



YouGov[®]
What the world thinks

The European Elections

The Public Opinion Context



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YouGov[®]
What the world thinks

Fruitcakes, Loonies, Closest Racists & Winners?

Europe, the European Elections and the rise of Ukip

Sticks & Stones

‘Ukip is sort of a bunch of ... fruit cakes and loonies and closet racists mostly’



**David Cameron,
4th April 2006**

Three key themes approaching the European Elections

- The rise of Ukip
- Britain's membership of the European Union
- Wider attitudes towards the EU

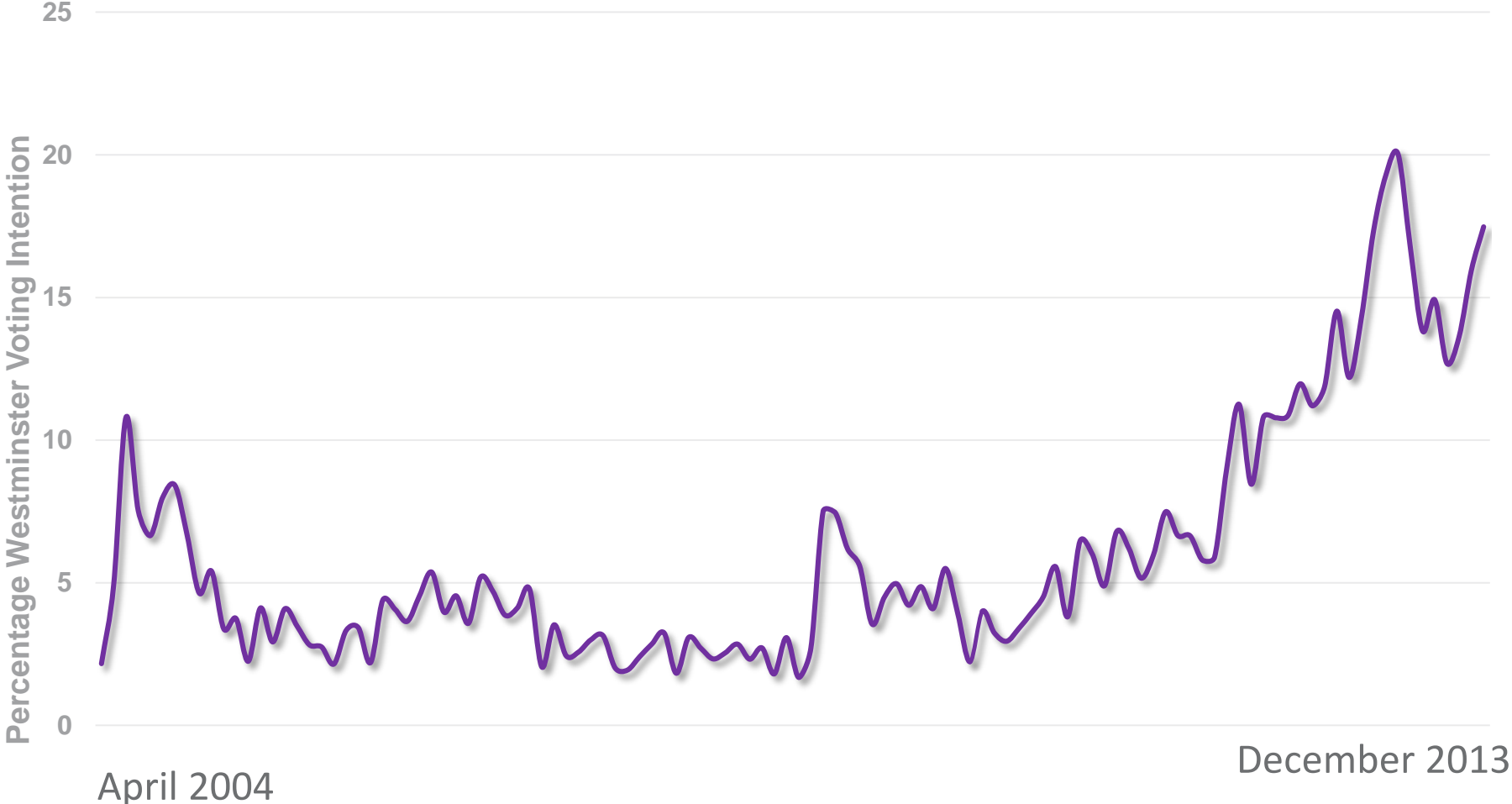
The rise of Ukip



The Rise of Ukip: The Westminster Context (2004 – 2013)

Source: YouGov for BES Continuous Monitoring survey

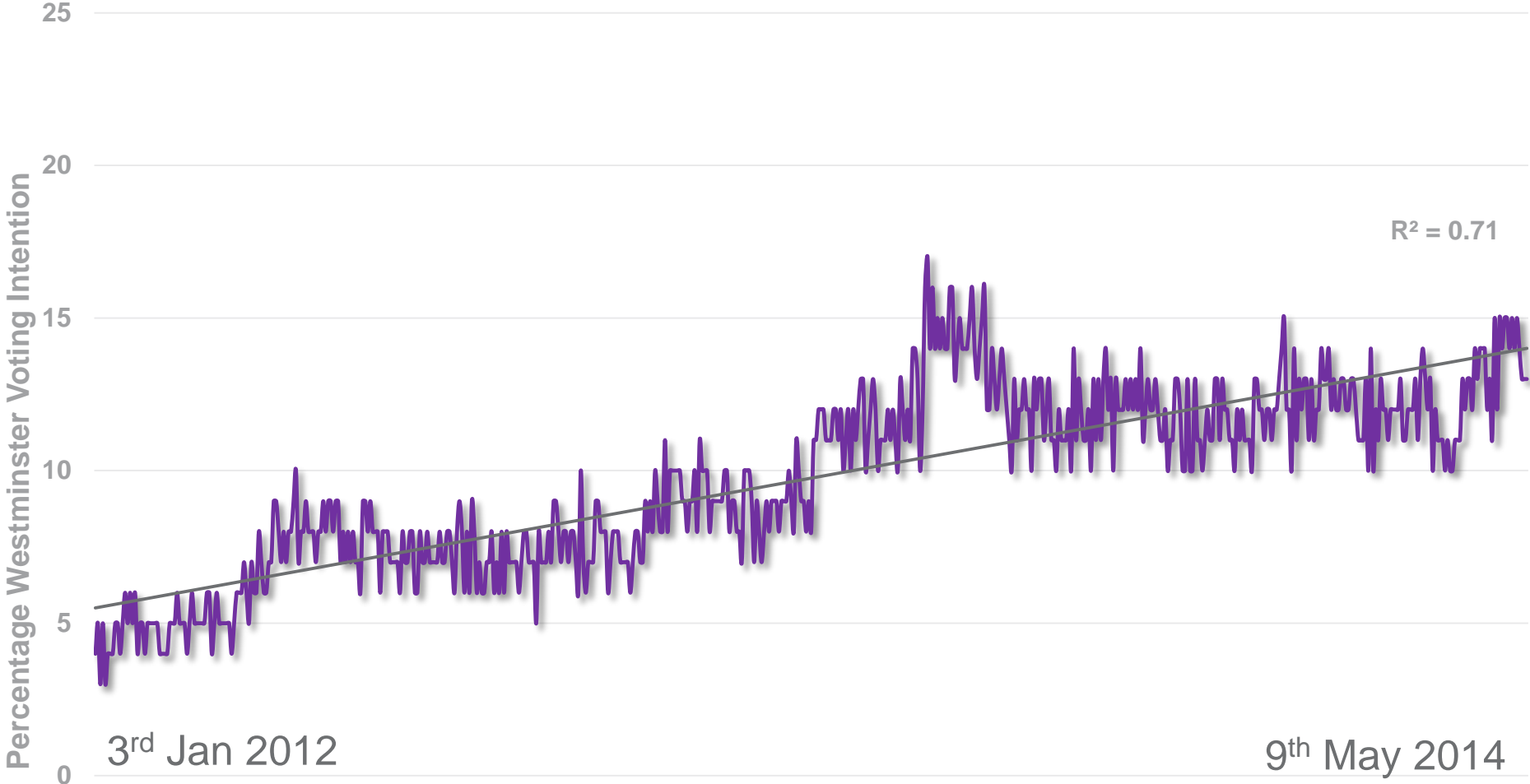
Sample: c1,000 British adults per month



The Rise of Ukip: The Westminster Context (2004 - 2013)

