



# 2019 European Parliament Elections Study of Potential Voters



**Ipsos MORI**  
Social Research Institute

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*A study commissioned by the European Climate Foundation*

- Major developments have occurred since the last European Parliamentary election in 2014, including the adoption of the Paris Agreement on climate change in 2015.
- Since then, a lot has changed in European and global politics, climate policy, technology, public engagement as well as the material impact of climate change.
- This survey intends to look the public's receptiveness to environmental issues across 11 European countries. It is undertaken with a specific focus on climate-related policies.
- The overall aims of this study are to understand **how important potential voters consider environment issues to be at the moment and how they want parties to focus on these issues at the next European Parliament elections.**
- This survey focuses on potential voters. Results showed in this presentation are among respondents who said they are at least somewhat likely to vote in the next European Parliament elections.
- Fieldwork was conducted by Ipsos MORI in the following countries: Austria, Belgium, Czech Republic, Denmark, France, Germany, Italy, Poland, Slovakia, Spain, and The Netherlands.
- The survey is financed by the European Climate Foundation.

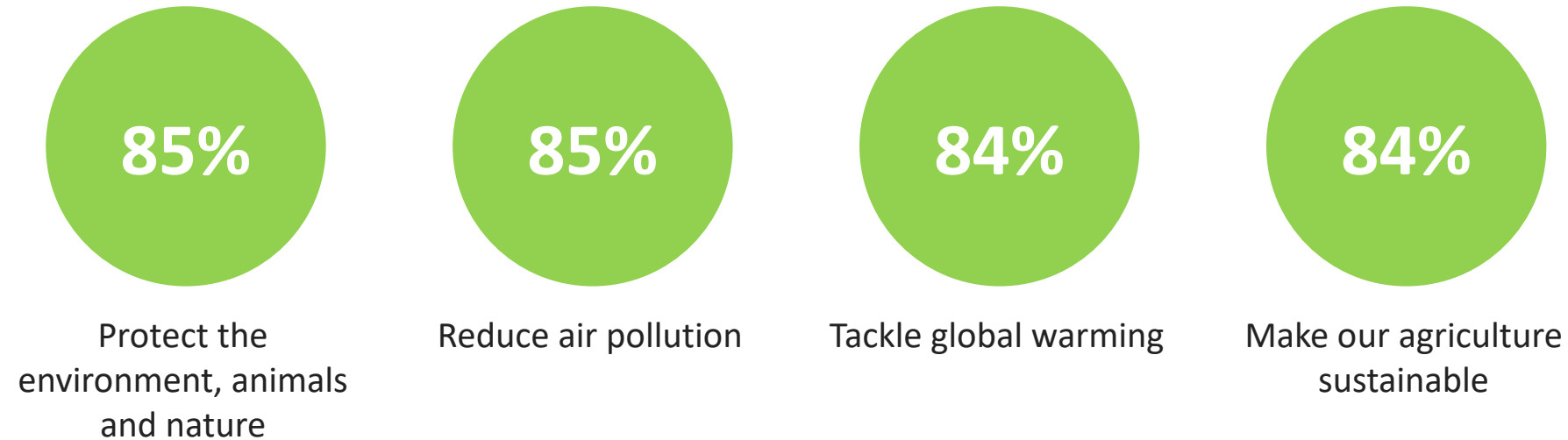


# Key Findings for ITALY



# In Italy, large majorities of potential voters would like parties to prioritise environmental issues.

QUESTION: When thinking about which party you will vote for in the next European Parliament elections, how important or not is it that they prioritise the following?  
% rating 4 or 5 where 5 is very important. Base: Potential voters (N=2000 per country)



% important environmental issues

# In Italy, large majorities of potential voters across all age ranges would like parties to prioritise environmental issues.

