more than 50% of respondents. The exception is “Our Europe, ourselves”, which is liked by only 46%.

The main difference to emerge from the results of the ECB online survey is the choice of most preferred theme. In this survey, “Birds: free, resilient, inspiring” (34%) comes out on top, followed by “European culture” (23%) and “Rivers: the waters of life in Europe” (16%). In other words, it is the same top three as in the Kantar Public survey, but in a different order. The results for the remaining themes also deviate from those given by the Kantar Public survey, but to a lesser extent.

Annex 1. Detailed theme results

Birds: free, resilient, inspiring

4.1 Introduction of the theme

The “Birds: free, resilient, inspiring” theme is inspired by EU legislation on the environment, and specifically by the Birds Directive⁷, aimed at protecting European wild bird species. This banknote design could feature a particular species, together with a motif representing the season, European landscape or human activity linked to that species. For instance, an owl, symbol of wisdom, could be presented alongside an activity signifying knowledge, such as science, and a winter landscape.

Visuals presented to the survey respondents

Public Survey on
Euro Banknote Themes



The theme

Birds: Free, Resilient, Inspiring

is inspired by one of the earliest pieces of EU legislation on the environment – the ‘EU Birds Directive’ – that protects all 500 of the area’s wild bird species.

Public Survey on
Euro Banknote Themes



The storyline

Birds know nothing of national borders and symbolise freedom of movement.

Their nests remind us of our own desire to build places and societies that nurture and protect the future.

They remind us that we share our continent with all the forms of life that sustain our common existence.

A possible design

Each banknote could take its colour and imagery from a particular European bird, with matching motifs from the seasons of the year, European landscapes, or human activity.

A banknote could feature an owl, signifying wisdom, a winter landscape, and a human activity representing knowledge, such as science.

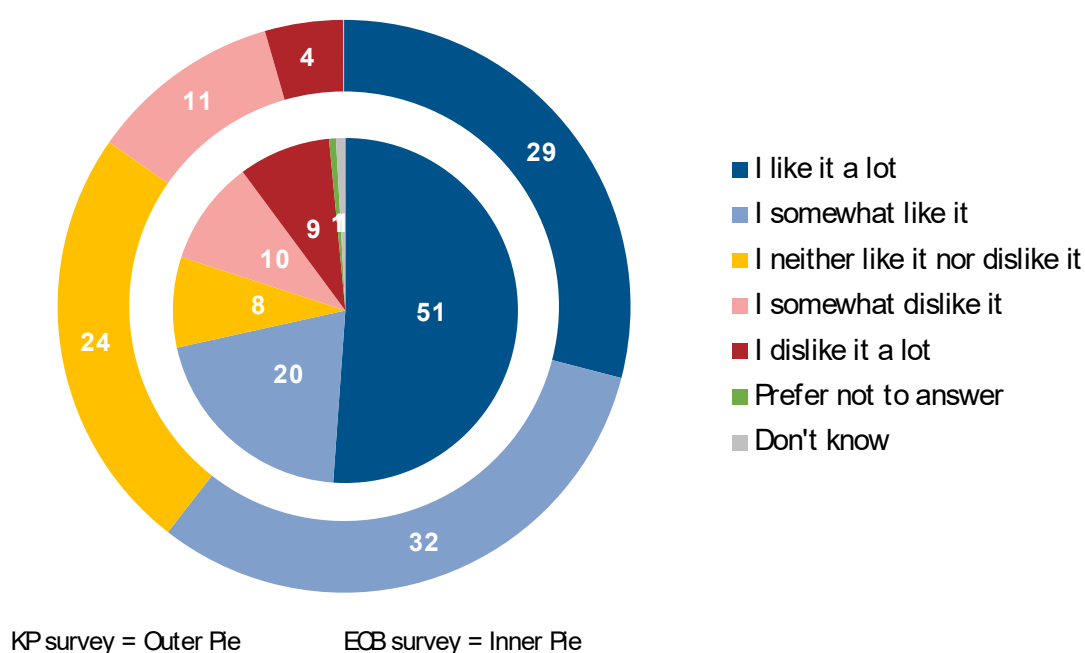
⁷ Directive 2009/147/EC of the European Parliament and of the Council of 30 November 2009 on the conservation of wild birds (OJ L 20, 26.1.2010, p. 7).

4.2 Results at the euro area level

According to the **Kantar Public survey**, “Birds: free, resilient, inspiring” is the third most preferred theme after “European culture” and “Rivers: the waters of life in Europe”, with 17% of respondents choosing it. This theme is liked by 61% of respondents and disliked by 15%. Among those who like it, 29% declare that they like it a lot, while 32% report that they like it somewhat. While 11% somewhat dislike it, only 4% declare that they dislike it a lot.

On a scale from “I dislike it a lot” (1) to “I like it a lot” (5), the mean score for this theme is 3.70, indicating relatively positive feelings towards it.

Theme ‘Birds: Free, Resilient, Inspiring’ – Distribution of scores in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %

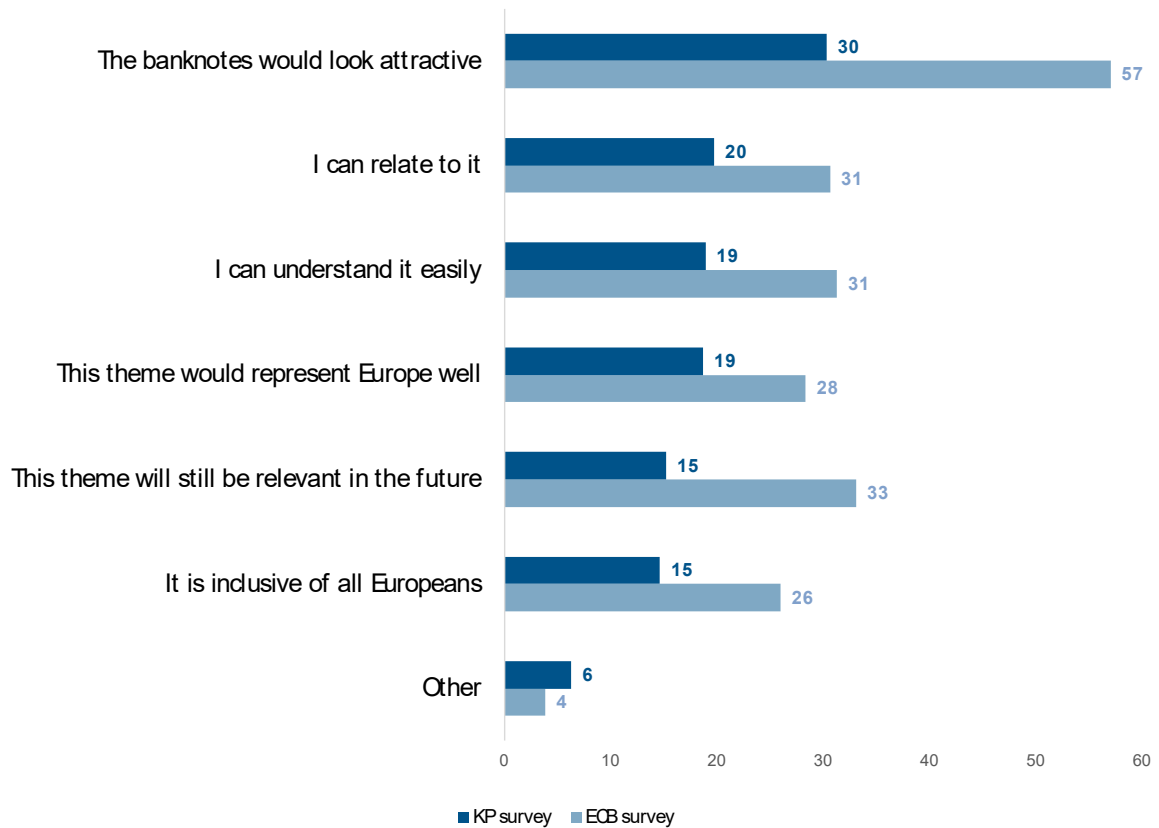


In the **ECB online survey**, “Birds: free, resilient, inspiring” emerges as the most preferred theme (34%). This is the standout difference compared with the **Kantar Public survey**. The theme is liked by 71% of respondents and disliked by 18%. Among those who like it, more than half (51%) indicate that they like it a lot, with one in five (20%) saying that they like it somewhat. While 10% somewhat dislike it, 9% declare that they dislike it a lot. The mean score for this theme in the ECB online survey is 3.97, indicating positive feelings towards it.

In the **Kantar Public survey**, the reason most frequently chosen for liking this theme in the euro area overall is that it would make the banknotes look attractive (30%). This reason is selected much more often than others. The second most frequently chosen reason is “I can relate to it” (20%), closely followed by “I can understand it easily” and “This theme would represent Europe well” (both 19%).⁸

⁸ The results presented in this report for the follow-up questions (Q2_a and Q2_b) have been calculated based on the total number of respondents having taken the survey, rather than on the number of respondents having answered those questions.

Theme ‘Birds: Free, Resilient, Inspiring’ – Reasons for liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %

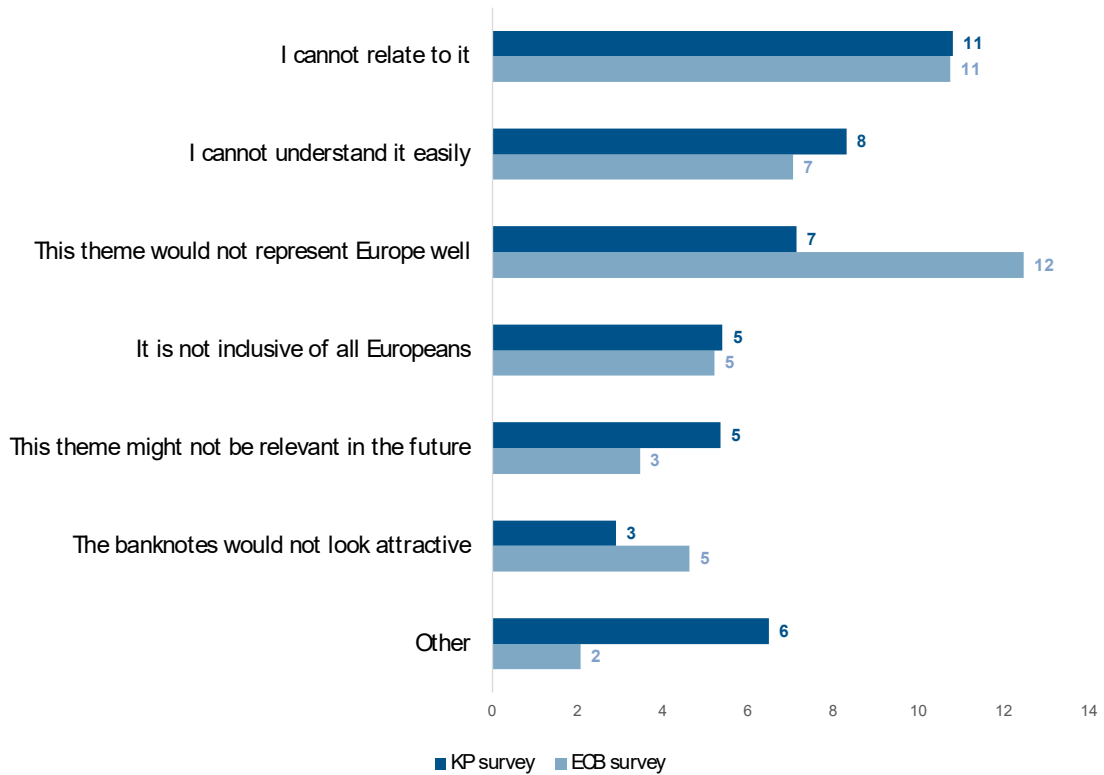


In the **ECB online survey**, “The banknotes would look attractive” (57%) is also chosen far more often than the other reasons for liking this theme.

The reason most frequently mentioned in the **Kantar Public survey** for not liking “Birds: free, resilient, inspiring” as a theme is that the respondent cannot relate to it. This reason is cited by 11% of the respondents. The second most mentioned reason is “I cannot understand it easily” (8%), followed by “This theme would not represent Europe well” (7%). All the other answers are chosen by 5% of respondents or fewer.⁹

⁹ The results presented in this report for the follow-up questions (Q2_A and Q2_B) have been calculated using the total number of respondents having taken the survey as basis, instead of the number of respondents answering those questions.

Theme ‘Birds: Free, Resilient, Inspiring’ – Reasons for not liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



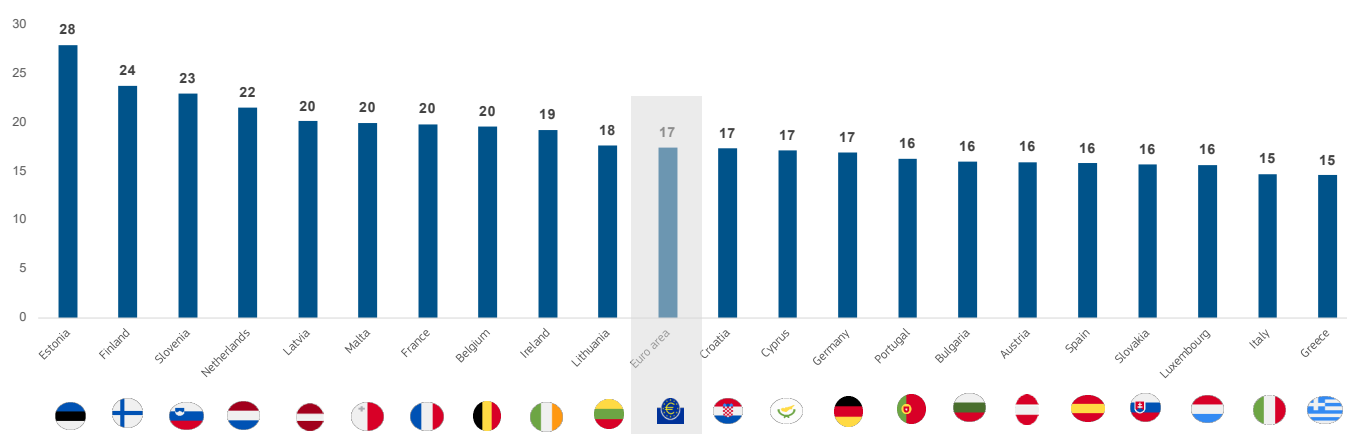
The reason most often mentioned in the **ECB online survey** for not liking “Birds: free, resilient, inspiring” is “This theme would not represent Europe well”, closely followed by “I cannot relate to it” (cited by 12% and 11% of the respondents respectively).

4.3 Detailed results of the Kantar Public survey

4.3.1 Level of support

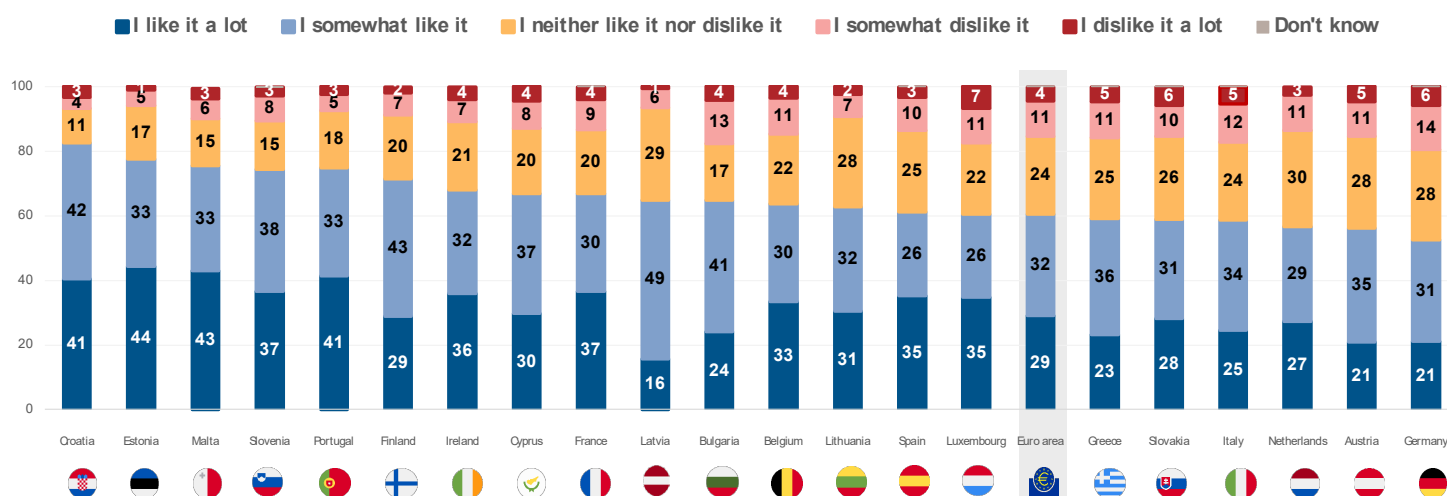
The results of the Kantar Public survey show that the theme is preferred by 17% of respondents at the euro area level. There is some variation among countries: percentages of respondents selecting the theme as their favourite range from 28% in Estonia and 24% in Finland to 15% in Greece and Italy.

Theme ‘Birds: Free, Resilient, Inspiring’ – Share of respondents rating it as the most preferred theme in the Kantar Public survey by country, %



The highest degrees of appreciation for the theme can be found in Croatia (where the theme is liked either a lot or somewhat by 83% of respondents), Estonia (77%), Malta (75%), Slovenia (75%), Portugal (74%) and Finland (72%). In these six countries, more than seven in ten respondents like the theme. In every country, at least half of the respondents like the theme. In Estonia (44%), Malta (43%), Croatia (41%) and Portugal (41%), more than four in ten respondents like the theme a lot. Meanwhile, in eight countries, at least a quarter of the respondents neither like nor dislike the theme. These countries are the Netherlands (30%), Latvia (29%), Germany (28%), Lithuania (28%), Austria (28%), Slovakia (26%), Spain (25%) and Greece (25%). The five countries where this theme is disliked the most are Germany (20%), Luxembourg (18%), Bulgaria (17%) and Italy (17%). In Greece (16%), Austria (16%), Slovakia (16%) and Belgium (15%), over 15% of respondents dislike the theme.

Theme ‘Birds: Free, Resilient, Inspiring’ – Distribution of scores in the Kantar Public survey by country, %



Women are more likely than men to like “Birds: free, resilient, inspiring” as a theme. In total, 63% of female respondents say they like the theme, compared with 58% of male respondents. Women and men are equally likely to say they like it somewhat (32%), but women (31%) are more likely than men (26%) to like it a lot.

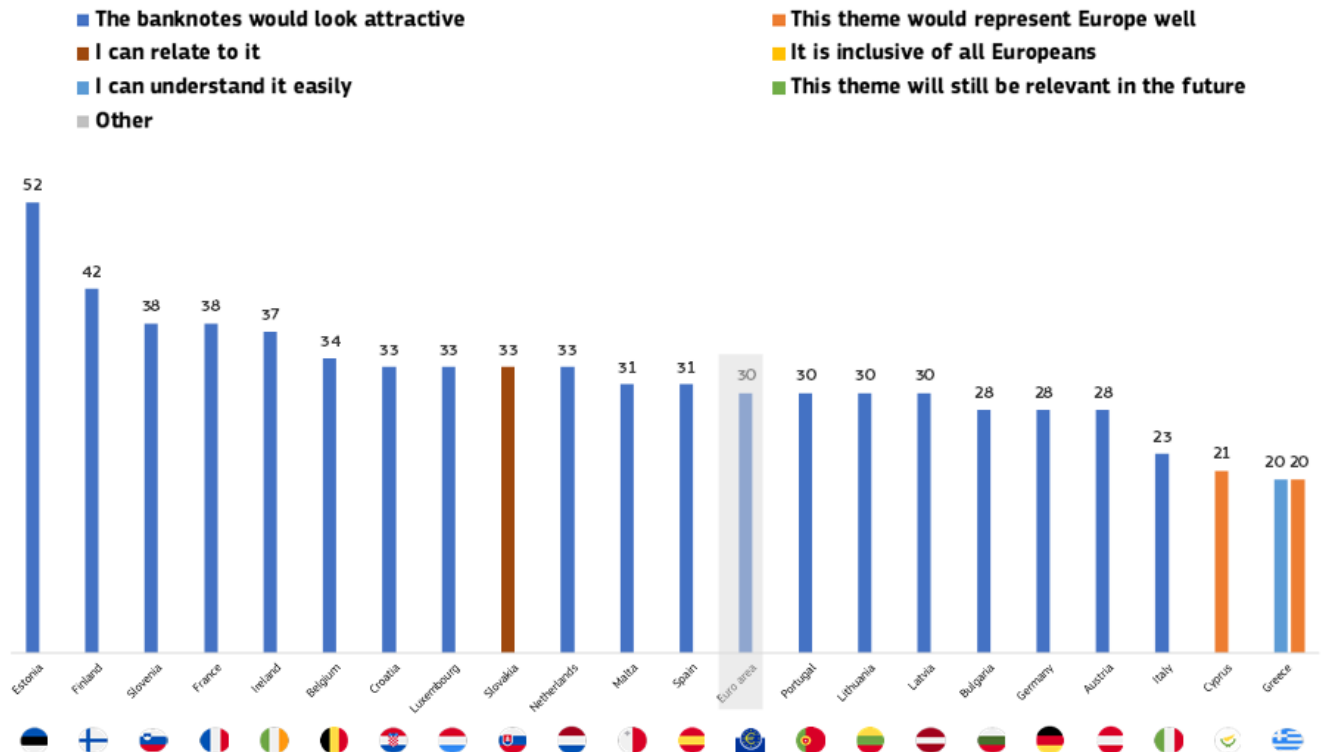
Appreciation for this theme increases with age. The 65+ age group has the greatest tendency to appreciate the theme, with 64% liking it. The theme is liked by 61% of respondents in the 55-64 age group, and by 59% among 16 to 54-year-olds.

Appreciation for this theme does not seem to follow a clear pattern when looking at respondents’ level of education. Respondents with a post-secondary education are the most likely to appreciate it (64%), followed by those with a primary education (62%). Respondents with a PhD or advanced research qualification are the least likely to appreciate the theme (57%).

4.3.2 Most cited reasons for liking the theme

A country-by-country comparison also indicates that the main reason for liking this theme is that the banknotes would look attractive. This reason is the most frequently cited by respondents in almost all countries, with as many as 52% choosing it in Estonia. There are only three countries where it is not the most frequently selected reason for liking the theme. These are Slovakia, where the option chosen most often is “I can relate to it” (33%), Cyprus, where the main reason is “This theme would represent Europe well” (21%) and Greece, where the two reasons most often cited for liking the theme are that it would represent Europe well and that it can be understood easily (20% in both cases).

Theme ‘Birds: Free, Resilient, Inspiring’ – Most frequently cited reasons for liking the theme in the Kantar Public survey by country, %



Men are almost as likely as women (29% versus 31%) to cite “The banknotes would look attractive” as a reason for liking this theme. In general, replies to the question “What do you like about this theme?” do not differ significantly based on gender.

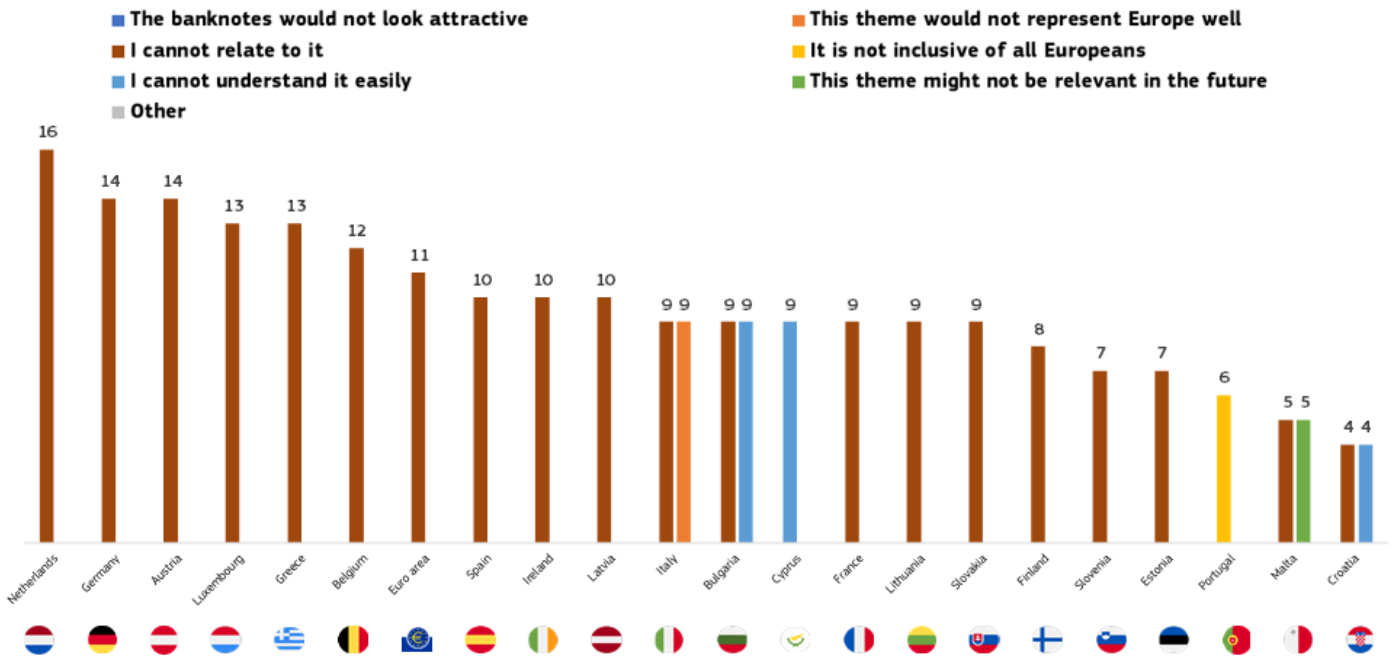
Young people are more likely than older respondents to think this theme would represent Europe well. In total, 23% of respondents aged 16-24 give this reason, compared with 19% of those aged 25-39, 17% of the 40-54 age group, 19% of those aged 55-64 and 18% of those aged 65 and over.

