Comparing the new 5 and 10 euro banknotes with the old series

The introduction of the new series of euro banknotes has a positive influence on the image of the euro banknotes held by Dutch consumers. The two first denominations of the new series are more appreciated than the old series, both in design and safety. This is mostly based on gut feelings as respondents have as much difficulties describing the features of the new series as they have for the old series. The most striking difference the respondents have noticed between both series is the colour of the banknotes. The portrait of Europa in the watermark and the foil remains almost unnoticed as well as the green, emerald number.

New series higher valued than old series.

About half of the respondents feel the new series is more attractive and of a higher quality

<table>
<thead>
<tr>
<th>Attractiveness</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better: 51%</td>
<td>Better: 53%</td>
</tr>
<tr>
<td>Equal: 36%</td>
<td>Equal: 49%</td>
</tr>
<tr>
<td>Worse: 7%</td>
<td>Worse: 45%</td>
</tr>
<tr>
<td>Don’t know: 6%</td>
<td>Don’t know: 44%</td>
</tr>
</tbody>
</table>

How do you find the euro banknotes look like?

- **2002**: 65% Attractiveness, 64% Quality
- **2003**: 66% Attractiveness, 65% Quality
- **2005**: 69% Attractiveness, 67% Quality
- **2007**: 71% Attractiveness, 67% Quality
- **2009**: 67% Attractiveness, 63% Quality
- **2011**: 67% Attractiveness, 63% Quality
- **2013**: 68% Attractiveness, 65% Quality
- **2015**: 74% Attractiveness, 47% Quality

2002-2015:
- **All Euro banknotes**: 75% Attractiveness, 54% Quality
- **10 euro**: 65% Attractiveness, 49% Quality
- **5 euro**: 66% Attractiveness, 53% Quality

Knowledge of the differences between the new and the old series.

The most frequent reported change concerns the colour. Some respondents mention a more modern look and the numerals being more clear.

Which of the 9 banknotes do you find most beautiful?

- 29% of the people find the new euro 10 the most beautiful.

New versus old series compared on safety.

**Confidence**
- Better: 9% (2002-2015: 7%)
- Worse: 30% (2002-2015: 44%)
- Equal: 54% (2002-2015: 22%)

**Verifiability**
- Better: 30% (2002-2015: 24%)
- Worse: 2% (2002-2015: 4%)
- Equal: 44% (2002-2015: 31%)

**Difficulty to counterfeit**
- Better: 40% (2002-2015: 25%)
- Worse: 2% (2002-2015: 4%)
- Equal: 22% (2002-2015: 31%)

**Stimulates to check security features**
- Better: 14% (2002-2015: 3%)
- Worse: 60% (2002-2015: 60%)
- Equal: 22% (2002-2015: 31%)

Most mentioned are:
- Better/other/thicker paper (not true)
- Better quality