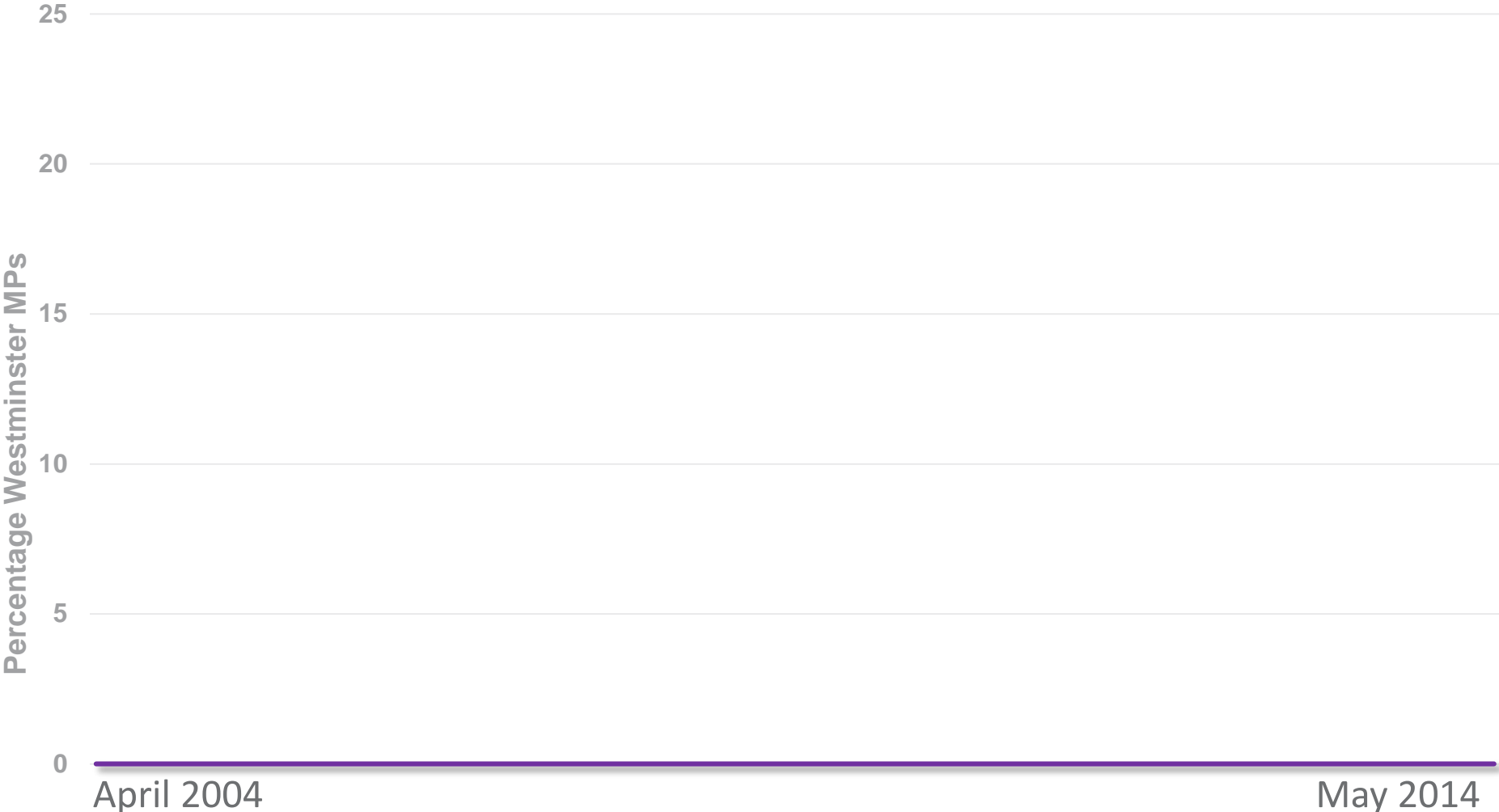
Source: YouGov Daily Polling for News UK

Sample: c1,500 British adults per day



The Rise of Ukip: The Westminster Context (2004 – 2013)

Source: House of Commons Library



The Rise of Ukip: the European Election Context

	European Election Result (May 2009)	Seats
Conservative	28%	27
UKIP	17%	13
Labour	16%	13
Liberal Democrat	14%	11
Green	8%	2
BNP	6%	2
SNP / Plaid	3%	3

The Rise of Ukip: the European Election Context

Source: YouGov fieldwork: 28 April – 6 May 2014

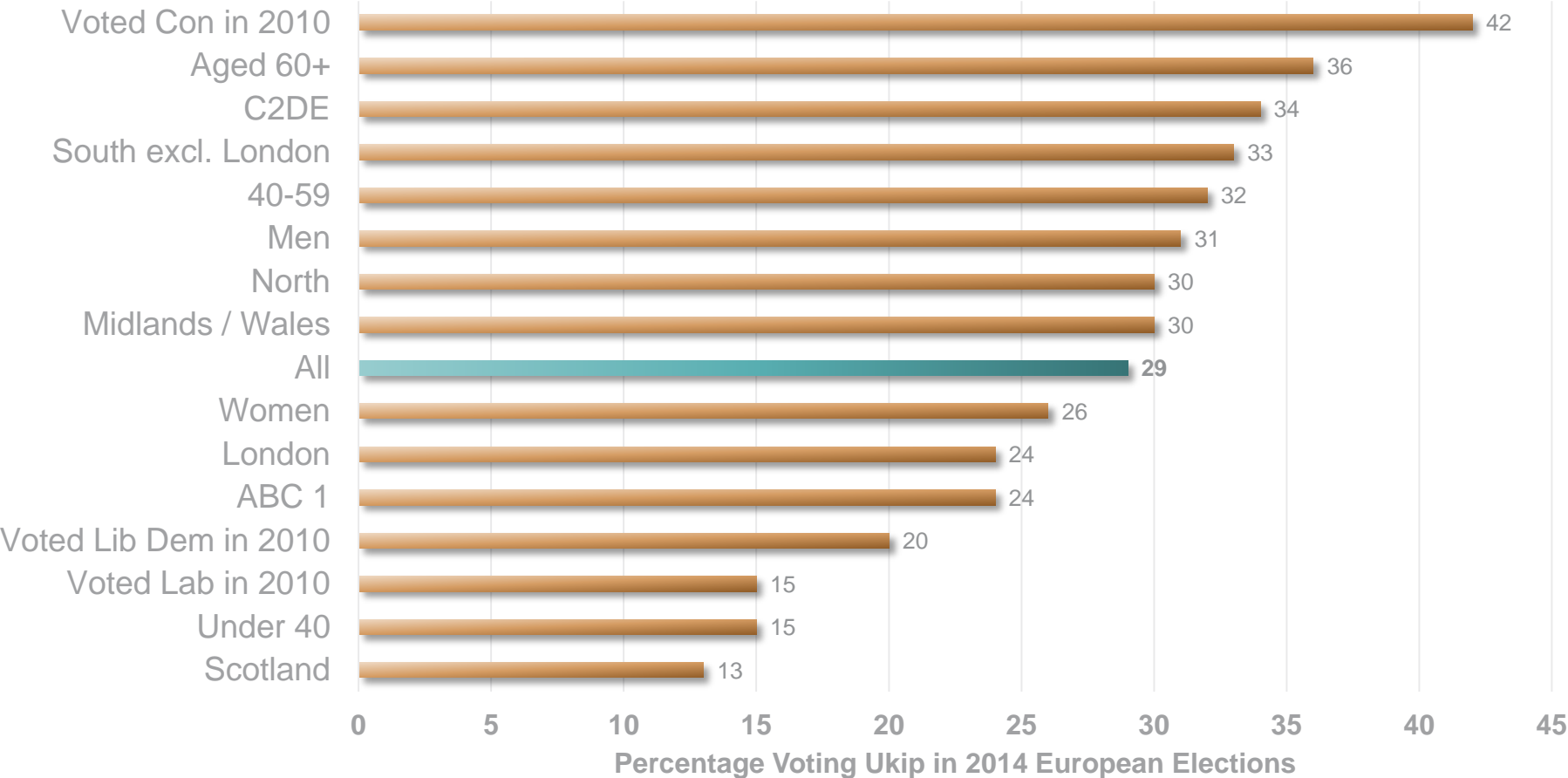
Sample: 1,933 British adults

	European Election Result (May 2009)	European Election Voting Intention (May 2014)
Conservative	28%	23%
UKIP	17%	31%
Labour	16%	25%
Liberal Democrat	14%	9%
Green	8%	8%
BNP	6%	1%
SNP / Plaid	3%	3%

The Ukip vote: Winning here?