The educational level of the respondents does not lead to significant differences in the responses given, except in the case of the option “I can understand it easily”. This is chosen by only 12% of those with a primary education, but by 20% of those with a university degree, suggesting that this theme is better understood by those with a higher educational level.

4.3.3 Most cited reasons for not liking the theme

In the Netherlands (16%), Germany (14%), Austria (14%), Greece (13%), Luxembourg (13%) and Belgium (12%), respondents are more likely than average to say that they cannot relate to this theme, while in Malta (5%), Portugal (5%) and Croatia (4%), they are significantly less likely to give this reason. Germany is the country with the highest proportion of respondents saying that they do not understand the theme (11%), and the only one where this reason is cited by more than one respondent in ten.

Theme ‘Birds: Free, Resilient, Inspiring’ – Most frequently cited reasons for not liking the theme in the Kantar Public survey by country, %



Men are slightly more likely than women to say that they cannot relate to this theme (12% versus 10%), and they are also more likely to cite “This theme would not represent Europe well” as a reason for disliking it (8% versus 6%).

Young people are more likely to say that they cannot relate to the theme, with 13% of those aged 16-24 giving this reason, compared with 12% of those aged 25-39, and 11% and 9% of those aged 40-64 and 65+ respectively.

Respondents with a higher level of education are more likely to say that they cannot relate to this theme. This is the case for 13% of respondents with a PhD or advanced research qualification, but only 8% of those with a primary education. However, those with a primary education are significantly less likely to say that they cannot understand the theme easily (6%) than those with a PhD or advanced qualification (11%).

European culture

4.4 Introduction of the theme

The “European culture” theme celebrates the diversity of Europe’s cultural and creative heritage. Culture is seen as a vehicle for societal cohesion and welfare. It promotes learning and helps to strengthen the common European identity. The proposed design could depict European monuments, works of art, literature and music, and scientific discoveries and inventions. These could be represented alongside their makers.

Visuals presented to the survey respondents

Public Survey on
Euro Banknote Themes



The theme

European culture

is a rich and diverse mosaic of *cultural* and *creative* expression, an inheritance from previous generations of Europeans and a legacy for those to come.

European culture teaches each generation of Europeans about the *past* and prepares them for the *future*, all while contributing to the *cohesion* and *welfare* of our societies.

Public Survey on
Euro Banknote Themes



The storyline

Europe’s rich cultural heritage and dynamic creative sectors strengthen European identity, forging a shared sense of belonging.

Culture promotes common values, inclusion and dialogue in Europe and across the globe. It brings people together.

A possible design

Banknotes could depict monuments, artworks, literature, music or science and their makers.

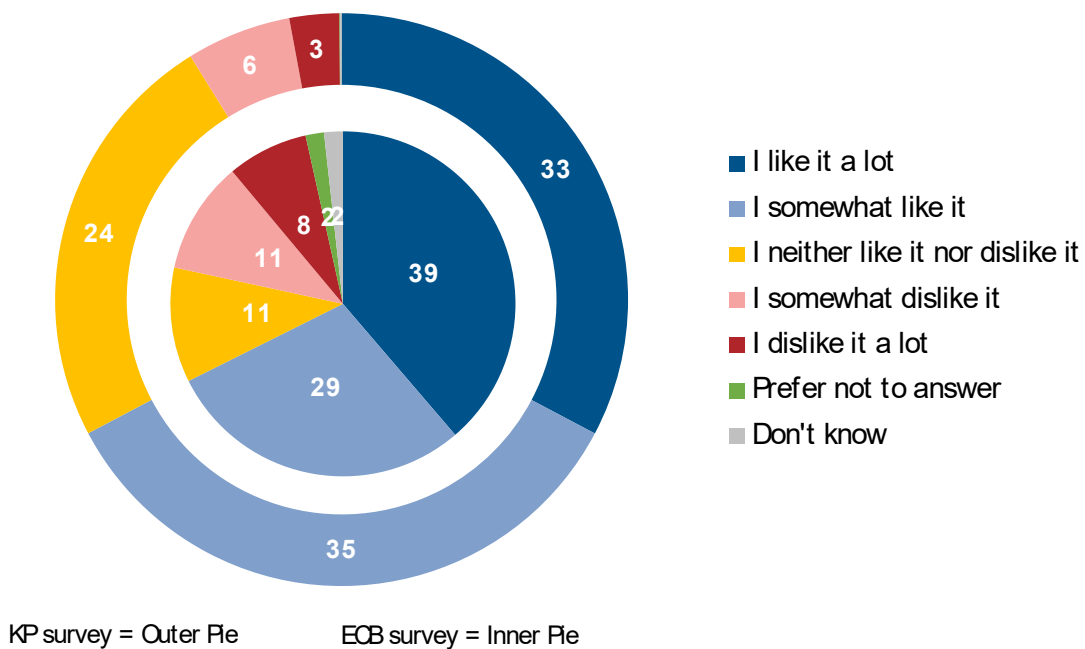
A famous European artwork and the related artist could, for example, be visualised on a banknote.

4.5 Results at the euro area level

In the **Kantar Public survey**, “European culture” is the most preferred theme, with 21% of respondents declaring it to be their favourite. In the euro area as a whole, the theme is liked by 68% of respondents and disliked by 9%, with 33% declaring they like it a lot, 35% liking it somewhat, 24% neither liking nor disliking it, 6% somewhat disliking it and 3% disliking it a lot.

On a scale from “I dislike it a lot” (1) to “I like it a lot” (5), the mean score for this theme is 3.89. This is the highest mean score achieved by any theme in the **Kantar Public survey**, indicating positive opinions on it.

Theme ‘European culture’ – Distribution of scores in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



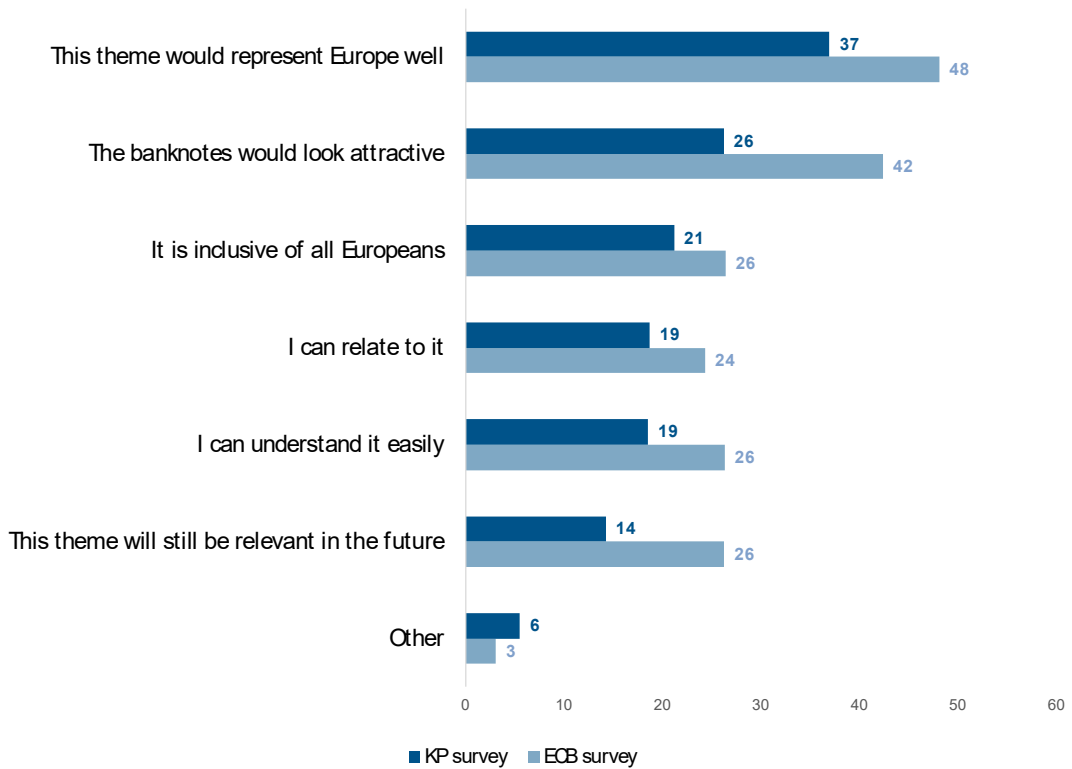
Looking at the **ECB online survey**, “European culture” is the second most preferred theme, with 23% of respondents declaring it their favourite. Overall, the theme is liked by 68% of respondents and disliked by 19%, with 39% declaring they like it a lot, 29% liking it somewhat, 11% neither liking nor disliking it, 11% somewhat disliking it and 8% disliking it a lot.

The mean score for this theme is 3.84, indicating positive opinions on it.

Almost four in ten respondents in the **Kantar Public survey** say that they like the theme “European culture” because it would represent Europe well (37%), while 26% think the banknotes would look attractive, 21% that the theme is inclusive of all Europeans, 19% that they can relate to it and 19% that they can understand it easily. The response “This theme will still be relevant in the future” (14%) is chosen less often, as is “Other” (6%).

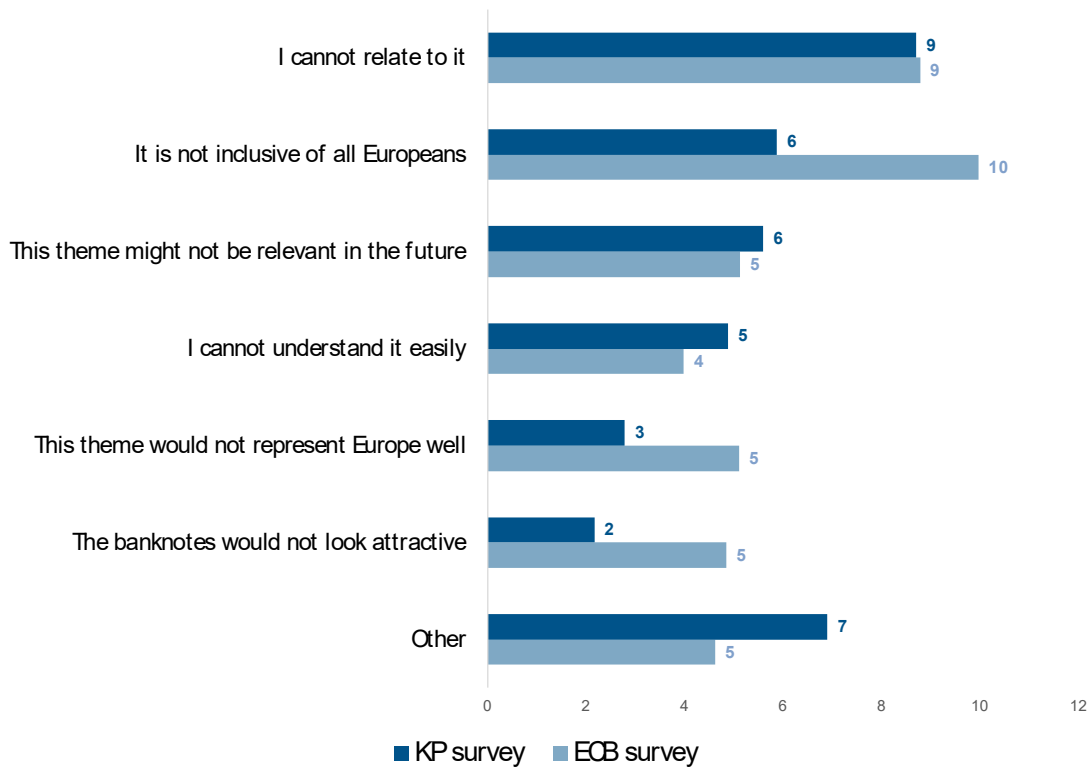
Respondents in the **ECB online survey** rank the reasons for liking the theme in a similar way, with 48% saying that the theme represents Europe well, 42% that the banknotes would look attractive and 26% that it is inclusive of all Europeans. The responses “I can understand it easily” and “This theme will still be relevant in the future” are also chosen by 26% of respondents each.

Theme ‘European culture’ – Reasons for liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



The primary reason given in the **Kantar Public survey** for disliking the theme is that respondents cannot relate to it (9%). This is followed by the responses “The theme might not be relevant in the future” and “It is not inclusive of all Europeans” (both 6%) and “I cannot understand it easily” (5%). Fewer respondents choose “This theme would not represent Europe well” (3%), “The banknotes would not look attractive” (2%) or “Other” (7%).

Theme ‘European culture’ – Reasons for not liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



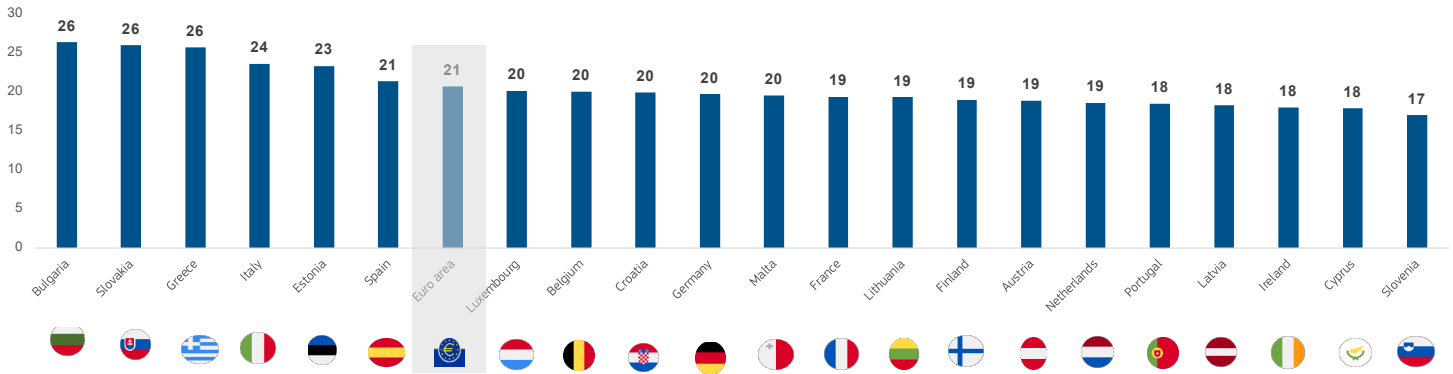
The main reasons why respondents in the **ECB online survey** dislike the theme are “It is not inclusive of all Europeans” (10%), and “I cannot relate to it” (9%).

4.6 Detailed results of the Kantar Public survey

4.6.1 Level of support

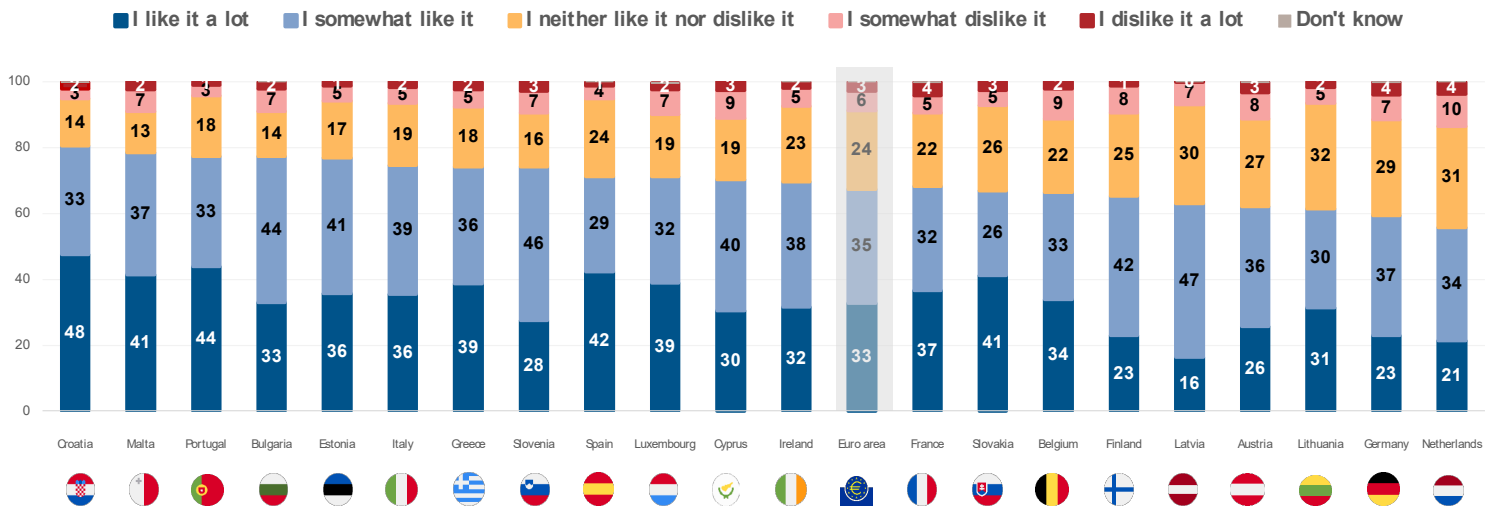
In the **Kantar Public survey**, preference for the “European culture” theme ranges from 26% in Bulgaria, Greece and Slovakia to 17% in Slovenia.

Theme ‘European culture’ – Share of respondents rating it as the most preferred theme in the Kantar Public survey by country, %



The percentage of respondents declaring that they like the theme ranges from 55% in the Netherlands to 81% in Croatia. In five countries (Croatia, Malta, Portugal, Bulgaria and Estonia) at least three-quarters of respondents report that they like the theme. There are also five countries (Croatia, Portugal, Malta, Spain and Slovakia) where at least four in ten respondents say they like the theme very much. In seven countries (Lithuania, the Netherlands, Latvia, Germany, Austria, Slovakia and Finland), at least a quarter of respondents neither like nor dislike the theme. At least 10% of respondents in six countries (the Netherlands, Cyprus, Belgium, Germany, Austria and Slovenia) say that they dislike the theme.

Theme ‘European culture’ – Distribution of scores in the Kantar Public survey by country, %



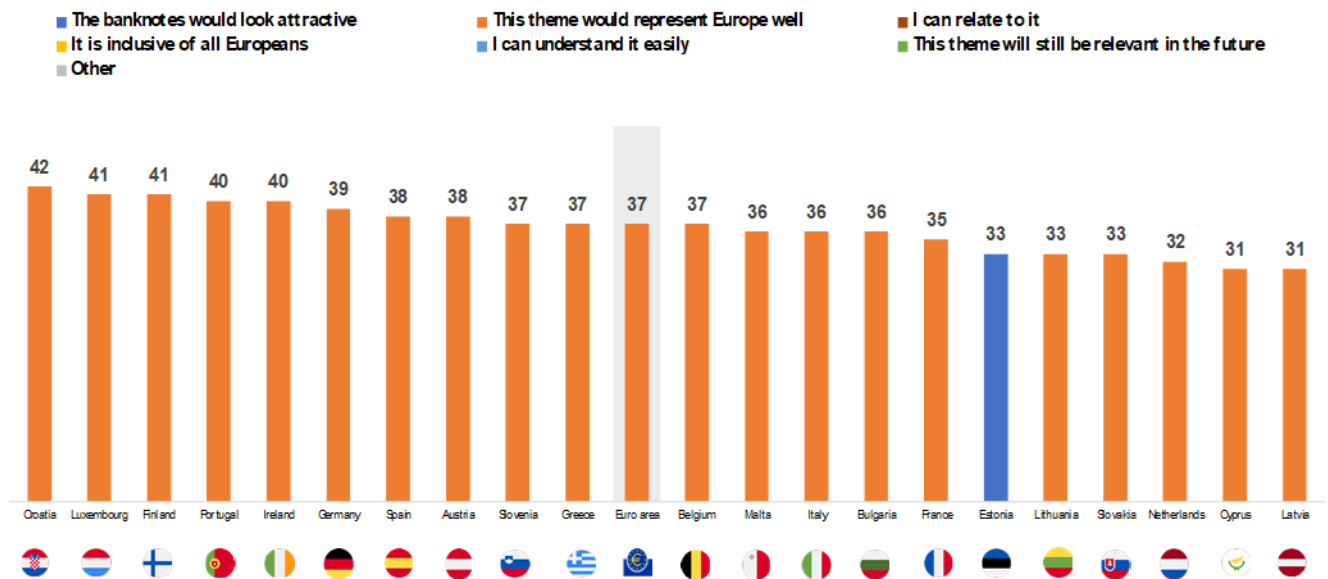
Men and women report liking the theme more or less to the same extent (women 68%, men 67%). Respondents aged 65 and over are the most likely to say they like the theme (71% versus 65-67% among those aged 16-54). Respondents with a university or PhD education are also more likely to report that they like the theme (72-74%) than those with lower secondary and primary education (60-61%).

4.6.2 Most cited reasons for liking the theme

The primary reason given for liking the theme is that it would represent Europe well, with the scores ranging from 27% in Estonia to 42% in Croatia. In every country, this reason is chosen by more than three in ten respondents, except in Estonia, although even here it is cited by as many as 27% of respondents.

The reason chosen the most often in Estonia (33%) is that the banknotes would look attractive. This reason is also selected by at least 21% of respondents in every country except Cyprus (17%).

Theme ‘European culture’ – Most frequently cited reasons for liking the theme in the Kantar Public survey by country, %



Men are slightly more likely than women to say that they like the theme because it would represent Europe well (38% versus 36%), while men are slightly less likely to say it is because the banknotes would look attractive (27% of women versus 25% of men). The oldest respondents, those aged 55 and over, are slightly more likely than those in other age groups to say they like the theme because it would represent Europe well (38-39% versus 35-36% of respondents aged 16-39). The youngest respondents, meanwhile, are most likely to say it is because the banknotes would look attractive (29% versus 25-27% of all the other respondents).

4.6.3 Most cited reasons for not liking the theme

The primary reason given for disliking the theme is that respondents cannot relate to it. This is the most mentioned reason in 16 countries, with at least 6% choosing it in each of these. The percentages of respondents who choose this reason range from 3% in Croatia and

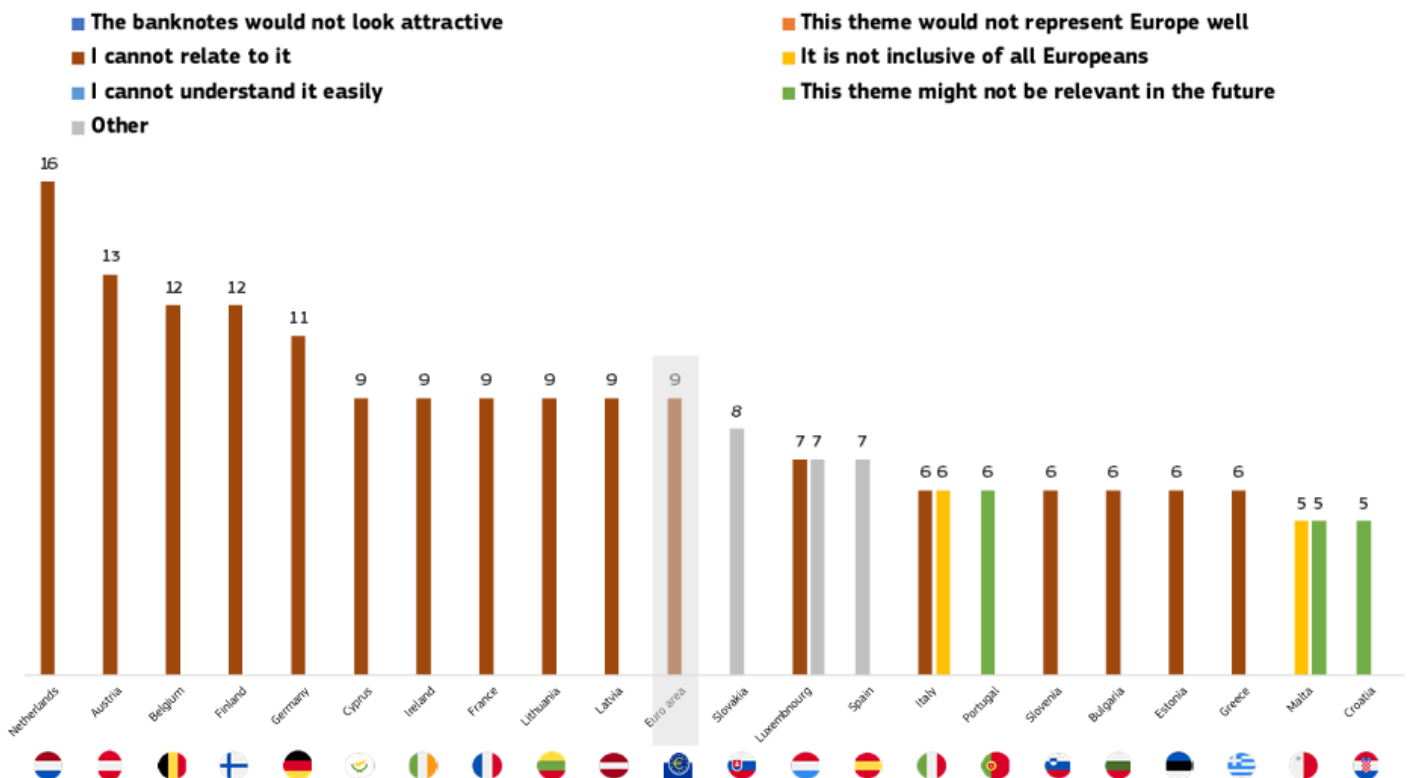
Portugal to 16% in the Netherlands. It is also the most mentioned answer in Luxembourg (7%), alongside “Other” (also 7%), and in Italy (6%), alongside “It is not inclusive of all Europeans” (also 6%). This reason, although not the most frequently cited, is also chosen by 5% of respondents in Slovakia.