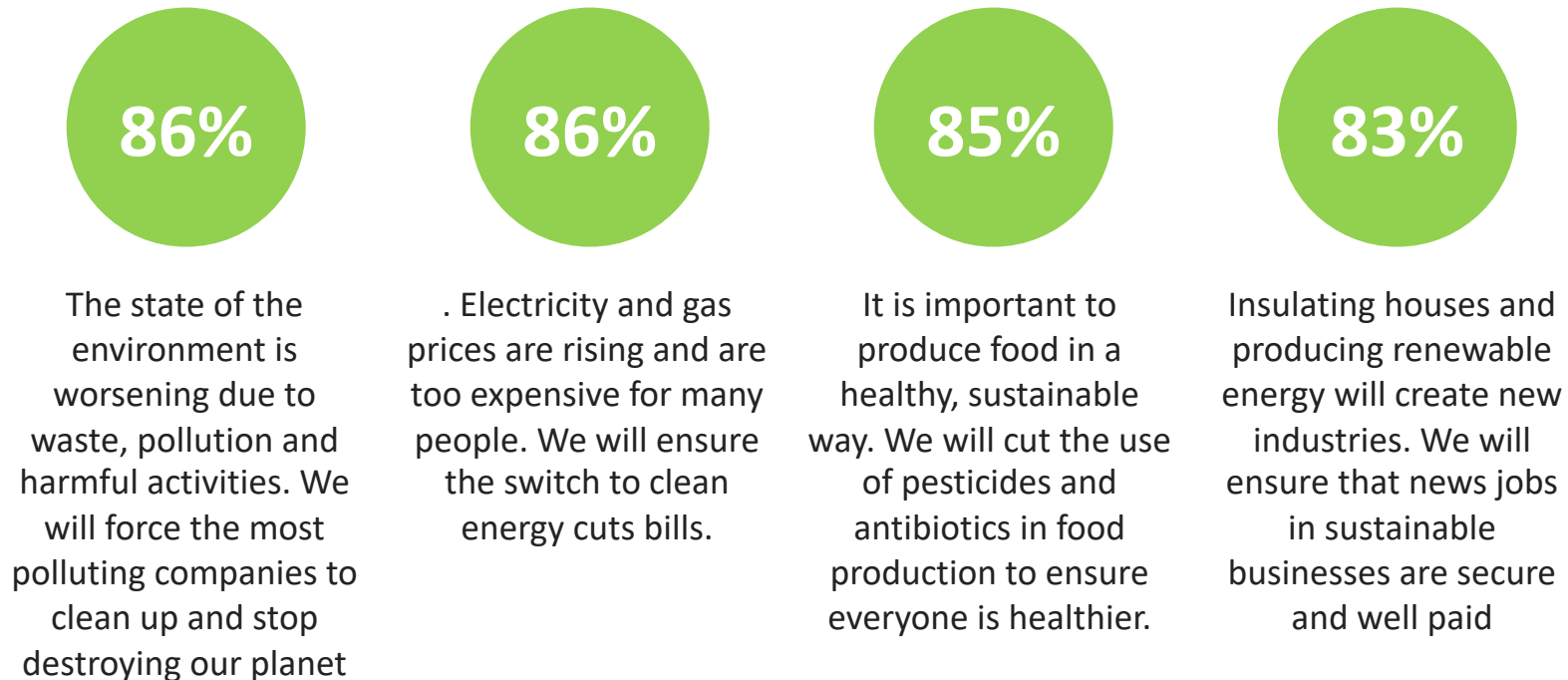
QUESTION: When thinking about which party you will vote for in the next European Parliament elections, how important or not is it that they prioritise the following?  
% rating 4 or 5 where 5 is very important. Base: Potential voters (N= 2000 per country)

	All potential voters	Aged			
		<30*	30-44	45-59*	60-65*
Protect the environment, animals and nature	85%	83%	81%	88%	93%
Reduce air pollution	85%	83%	84%	87%	87%
Make our agriculture sustainable	84%	77%	81%	88%	94%
Tackle global warming	84%	81%	80%	87%	90%
Protect against extreme weather events (e.g. flooding or heat waves)	74%	72%	70%	78%	82%

% important environmental issues

# In Italy, commitments from parties on environmental issues are key for a large majority of potential voters when deciding how to vote.

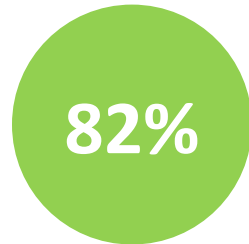
QUESTION: When deciding how to vote in the European Parliament elections, how important or not is it for you that a party says and does each of these things?  
% rating 4 or 5 where 5 is very important Base: Potential voters(N=2000 per country)



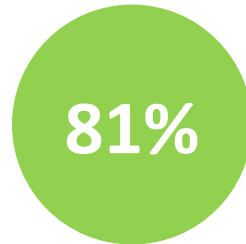
% important environmental messages

# In Italy, further specific commitments from parties on environmental issues are also important for a large majority of potential voters when deciding how to vote.