Source: YouGov Daily Polling Fieldwork: 31 March – 30 April 2014

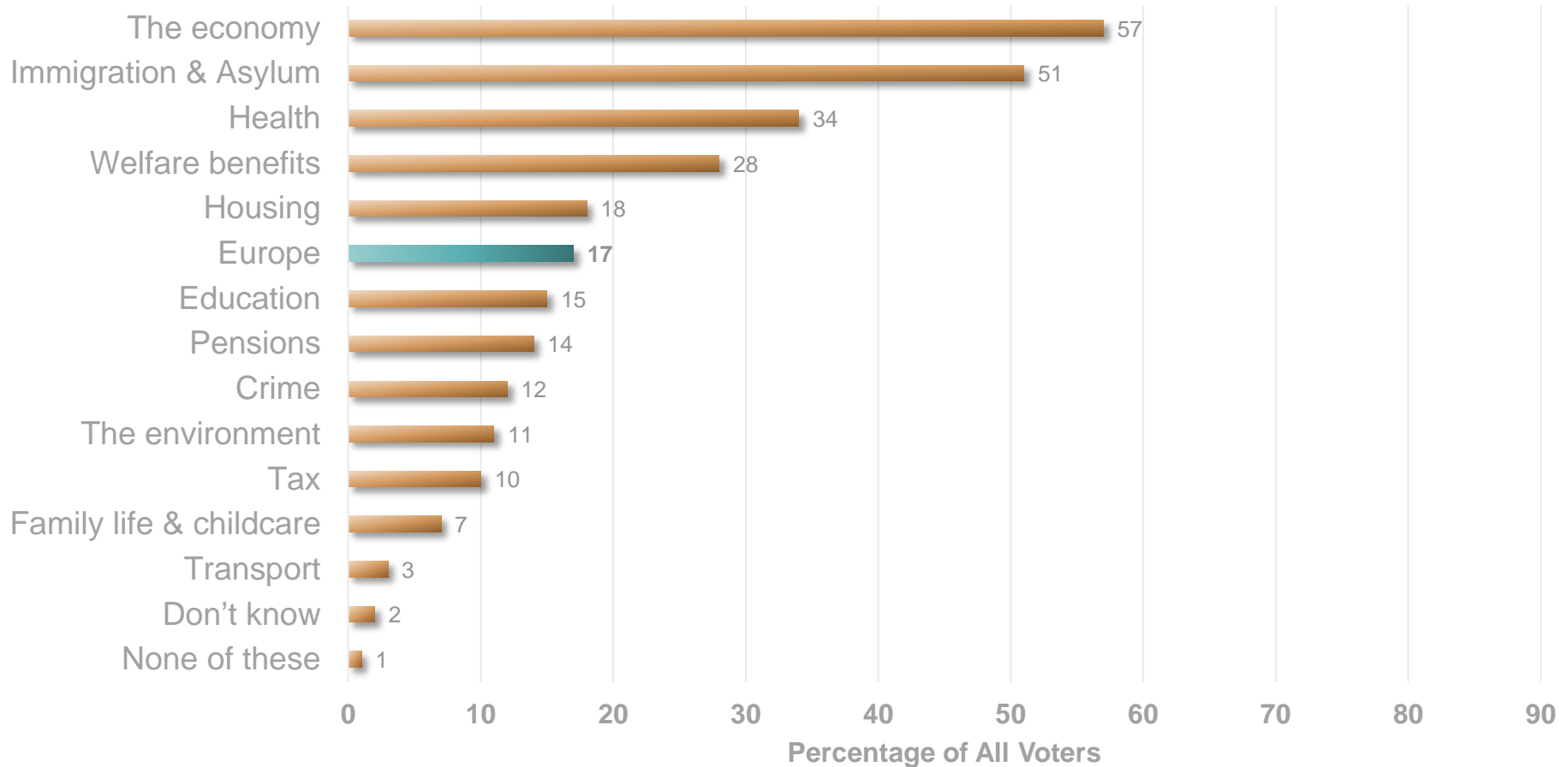
Sample: 8,894 British adults



Most important issues facing the country

Source: YouGov for New UK Fieldwork: 7-8 April 2014

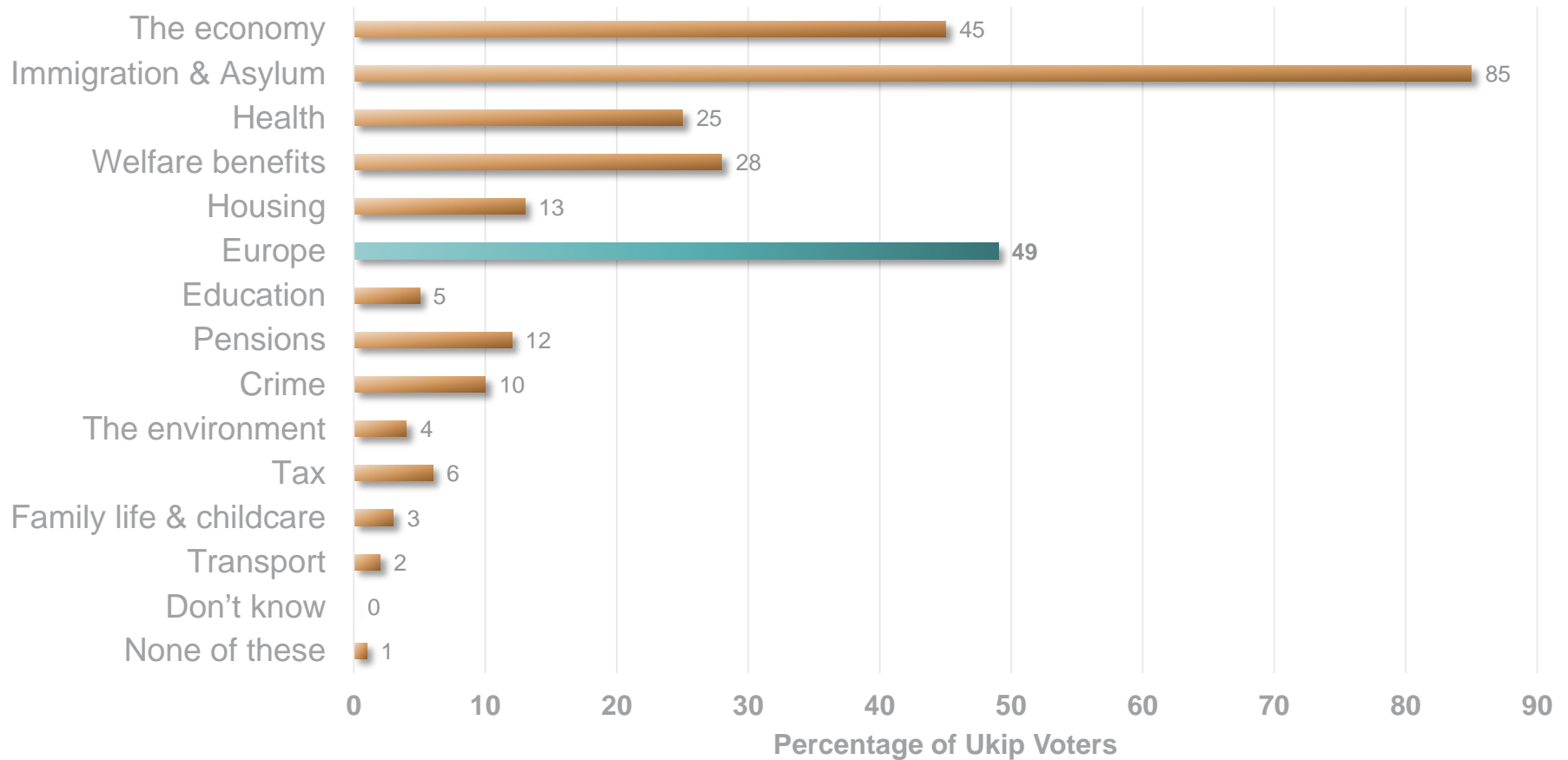
Sample: 2,144 British adults



Most important issues facing the country