Other reasons cited include the theme not being relevant in the future, which is the most mentioned answer in Portugal (6%), Croatia (5%) and Malta (alongside “It is not inclusive of all Europeans”, both 5%). In Slovakia, 8% of respondents choose “Other”, which is also the most frequently chosen response in Spain (7%).

Men and women are more or less equally likely to answer that the theme would not represent Europe well (3% of men versus 2% of women). Similarly, there is little difference between the percentage of men and women who say they cannot relate to it (8% of men versus 9% of women).

The youngest respondents are more likely to say that the theme would not represent Europe well (4-5% of respondents aged 16-39 compared with 2% of respondents aged 40 and over). The oldest respondents are slightly less likely to say that they cannot relate to the theme (7% versus 9% of respondents aged 16-54).

Theme ‘European culture’ – Most frequently cited reasons for not liking the theme in the Kantar Public survey by country, %



European values mirrored in nature

4.7 Introduction of the theme

The “European values mirrored in nature” theme represents the six core values of the EU as defined by the Treaty of Lisbon, namely human dignity, freedom, democracy, equality, the rule of law and respect for human rights. These values are linked to the idea of respect for nature and the preservation of the environment. The potential banknote design could illustrate each value through images of human activities and buildings, represented within natural landscapes in Europe.

Visuals presented to the survey respondents

Public Survey on
Euro Banknote Themes



The theme

European values mirrored in nature

represents the six values of the European Union (EU) as defined in the Treaty of Lisbon: *human dignity, freedom, democracy, equality, the rule of law, and human rights*. The theme also depicts our connection with and respect for *nature* and the *environment*.

Public Survey on
Euro Banknote Themes



The storyline

Europe is a living place, but also an idea.

The EU is an organisation, but also a set of values.

The theme highlights the role of European values as the building blocks of Europe and links these values with our respect for nature and the preservation of the environment.

A possible design

Each banknote could represent one of these values through different images of human-related activities, professions or buildings, combined with images of European natural landscapes in Europe.

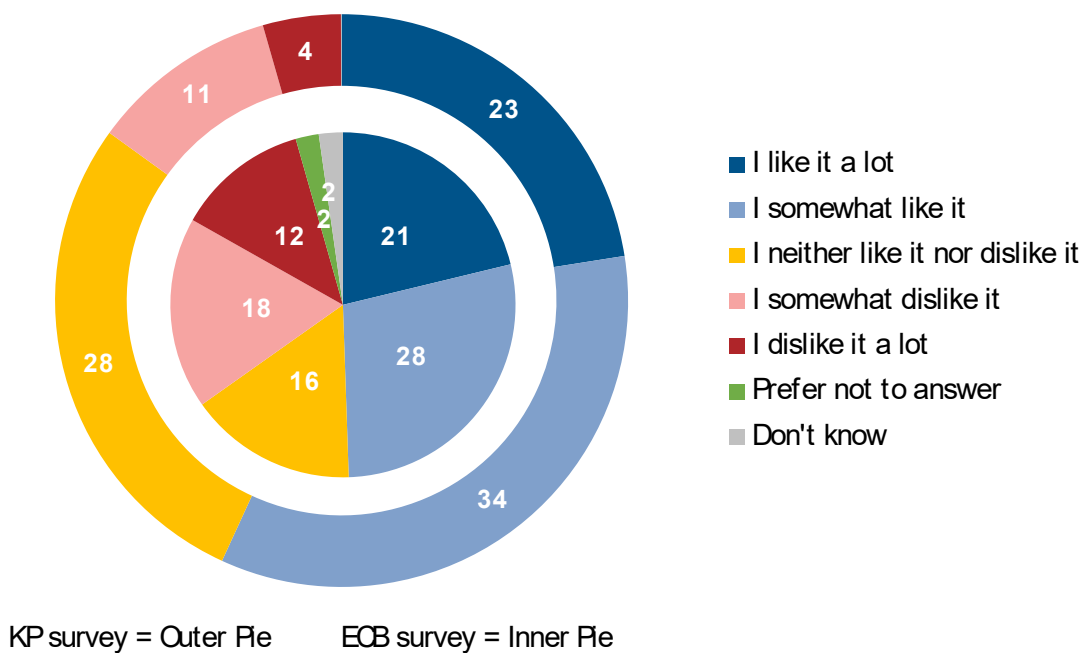
A banknote representing *democracy* could use visuals like the European Parliament, the voting process (represented by a hand), or a European seascape with a beach, where every grain of sand matters, just as every European citizen counts.

4.8 Results at the euro area level

In the **Kantar Public survey**, “European values mirrored in nature” is the fourth most preferred theme (followed by “Hands: together we build Europe”). It emerges as the most preferred theme among 13% of respondents, with 57% of respondents saying that they like it. Among this group, 23% declare that they like it a lot, while 34% say that they somewhat like it. Meanwhile, 15% of the respondents dislike this theme, with 11% disliking it somewhat and 4% disliking it a lot. Nearly three in ten (28%) declare that they neither like nor dislike this theme.

On a scale from “I dislike it a lot” (1) to “I like it a lot” (5), the mean score for this theme is 3.60, indicating a positive disposition toward this theme.

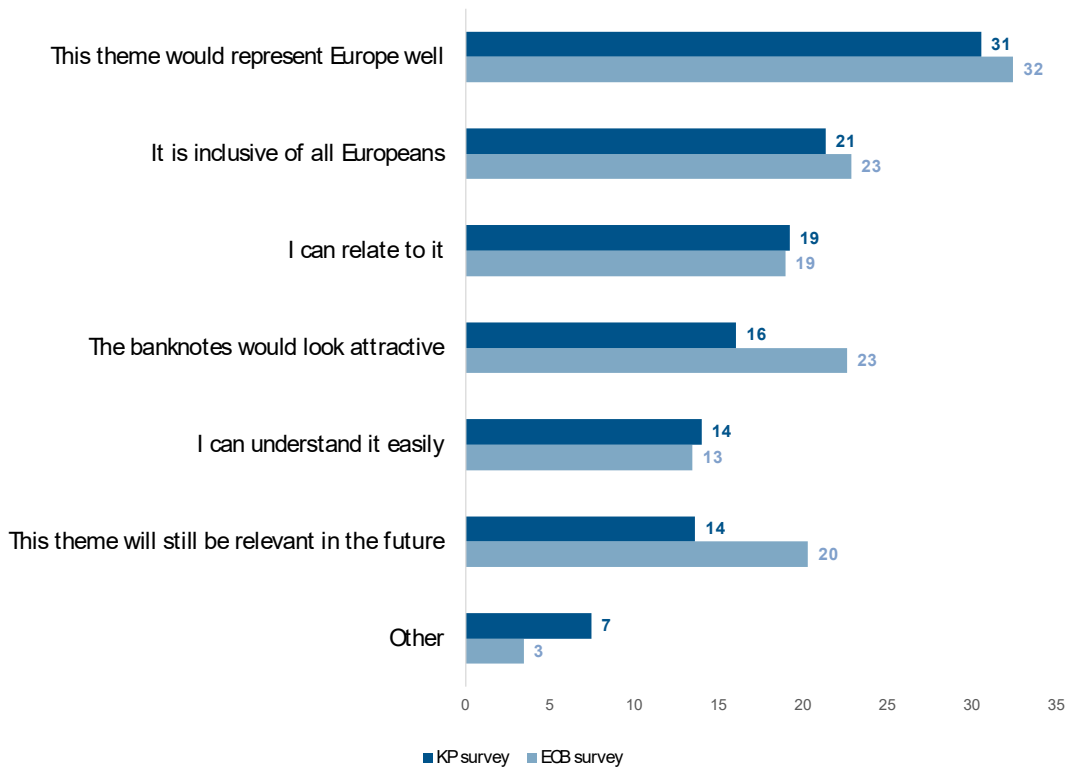
Theme ‘European values mirrored in nature’ – Distribution of scores in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



In the **ECB online survey**, 49% of respondents say that they like the “European values mirrored in nature” theme, with 21% saying that they like it a lot and the remaining 28% answering that they somewhat like it. Meanwhile, 30% of respondents in this survey dislike the theme, with 18% disliking it somewhat and 12% disliking it a lot. Nearly two in ten (16%) declare that they neither like nor dislike this theme. Overall, these results tally with those of the **Kantar Public survey**. The mean score for this theme is 3.29.

In the **Kantar Public survey**, the main reason given for liking this theme is that it would represent Europe well (31%). The second most mentioned reason is that the theme is inclusive of all Europeans (21%). None of the other reasons is chosen by more than 20% of respondents, although “I can relate to it” is mentioned by 19% of respondents and “The banknotes would look attractive” by 16%.

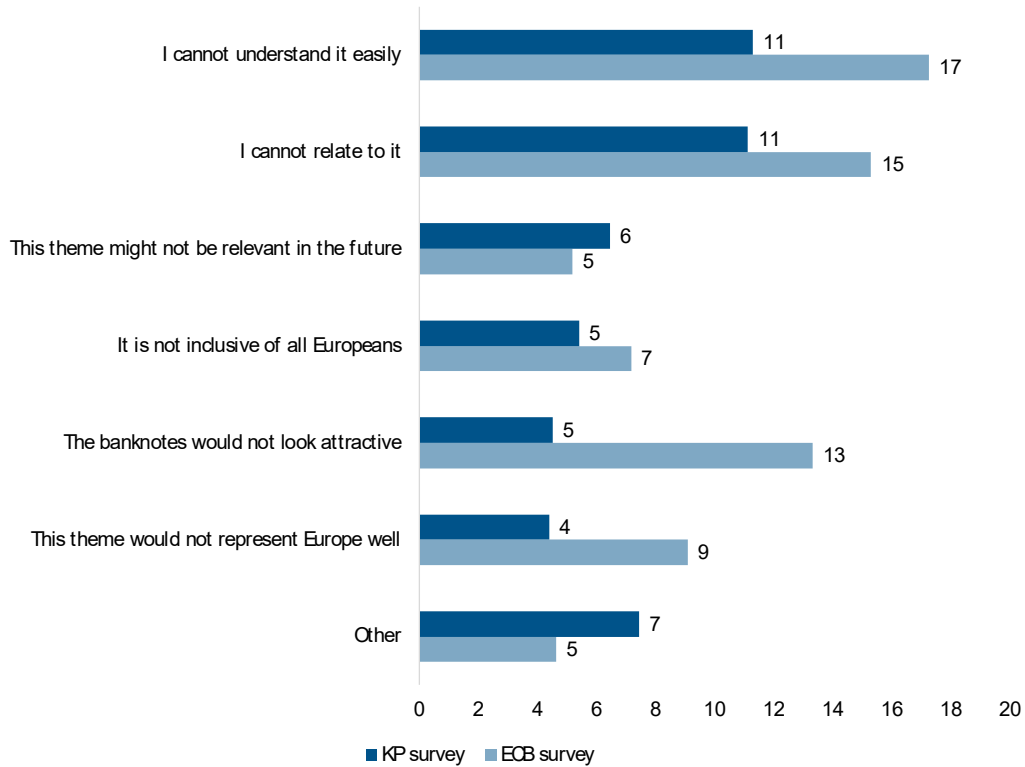
Theme ‘European values mirrored in nature’ – Reasons for liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



“This theme would represent Europe well” is also the main reason chosen by respondents in the **ECB online survey** (32%), followed by “It is inclusive of all Europeans” and “The banknotes would look attractive” (both 23%).

In the **Kantar Public survey**, the two main reasons given for disliking the theme “European values mirrored in nature” are that the respondent cannot relate to the theme (11%) and that the theme cannot be understood easily (also 11%). All the other reasons are mentioned by fewer than one respondent in ten, with only one of these remaining answers (“This theme might not be relevant in the future”) being selected by more than 6% of respondents. The “Other” option is chosen relatively frequently (7%).

Theme ‘European values mirrored in nature’ – Reasons for not liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



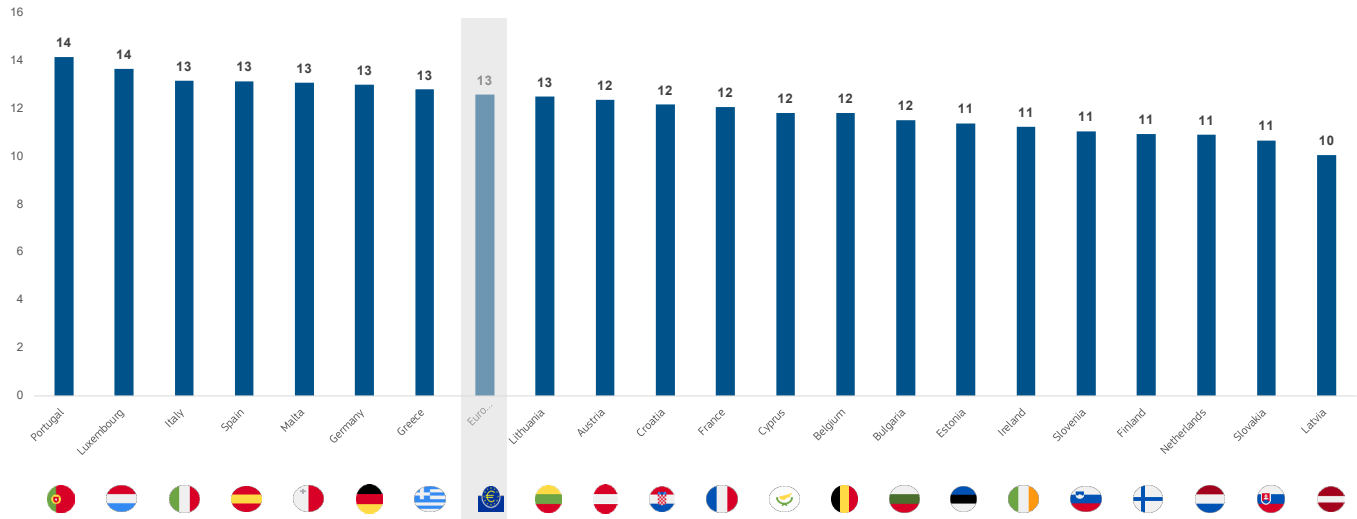
Respondents in the **ECB online survey** likewise choose “I cannot understand it easily” as the main reason why they dislike the theme (17%), followed by “I cannot relate to it” (15%) and “The banknotes would not look attractive” (13%).

4.9 Detailed results of the Kantar Public survey

4.9.1 Level of support

As mentioned, 13% of respondents in the euro area as a whole choose this theme as their favourite. There is no wide variation across countries, with levels of preference ranging from 14% in Portugal and Luxembourg to 10% in Latvia.

Theme ‘European values mirrored in nature’ – Share of respondents rating it as the most preferred theme in the Kantar Public survey by country, %



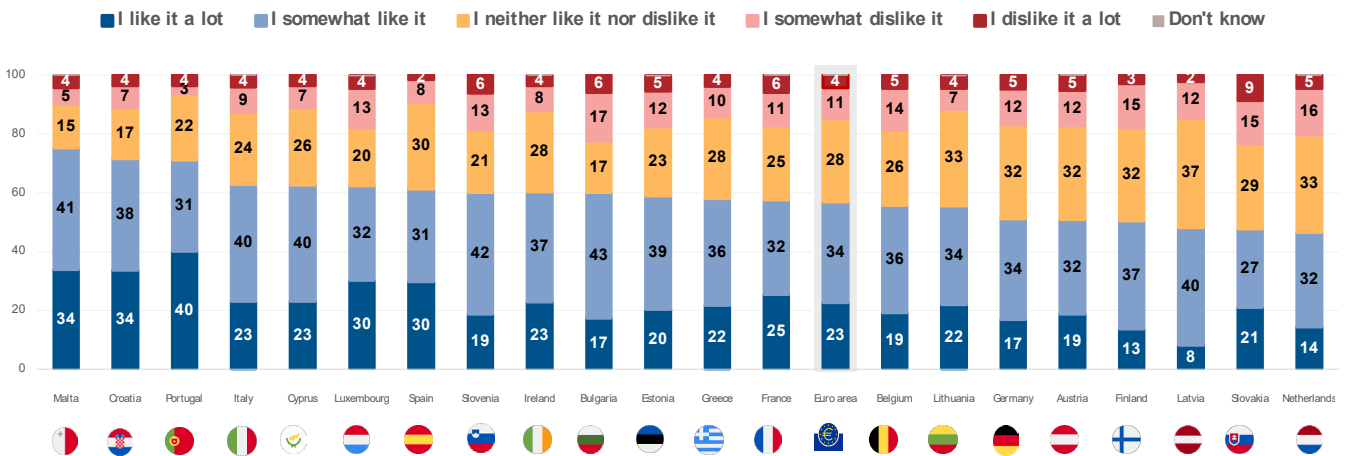
The “European values mirrored in nature” theme is most liked in Malta (75%), Croatia (72%) and Portugal (71%), with more than seven respondents in ten declaring that they like it in each case. More than six in ten like the theme in Italy and Cyprus (both 63%), Luxembourg (62%), Spain (61%), Slovenia (61%), Bulgaria (60%) and Ireland (60%). Portugal is the country where respondents are most enthusiastic about this theme, with 40% declaring that they like it a lot. Croatia and Malta follow, each with 34% of respondents giving this answer. Slovakia has the highest share of respondents disliking the theme (24%), followed closely by Bulgaria (23%). The Netherlands is the only other country where this theme is disliked by more than one in five respondents (21%). The share of respondents declaring that they neither like nor dislike the theme is particularly high in Latvia (37%).

Reactions to the “European values mirrored in nature” theme across the different socio-demographic categories are largely homogeneous.

Men and women are equally likely to appreciate the “European values mirrored in nature” theme (57% in both cases) and are also equally likely to dislike it (15% in both cases).

Looking at the results by age, differences are negligible. The theme is appreciated in more or less the same measure by the youngest (16-24) and oldest (65+) age segments (60% versus 59%), although it is appreciated somewhat less by young adults and middle-aged respondents (55-57% among adults aged 25 to 64).

Theme ‘European values mirrored in nature’ – Distribution of scores in the Kantar Public survey by country, %

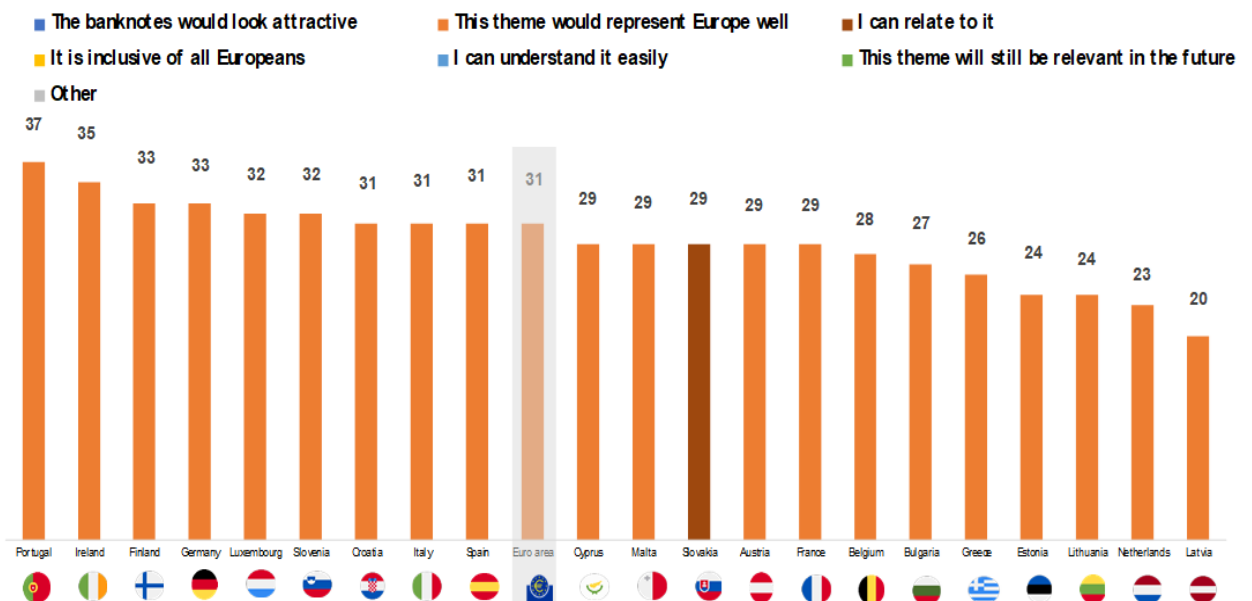


Differences based on the educational level of respondents are also relatively small. Respondents with a primary education degree and lower secondary education degree are less likely to appreciate the theme (55-53%) than respondents with a PhD (60%).

4.10 Most cited reasons for liking the theme

Respondents are particularly likely to say that the theme would represent Europe well in Portugal (37%) and Ireland (35%). In Croatia (26%), Ireland (25%) and Portugal (25%), at least a quarter of respondents think the “European values mirrored in nature” theme is inclusive of all Europeans. Slovakia stands out, with a high percentage of respondents saying that they can relate to this theme (29%), while Estonia (23%) and Spain (20%) are the only countries where at least two in ten say that the theme would look attractive.

Theme ‘European values mirrored in nature’ – Most frequently cited reasons for liking the theme in the Kantar Public survey by country, %



Men and women are almost equally likely to say that this theme would represent Europe well (31% versus 30%), and that it is inclusive of all Europeans (21% versus 22%). However, men are more likely to say that they can relate to it (21% versus 17%).

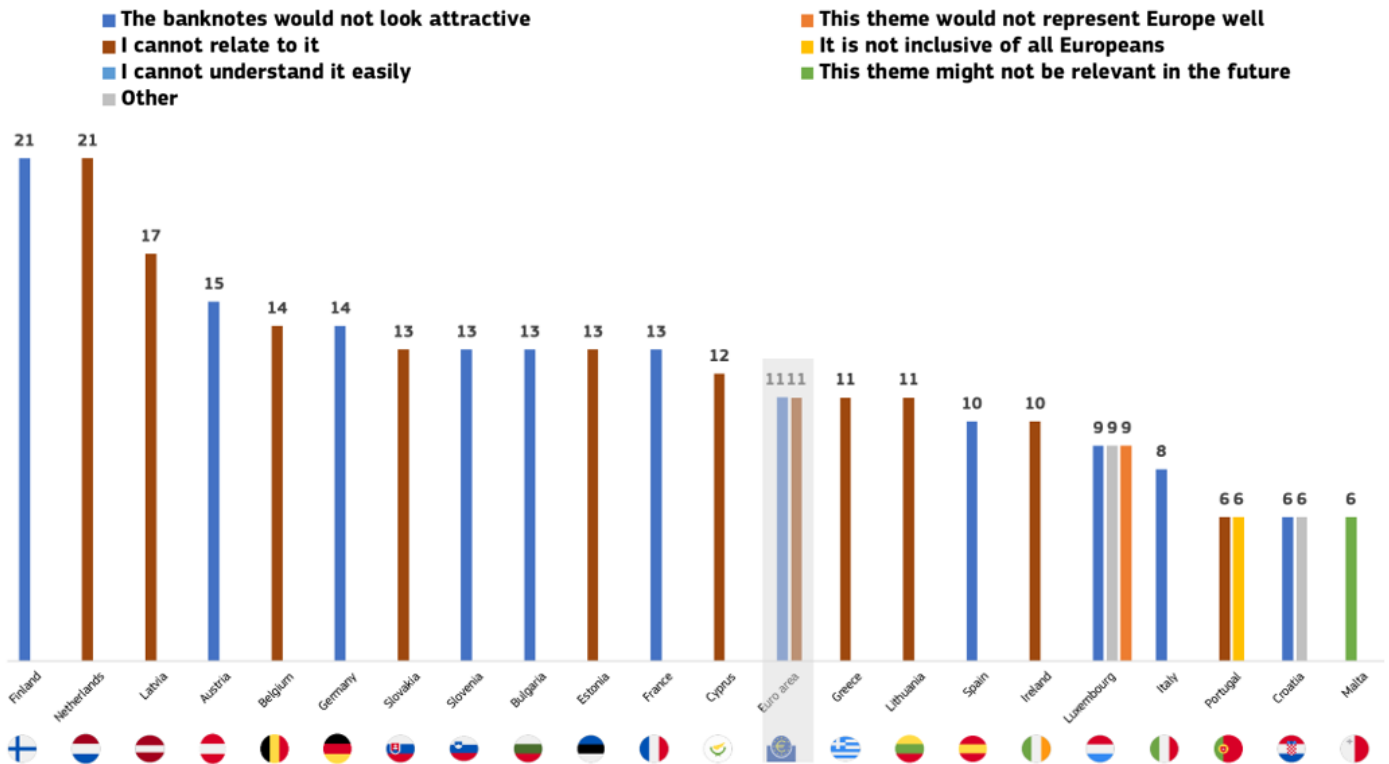
The age of respondents does not seem to significantly affect whether respondents think the theme would represent Europe well. Younger respondents (16-24) are the most likely (33%) to hold this opinion, but older respondents (55+) are almost as likely to hold the same opinion (31-32%). Young adults and middle-aged respondents (25-54) are slightly less likely to think that the theme would represent Europe well (29%). The same pattern can be observed for “It is inclusive of all Europeans”. The youngest (16-24) and oldest (65+) age segments are the most likely to choose this option (23% and 24% respectively), while those aged 25-39 are the least likely to give this answer (18%).

