



# 2019 European Parliament Elections

## Study of Potential Voters



**Ipsos MORI**  
Social Research Institute

April 2019  
*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 into 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 to what extent 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 across 11 EU Member States



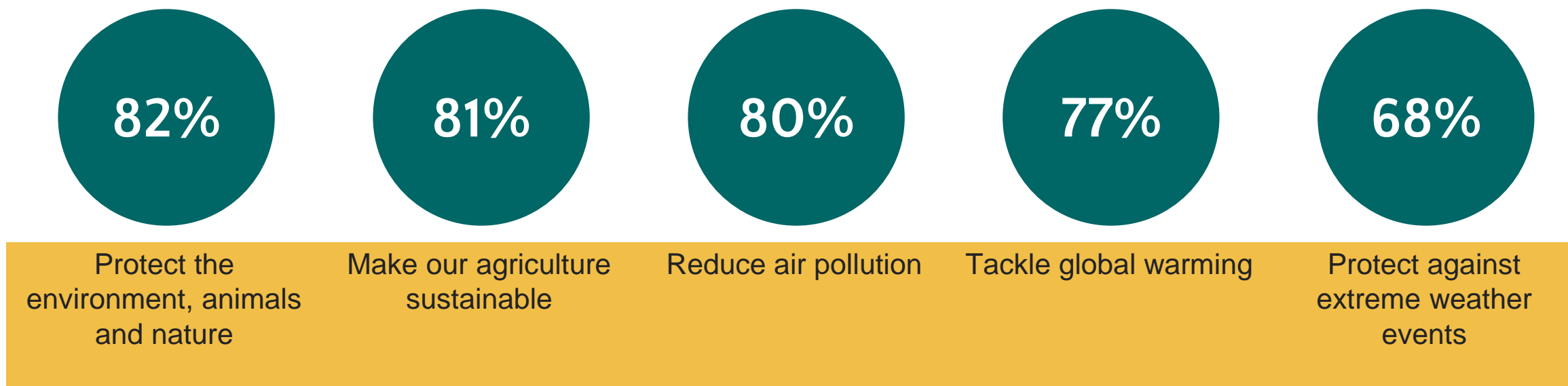
# Across 11 European countries, large majorities of potential voters would like parties to prioritise environmental issues.

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

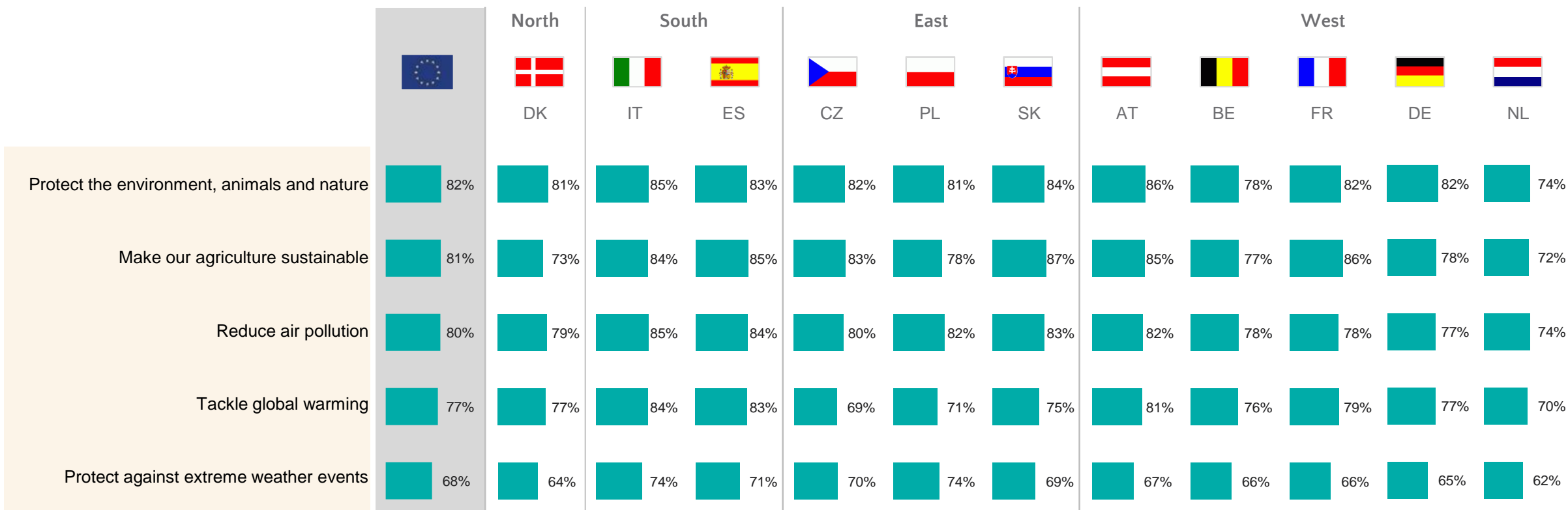


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Q9. When thinking about which party you will vote for in the next European Parliament elections, how important or not is it that they prioritise the following? % rating 4 or 5 where 5 is very important. Participants were asked to rate the importance of c20 environmental and non-environmental issues. Base: Potential voters (N=2000 per country)

# 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 (N=2000 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 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

% 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)



# Most salient 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 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 interested than others in commitments to create new jobs in renewable energy and insulation, make the EU a global leader in fighting climate change, and protect 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 news 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

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



% important environmental messages

# Commitments from parties relating to healthy and sustainable food production, standing up to polluting companies, high energy bills/transitioning to clean energy and protecting nature are important to potential voters 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 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.
- 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*
82%	75%	80%	86%	89%
82%	76%	79%	85%	89%
80%	74%	78%	84%	87%
80%	76%	77%	83%	86%
76%	72%	73%	79%	83%
73%	72%	70%	74%	77%
72%	69%	70%	75%	79%
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