Source: YouGov for New UK Fieldwork: 7-8 April 2014

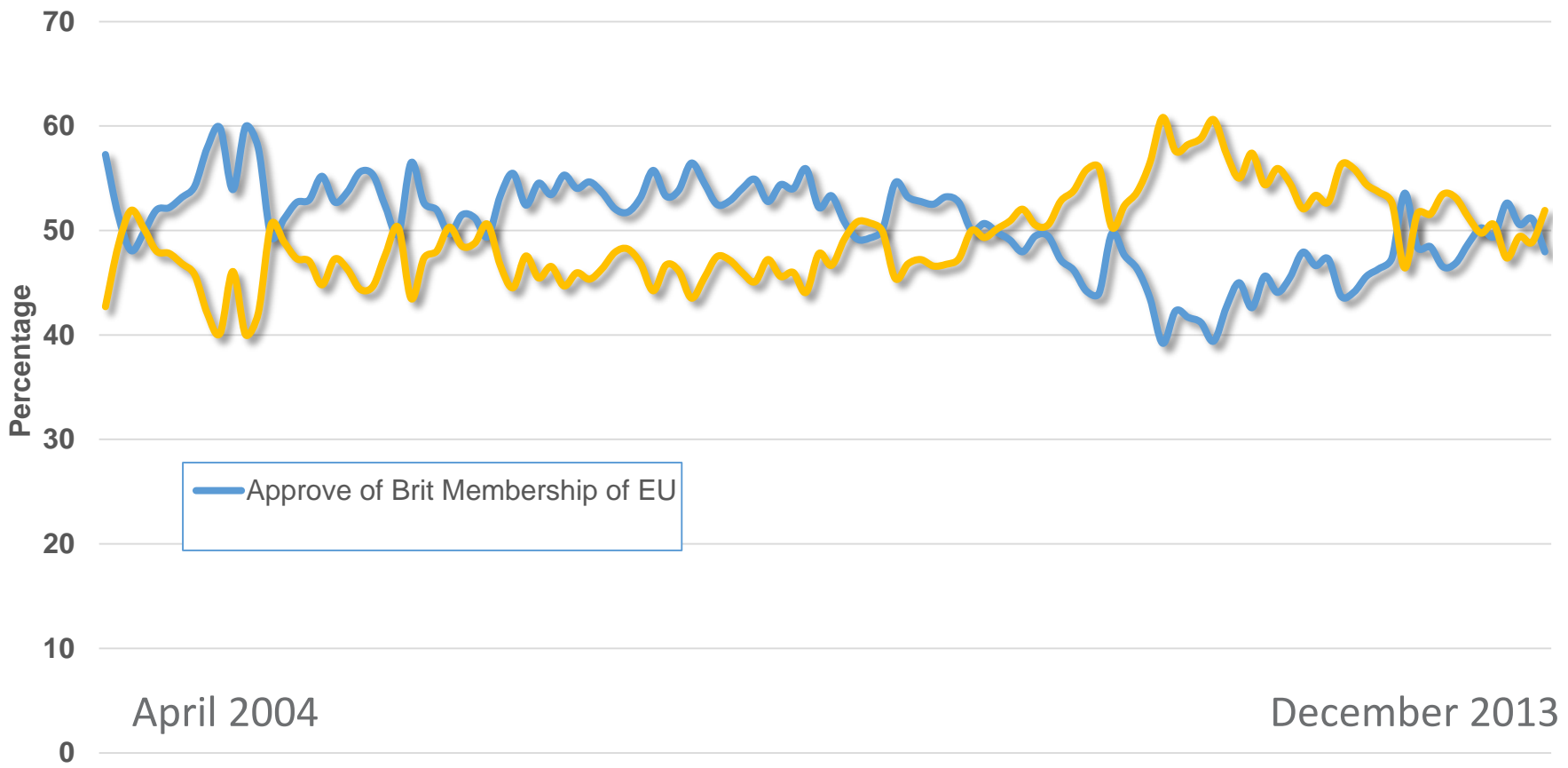
Sample: 2,144 British adults



Support for Europe

Source: YouGov for BES Continuous Monitoring Survey

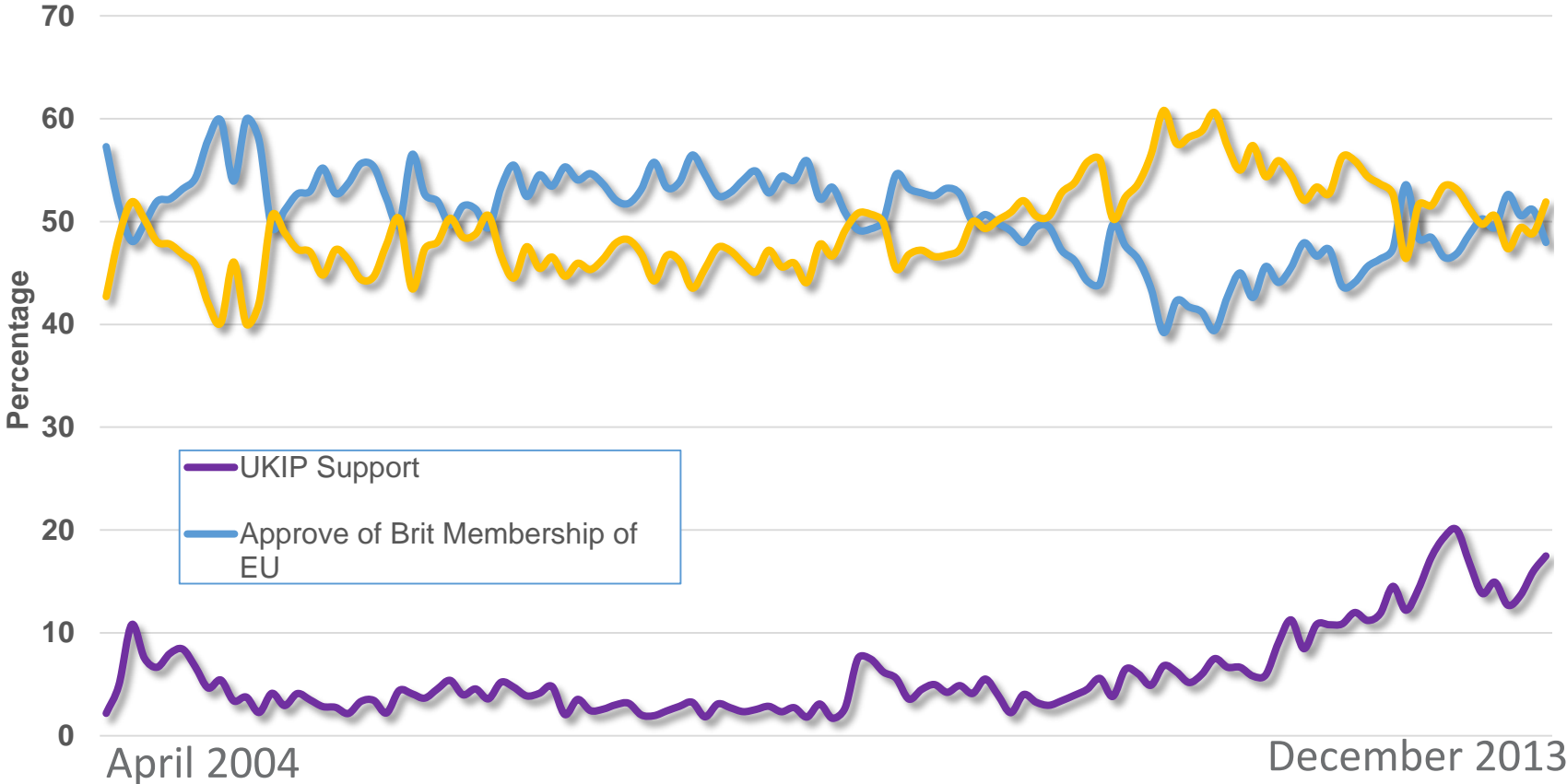
Sample: c1,000 British adults per month



Support for Europe vs Support for Ukip

Source: YouGov for BES Continuous Monitoring Survey