When it comes to the level of respondents’ education, responses are also relatively homogeneous, particularly for the most frequently selected answer (“This theme would represent Europe well”), although this response is generally selected less frequently by respondents with a primary education (20%) than by those with higher educational qualifications (32-29%). Meanwhile, the response “It is inclusive of all Europeans” is less likely to be chosen by respondents with a primary education (16% versus 21-22% among the other educational categories).

4.11 Most cited reasons for not liking the theme

Respondents in Finland are significantly more likely to say that they cannot understand this theme (21%) than those in the other countries. Those in the Netherlands are particularly likely to say that they cannot relate to it (21%), while Latvia also has a relatively high share (17%) of respondents choosing this answer. Germany stands out with 10% of respondents choosing the answer “Other”. This makes Germany the only country where one in ten or more respondents select another answer besides the two most mentioned.

Theme ‘European values mirrored in nature’ – Most frequently cited reasons for not liking the theme in the Kantar Public survey by country, %



Men and women are equally likely to say that they cannot relate to this theme (11%), while women are slightly more likely to say that they cannot understand it easily (12% versus 11%).

Differences in the answer patterns of respondents based on age are very small. The only clearly identifiable pattern concerns the answer “It is not inclusive of all Europeans”, which is slightly preferred by younger respondents (7% of those aged 16-24, gradually falling according to age and reaching 5% among the older Europeans).

When it comes to education, those with a lower level of education are more likely to say that they cannot relate to this theme (12% among those with a primary education, gradually declining to 9% among those with a PhD). However, those with a higher level of education are more likely to say that they cannot understand the theme easily (9% of those with a primary education give this answer, gradually increasing to 16% among those with a PhD). Those with a lower level of education are also more likely to select the option “Other”, with 9% of respondents in this group giving this answer. By contrast, only 6-7% among those with a university-level or PhD-level qualification cite this reason.

The future is yours

4.12 Introduction of the theme

The theme entitled “The future is yours” is a celebration of Europeans themselves and their ability to shape the future of Europe in various fields, from science to technology and art. The potential design of this theme could feature an anonymous silhouette representing any European citizen working in one of the various professional fields.

Visuals presented to the survey respondents

Public Survey on
Euro Banknote Themes



The theme

The future is yours

focuses on Europeans and their potential to shape the future of Europe with their ideas and vision.

It celebrates each and every European, and their skills and visions, in fields ranging from science and technology to art.

Public Survey on
Euro Banknote Themes



The storyline

The ideas and innovations that will shape the future of Europe lie deep within every European.

The images created for this theme represent the bearers of the collective imagination through which people create this shared future.

This theme signifies the boundless potential of Europeans.

A possible design

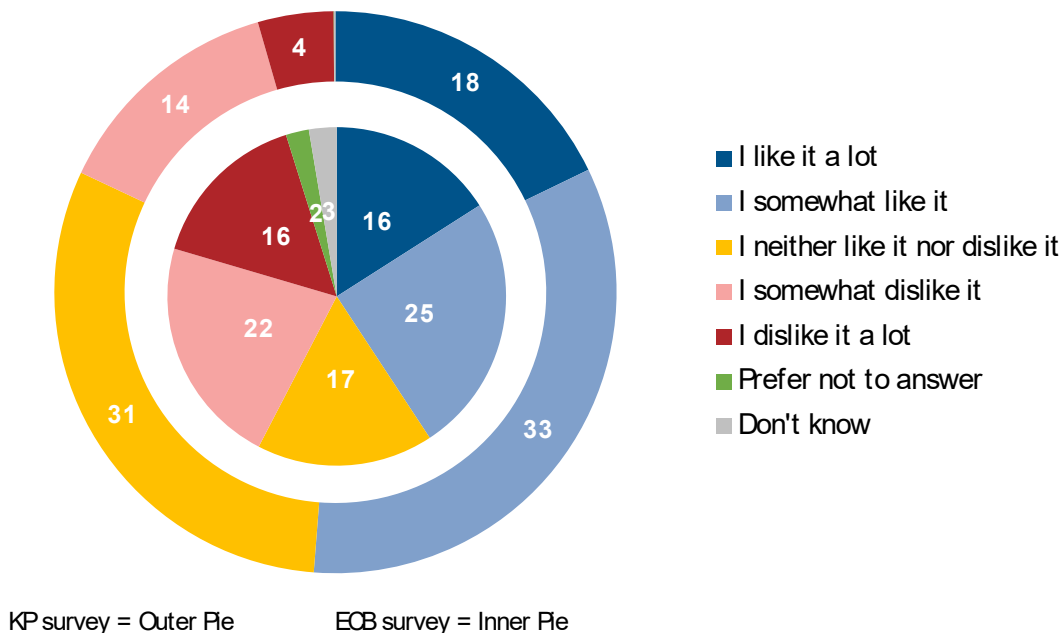
Banknotes could show a silhouette that could represent anyone – combined with images relating to different fields such as science (e.g. astronomy) and associated occupations or areas of expertise (e.g. astronauts).

4.13 Results at the euro area level

“The future is yours” is chosen as the most preferred theme by 10% of respondents in the **Kantar Public survey**, making it the fifth most preferred theme overall. While it is the second least liked theme after “Our Europe, ourselves”, a majority (51%) of respondents still like it. Meanwhile, 18% dislike it, making it the third most disliked theme, behind “Hands: together we build Europe” (19%) and “Our Europe, ourselves” (24%). In total, 31% of respondents declare that they neither like nor dislike the theme, 18% like the theme a lot, and 33% like it somewhat. Among those who dislike the theme, 14% dislike it somewhat and 4% dislike it a lot.

On a scale of “I dislike it a lot” (1) to “I like it a lot” (5), the mean score for this theme is 3.47, indicating relatively neutral to positive feelings toward this theme.

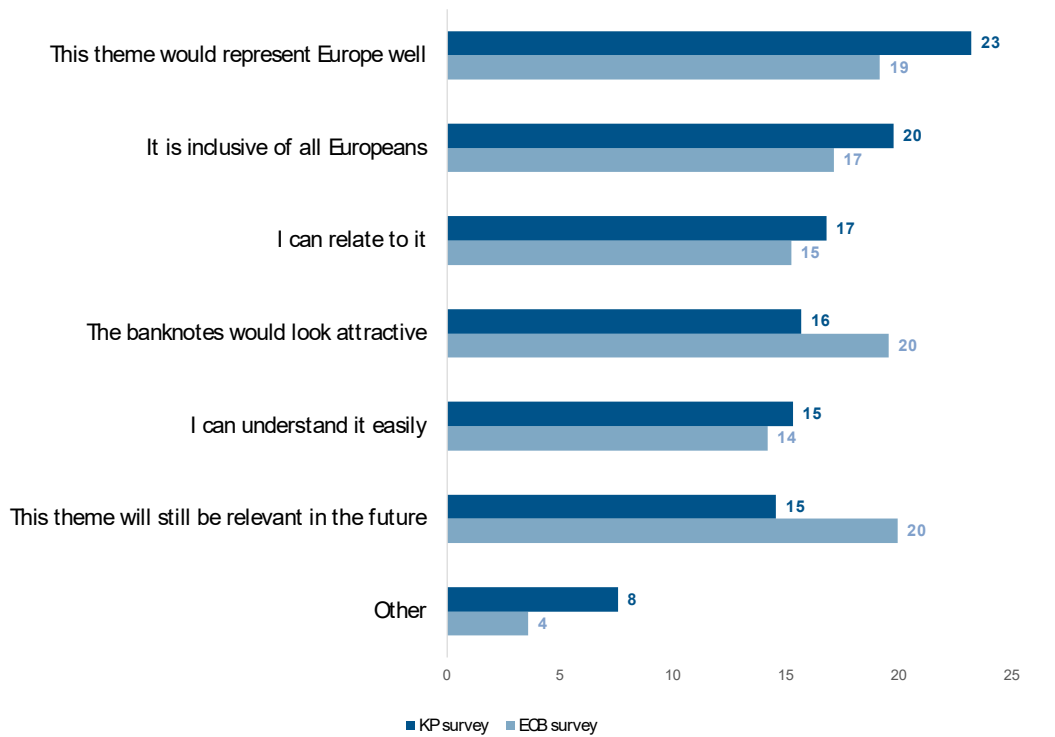
Theme ‘The future is yours’ – Distribution of scores in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



According to the **ECB online survey**, “The future is yours” is chosen as the most preferred theme by 8% of respondents (in line with the **Kantar Public survey**), making it the fourth most preferred theme overall. Less than half (41%) of respondents like it and 38% dislike it. Meanwhile, 17% declare that they neither like it nor dislike the theme, 16% like the theme a lot, and 25% like it somewhat. Among those who dislike the theme, 22% dislike it somewhat and 16% dislike it a lot. The mean score for this theme is 3.04, indicating relatively neutral feelings toward this theme.

The reason most often cited for liking the theme in the **Kantar Public survey** is that it would represent Europe well (23%). This is the only response to have been chosen by more than two Europeans in ten. It is closely followed by “It is inclusive of all Europeans” (20%). “I can relate to it” is the third most frequently chosen option (17%), followed by “The banknotes would look attractive” (16%). After this come “I can understand it easily” and “This theme will still be relevant in the future” (both 15%). “Other” is selected by 8% of respondents. The high scores for all of the choices offered suggest that there is no single predominant reason for respondents liking this theme.

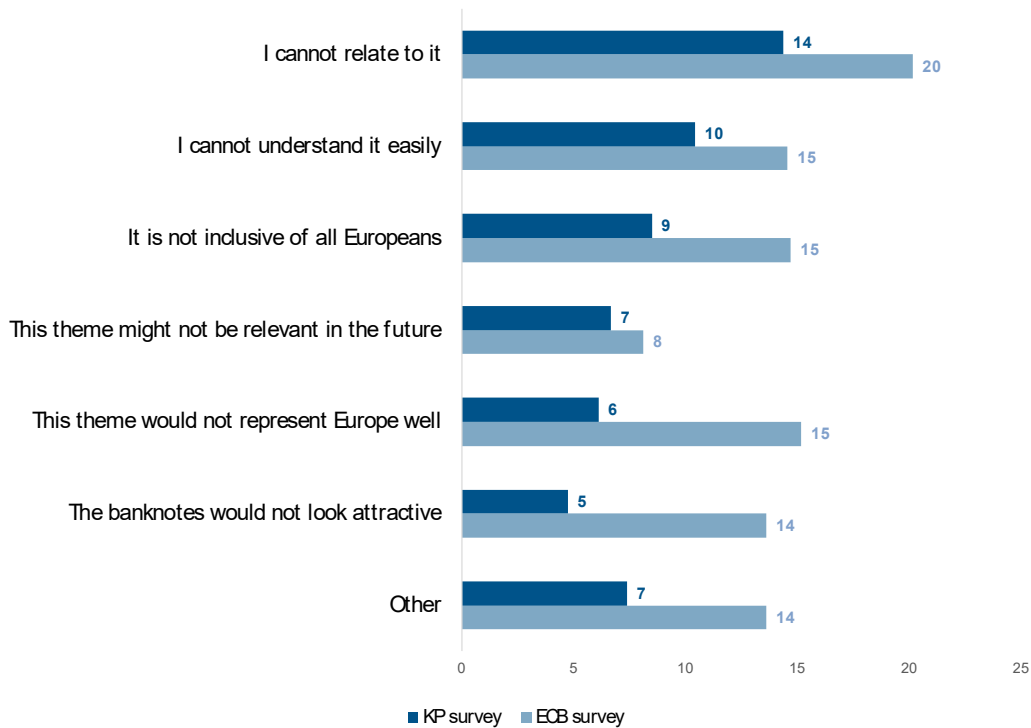
Theme ‘The future is yours’ – Reasons for liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



Respondents in the **ECB online survey** cite as their main reasons for liking this theme that it will still be relevant in the future and that it will make the banknotes look attractive (both 20%). The response “This theme would represent Europe well” receives the next highest share of mentions (19%).

In the **Kantar Public survey**, “I cannot relate to it” is the most cited reason for disliking the theme (14%). The only other reason chosen by at least one respondent in ten is “I cannot understand it easily” (10%). “It is not inclusive of all Europeans” (9%) is the next most frequently chosen option. “This theme might not be relevant in the future” (7%) is the fourth most selected choice, along with “Other” (also 7%), while “This theme would not represent Europe well” is chosen by 6% of respondents, and “The banknotes would not look attractive” is selected by only 5%.

Theme ‘The future is yours’ – Reasons for not liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



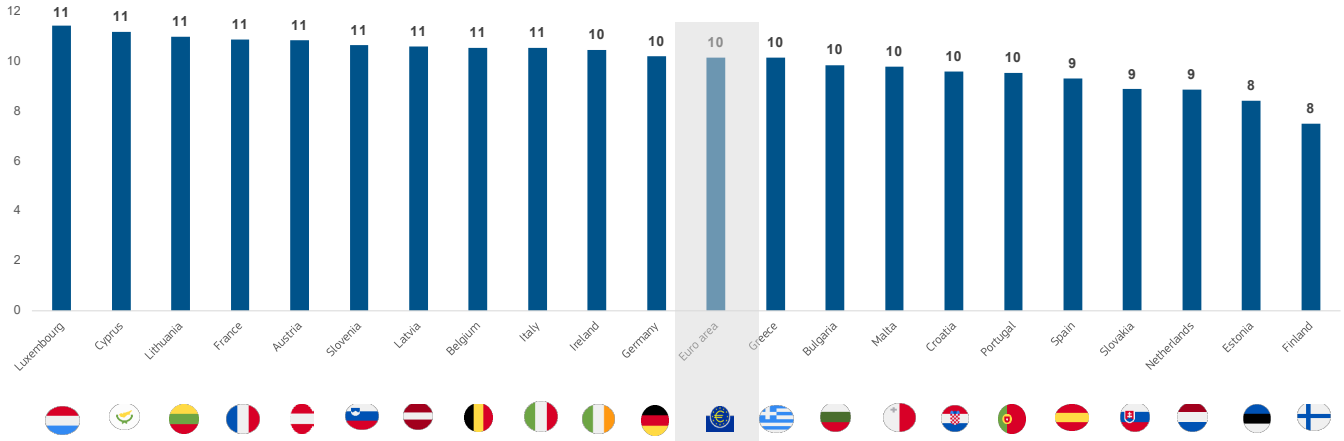
Respondents in the **ECB online survey** mention as their main reason for disliking the theme that they cannot relate to it (20%). This is followed by “This theme would not represent Europe well”, “I cannot understand it easily” and “It is not inclusive of all Europeans” (all 15%).

4.14 Detailed results of the Kantar Public survey

4.14.1 Level of support

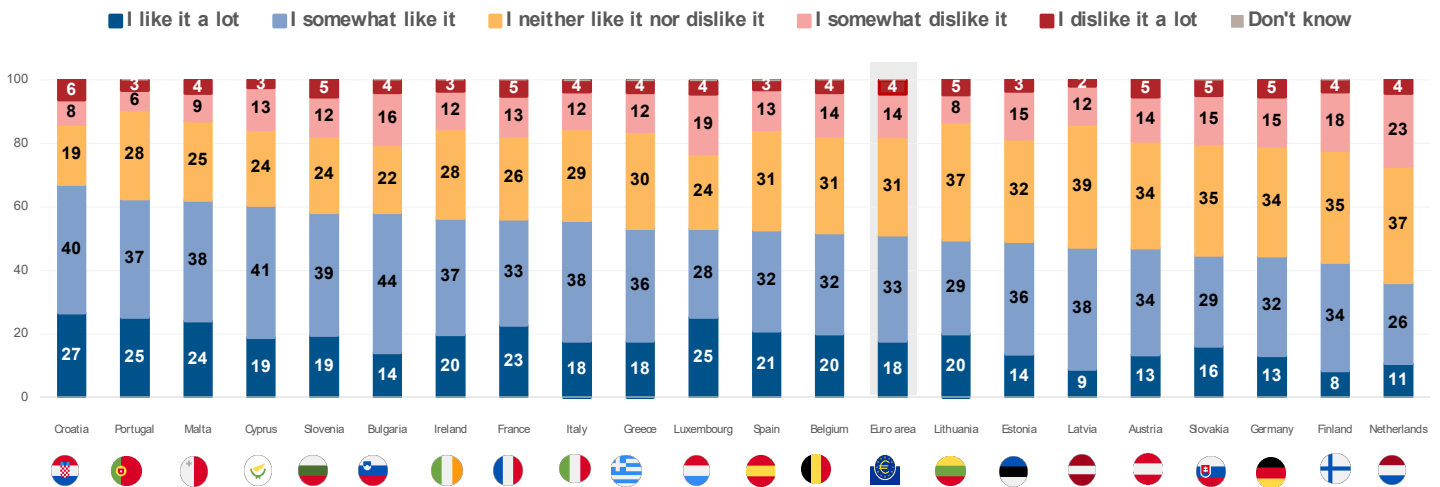
According to the **Kantar Public survey** results, the theme is liked by 10% of respondents in the euro area as a whole. There is limited variation across countries, with the percentages of respondents choosing it as most preferred ranging from 11% in nine countries to 8% in Finland and Estonia.

Theme ‘The future is yours’ – Share of respondents rating it as the most preferred theme in the Kantar Public survey by country, %



The theme is most liked in Croatia (67%), Portugal (62%), Malta (62%), and Cyprus (60%). Croatia (27%), Portugal (25%), and Luxembourg (25%) are the only countries in which over a quarter of the respondents like the theme a lot. Latvia (39%), Lithuania (37%), the Netherlands (37%), and Finland (35%) are the countries in which the highest shares of respondents say they neither like nor dislike the theme. The theme is least popular in the Netherlands (27%), which is the only country where it is disliked by over a quarter of respondents.

Theme ‘The future is yours’ – Distribution of scores in the Kantar Public survey by country, %



Men (52%) are slightly more likely to like this theme compared to women (50%). The latter are also slightly more likely to dislike it (19%) compared to men (17%).

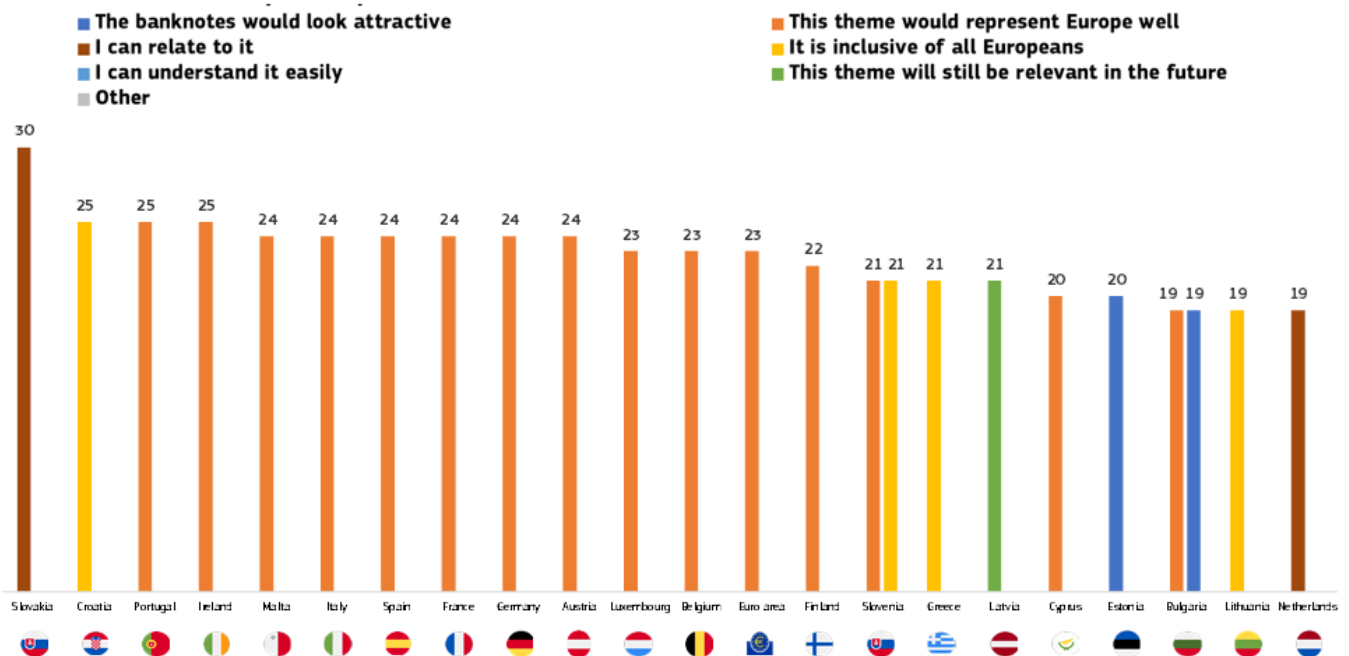
Age differences in the answer patterns are relatively small for this theme. The youngest age categories (16-39) are slightly more likely (54%) to appreciate this theme than older demographics, with those aged 40-64 being the least likely to appreciate it (49%).

Those with a lower-secondary education are the least likely to appreciate the theme (47%), while those with a PhD appreciated it the most (55%). However, there is not a clear correlation between the educational level and the appreciation for this theme: respondents with a primary education degree are only slightly likely (49%) to appreciate this theme as those with an upper-secondary or post-secondary education (both 51%).

4.15 Most cited reasons for liking the theme

“This theme would represent Europe well” is chosen by a quarter of respondents in Portugal and Ireland (both 25%). In most countries, this option is chosen by at least two respondents in ten. In Croatia, 25% of respondents choose “It is inclusive of all Europeans” while in most countries at least two in ten select this option. Slovakia stands out, with three in ten respondents there saying they like this theme because they can relate to it. Other than Slovakia, the only country where this answer is chosen by at least 20% of respondents is Austria (21%). Among the other options, “The banknotes would look attractive” is preferred in Estonia (20%) and Bulgaria (where it is mentioned by 19% of respondents, the same as the percentage of those choosing “This theme would represent Europe well”), while in Latvia, 21% of respondents think that this theme will still be relevant in the future.

Theme ‘The future is yours’ – Most frequently cited reasons for liking the theme in the Kantar Public survey by country, %



There are no substantial differences between the opinions of men and women when it comes to the reasons for liking this theme. However, men are more likely than women to think that the theme would represent Europe well (26% versus 21%).

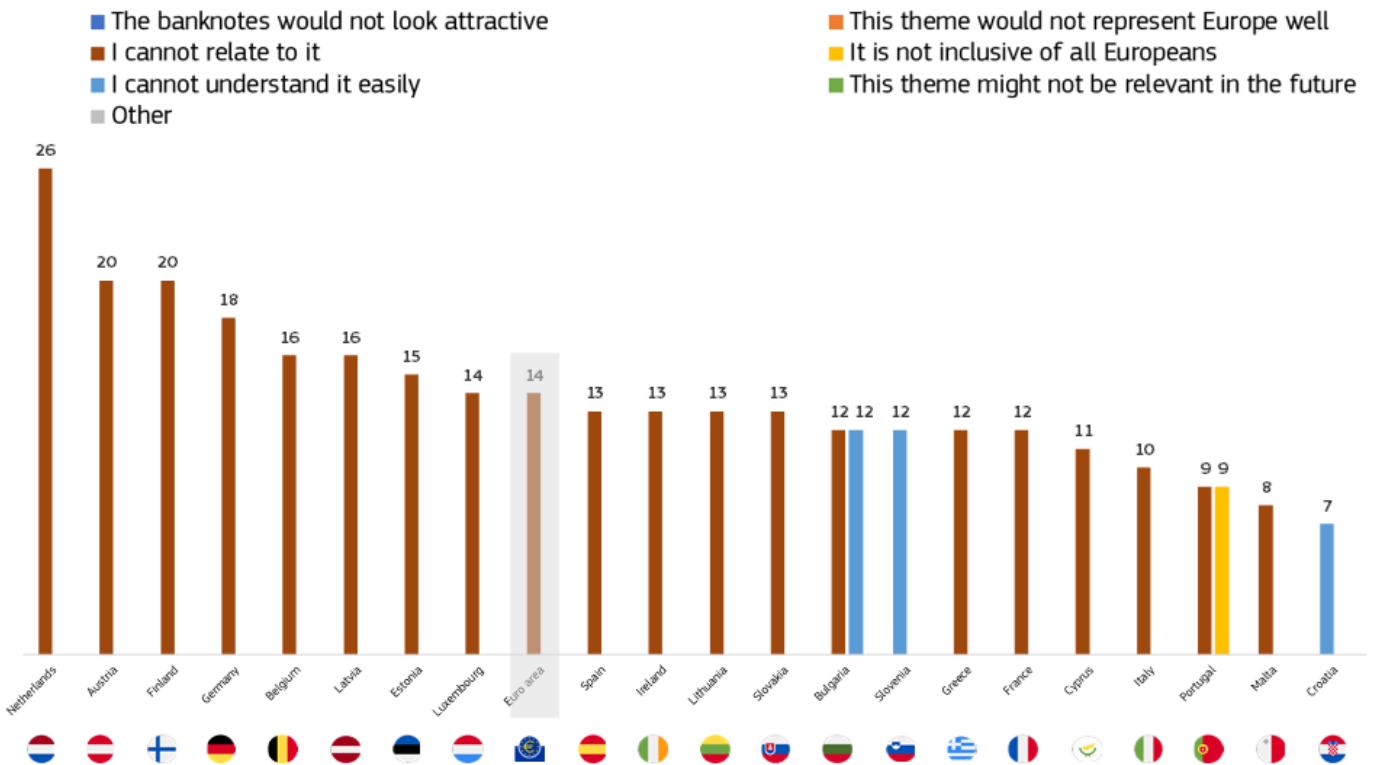
When it comes to differences in the reasons for liking this theme based on the age of respondents, the only clear pattern that can be identified is for the answer “The banknotes would look attractive”. Young people are more likely than older people to mention this as a reason for liking the theme. Specifically, 19% of those aged 16-24 choose this option, with the percentage gradually declining to reach 12% among the oldest age demographic (65+).