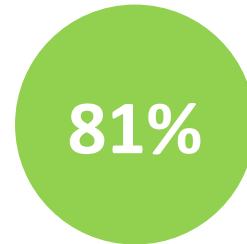
QUESTION: When deciding how to vote in the European Parliament elections, how important or not is it for you that a party says and does each of these things?  
% rating 4 or 5 where 5 is very important Base: Potential voters(N=2000 per country)



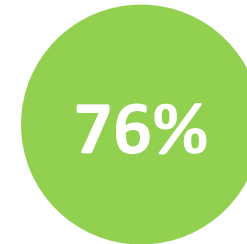
Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife



The heat waves and drought this summer are a sign of what is coming. We will invest in protection against extreme weather to come.



Global warming is one of the greatest threats to humanity. We will make the EU a global leader in fighting climate change.



Some things that cause air pollution, such as coal and diesel cars, also cause climate change. We will limit their use, so everyone can breathe clean air.

% important environmental messages



Ipsos Public Affairs

Q10. When deciding how to vote in the European Parliament elections, how important or not is it for you that a party says and does each of these things? % rating 4 or 5 where 5 is very important  
Participants were asked to rate the importance of c15 environmental and non-environmental messages. Base: Potential voters(N=2000 per country)

# Commitments relating to standing up to polluting companies, high energy bills/transitioning to clean energy, and healthy food production are salient across all ages in Italy.

QUESTION: When deciding how to vote in the European Parliament elections, how important or not is it for you that a party says and does each of these things?  
% rating 4 or 5 where 5 is very important Base: Potential voters(N=2000 per country)

	All potential voters	Aged			
		<30*	30-44	45-59*	60-65*
The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.	86%	81%	82%	91%	91%
Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.	86%	77%	85%	88%	94%
It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.	85%	78%	81%	90%	95%
Insulating houses and producing renewable energy will create new industries. We will ensure that news jobs in sustainable businesses are secure and well paid.	83%	79%	81%	86%	89%
Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife.	82%	78%	80%	85%	85%
Global warming is one of the greatest threats to humanity. We will make the EU a global leader in fighting climate change.	81%	79%	77%	85%	87%
The heat waves and drought this summer are a sign of what is coming. We will invest in protection against extreme weather to come.	81%	76%	78%	84%	86%
Some things that cause air pollution, such as coal and diesel cars, also cause climate change. We will limit their use, so everyone can breathe clean air.	76%	71%	73%	81%	81%

% important environmental messages





## Key Findings across 11 EU Member States

# Across 11 European countries, large majorities of potential voters would like parties to prioritise environmental issues.

QUESTION: When thinking about which party you will vote for in the next European Parliament elections, how important or not is it that they prioritise the following?  
% rating 4 or 5 where 5 is very important. Base: Potential voters (N=2000 per country)