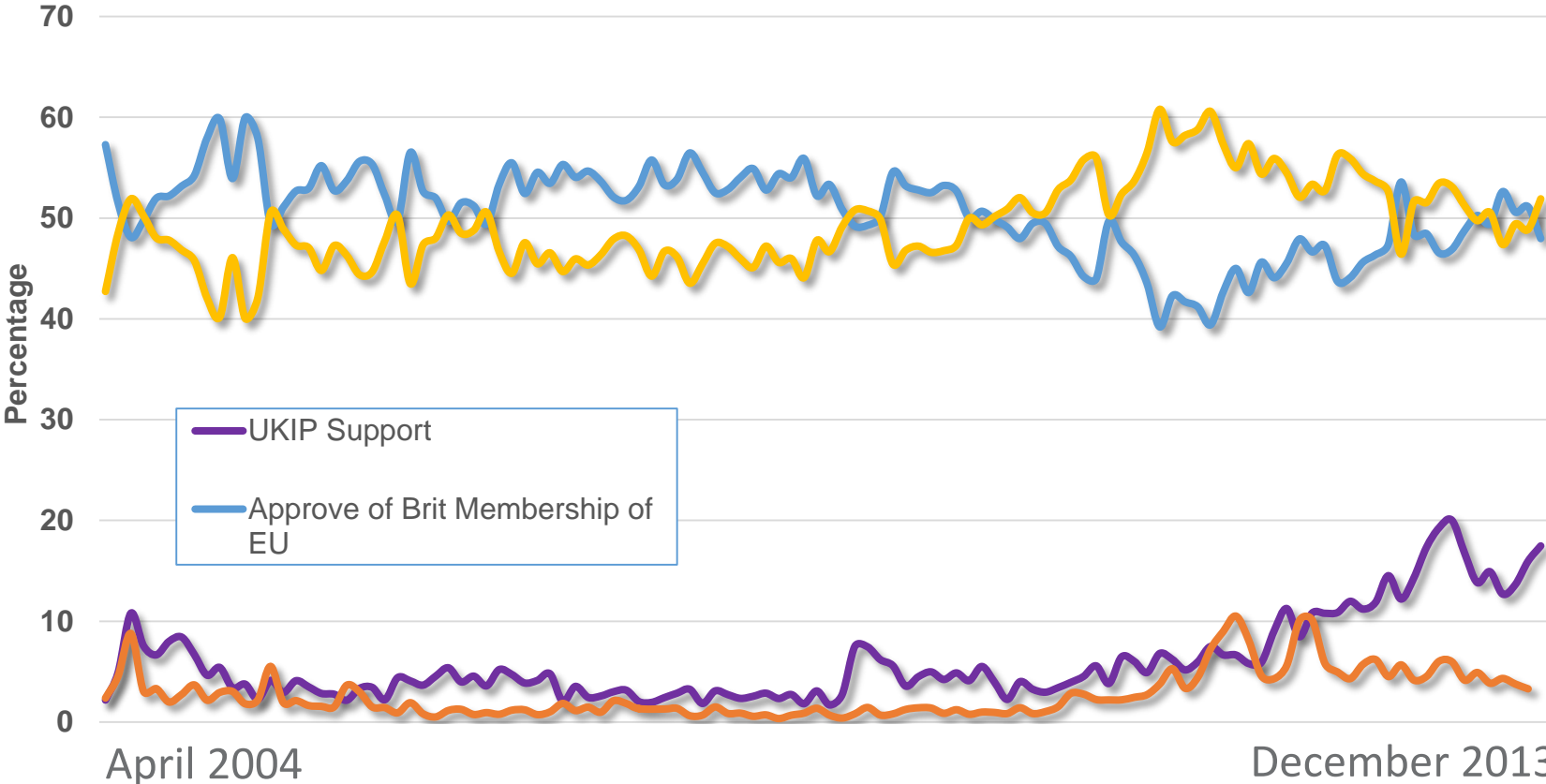
Sample: c1,000 British adults per month



The importance of Europe as an issue

Source: YouGov for BES Continuous Monitoring Survey

Sample: c1,000 British adults per month



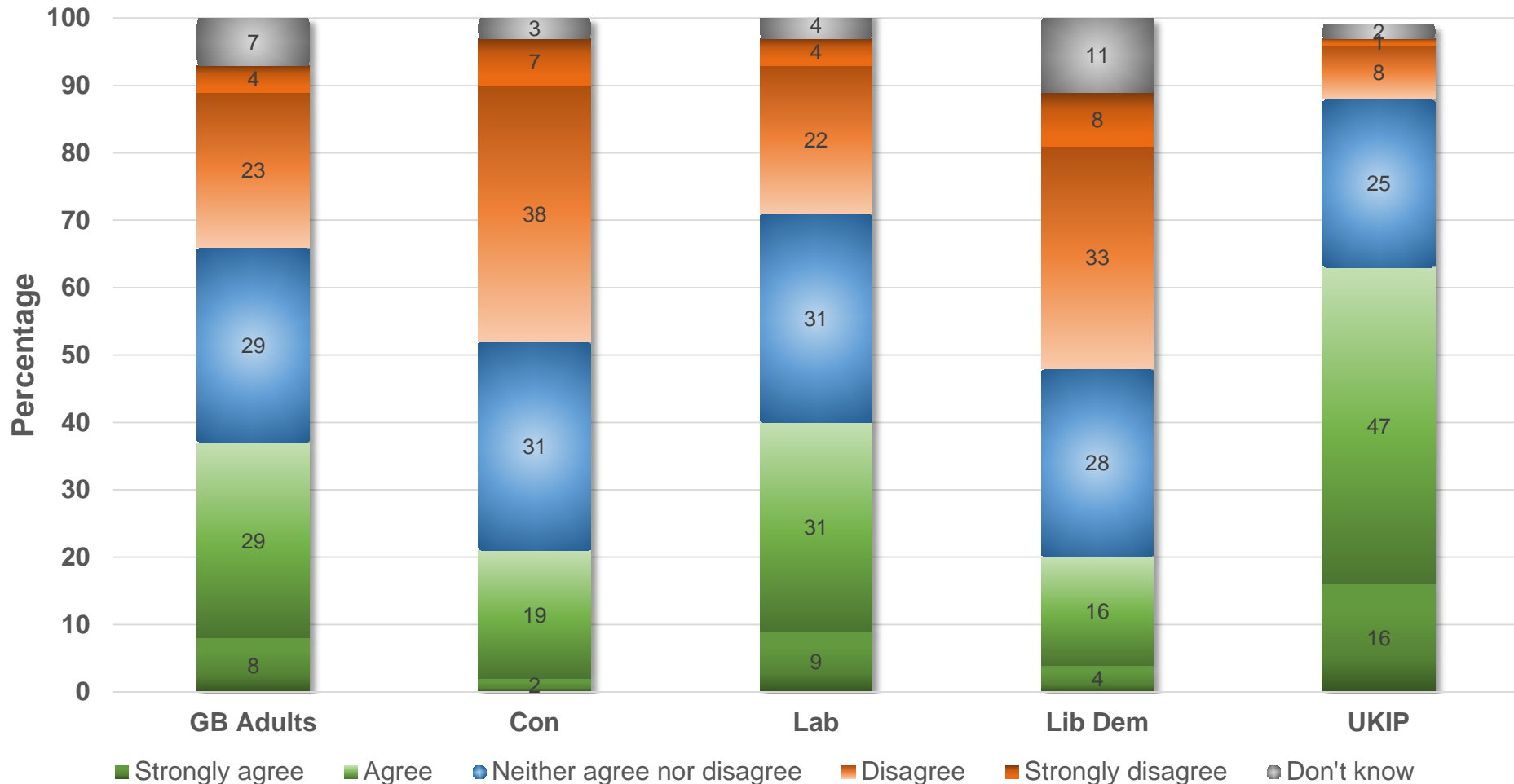
The Three D's

- Dissatisfied
- Distrusting
- Disapproving

'Most British politicians are personally corrupt'