Those with a primary education are significantly less likely to say that they can understand this theme easily: 8% of them choose this reason, compared with 14-16% among all the other educational levels. The likelihood of choosing “This theme will still be relevant in the future”, is greater for those with higher educational qualifications: 19% of those with a PhD choose this item, and this share gradually decreases to 11% among those with a primary or lower secondary education.

4.16 Most cited reasons for not liking the theme

The Netherlands is the only country where “I cannot relate to it” is chosen by over a quarter of respondents (26%), while one in five choose this option in both Austria and Finland. Finland is also the country where “I cannot understand it easily” (18%) is selected the most often as a reason for disliking the theme. “It is not inclusive of all Europeans” is selected by at least one in ten respondents in the Netherlands (12%), Germany (11%), Slovakia (11%) and Finland (10%). In Finland, one in ten also choose the answer “This theme might not be relevant in the future”.

Theme ‘The future is yours’ – Most frequently cited reasons for not liking the theme in the Kantar Public survey by country, %



Women are slightly more likely than men to think that they cannot relate to this theme (15% versus 13%).

Differences in answers based on the age of respondents are very limited, and no clear pattern can be identified in this respect.

Meanwhile, respondents with a higher level of education are more likely to say that they cannot understand the theme easily. This answer is given by 9% of those with a primary education, and the percentage increases gradually to 12% among those with a university degree or a PhD. “This theme would not represent Europe well” is also chosen more often by those with a higher level of education. This option is selected by 3% of those with a primary education, gradually increasing to 7% among those with a university degree or a PhD. The response “It is not inclusive of all Europeans” follows a similar pattern, with 8% of those with a primary or lower secondary education providing this answer, increasing to 10% among those with a PhD or advanced research qualification.

Hands: together we build Europe

4.17 Introduction of the theme

The “Hands: together we build Europe” theme is based on the values defined in the Treaty of Lisbon. The visual proposed centres on hands that can be used to showcase different values. The example of a design given in the survey is that justice can be represented by a hand holding a scale.

Visuals presented to the survey respondents

Public Survey on
Euro Banknote Themes



The theme

Hands: Together we build Europe

is inspired by the the European Union motto: “United in diversity” and represents all the people who have created Europe.

The theme will represent the six values of the EU as defined in the Treaty of Lisbon: *human dignity, freedom, democracy, equality, the rule of law, and human rights*, expressed through images of hands, making the EU’s values more present and human.

Public Survey on
Euro Banknote Themes



The storyline

Hands are familiar to all of us but no two pairs are the same. Hands built Europe, its physical infrastructure, its artistic heritage and its achievements.

Hands build, weave, heal, teach, connect and guide us.
Hands tell stories of **labour, age and relationships, of heritage, history and culture.**

This theme celebrates the hands that have built Europe and continue to do so every day.

A possible design

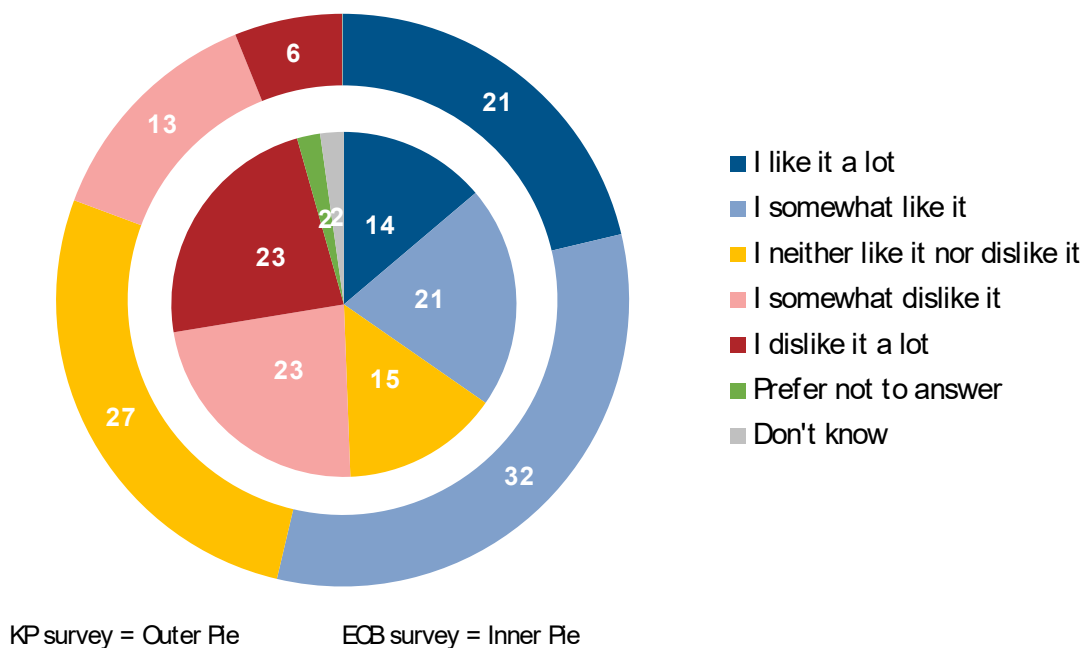
A banknote could represent the European value of *the rule of law* by depicting a hand holding the scales of justice.

4.18 Results at the euro area level

In the **Kantar Public survey**, “Hands: together we build Europe” is the fifth most preferred theme after “European culture”, “Rivers: the waters of life in Europe”, “Birds: free, resilient, inspiring” and “European values mirrored in nature”, with 12% of respondents declaring it to be their favourite. The theme is liked by 53% of respondents and disliked by 19%, with 21% declaring they like it a lot, 32% liking it somewhat, 27% neither liking nor disliking it, 13% somewhat disliking it and 6% disliking it a lot.

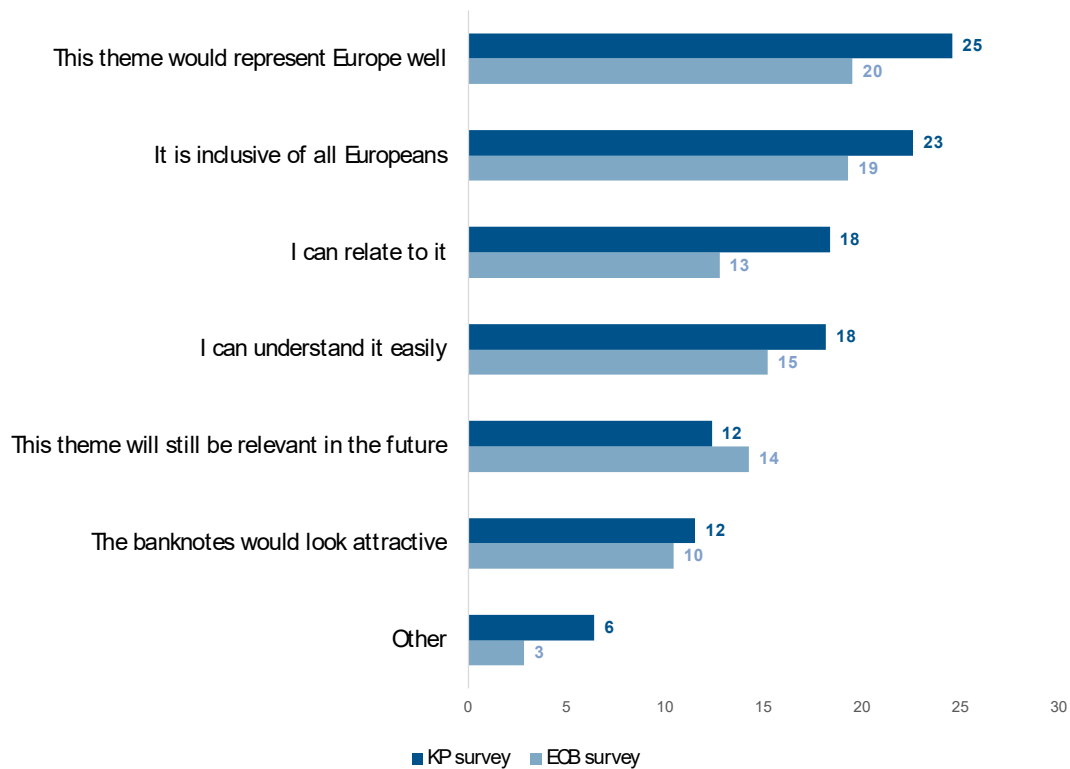
On a scale of “I dislike it a lot” (1) to “I like it a lot” (5), the mean score for this theme is 3.50, indicating neutral to positive feelings towards it overall.

Theme ‘Hands: together we build Europe’ – Distribution of scores in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



Comparing these results with those of the **ECB online survey**, we see that the theme “Hands: together we build Europe” is only the sixth most preferred theme, with 6% of respondents declaring it to be their favourite. In general, the theme is liked by just over one in three (35%) of respondents and disliked by nearly half (46%). Specifically, 14% declare that they like it a lot, while 21% like it somewhat, and 15% neither like nor dislike it. Nearly one in four (23%) dislike it somewhat, while the same proportion dislike it a lot. The mean score for this theme is 2.78, indicating relatively negative feelings towards it.

Theme ‘Hands: together we build Europe’ – Reasons for liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



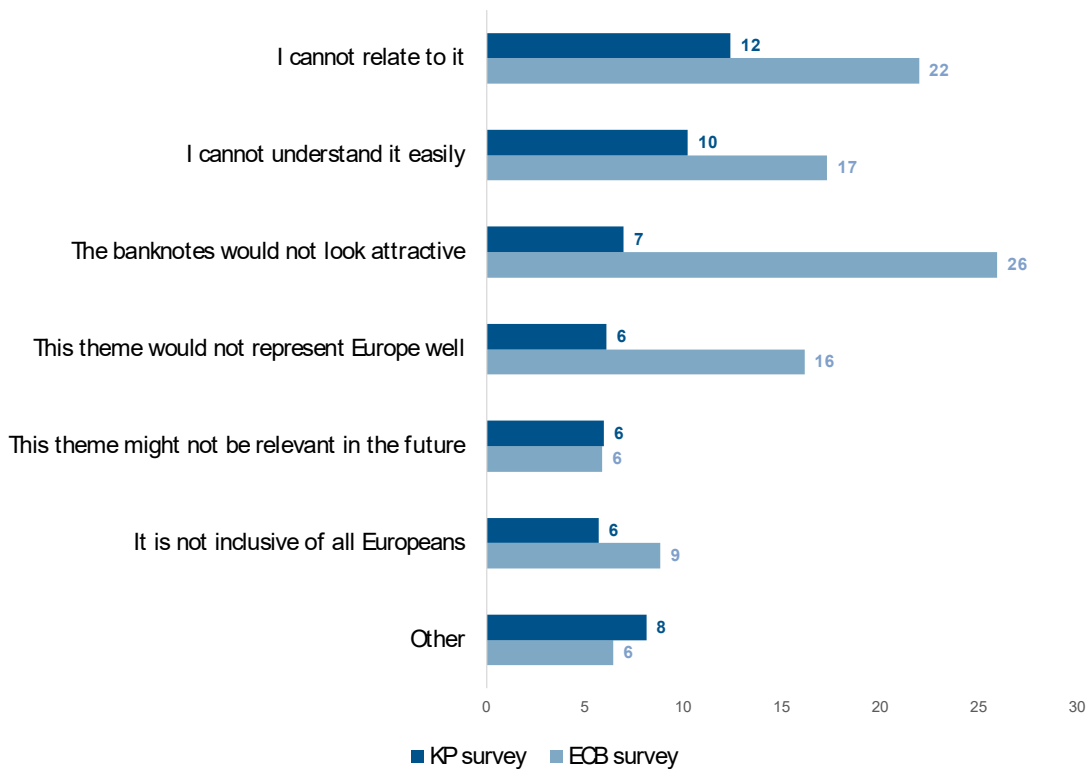
About a quarter (25%) of respondents in the **Kantar Public survey** say that they like the theme because it would represent Europe well, while 23% think it is inclusive of all Europeans. The next most often mentioned themes are “I can relate to it” and “I can understand it easily” (both 18%). “This theme will still be relevant in the future” and “The banknotes would look attractive” (both 12%) are less often cited, as are “other” reasons (6%).

Respondents in the **ECB online survey** like the theme mostly because they think it would represent Europe well (20%), is inclusive of all Europeans (19%) and can be easily understood (15%).

When it comes to reasons for disliking the theme, 12% of respondents of the **Kantar Public survey** say it is because they cannot relate to it and 10% that they cannot understand it easily. Reasons less often mentioned are that the banknotes would not look attractive (7%), and that the theme might not be relevant in the future, that it might not represent Europe well, and that it is not inclusive of all Europeans (all 6%). “Other” is selected by 8% of respondents.

The results of the **ECB online survey** are quite different from those of the **Kantar Public survey**: 26% of respondents think that the banknotes would not look attractive, 22% say they cannot relate to it and 17% indicate that they cannot understand it easily.

Theme ‘Hands: together we build Europe’ – Reasons for not liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %

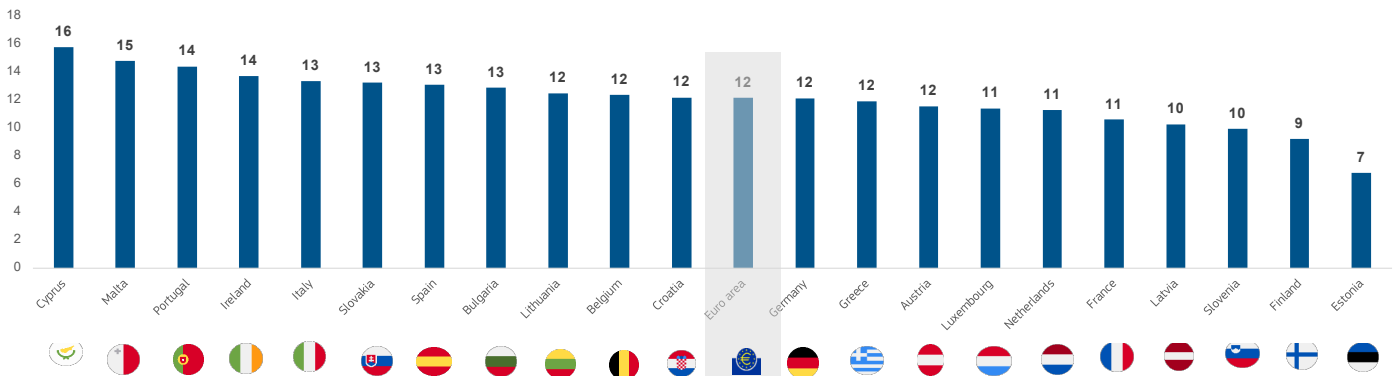


4.19 Detailed results of the Kantar Public survey

4.19.1 Level of support

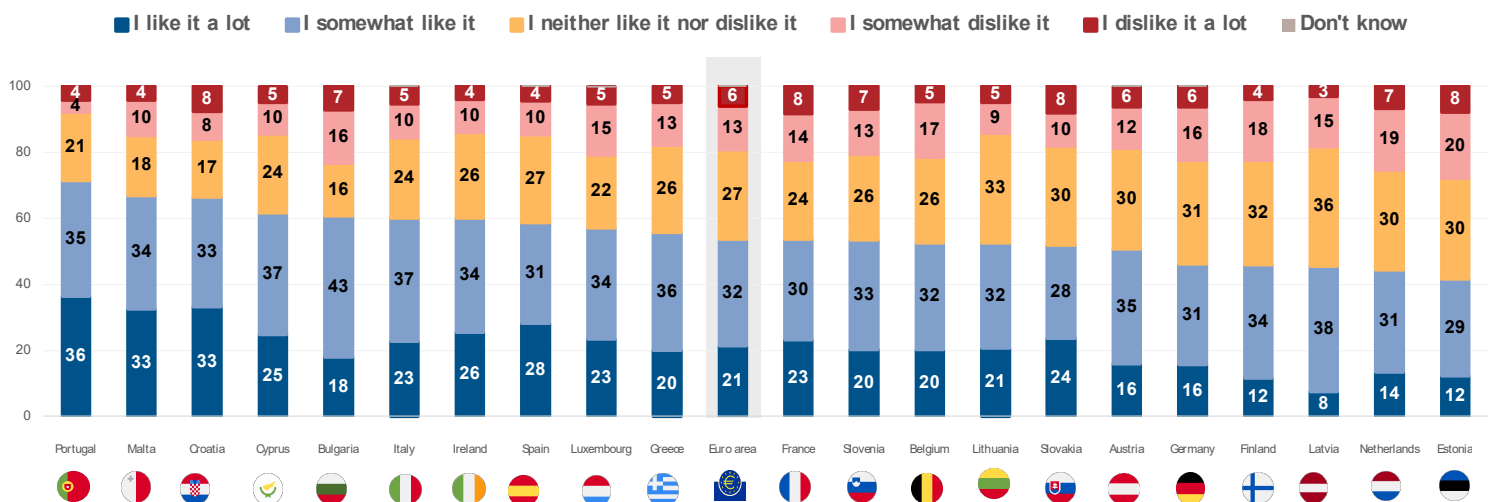
Levels of preference by individual country according to the **Kantar Public survey** range from 16% in Cyprus to 7% in Estonia.

Theme ‘Hands: together we build Europe’ – Share of respondents rating it as the most preferred theme in the Kantar Public survey by country, %



The percentage of respondents declaring that they like the theme “Hands: together we build Europe” ranges from 42% in Estonia to 71% in Portugal. In seven countries (Portugal, Malta, Croatia, Cyprus, Bulgaria, Ireland and Italy) at least 60% of respondents report that they like the theme, and in five countries (Portugal, Croatia, Malta, Ireland and Cyprus) at least one-quarter of respondents say they like the theme a lot. In eight countries, at least 30% of respondents neither like nor dislike the theme (Latvia, Lithuania, Finland, Germany, Estonia the Netherlands, Austria and Slovakia). Over a quarter of respondents in the Netherlands (26%) and close to three in ten (28%) in Estonia say that they dislike the theme.

Theme ‘Hands: together we build Europe’ – Distribution of scores in the Kantar Public survey by country, %



There are no clear differences across socio-demographic groups. Women are slightly more likely than men (55% versus 53%) to say that they like the theme, while men are slightly more likely to dislike it a lot (7% versus 5%). Looking at the different age groups, the youngest demographic, aged 16-24, like the theme the most (58%), followed by the oldest age group, namely those aged 65 and over (56%), while 51-53% among all the other ages say they like the theme.

Respondents with a primary education are the most likely (59%) to say they like the theme, followed by those with an upper secondary education (55%). Percentages for all the other education groups range from 51% to 53%. Those holding a PhD are the most likely to say they dislike the theme: 24% of them give this answer, compared with only 14% of those with a primary education.

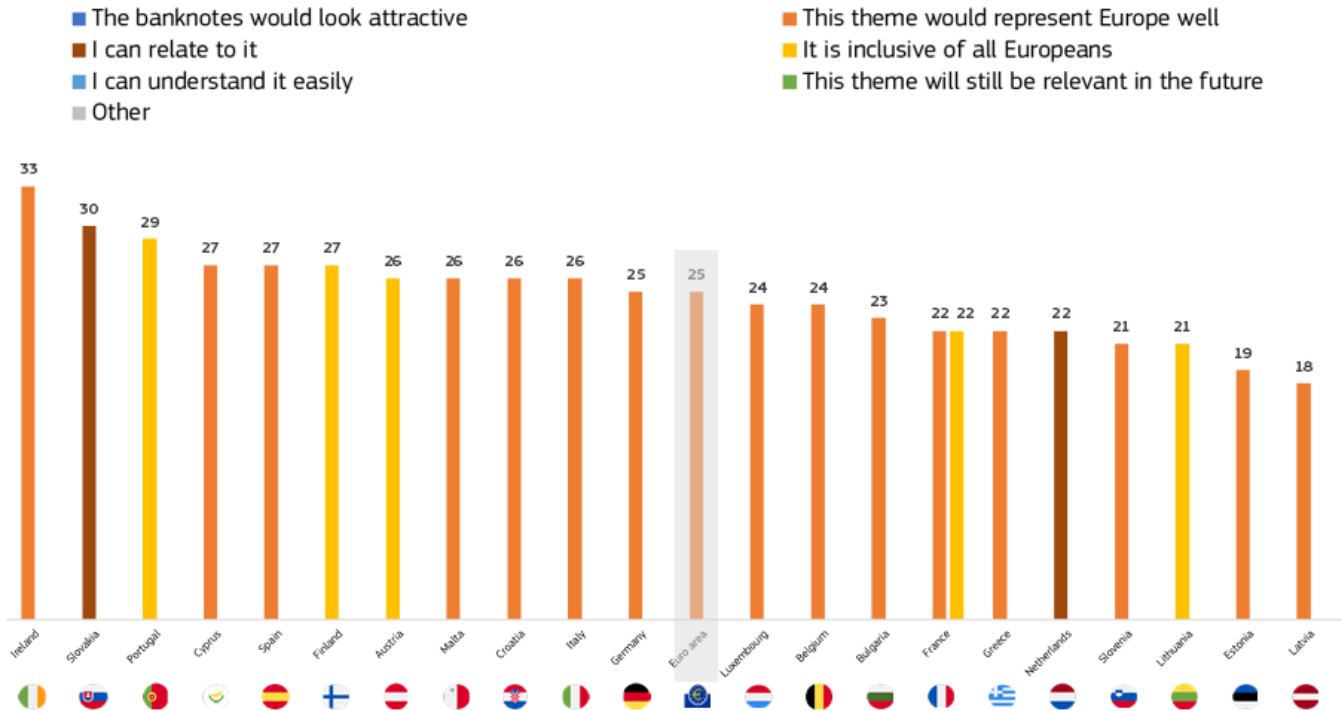
4.20 Most cited reasons for liking the theme

The primary reason for liking the theme, with at least 20% of respondents choosing it in 17 countries, is that it would represent Europe well. The percentage of respondents who choose this reason ranges from 18% in Latvia to 33% in Ireland. It is also the most mentioned reason in 15 countries, including France, where it is the joint most frequently chosen answer alongside “It is inclusive of all Europeans”.

The second most mentioned answer, selected by at least 20% of respondents in five countries (Portugal, Finland, Austria, France and Lithuania) is that the theme is inclusive of all Europeans. While not the most chosen, this reason is also selected by at least a fifth of respondents in Ireland and Italy (both 25%), Croatia and Malta (both 24%), Germany (23%), Belgium (22%), Spain and Greece (both 21%) and Luxembourg (20%).

The third most chosen reason overall, and the most mentioned answer in Slovakia (30%) and the Netherlands (22%), is that respondents can relate to the theme. This reason is also selected by a fifth or more of respondents in Austria (23%) and in Germany, Ireland, Italy and Portugal (all 20%), although it is not the most mentioned answer in any of these five countries.

Theme ‘Hands: together we build Europe’ – Most frequently cited reasons for liking the theme in the Kantar Public survey by country, %



Men are slightly more likely than women (26% versus 24%) to say that the theme would represent Europe well, while women are more likely than men to say that they can understand it easily (20% versus 16%).

The youngest age group (16-24) is substantially more likely (29%) than the older age groups (24%) to think that the theme would represent Europe well, while those aged 65 and over are more likely (25%) to say that it is inclusive of all Europeans than respondents in the younger age groups (21-23%).