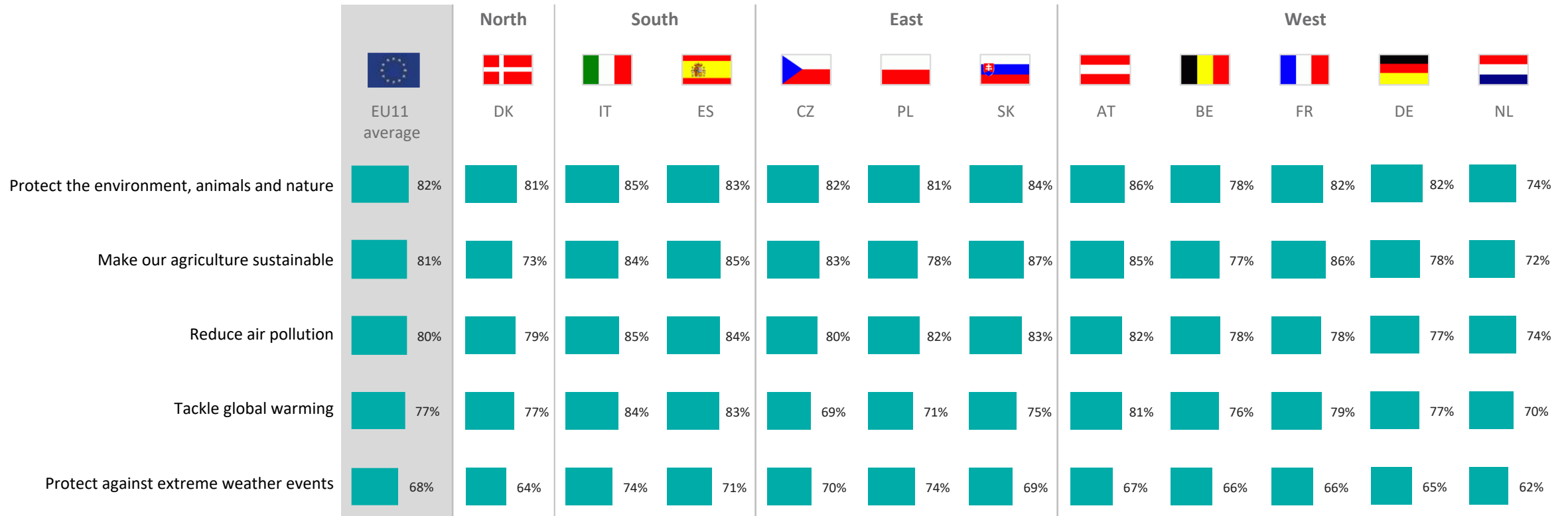
EU11 average



% important environmental issues

# Environmental issues are a key criteria when deciding how to vote for most potential voters on average across the 11 European countries.

QUESTION: When thinking about which party you will vote for in the next European Parliament elections, how important or not is it that they prioritise the following?  
 % rating 4 or 5 where 5 is very important. Base: Potential voters (N=2000 per country)



% important environmental issues

# Large majorities of potential voters across all age groups would like parties to prioritise environmental issues.

QUESTION: When thinking about which party you will vote for in the next European Parliament elections, how important or not is it that they prioritise the following?  
 % rating 4 or 5 where 5 is very important Base: Potential voters aged 16/18-29 (N=397 to 731 per country)



EU11 average

	All potential voters	Aged			
		<30*	30-44	45-59*	60-65*
Protect the environment, animals and nature	82%	79%	79%	84%	86%
Make our agriculture sustainable	81%	76%	79%	84%	87%
Reduce air pollution	80%	77%	78%	82%	86%
Tackle global warming	77%	75%	74%	78%	83%
Protect against extreme weather events (e.g. flooding or heat waves)	68%	64%	65%	71%	75%

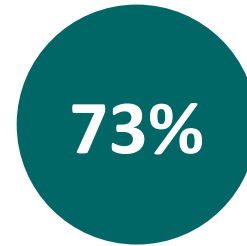
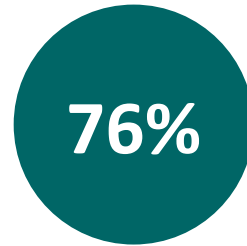
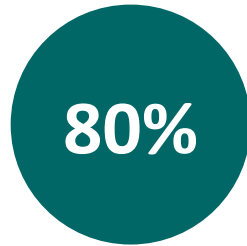
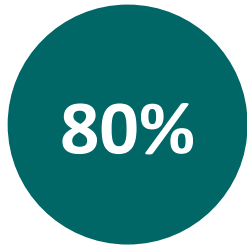
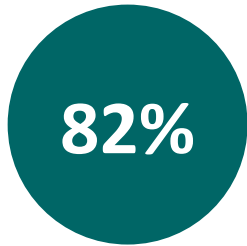
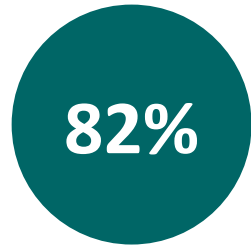
% important environmental issues

# At an EU11 level, commitments from parties on environmental issues are key for large majorities of potential voters when deciding how to vote.

QUESTION: When deciding how to vote in the European Parliament elections, how important or not is it for you that a party says and does each of these things?  
% rating 4 or 5 where 5 is very important Base: Potential voters(N=2000 per country)



EU11 average



It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.