Source: YouGov Fieldwork: 28 April – 6 May 2014

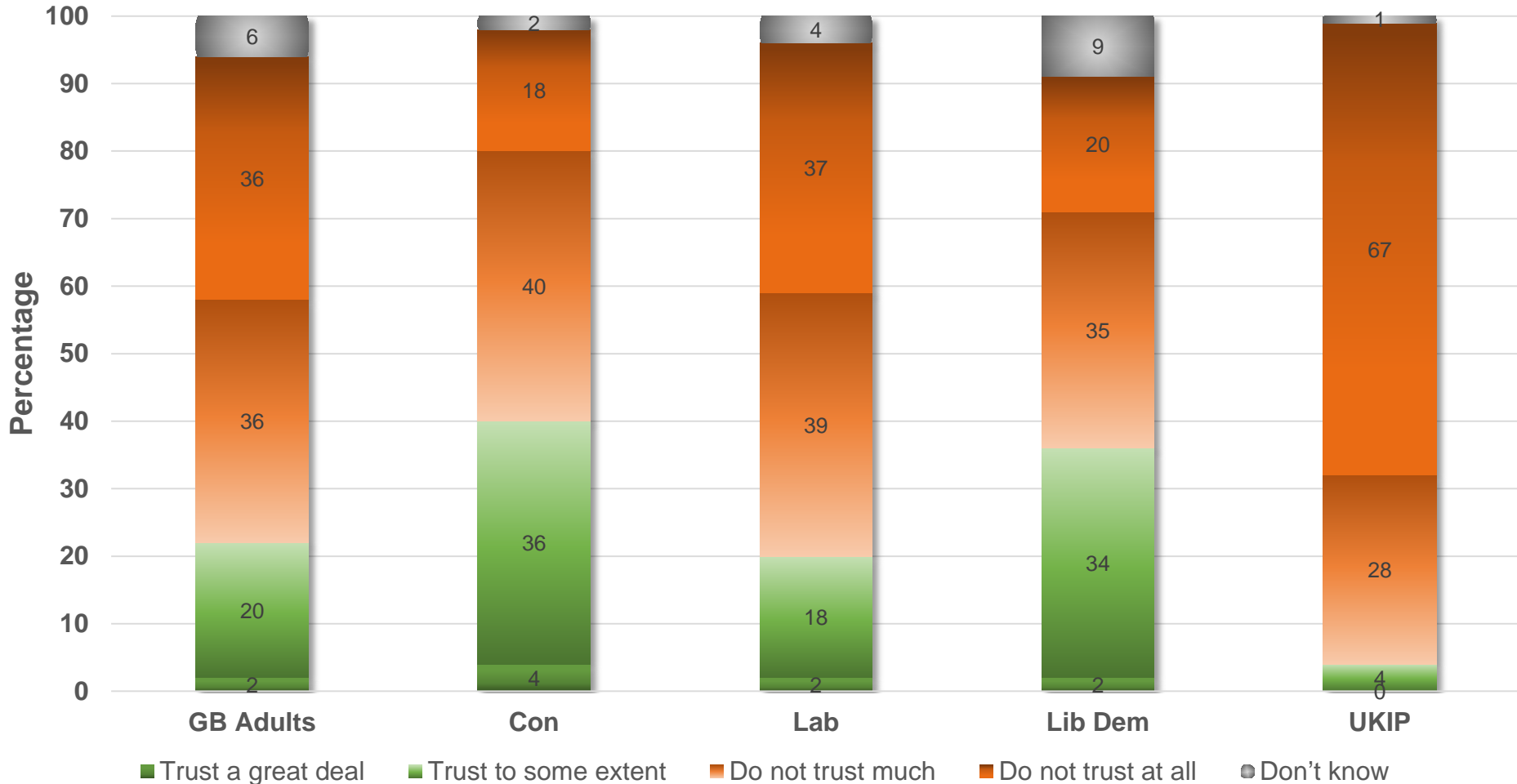
Sample: 1,805 British adults



In general, how much do you trust leading politicians from the main parties in Britain to tell the truth?

Source: YouGov Fieldwork: 28 April – 6 May 2014

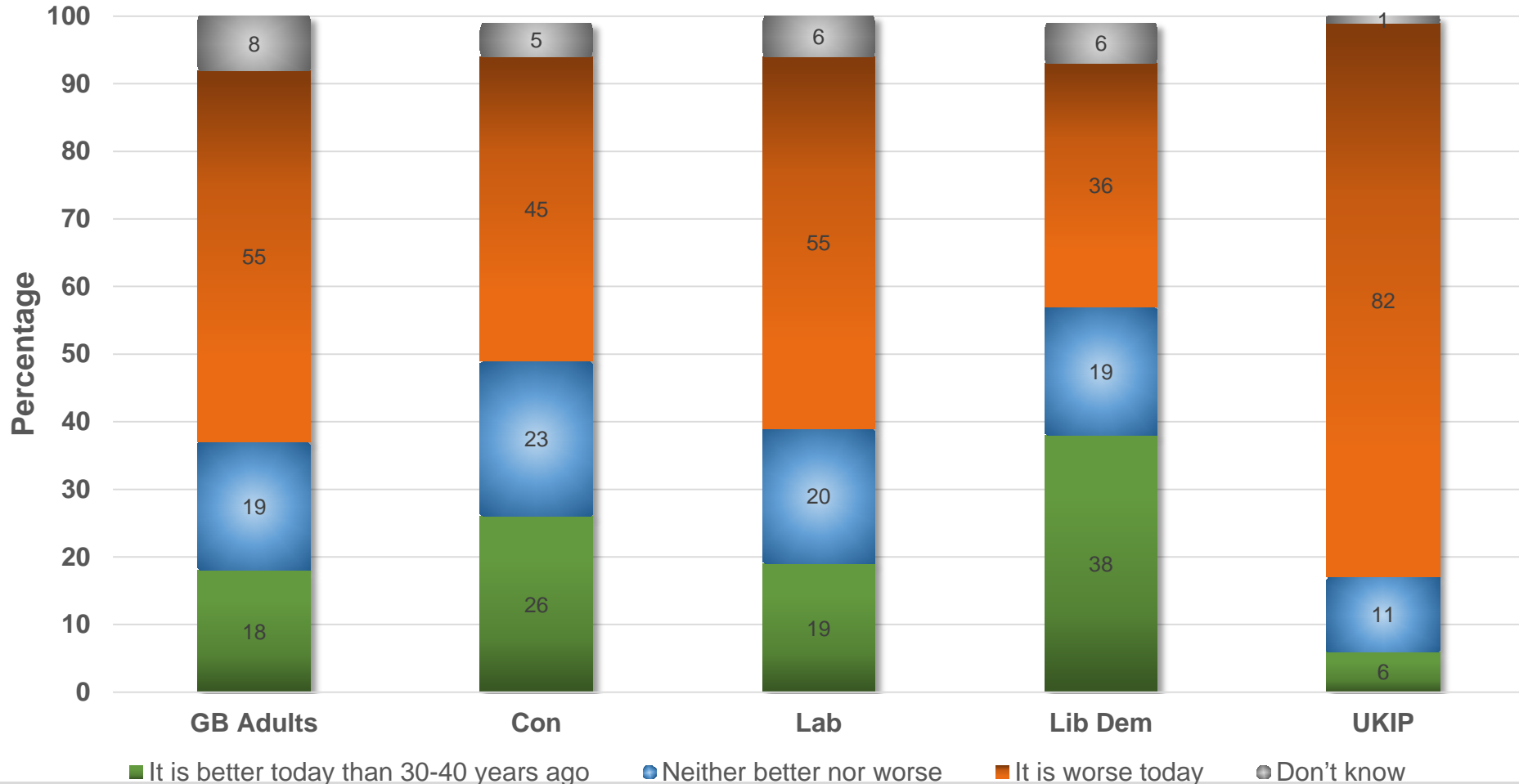
Sample: 1,805 British adults



On balance, do you think Britain is better or worse place in which to grow up than it was thirty or forty years ago?