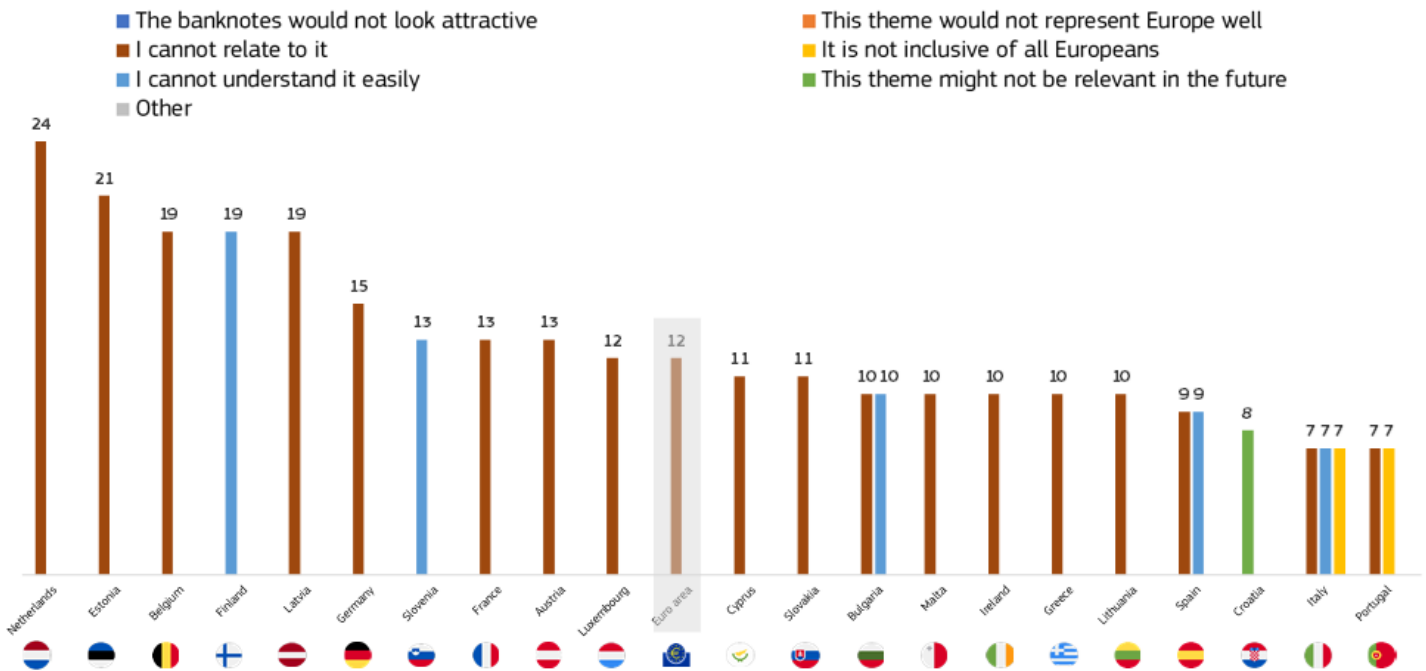
4.21 Most cited reasons for not liking the theme

The primary reason for disliking the theme, chosen by at least 10% of respondents in 14 countries, and with a mean value of 12% for the euro area overall, is that respondents cannot relate to it. The percentage of respondents who choose this reason ranges from 3% in Croatia to 24% in the Netherlands. It is the most mentioned answer in Bulgaria (10%), Spain (9%), alongside “I cannot understand it easily” (also 9%), and Portugal (7%), alongside “It is not inclusive of all Europeans” (also 7%). In Italy, the reason “I cannot relate to it” was most mentioned alongside “I cannot understand it easily” and “It is not inclusive of all Europeans” (all 7%).

The second most frequently chosen reason, selected by 19% in Finland and 13% in Slovenia, is that respondents cannot understand the theme easily. This reason was also selected by at least one in ten respondents in Germany (13%), France, Latvia, Austria (all 12%) and Estonia (11%), although it is not the most mentioned answer in any of those five countries.

Meanwhile, the most mentioned answer in Croatia, chosen by 8% of respondents, is that the theme might not be relevant in the future. This reason was also selected by 10% of respondents in Finland, although it was not the most mentioned answer there.

Theme ‘Hands: together we build Europe’ – Most frequently cited reasons for not liking the theme in the Kantar Public survey by country, %



Socio-demographics barely affect the primary reason cited by respondents for disliking the theme, although men are slightly more likely than women (8% versus 6%) to say that the banknotes would not look attractive. Meanwhile, 13% of men and 12% of women claim they cannot relate to it, and 11% of men and 10% of women say that they cannot understand it easily.

In total, 11% of those aged 25 and over say that they cannot easily understand the theme, compared with 7% of those aged 16-24. The youngest respondents (9%) are also more likely than the oldest respondents (6%) to say that the banknotes would not look attractive.

Our Europe, ourselves

4.22 Introduction of the theme

The theme “Our Europe, ourselves” celebrates individual Europeans and the community they belong to. The banknote design could include symbols illustrating human individuality together with symbols of the common European identity. The example provided is that of a human mouth illustrating freedom of speech and the language diversity characterising Europe.

Visuals presented to the survey respondents

Public Survey on Euro Banknote Themes



The storyline

We grow up as individuals but also as part of a community, through our relationships with one another. We have our own stories and identities, but we also share a common identity as Europeans.

This theme evokes the freedom, values, and openness of people in Europe.

A possible design

Each banknote could have an image representing our human individuality along with symbols of our common European values and aspirations.

Communicating, for example, could be illustrated by a human mouth and other images representing freedom of speech and the richness of languages.

Public Survey on Euro Banknote Themes



The theme

Our Europe, our selves

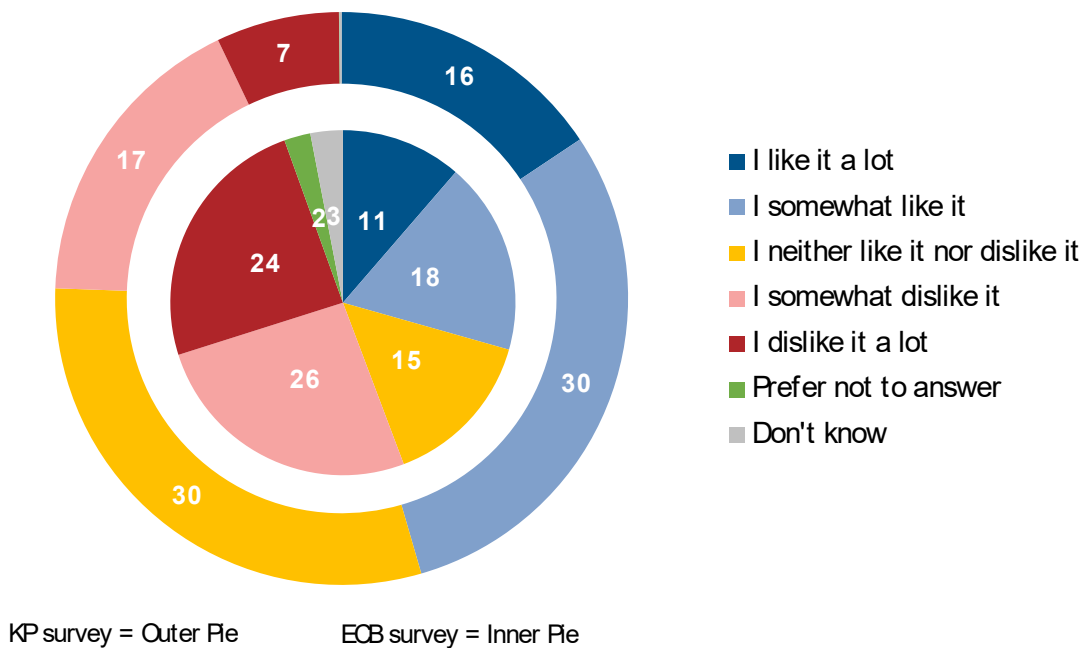
celebrates the individual and collective lives of the people who live in Europe based on six aspects: *being, doing, thinking, loving, communicating and living*.

4.23 Results at the euro area level

In the **Kantar Public survey**, “Our Europe, ourselves” is the least preferred of all themes, with only 9% of respondents declaring it to be their favourite. In general, the theme is liked by 46% of respondents and disliked by 24%, with 16% declaring they like it a lot, 30% liking it somewhat, 30% neither liking nor disliking it, 17% somewhat disliking it and 7% disliking it a lot.

On a scale from “I dislike it a lot” (1) to “I like it a lot” (5), the mean score for this theme is 3.30, indicating neutral to positive feelings towards the theme overall.

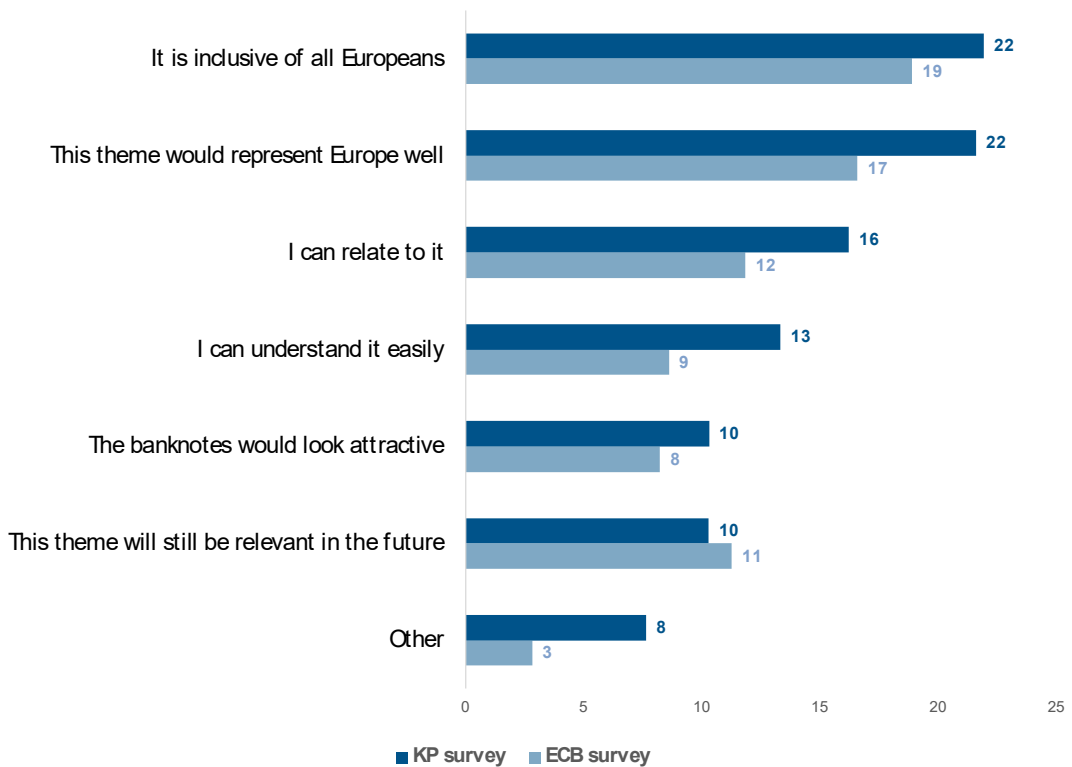
Theme ‘Our Europe, ourselves’ – Distribution of scores in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



According to the **ECB online survey**, just as in the **Kantar Public survey**, the theme “Our Europe, ourselves” is least preferred, with only 5% of respondents declaring it to be their favourite. Overall, the theme is liked by just under three in ten (29%) of respondents and disliked by half (50%), with 11% declaring they like it a lot, 18% liking it somewhat, 15% neither liking nor disliking it, over one in four (26%) somewhat disliking it and about the same proportion of respondents (24%) disliking it a lot. The mean score for this theme is 2.64, indicating negative feelings towards the theme.

More than a fifth (22%) of respondents in the **Kantar Public survey** say they like the theme “Our Europe, ourselves”, because it would represent Europe well, while the same share think it is inclusive of all Europeans, 16% say that they can relate to it and 13% report that they can understand it easily. “The banknotes would look attractive” and “This theme will still be relevant in the future” (both 10%) are mentioned less, as are “other” reasons (8%).

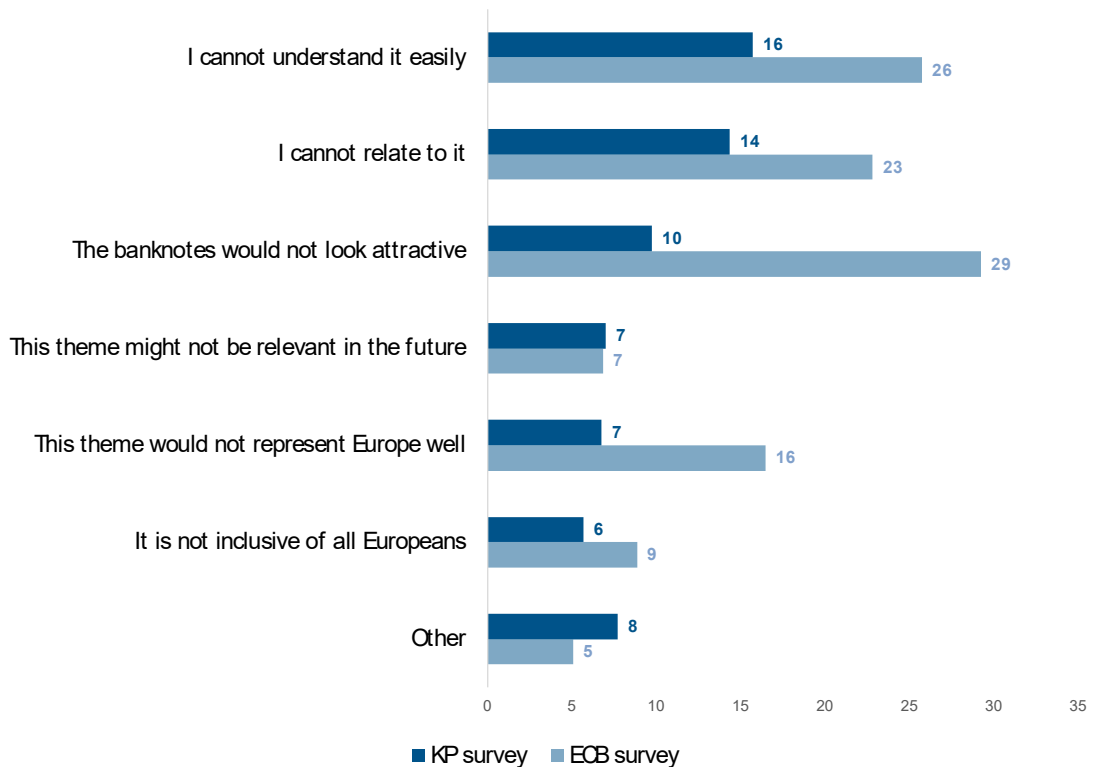
Theme ‘Our Europe, ourselves’ – Reasons for liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



The reasons most frequently mentioned by respondents in the **ECB online survey** for liking the theme “Our Europe, ourselves” are much in line with the results of the **Kantar Public survey**. Almost one in five respondents say they like the theme because it is inclusive of all Europeans (19%) or that it would represent Europe well (17%).

The primary reasons given by respondents in the **Kantar Public survey** for disliking the theme are that they cannot understand it easily (16%) and that they cannot relate to it (14%). Further reasons include the banknotes not looking attractive (10%), the theme not being relevant in the future (7%), the theme not representing Europe well (also 7%) and the theme not being inclusive of all Europeans (6%). “Other” is selected by 8% of respondents.

Theme ‘Our Europe, ourselves’ – Reasons for not liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



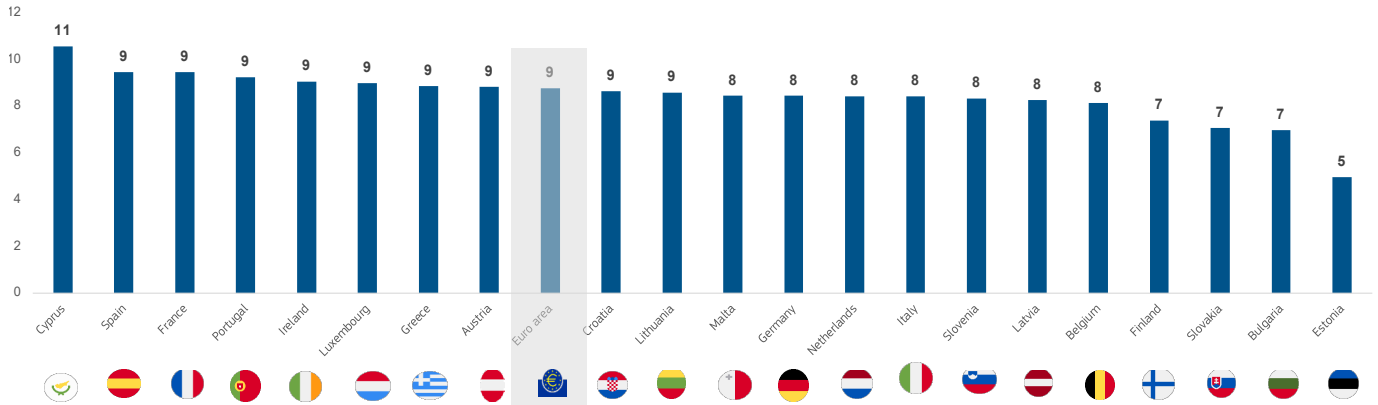
“The banknotes would not look attractive” is the main reason given by respondents in the **ECB online survey** for disliking the theme (29%), followed by “I cannot understand it easily” (26%) and “I cannot relate to it” (23%).

4.24 Detailed results of the Kantar Public survey

4.24.1 Level of support

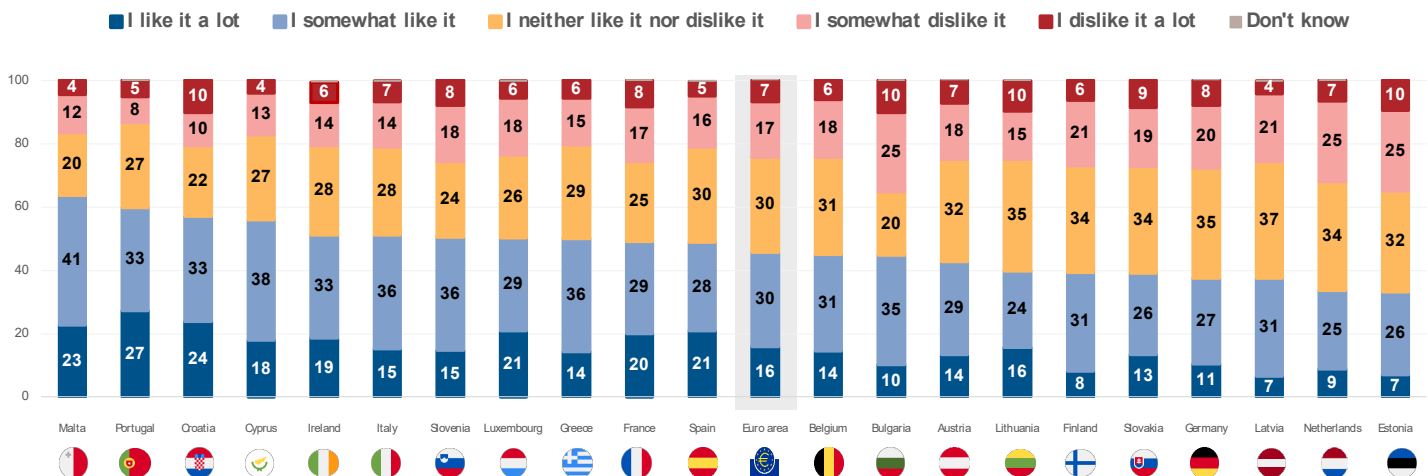
The results of the **Kantar Public survey** show that levels of preference range from 11% in Cyprus to 5% in Estonia.

Theme ‘Our Europe, ourselves’ – Share of respondents rating it as the most preferred theme in the Kantar Public survey by country, %



The percentage of respondents declaring that they like the theme “Our Europe, ourselves” ranges from 33% in Estonia to 64% in Malta. In nine countries (Malta, Portugal, Croatia, Cyprus, Ireland, Italy, Slovenia, Greece and Luxembourg) at least half of the respondents report that they like the theme, and in six countries (Portugal, Croatia, Malta, Spain, Luxembourg and France) at least two in ten say they like the theme very much. There are ten countries where at least 30% of the respondents neither like nor dislike the theme (Latvia, Germany, Lithuania, the Netherlands, Slovakia, Finland, Estonia, Austria, Belgium, Spain). At least a quarter of respondents in nine countries (Estonia, the Netherlands, Germany, Slovakia, Finland, Slovenia, France, Lithuania and Austria) say they dislike the theme.

Theme ‘Our Europe, ourselves’ – Distribution of scores in the Kantar Public survey by country, %



There are no clear differences across the socio-demographic groups. Men and women are equally likely (both 46%) to say they like the theme. The youngest respondents (16-24) tend to like the theme slightly more. Of those aged 16-24, more than half (51%) say they like it, compared with 47% of those aged 25-39, and 44% of those aged 40 and over. More than half (51%) of those with a primary education like it, compared with 47% of those with an upper secondary or post-secondary education, and 41% of those holding a PhD.

4.25 Most cited reasons for liking the theme

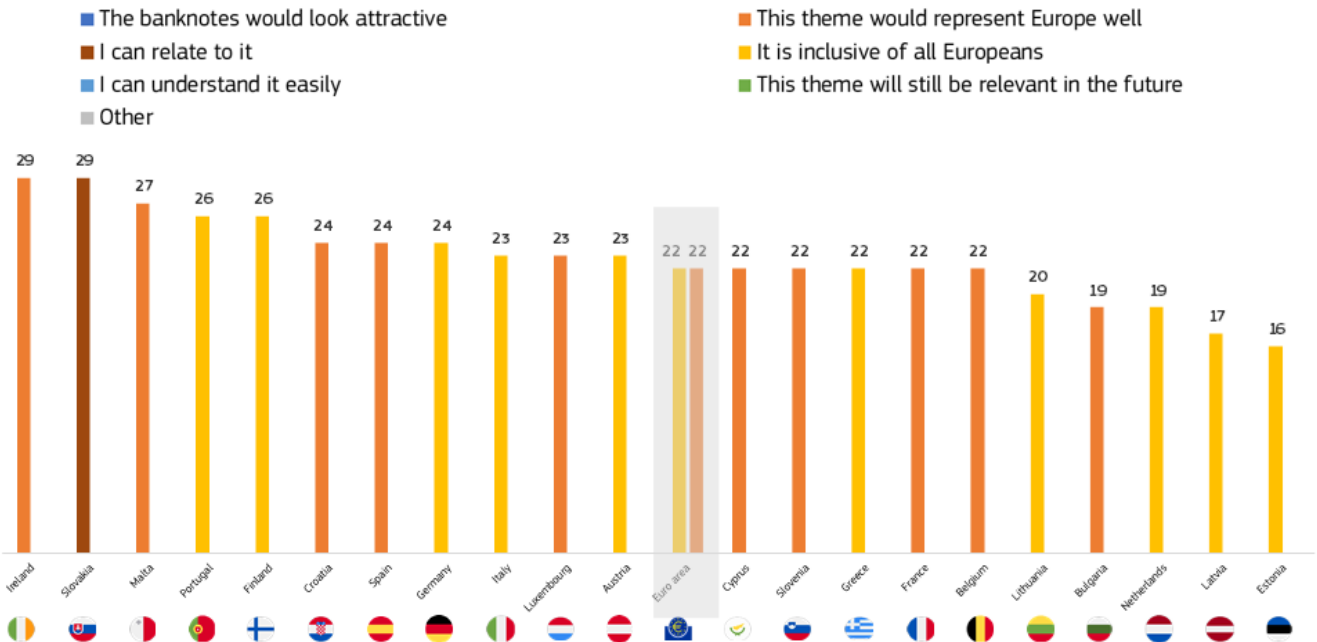
The two most mentioned reasons for liking the theme are that it would represent Europe well and that it is inclusive of all Europeans (both 22%). The former is the most mentioned answer in ten countries: Ireland, Malta, Spain, Croatia, Luxembourg, Cyprus, Slovenia, France, Belgium and Bulgaria. The latter is likewise the most chosen item in ten countries: Portugal, Finland, Germany, Italy, Austria, Greece, Lithuania, the Netherlands, Latvia and Estonia.

Although it is not the answer chosen most often, “This theme would represent Europe well” is still selected by at least one-fifth of respondents in Portugal (25%), Finland (both 22%), Germany, Greece, Italy and Austria (all 21%).

“It is inclusive of all Europeans” is also selected as a reason by at least one-fifth of respondents in Finland (26%), Ireland (24%), Croatia (23%), Spain, Cyprus and Luxembourg (all 21%), as well as in Belgium, France, Malta and Slovenia (all 20%), even though it is not the most mentioned answer in those countries.

The third most often reported reason is that respondents can relate to the theme. This is the most mentioned answer in Slovakia (29%) and is chosen by as many as 20% of respondents in Austria.

Theme ‘Our Europe, ourselves’ – Most frequently cited reasons for liking the theme in the Kantar Public survey by country, %



Men are slightly more likely than women to say that the theme would represent Europe well (23% versus 20%) and that they can relate to it (17% versus 15%) while women are slightly more likely than men to think it is inclusive of all Europeans (23% versus 21% respectively).