The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.

Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.

Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife

Insulating houses and producing renewable energy will create new industries. We will ensure that news jobs in sustainable businesses are secure and well paid

Global warming is one of the greatest threats to humanity. We will make the EU a global leader in fighting climate change

% important environmental messages

# Most salient key environmental commitments in each country (1)

DK 

The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.  
78%

It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.  
77%

Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife.  
76%

IT 

The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.  
86%

Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.  
86%

It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.  
85%

ES 

Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.  
88%

It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.  
84%

The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.  
84%

CZ 

It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.  
83%

The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.  
83%

Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife.  
79%

PL 

Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.  
86%

It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.  
84%

Insulating houses and producing renewable energy will create new industries. We will ensure that new jobs in sustainable businesses are secure and well paid.  
83%

SK 

It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.  
87%

Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife.  
84%

Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.  
83%

% important environmental messages

# Most salient key environmental commitments in each country (2)

AT 

It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.  
86%

The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.  
83%

Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife.  
82%

BE 

Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.  
82%

The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.  
80%

It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.  
78%

Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife.  
78%

FR 

It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.  
84%

The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.  
83%

Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.  
81%

Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife.  
81%

DE 

It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.  
81%

The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.  
81%

Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife.  
81%

NL 

The problem of plastic waste is very serious. We will support laws to reduce single-use plastic.  
79%

The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.  
76%

Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.  
76%

% important environmental messages

# Commitments relating to healthy food production, standing up to polluting companies, high energy bills/transitioning to low cost green energy and protecting nature are key for most potential voters in most countries.

Potential voters in Italy and Spain are more open than others to commitments on the opportunity to create new jobs in renewable energy, EU's leadership role against the threat of climate change and protecting against extreme weather events.

	EU11 Average	North DK	South IT ES		East CZ PL SK			West AT BE FR DE NL				
It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.	82%	77%	85%	84%	83%	84%	87%	86%	78%	84%	81%	73%
The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.	82%	78%	86%	84%	83%	82%	82%	83%	80%	83%	81%	76%
Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.	80%	69%	86%	88%	78%	86%	83%	78%	82%	81%	76%	76%
Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife.	80%	76%	82%	82%	79%	81%	84%	82%	78%	81%	81%	71%
Insulating houses and producing renewable energy will create new industries. We will ensure that new jobs in sustainable businesses are secure and well paid.	76%	72%	83%	82%	71%	83%	76%	78%	72%	79%	70%	69%
Global warming is one of the greatest threats to humanity. We will make the EU a global leader in fighting climate change.	73%	73%	81%	81%	62%	72%	72%	75%	72%	73%	74%	63%
The heat waves and drought this summer are a sign of what is coming. We will invest in protection against extreme weather to come.	72%	65%	81%	80%	72%	74%	73%	74%	71%	71%	71%	64%
Some things that cause air pollution, such as coal and diesel cars, also cause climate change. We will limit their use, so everyone can breathe clean air.	66%	70%	76%	74%	60%	70%	67%	64%	63%	59%	54%	65%