Source: YouGov Fieldwork: 28 April – 6 May 2014

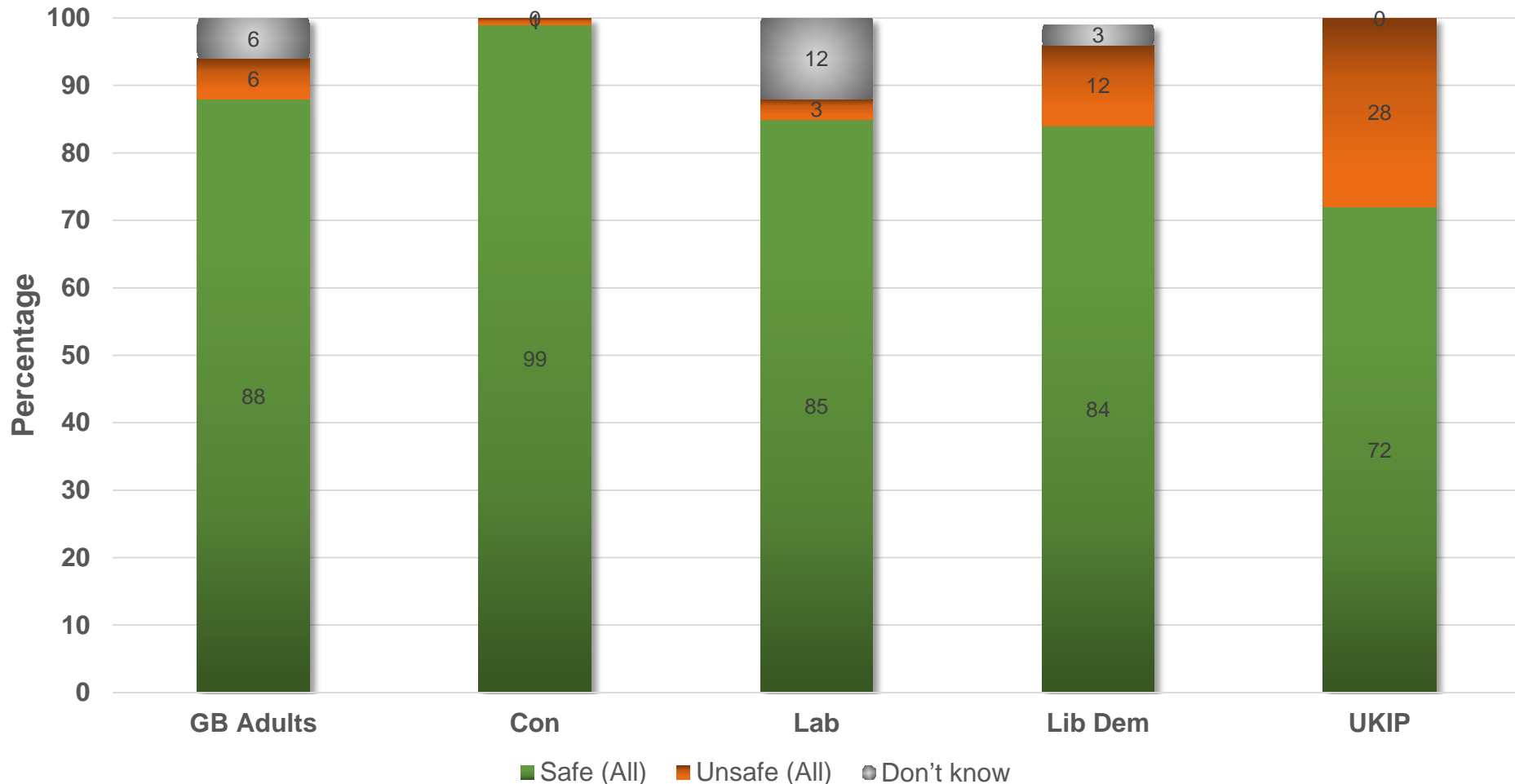
Sample: 1,805 British adults



From what you have heard, how safe do you think the MMR vaccination is?

Source: YouGov Fieldwork: 7-8 April 2014

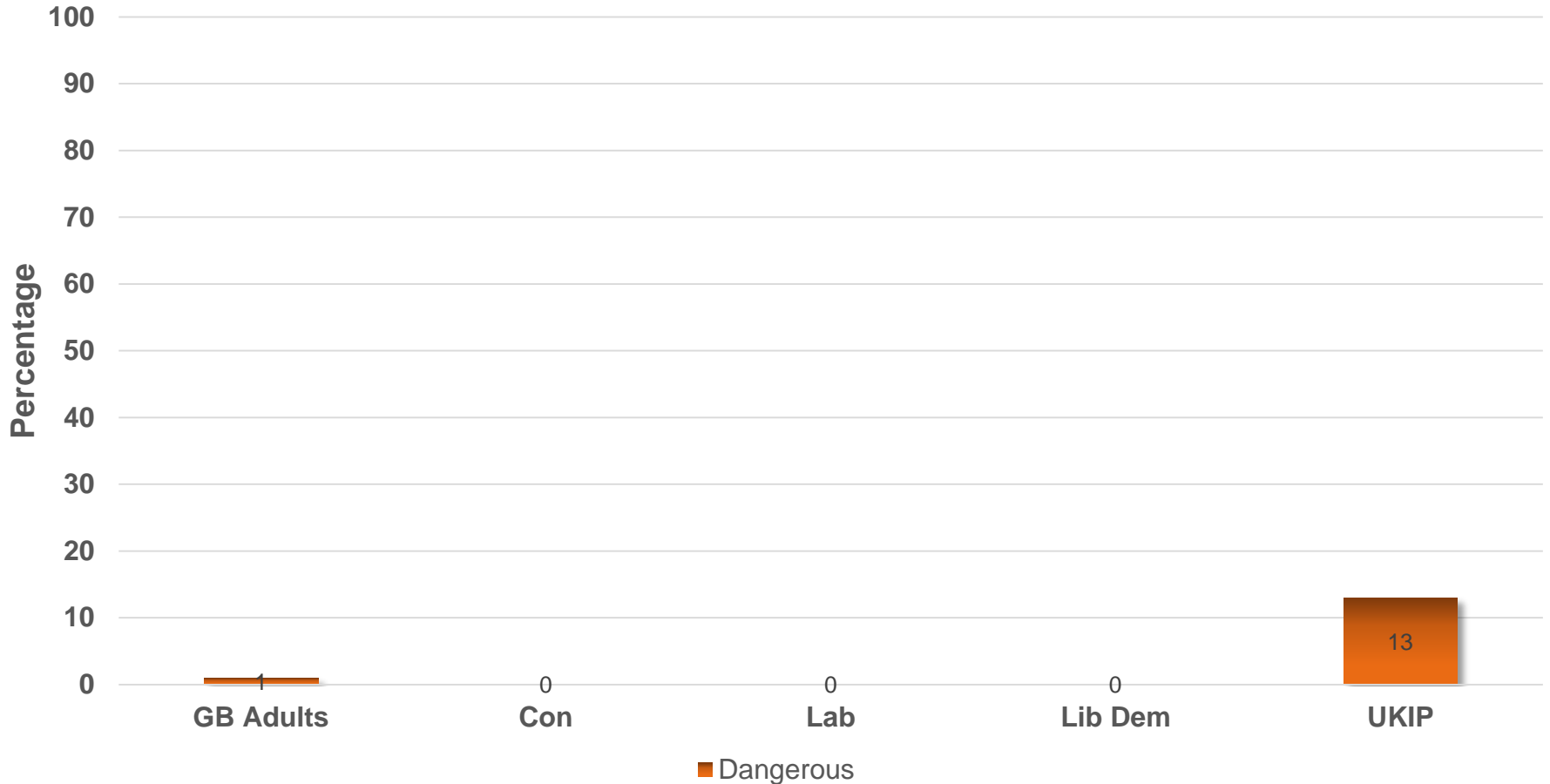
Sample: 1,765 British adults



From what you have heard, how safe do you think the MMR vaccination is?