The youngest respondents, those aged 16 to 24, are more likely to declare that the theme would represent Europe well (27%) than those in the other age groups (20% in the 55+ age group, 21-23% among those aged 25 to 64). The youngest respondents are also more likely to say that they relate to the theme (19%) than those aged 25 and over (15-17%).

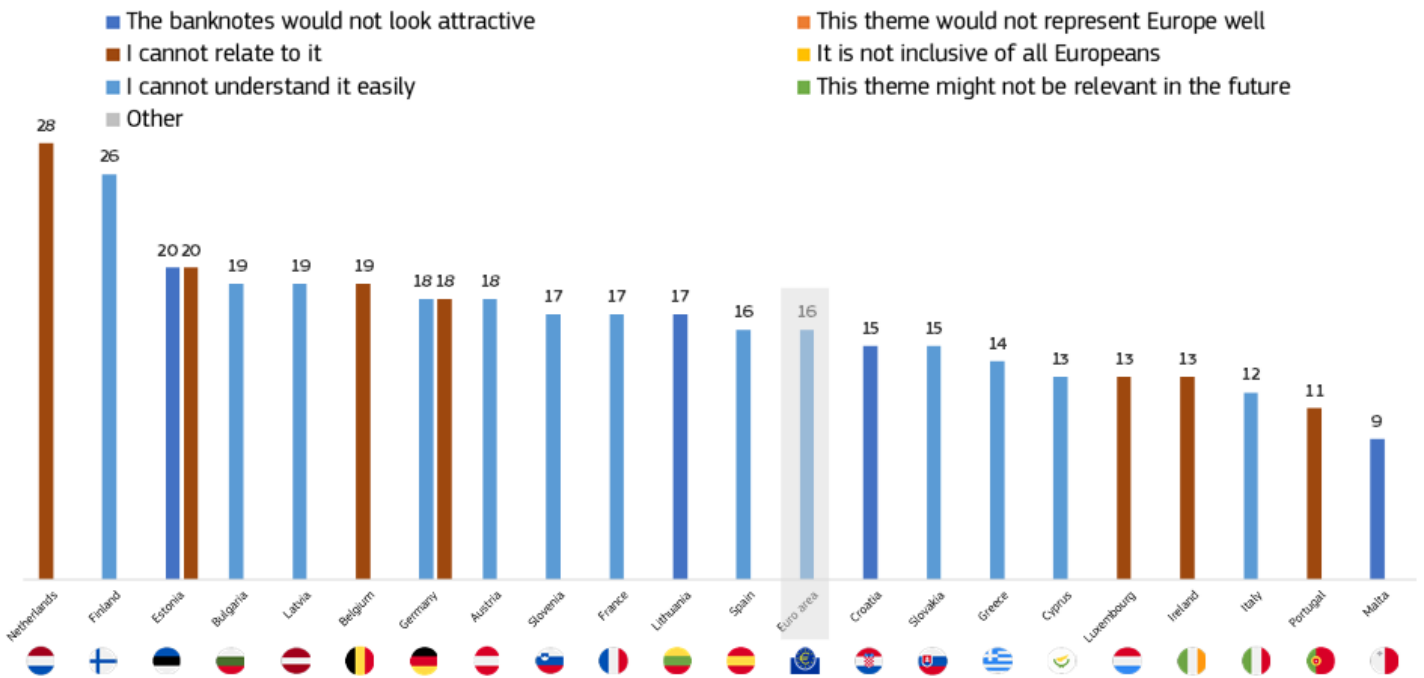
4.26 Most cited reasons for not liking the theme

The primary reason given for disliking the theme is that it cannot be easily understood, with at least 15% of respondents choosing this answer in 11 countries (Finland, Bulgaria, Latvia, Germany, Austria, France, Slovenia, Spain, Slovakia, Estonia and Belgium). Across all countries, the percentage of respondents who choose this reason ranges from 7% in Portugal to 26% in Finland. In Germany, “I cannot relate to it” is the joint most mentioned answer (18%).

The second most frequently chosen reason (“I cannot relate to it”) is selected by 28% of respondents in the Netherlands, 20% in Estonia (alongside “The banknotes would not look attractive”, also 20%), 19% in Belgium, 13% in both Ireland and Luxembourg, and 11% in Portugal. This reason is also selected by at least one in ten respondents in Finland (20%) Austria (16%), Bulgaria (14%) and Cyprus (10%), although it is not the answer mentioned most frequently in those four countries.

Additionally, 20% of respondents in Estonia say they dislike the theme because the banknotes would not look attractive (with “I cannot relate to it” also mentioned by 20% of respondents there). Meanwhile, 17% of respondents in Lithuania, 15% in Croatia and 9% in Malta also cite “The banknotes would not look attractive” as the reason for disliking the theme, making it the most mentioned answer in these countries, too. The same reason is selected by 14% of respondents in Latvia, 13% in Bulgaria, the Netherlands Austria and Slovakia, 12% in Germany and Ireland, 11% in Finland, and 10% in Greece and Slovenia, although it is not the most mentioned answer in those ten countries.

Theme ‘Our Europe, ourselves’ – Most frequently cited reasons for not liking the theme in the Kantar Public survey by country, %



Men and women say in more or less equal measure that they cannot understand the theme easily (16% in both cases), that they cannot relate to it (15% of men versus 14% of women) and that the banknotes would not look attractive (9% of men versus 10% of women).

The youngest respondents, those aged 16 to 24, are less likely to declare that they cannot understand the theme easily (13%) than other age groups (14% in the 25-39 age group and 16% in the other age groups). Respondents aged 40-54 and over 65 are the least likely to say that the banknotes would not look attractive (8% versus 13% in the 16-24 age group).

Rivers: the waters of life in Europe

4.27 Introduction of the theme

The theme “Rivers: the waters of life in Europe” takes its cue from European landscapes. It combines the natural wonders of Europe with the broader themes of interconnectedness and sustainability. Europe’s rivers connect people with each other and with nature, and they are a symbol of a dynamic and constantly changing continent. This potential banknote design could show parts of European rivers crossing country borders.

Visuals presented to the survey respondents

Public Survey on
Euro Banknote Themes



The theme

Rivers: the waters of life in Europe

is inspired by European landscapes and combines the natural wonders of Europe with the broader themes of *interconnectedness and sustainability*.

Public Survey on
Euro Banknote Themes



The storyline

Europe’s rivers cross borders. They connect us to each other and to nature. They represent the ebb and flow of a dynamic, ever-changing continent.

They nurture us and remind us of the deep sources of our common life, and we must nurture them in turn.

A possible design

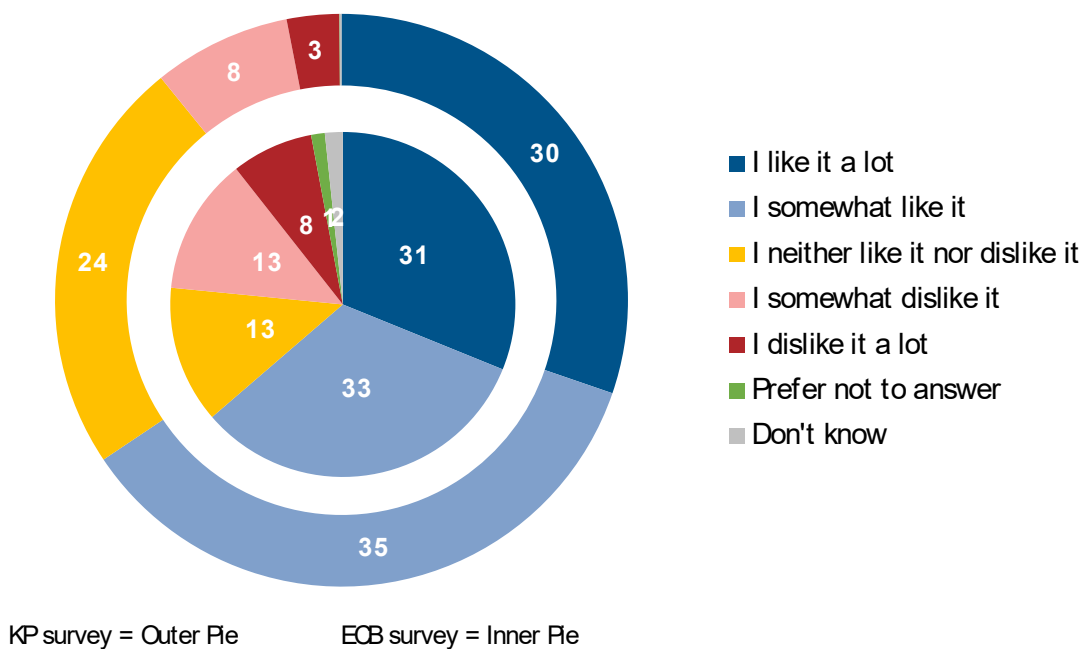
Banknotes could show parts of Europe’s rivers crossing borders – from source to sea, through rugged mountains, cultivated landscapes and grand cities, from quiet solitude to busy commerce.

4.28 Results at the euro area level

In the **Kantar Public survey**, “Rivers: the waters of life in Europe” is the second most preferred theme after “European culture”, with 18% of respondents choosing it as their favourite. It is liked by 65% of respondents and disliked by 11%, with 30% declaring that they like it a lot, and 35% that they somewhat like it. While 8% somewhat dislike it, only 3% say that they dislike it a lot.

On a scale from “I dislike it a lot” (1) to “I like it a lot” (5), the mean score for this theme is 3.82, indicating positive feelings towards it.

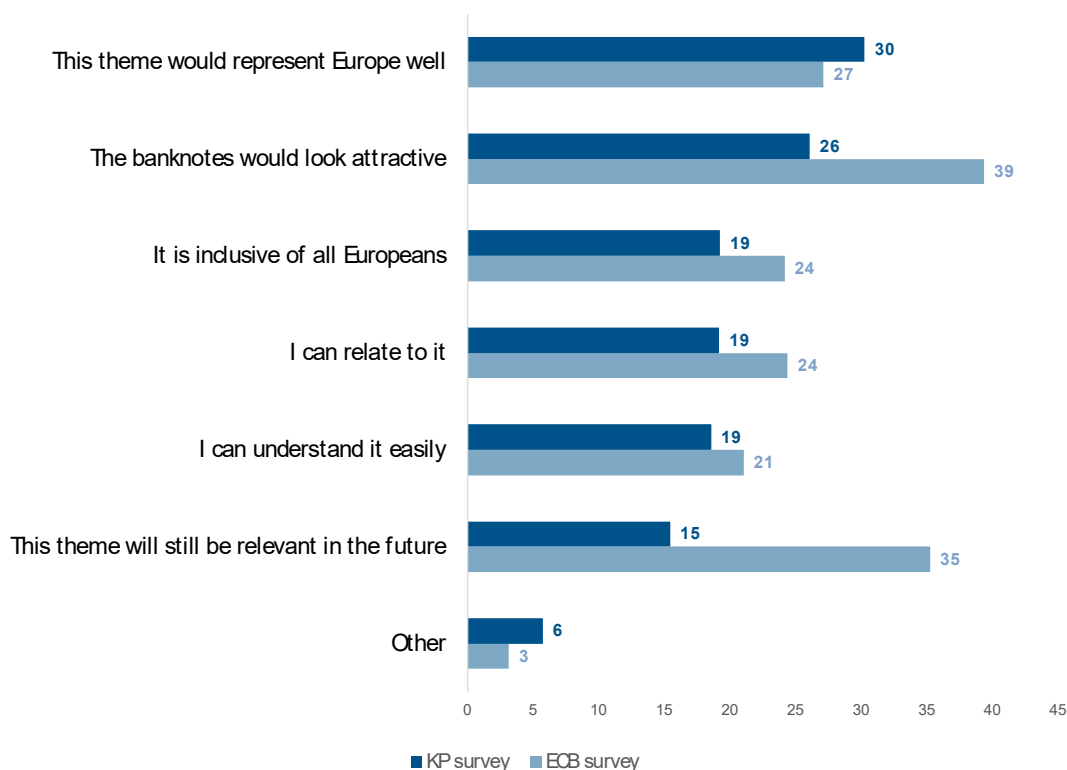
Theme ‘Rivers: the waters of life in Europe’ – Distribution of scores in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



The **ECB online survey** produces results along the same lines, but with some differences. Here, the theme “Rivers: the waters of life in Europe” emerges as the third most preferred theme after “Birds: free, resilient, inspiring” and “European culture” with 16% of respondents choosing it as their favourite. The theme is liked by 64% of respondents and disliked by one in five (21%), with 31% declaring that they like it a lot, and 33% saying that they somewhat like it. Meanwhile, 13% somewhat dislike it, while 8% indicate that they dislike it a lot. The mean score for this theme is 3.69, indicating relatively positive feelings towards it.

The most frequently chosen reason for liking this theme in the **Kantar Public survey** is that it would represent Europe well (30%). The second most frequently cited reason is that the banknotes would look attractive (26%), followed by “It is inclusive of all Europeans”, “I can relate to it” and “I can understand it easily” (all 19%). Meanwhile, 15% say they like the theme because it will still be relevant in the future.

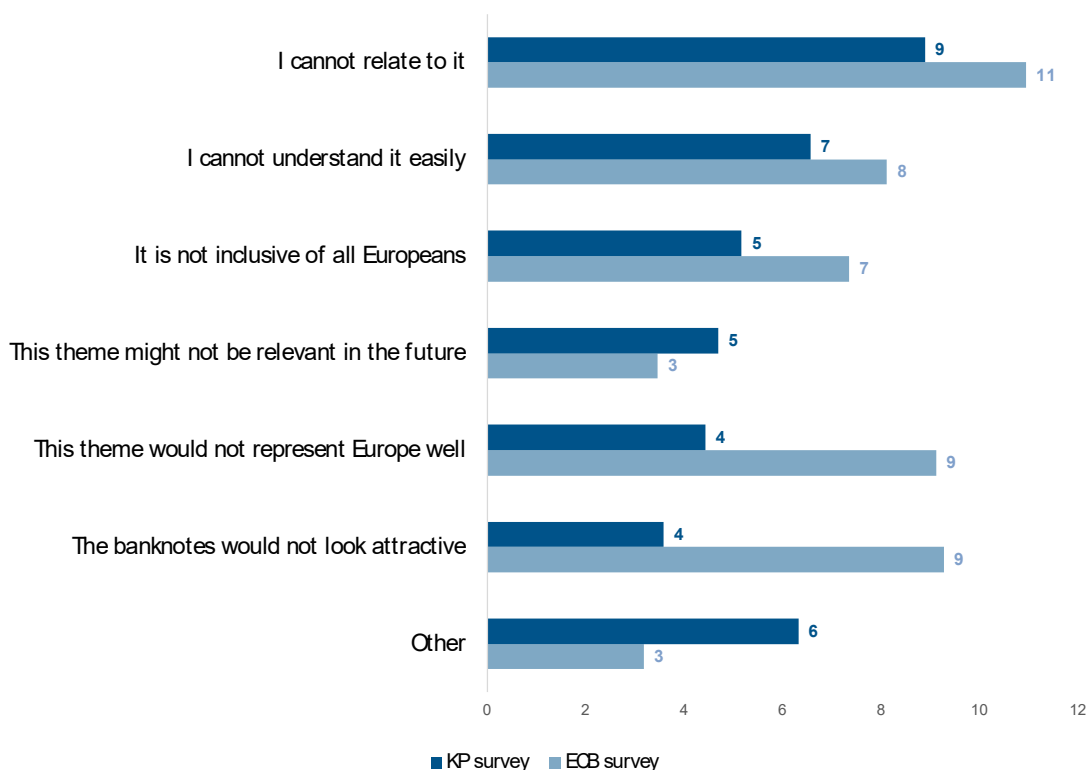
Theme ‘Rivers: the waters of life in Europe’ – Reasons for liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



Respondents in the **ECB online survey** choose “The banknotes would look attractive” (39%), “This theme will still be relevant in the future” (35%) and “This theme would represent Europe well” (27%) as their main reasons for liking the theme.

In the **Kantar Public survey**, the reason most often mentioned for not liking “Rivers: the waters of life in Europe” as a theme is that the respondent cannot relate to it. This reason is cited by 9% of respondents. The second most mentioned reasons are “I cannot understand it easily” (7%) and “Other” (6%), followed by “It is not inclusive of all Europeans” and “This theme might not be relevant in the future” (both 5%). The remaining answers are chosen by 4% or fewer of the respondents in the survey.

Theme ‘Rivers: the waters of life in Europe’ – Reasons for not liking the theme in the Kantar Public (KP) and ECB Online (ECB) survey, euro area, %



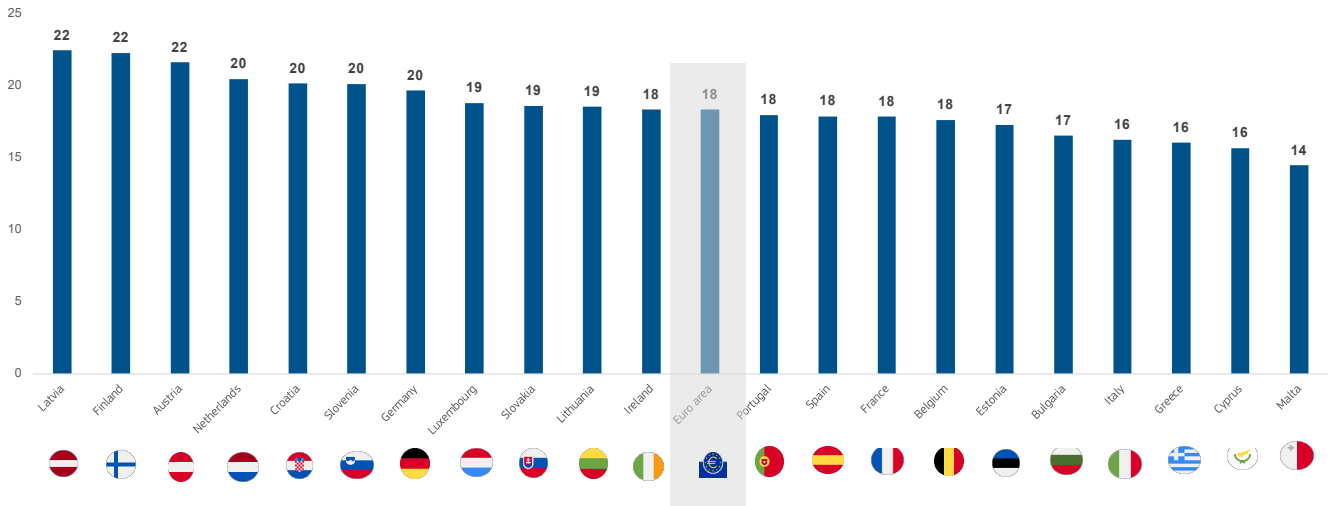
The main reasons why respondents in the **ECB online survey** dislike the theme are that they cannot relate to it (11%), that they think it would not represent Europe well and that they think the banknotes would not look attractive (both 9%).

4.29 Detailed results of the Kantar Public survey

4.29.1 Level of support

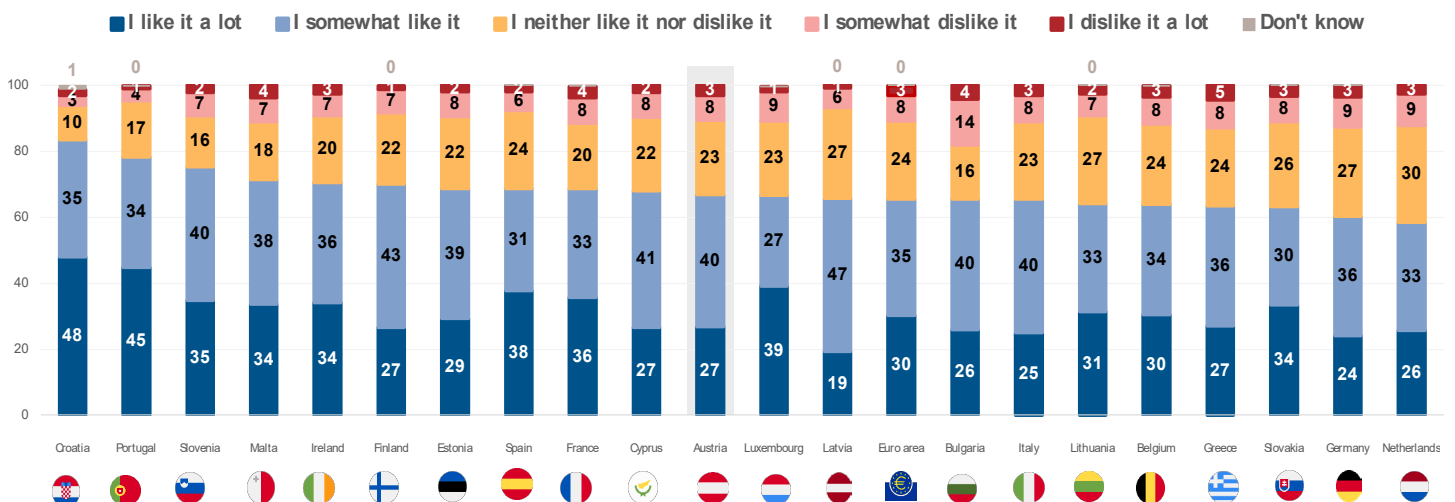
For the euro area as a whole, 18% of respondents in the **Kantar Public survey** say this theme is their most preferred. The level of preference varies across countries, ranging from 22% in Latvia, Austria and Finland to 14% in Malta.

Theme ‘Rivers: the waters of life in Europe’ – Share of respondents rating it as the most preferred theme in the Kantar Public survey by country, %



There are five countries where more than seven in ten respondents like the theme, namely Croatia (83%), Portugal (79%), Slovenia (75%), Malta (72%) and Ireland (70%). In every country except the Netherlands, at least six in ten respondents like the theme. In Croatia (48%), Portugal (45%), Luxembourg (39%) and Spain (38%), over 30% of respondents like the theme a lot. There are five countries where at least a quarter of the respondents neither like nor dislike the theme, namely the Netherlands (30%), Germany (27%), Latvia (27%), Lithuania (27%) and Slovakia (26%). The four countries where most respondents say they dislike this theme a lot are Greece (5%), Bulgaria (4%), France (4%) and Malta (4%). In Bulgaria (18%), Greece (13%), Belgium, Germany and the Netherlands (all 12%), over 10% of respondents dislike this theme.

Theme ‘Rivers: the waters of life in Europe’ – Distribution of scores in the Kantar Public survey by country, %



Men and women are more or less equally likely to appreciate “Rivers: the waters of life in Europe” as a theme: 66% of women like the theme, compared with 65% of men. Women are slightly more likely to like the theme a lot (31%) than men (29%).

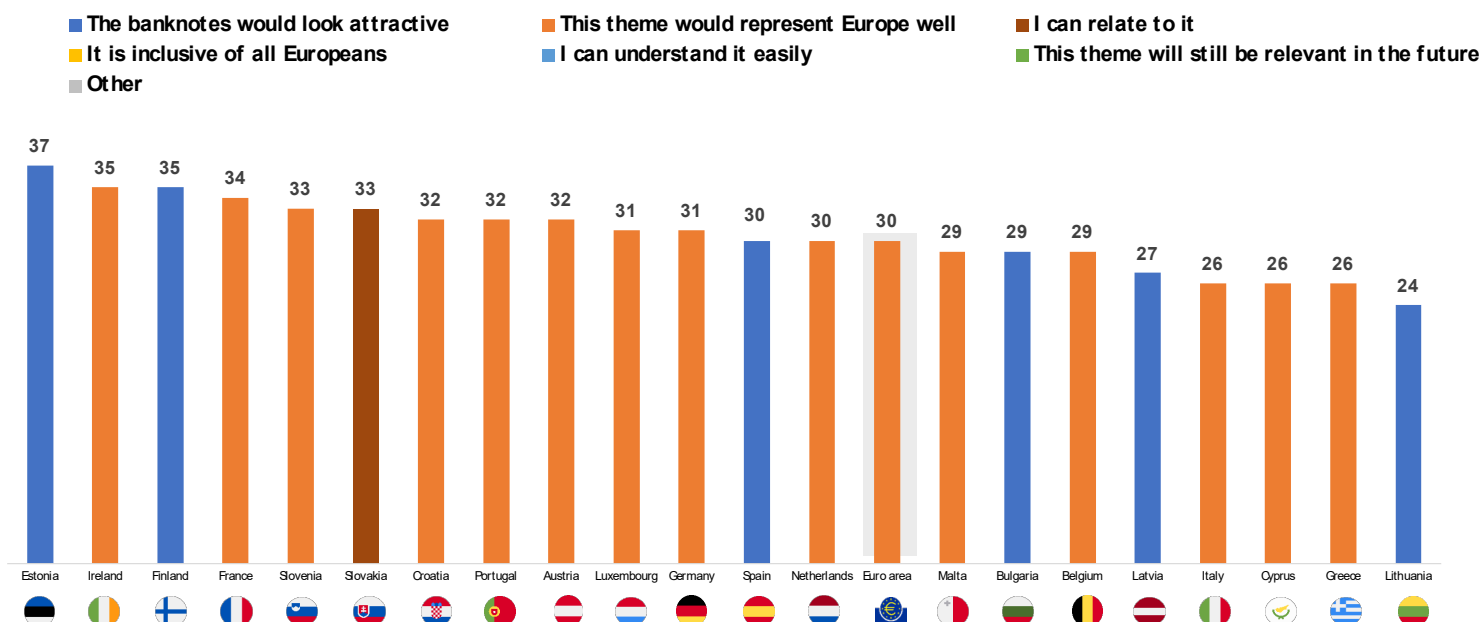
Appreciation for this theme increases with age. The 65+ demographic is the most likely to appreciate it, with 69% liking it, while 68% like it among the 55-64 age group, 65% among those aged 40-54, 63% among those aged 25-39, and 61% among the youngest age category (16-24).