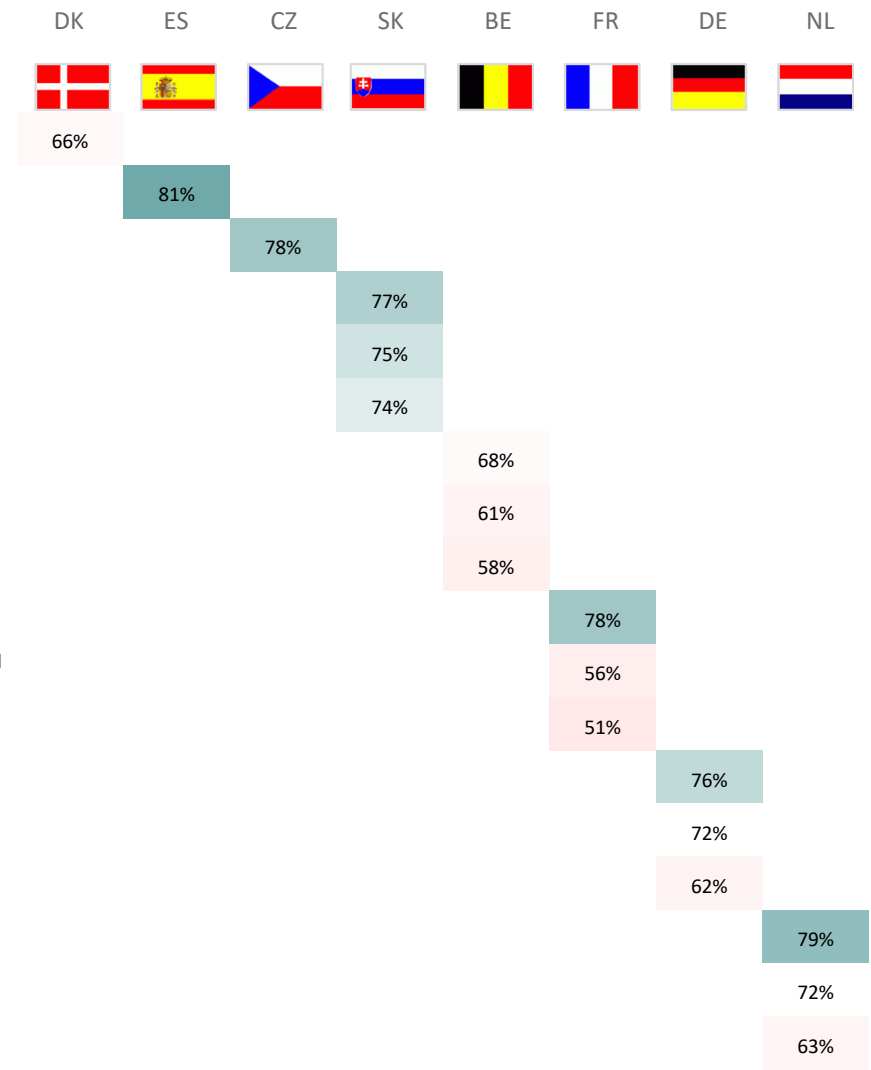
% important environmental messages

Q10. When deciding how to vote in the European Parliament elections, how important or not is it for you that a party says and does each of these things? % rating 4 or 5 where 5 is very important. Participants were asked to rate the importance of 15 environmental and non-environmental messages. Base: Potential voters (N=2000 per country)



# Country-specific commitments that are key for potential voters are: the EU focusing on solar energy to benefit Spain in Spain, solar and wind power in Slovakia, reducing single-use plastics in Netherlands and Czech Republic, enforcing consumer rights in Germany, organic farming in France.

- Food production in Europe must become more environmentally sustainable and climate friendly. We will work with farmers to step up their efforts in order to keep EU farming subsidies.
- Renewable energy is key for slowing global warming. We will ensure that Europe prioritizes solar energy production, so Spanish people benefit, and we become a clean energy leader.
- The problem of plastic waste is very serious. We will support laws to reduce single-use plastic.
- Solar and wind power are the future of clean, independent and cost-efficient energy. We will finance renewable energy initiatives to increase their use.
- Climate change impacts our lives, including water shortage and extreme weather events. We should prepare Slovakia for these impacts and introduce measures that bring immediate benefits to protect citizens.
- Renovating and insulating buildings provides more comfort, healthier environment and lowers heating bills in our neglected or old buildings. We will invest in more efficient buildings.
- Investing in fossil gas is not the solution. We will stop public money being invested in fossil fuels and instead focus on renewable energy and energy efficiency
- Company cars are a large source of pollution. We will push for governments to stop subsidizing pollution and instead invest in public transport and promoting walking and cycling.
- Nuclear power stations pose a grave security risk. We will work to phase out nuclear energy in Europe and invest in renewable energy and energy efficiency instead.
- Intensive agriculture and pesticides are damaging our environment and health. We will reorient the Common Agricultural Policy to promote alternatives such as organic farming and make them accessible to the many.
- The polluted air in our towns and cities is causing asthma and other health problems. We will create low-emissions zones in the main cities and support a ban on new diesel and petrol car sales by 2040.
- Taxing pollution is necessary to protect the environment. We will raise taxes on carbon and other pollutions and use the proceeds to promote alternatives to fossil fuels as well as to help citizens adapt their lifestyles.
- The EU needs to protect the right of consumers in cases like the "Diesel Scandal". We will make sure companies pay for the harm they caused to consumers and society.
- Accelerating the economic transition to clean energy benefits the climate and economy. We will make sure that the EU does not lag behind in this transition.
- The transport system needs to be improved to reach our climate targets. We will develop rail, including long-distance trains, other public transport and reduce the number and size of cars.
- The problem of plastic waste is very serious. We will support laws to reduce single-use plastic.
- EU funding should be used to support the switch to cleaner and renewable energy sources.
- The Dutch Climate Agreement is a major step towards reducing our country's carbon dioxide emissions. We will work to pass similar policies across the rest of Europe.