Appreciation for the theme does not seem to follow a clear pattern regarding the respondents’ educational level, although respondents with higher levels of education have a slightly greater tendency to appreciate it. Among respondents with a post-secondary, university, and PhD-level education, 67% to 69% like the theme. Among those with a primary, lower secondary, or upper secondary education, 62% to 65% like it.

4.30 Most cited reasons for liking the theme

A comparison across countries shows that “It would represent Europe well” is the most cited reason for liking the theme in almost all countries, with as many as 35% of respondents giving this answer in Ireland. There are six countries where it is not the most mentioned answer, namely Estonia (37%), Finland (35%), Spain (30%), Bulgaria (29%), Latvia (27%) and Lithuania (24%). In all of these countries, the option chosen most often is “The banknotes would look attractive”. In Spain, “The banknotes would look attractive” (29%), and “This theme would represent Europe well” (30%) are cited by almost equal shares of respondents. Slovakia is the only country where “I can relate to it” is mentioned the most (33%).

Theme ‘Rivers: the waters of life in Europe’ – Most frequently cited reasons for liking the theme in the Kantar Public survey by country, %



Women are slightly more likely than men (27% versus 25%) to cite “The banknotes would look attractive” as their reason for liking this theme, while men are slightly more likely than women to think that the theme would represent Europe well (31% versus 29%), and to say that they can relate to it (20% versus 18%). Men and women are equally likely (both 19%) to think that it is inclusive of all Europeans.

Older respondents are also more likely than young people to think this theme would represent Europe well. Of those aged 16-24, 26% give this answer, compared with 28-29% of those aged 25-54, 32% of

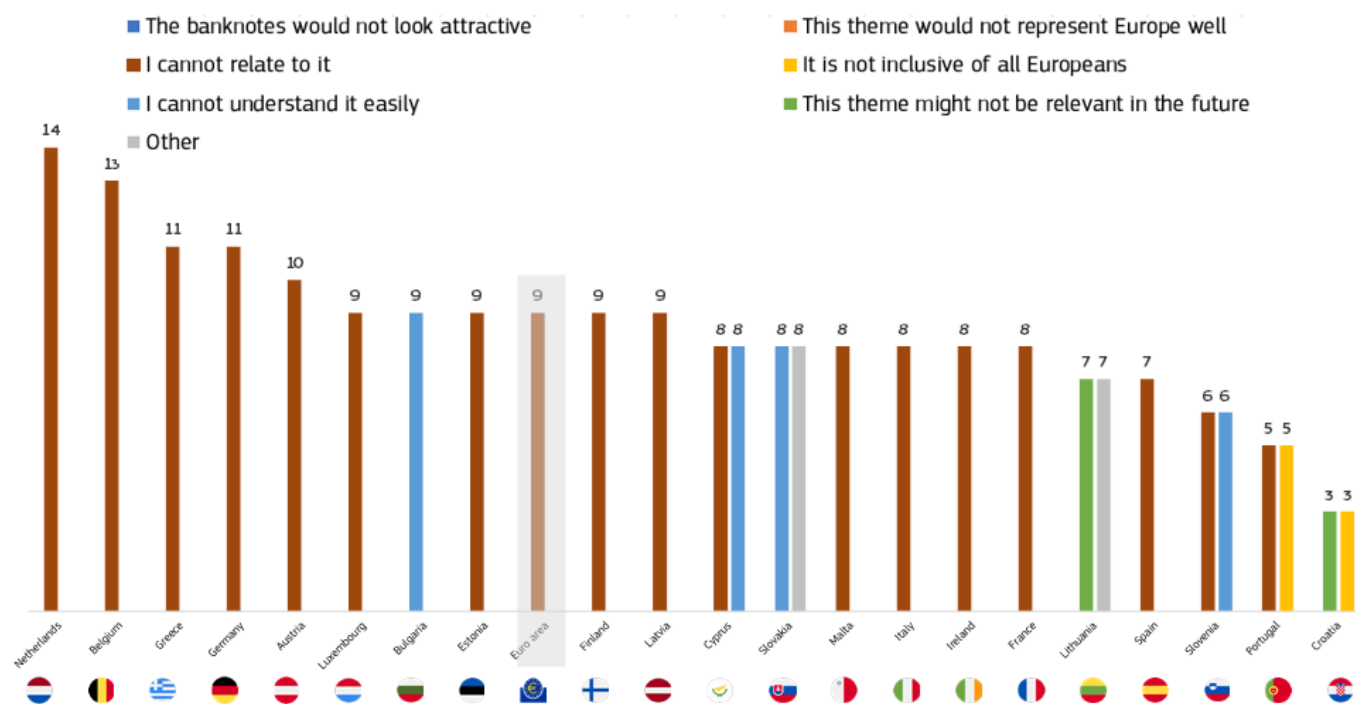
the 55-64 age bracket and 33% of those aged 65 and over. When it comes to the second most frequently chosen reason (“The banknotes would look attractive”) older groups are somewhat less inclined to select it. Of those aged 55 and over, 24-25% give this answer, compared with 27-28% among those aged 16-54.

The educational level of the respondents does not appear to make a significant difference when it comes to the responses given, except in the case of “I can understand it easily”. This reason is chosen by only 9% of those with a primary education but by 21% of those with a university degree or PhD, suggesting that this theme is better understood by those with a higher educational level.

4.31 Most cited reasons for not liking the theme

In the Netherlands, respondents are significantly more likely to say that they cannot relate to this theme (14% of respondents) than those in other countries. Belgium (13%) also has a relatively high share of respondents choosing this answer. In Bulgaria (9%), Cyprus (8%) and Slovakia (8%), respondents are particularly likely to say that they cannot understand it easily. The Netherlands also stands out, with 9% of respondents choosing the item “Other”, closely followed by Slovakia with 8%.

Theme ‘Rivers: the waters of life in Europe’ – Most frequently cited reasons for not liking the theme in the Kantar Public survey by country, %



Men and women are almost equally likely to say that they cannot relate to this theme (9% versus 8%), while men are slightly more likely than women to say that it is not inclusive of all Europeans (6% versus 4%).

Differences in the answer patterns of respondents based on age are small. The only clearly identifiable pattern concerns the answer “This theme would not represent Europe well” which is slightly preferred by younger respondents (7% of those aged 16-24, compared with 4-5% among those aged 25 and over).

Respondents’ level of education appears to have a negligible impact on the responses given, with differences of 1% at most between different groups. However, those with a primary education are slightly less likely to say that they cannot relate to this theme (7%), compared with 8-9% among people

with a higher level of education. Among those with a post-secondary or higher level of education, 4% think this theme might not be relevant in the future, compared with 6% of those with a lower secondary education and 5% of those with a primary education.

Annex 2. Questionnaire for the survey on euro banknote themes

Socio-demographic questions

D1	Would you describe yourself as...	
	A man	1
	A woman	2
	I don't identify as either	3
	Refusal	997
D2a	How old are you?	
	Younger than 24	2
	25-39	3
	40-54	4
	55-64	5
	65+	6
	Refusal	997
D3	In which region do you live? (only for Kantar Public survey)	
	Pre-coded national lists, NUTS1/NUTS2	
	Refusal	997
D4	When you make purchases in physical locations, how do you pay?	
	I always use cash	1
	I use cash most of the time	2
	I use cash as frequently as other payment methods	3
	I use other payment methods more than cash	4
	I almost never use cash	5
	Refusal	997

Substantive part

The ECB is considering seven themes for the redesign of euro banknotes. For each theme, you will be presented with a short description, the storyline, and a **possible** design for a future banknote.

Some themes will be more abstract than others. The theme descriptions and associated storylines are only meant to relay the central idea, which will be developed and interpreted in the subsequent creation of the new euro banknote design. No matter which theme is selected, the design of the future euro banknotes will reflect Europe's cultural dimensions.

Please read the description carefully.

After you have finished, we will ask you some questions.

Note: the seven themes are blocks that are shown in a random order

European values mirrored in nature

<u>The theme</u>	<u>The storyline</u>	<u>A possible design</u>
<p>“European values mirrored in nature” represents the six values of the European Union (EU) as defined in the Treaty of Lisbon: <i>human dignity, freedom, democracy, equality, the rule of law, and human rights</i>. The theme also depicts our connection with and respect for nature and the environment.</p>	<p>Europe is a living place, but also an idea.</p> <p>The EU is an organisation, but also a set of values.</p> <p>The theme highlights the role of European values as the building blocks of Europe and links these values to our respect for nature and the preservation of the environment.</p>	<p>Each banknote could represent one of these values through different images of human-related activities, professions or buildings, combined with images of natural landscapes in Europe.</p> <p>A banknote representing <i>democracy</i> could use visuals like the European Parliament, the voting process (represented by a hand), or a European seascape with a beach, where every grain of sand matters, just as every European citizen counts.</p>

Q1_A **Based on what you have read, do you like or dislike this option as a theme for future banknotes?**

I like it a lot	1
I somewhat like it	2
I neither like nor dislike it	3
I somewhat dislike it	4
I dislike it a lot	5
Don't know	999

Filter: Q1_A in (1, 2, 3)

Q2_Aa **What do you like about this theme?**

<i>The banknotes would look attractive</i>	1
<i>This theme would represent Europe well</i>	2
<i>I can relate to it</i>	3
<i>It is inclusive of all Europeans</i>	4
<i>I can understand it easily</i>	5
<i>This theme will still be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Filter: Q1_A in (3, 4, 5)

Q2_Ab What do you dislike about this theme?

<i>The banknotes would not look attractive</i>	1
<i>This theme would not represent Europe well</i>	2
<i>I cannot relate to it</i>	3
<i>It is not inclusive of all Europeans</i>	4
<i>I cannot understand it easily</i>	5
<i>This theme might not be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Birds: free, resilient, inspiring

<u>The theme</u>	<u>The storyline</u>	<u>A possible design</u>
<p>“Birds: free, resilient, inspiring” is inspired by one of the earliest pieces of EU legislation on the environment – the “EU Birds Directive” – that protects all 500 of the area’s wild bird species.</p>	<p>Birds know nothing of national borders and symbolise freedom of movement.</p> <p>Their nests remind us of our own desire to build places and societies that nurture and protect the future.</p> <p>They remind us that we share our continent with all the lifeforms that sustain our common existence.</p>	<p>Each banknote could take its colour and imagery from a particular European bird, with matching motifs from the seasons of the year, European landscapes or human activity.</p> <p>A banknote could feature an owl, signifying wisdom, a winter landscape, and a human activity representing knowledge, such as science.</p>

Q1_B Based on what you have read, do you like or dislike this option as a theme for future banknotes?

I like it a lot	1
I somewhat like it	2
I neither like nor dislike it	3
I somewhat dislike it	4
I dislike it a lot	5
Don't know	999

Filter: Q1_B in (1, 2, 3)

Q2_Ba What do you like about this theme?

<i>The banknotes would look attractive</i>	1
<i>This theme would represent Europe well</i>	2
<i>I can relate to it</i>	3
<i>It is inclusive of all Europeans</i>	4

<i>I can understand it easily</i>	5
<i>This theme will still be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Filter: Q1_B in (3, 4, 5)

Q2_Bb What do you dislike about this theme?

<i>The banknotes would not look attractive</i>	1
<i>This theme would not represent Europe well</i>	2
<i>I cannot relate to it</i>	3
<i>It is not inclusive of all Europeans</i>	4
<i>I cannot understand it easily</i>	5
<i>This theme might not be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

The future is yours

<u>The theme</u>	<u>The storyline</u>	<u>A possible design</u>
<p>“The future is yours” focuses on Europeans and their potential to shape the future of Europe with their ideas and vision.</p> <p>It celebrates each and every European, and their skills and visions, in fields ranging from science and technology to art.</p>	<p>The ideas and innovations that will shape the future of Europe lie deep within every European.</p> <p>The images created for this theme represent the bearers of the collective imagination through which people will create this shared future.</p> <p>This theme signifies the boundless potential of Europeans.</p>	<p>Banknotes could show a silhouette that could represent anyone – combined with images relating to different fields such as science (e.g. astronomy) and associated occupations or areas of expertise (e.g. astronauts).</p>

Q1_C Based on what you have read, do you like or dislike this option as a theme for future banknotes?

I like it a lot	1
I somewhat like it	2
I neither like nor dislike it	3
I somewhat dislike it	4
I dislike it a lot	5
Don't know	999

Filter: Q1_C in (1, 2, 3)

Q2_Ca What do you like about this theme?

<i>The banknotes would look attractive</i>	1
<i>This theme would represent Europe well</i>	2
<i>I can relate to it</i>	3

<i>It is inclusive of all Europeans</i>	4
<i>I can understand it easily</i>	5
<i>This theme will still be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Filter: Q1_C in (3, 4, 5)

Q2_Cb What do you dislike about this theme?

<i>The banknotes would not look attractive</i>	1
<i>This theme would not represent Europe well</i>	2
<i>I cannot relate to it</i>	3
<i>It is not inclusive of all Europeans</i>	4
<i>I cannot understand it easily</i>	5
<i>This theme might not be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Rivers: the waters of life in Europe

<u>The theme</u>	<u>The storyline</u>	<u>A possible design</u>
<p>“Rivers: the waters of life in Europe” is inspired by European landscapes and combines the natural wonders of Europe with the broader themes of interconnectedness and sustainability.</p>	<p>Europe's rivers cross borders. They connect us to each other and to nature. They represent the ebb and flow of a dynamic, ever-changing continent.</p> <p>They nurture us and remind us of the deep sources of our common life, and we must nurture them in turn.</p>	<p>Banknotes could show parts of Europe's rivers crossing borders – from source to sea, through rugged mountains, cultivated landscapes and grand cities, from quiet solitude to busy commerce.</p>

Q1_D Based on what you have read, do you like or dislike this option as a theme for future banknotes?

I like it a lot	1
I somewhat like it	2
I neither like nor dislike it	3
I somewhat dislike it	4
I dislike it a lot	5
Don't know	999

Filter: Q1_D in (1, 2, 3)

Q2_Da What do you like about this theme?

<i>The banknotes would look attractive</i>	1
<i>This theme would represent Europe well</i>	2
<i>I can relate to it</i>	3
<i>It is inclusive of all Europeans</i>	4

<i>I can understand it easily</i>	5
<i>This theme will still be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Filter: Q1_D in (3, 4, 5)

Q2_Db What do you dislike about this theme?

<i>The banknotes would not look attractive</i>	1
<i>This theme would not represent Europe well</i>	2
<i>I cannot relate to it</i>	3
<i>It is not inclusive of all Europeans</i>	4
<i>I cannot understand it easily</i>	5
<i>This theme might not be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Hands: together we build Europe

<u>The theme</u>	<u>The storyline</u>	<u>A possible design</u>
<p>“Hands: together we build Europe” is inspired by the EU motto: “United in diversity” and represents all the people who have created Europe.</p> <p>The theme will represent the six values of the EU as defined in the Treaty of Lisbon: <i>human dignity, freedom, democracy, equality, the rule of law, and human rights</i>, expressed through images of hands to make the EU’s values more present and human.</p>	<p>Hands are familiar to all of us but no two pairs are the same. Hands built Europe, its physical infrastructure, its artistic heritage and its achievements.</p> <p>Hands build, weave, heal, teach, connect and guide us. Hands tell stories of labour, age and relationships, of heritage, history, and culture.</p> <p>This theme celebrates the hands that have built Europe and continue to do so every day.</p>	<p>A banknote could represent the European value of <i>the rule of law</i> by depicting a hand holding the scales of justice.</p>

Q1_E Based on what you have read, do you like or dislike this option as a theme for future banknotes?

I like it a lot	1
I somewhat like it	2
I neither like nor dislike it	3
I somewhat dislike it	4
I dislike it a lot	5
Don't know	999

Filter: Q1_E in (1, 2, 3)

Q2_Ea What do you like about this theme?

<i>The banknotes would look attractive</i>	1
<i>This theme would represent Europe well</i>	2
<i>I can relate to it</i>	3
<i>It is inclusive of all Europeans</i>	4
<i>I can understand it easily</i>	5
<i>This theme will still be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Filter: Q1_E in (3, 4, 5)

Q2_Eb What do you dislike about this theme?

<i>The banknotes would not look attractive</i>	1
<i>This theme would not represent Europe well</i>	2
<i>I cannot relate to it</i>	3
<i>It is not inclusive of all Europeans</i>	4
<i>I cannot understand it easily</i>	5
<i>This theme might not be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Our Europe, our selves

<u>The theme</u>	<u>The storyline</u>	<u>A possible design</u>
<p>“Our Europe, our selves” celebrates the individual and collective lives of the people in Europe based on six actions: <i>being, doing, thinking, loving, communicating and living.</i></p>	<p>We grow up as individuals but also as part of a community, through our relationships with one another. We have our own stories and identities, but we also share a common identity as Europeans.</p> <p>This theme evokes the freedom, values and openness of people in Europe.</p>	<p>Each banknote could have an image representing our human individuality along with symbols of our common European values and aspirations.</p> <p><i>Communicating</i>, for example, could be illustrated by a human mouth and other images representing freedom of speech and the richness of languages.</p>

Q1_F Based on what you have read, do you like or dislike this option as a theme for future banknotes?

I like it a lot	1
I somewhat like it	2
I neither like nor dislike it	3
I somewhat dislike it	4
I dislike it a lot	5
Refusal (SPONTANEOUS, always shown on second screen)	998
Don't know (SPONTANEOUS, always shown on second screen)	999

Filter: Q1_F in (1, 2, 3)

Q2_Fa What do you like about this theme?

<i>The banknotes would look attractive</i>	1
<i>This theme would represent Europe well</i>	2
<i>I can relate to it</i>	3
<i>It is inclusive of all Europeans</i>	4
<i>I can understand it easily</i>	5
<i>This theme will still be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Filter: Q1_F in (3, 4, 5)

Q2_Fb What do you dislike about this theme?

<i>The banknotes would not look attractive</i>	1
<i>This theme would not represent Europe well</i>	2
<i>I cannot relate to it</i>	3
<i>It is not inclusive of all Europeans</i>	4
<i>I cannot understand it easily</i>	5
<i>This theme might not be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

European culture

<u>The theme</u>	<u>The storyline</u>	<u>A possible design</u>
<p>“European culture” is a rich and diverse mosaic of cultural and creative expression, an inheritance from previous generations of Europeans and a legacy for those to come. European culture teaches each generation of Europeans about the past and prepares them for the future, all while contributing to the cohesion and welfare of our societies.</p>	<p>Europe’s rich cultural heritage and dynamic creative sectors strengthen European identity, forging a shared sense of belonging. Culture promotes common values, inclusion and dialogue in Europe and across the globe. It brings people together.</p>	<p>Banknotes could depict monuments, artworks, literature, music or science and their makers. A famous European artwork and the related artist could, for example, be visualised on a banknote.</p>

Q1_G Based on what you have read, do you like or dislike this option as a theme for future banknotes?

I like it a lot	1
I somewhat like it	2
I neither like nor dislike it	3
I somewhat dislike it	4
I dislike it a lot	5
Don't know	999

Filter: Q1_G in (1, 2, 3)

Q2_Ga What do you like about this theme?

<i>The banknotes would look attractive</i>	1
<i>This theme would represent Europe well</i>	2
<i>I can relate to it</i>	3
<i>It is inclusive of all Europeans</i>	4
<i>I can understand it easily</i>	5
<i>This theme will still be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Filter: Q1_G in (3, 4, 5)

Q2_Gb What do you dislike about this theme?

<i>The banknotes would not look attractive</i>	1
<i>This theme would not represent Europe well</i>	2
<i>I cannot relate to it</i>	3
<i>It is not inclusive of all Europeans</i>	4
<i>I cannot understand it easily</i>	5
<i>This theme might not be relevant in the future</i>	6
<i>Other</i>	7
Don't know	999

Socio-demographic questions

D5 What is the highest level of education you have completed?

<u>Primary education</u> (e.g. primary school, Skills for Life or equivalent) or lower	1
<u>Lower secondary education</u> (usually ages 11-15) (e.g. secondary school, Skill-start or equivalent)	2
<u>Upper secondary education</u> (usually ages 16-19) (e.g. GCSE, SCE Standard Grades, General National Vocational Qualification, apprenticeship, Scottish National Qualification Higher, General Certificate of Education, Welsh Advanced Baccalaureate or International Baccalaureate)	3
<u>Post-secondary education</u> (after secondary school, not including university or equivalent) (e.g. HE access)	4
<u>University</u> (undergraduate and post-graduate) or equivalent vocational training (e.g. bachelor's degree, master's degree, National Vocational Qualification (Level 4 or 5), Higher National Certificate, professional post-graduate on-the-job training or post-graduate diplomas and certificates)	5
<u>PhD or other advanced research qualification</u> (e.g. Doctor of Philosophy)*	6
Refusal	997

* Option merged with option 5 in the ECB online survey

D6 Which of the following best describes your current occupation?

Self-employed	1
In paid employment (full or part-time)	2
Unemployed or unable to work	3
Retired	4
Full-time student	5

Other	996
Refusal	998

D7a **How many people live in your household, yourself included?** *(only for Kantar Public survey)*

Number of persons ____ ____

Refusal	997
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D7b **How many people in your household are aged 16 or older?** *(only for Kantar Public survey)*

Number of persons ____ ____

Refusal	997
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Annex 3 Structure of the samples for the public consultation on euro banknote themes

Description of tables

The following tables show the structures of the samples obtained for the Kantar Public survey and the ECB online survey.

The columns headed “Unweighted” show the shares of each population group in the sample. For the Kantar Public survey this mostly corresponds to the sampling quotas. The shares of respondents not having answered the questions on age, gender, education or use of cash are excluded from these tables.

The columns headed “Weighted” show the shares of each population group in the weighted data and thus their impact on the final results. In most cases these correspond closely to the share of each group in the target population. However, for some groups (in particular those with a low level of education and those aged 65+) this share is lower in the ECB online survey, indicating a bias in the sample that could not be completely offset by the weighting procedure.

Table 1 Sample structure by country

Country	Unweighted		Weighted	
	Kantar Public survey	ECB online survey	Kantar Public survey	ECB online survey
Austria	3.5%	2.7%	2.6%	2.6%
Belgium	4.6%	2.4%	3.4%	3.4%
Cyprus	2.2%	0.2%	0.3%	0.3%
Germany	11.0%	37.0%	24.0%	24.4%
Estonia	2.3%	0.5%	0.4%	0.4%
Spain	12.8%	6.4%	13.8%	13.9%
Finland	4.8%	1.1%	1.6%	1.6%
France	10.6%	19.4%	19.5%	19.7%
Greece	4.7%	1.0%	3.0%	3.0%
Croatia	2.1%	1.2%	1.1%	1.1%
Ireland	4.7%	0.5%	1.5%	1.5%
Italy	8.7%	13.4%	16.8%	17.0%
Lithuania	4.0%	0.5%	0.8%	0.8%
Luxembourg	2.5%	0.4%	0.2%	0.2%
Latvia	3.1%	0.4%	0.5%	0.5%
Malta	2.2%	0.2%	0.2%	0.2%
Netherlands	4.5%	9.5%	5.1%	5.2%
Portugal	4.5%	1.6%	3.0%	3.0%
Slovenia	2.5%	0.4%	0.6%	0.6%
Slovakia	4.5%	1.4%	1.6%	1.6%

Table 2 Sample structure by gender

Gender	Unweighted		Weighted	
	Kantar Public survey	ECB online survey	Kantar Public survey	ECB online survey
Female	50.5%	36.8%	51.7%	51.0%
Male	49.4%	61.6%	48.2%	47.6%
Other	0.2%	1.6%	0.1%	1.3%

Table 3 Sample structure by age

Age	Unweighted		Weighted	
	Kantar Public survey	ECB online survey	Kantar Public survey	ECB online survey
Under 24	7.9%	38.3%	9.9%	9.2%
25-39*	22.8%	37.2%	21.4%	22.5%
40-54	28.3%	15.4%	24.9%	26.0%
55-64	18.9%	6.3%	18.6%	30.0%
65+	22.2%	2.8%	25.2%	12.3%

Table 4 Sample structure by education

Education	Unweighted		Weighted	
	Kantar Public survey	ECB online survey	Kantar Public survey	ECB online survey
Primary to lower secondary	9.7%	1.5%	13.4%	4.3%
Secondary	47.4%	33.9%	56.5%	67.0%
Tertiary	42.8%	64.6%	30.1%	28.7%

Table 5 Sample structure by use of cash

Use of cash	Unweighted		Weighted	
	Kantar Public survey	ECB online survey	Kantar Public survey	ECB online survey
Always	6.5%	8.2%	8.2%	6.4%
Most of the time	14.2%	13.9%	16.3%	13.2%
As frequently as other	23.4%	23.7%	25.7%	27.2%
More other than cash	30.9%	29.9%	26.9%	30.5%
Almost never	25.0%	24.2%	22.9%	22.7%