% important environmental messages

# Messages relating to healthy food production, standing up to polluting companies, high energy bills/transitioning to clean energy and protecting nature are salient across all ages.

QUESTION: When deciding how to vote in the European Parliament elections, how important or not is it for you that a party says and does each of these things?  
 % rating 4 or 5 where 5 is very important Base: Potential voters(N=2000 per country)



EU11 average

- It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.
- The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.
- Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.
- Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife.
- Insulating houses and producing renewable energy will create new industries. We will ensure that new jobs in sustainable businesses are secure and well paid.
- Global warming is one of the greatest threats to humanity. We will make the EU a global leader in fighting climate change.
- The heat waves and drought this summer are a sign of what is coming. We will invest in protection against extreme weather to come.
- Some things that cause air pollution, such as coal and diesel cars, also cause climate change. We will limit their use, so everyone can breathe clean air.

	All potential voters	Aged			
		<30*	30-44	45-59*	60-65*
It is important to produce food in a healthy, sustainable way. We will cut the use of pesticides and antibiotics in food production to ensure everyone is healthier.	82%	75%	80%	86%	89%
The state of the environment is worsening due to waste, pollution and harmful activities. We will force the most polluting companies to clean up and stop destroying our planet.	82%	76%	79%	85%	89%
Electricity and gas prices are rising and are too expensive for many people. We will ensure the switch to clean energy cuts bills.	80%	74%	78%	84%	87%
Nature is under threat across Europe. We will work to protect it and stop those who are destroying our wildlife.	80%	76%	77%	83%	86%
Insulating houses and producing renewable energy will create new industries. We will ensure that new jobs in sustainable businesses are secure and well paid.	76%	72%	73%	79%	83%
Global warming is one of the greatest threats to humanity. We will make the EU a global leader in fighting climate change.	73%	72%	70%	74%	77%
The heat waves and drought this summer are a sign of what is coming. We will invest in protection against extreme weather to come.	72%	69%	70%	75%	79%
Some things that cause air pollution, such as coal and diesel cars, also cause climate change. We will limit their use, so everyone can breathe clean air.	66%	64%	64%	67%	69%

% important environmental messages

# Methodology

- Online survey, respondents procured from Ipsos MORI's online panels and partner panels in each country

## Sample

- 2,000 adults aged 18 – 65, who are at least somewhat likely to vote in the next European Parliament elections (rating 2-5 / 5 of their likelihood to vote in next EP elections). In Poland adults aged 18 – 59 were interviewed and in Slovakia 18-50. It is customary for online surveys to have an age cut-off due to age differences in internet access and the potential for older respondents to differ to offline populations in the same age group.
- In Austria, 16-17s were also interviewed, reflecting eligibility to vote. A minimum age of 18 is imposed in other countries, reflecting the minimum voting age for European elections.

## Quotas and weighting

- Respondents were recruited to quotas on: age, gender and region. The achieved sample was then weighted on these demographics to control for any imbalances. Source of population profiles: Eurostat.
- Sample originally recruited and weighted to be representative of the adult population of the country. Respondents excluded if not at all likely to vote in next European Parliament elections in May 2019 or if not eligible to vote.
- Please note: while the sample was recruited and weighted to be representative of the adult populations in each country, online panellists tend to be more engaged with politics than offline populations, especially in countries with lower internet penetration.
- EU figures are averages across countries; data is not weighted to different population sizes, instead countries count equally in the reported EU average figures.

## Fieldwork

- 4 – 16 January 2019
- Spain fieldwork finished on 31 January 2019