Source: YouGov Fieldwork: 7-8 April 2014

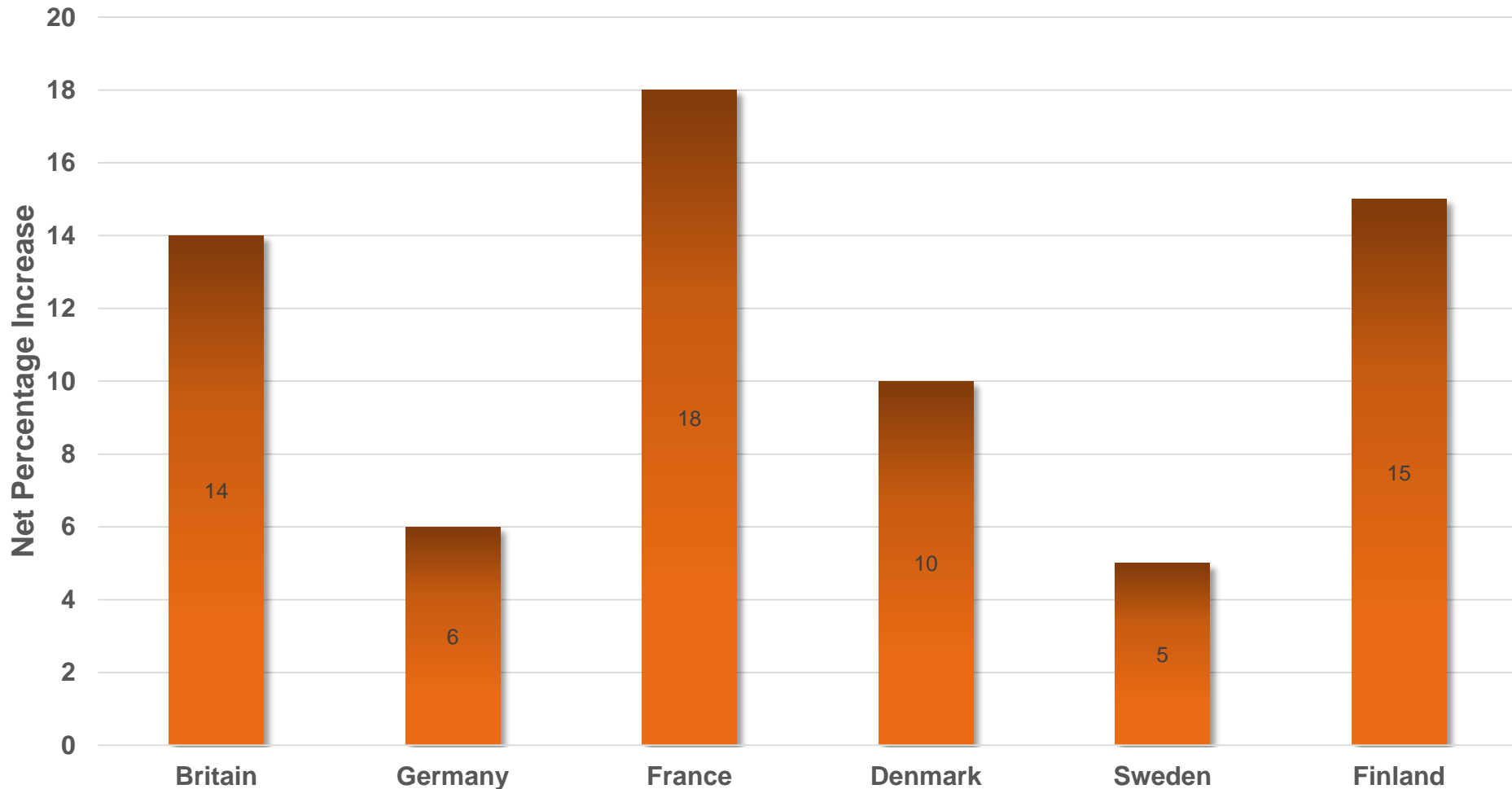
Sample: 1,765 British adults



Net rise in total support for the single largest nationalist and Eurosceptic parties in Europe since last European elections

Source: YouGov Eurotrack Fieldwork: 28 April – 6 May 2014

Sample: >1,000 adults per country



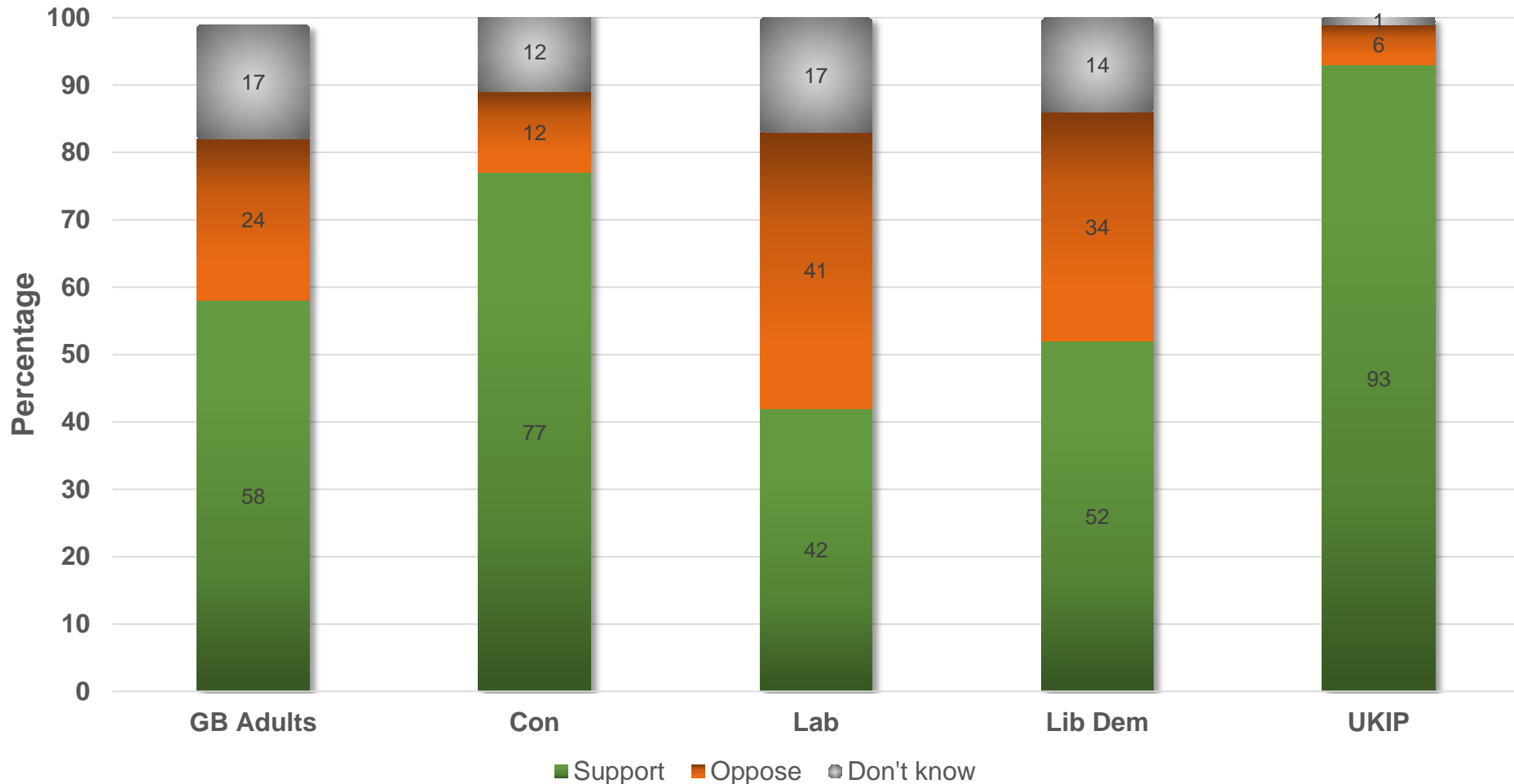
Membership of the European Union



Would you support or oppose holding a referendum on Britain's relationship with Europe within the next few years?

Source: YouGov Fieldwork: 20-21 May 2013

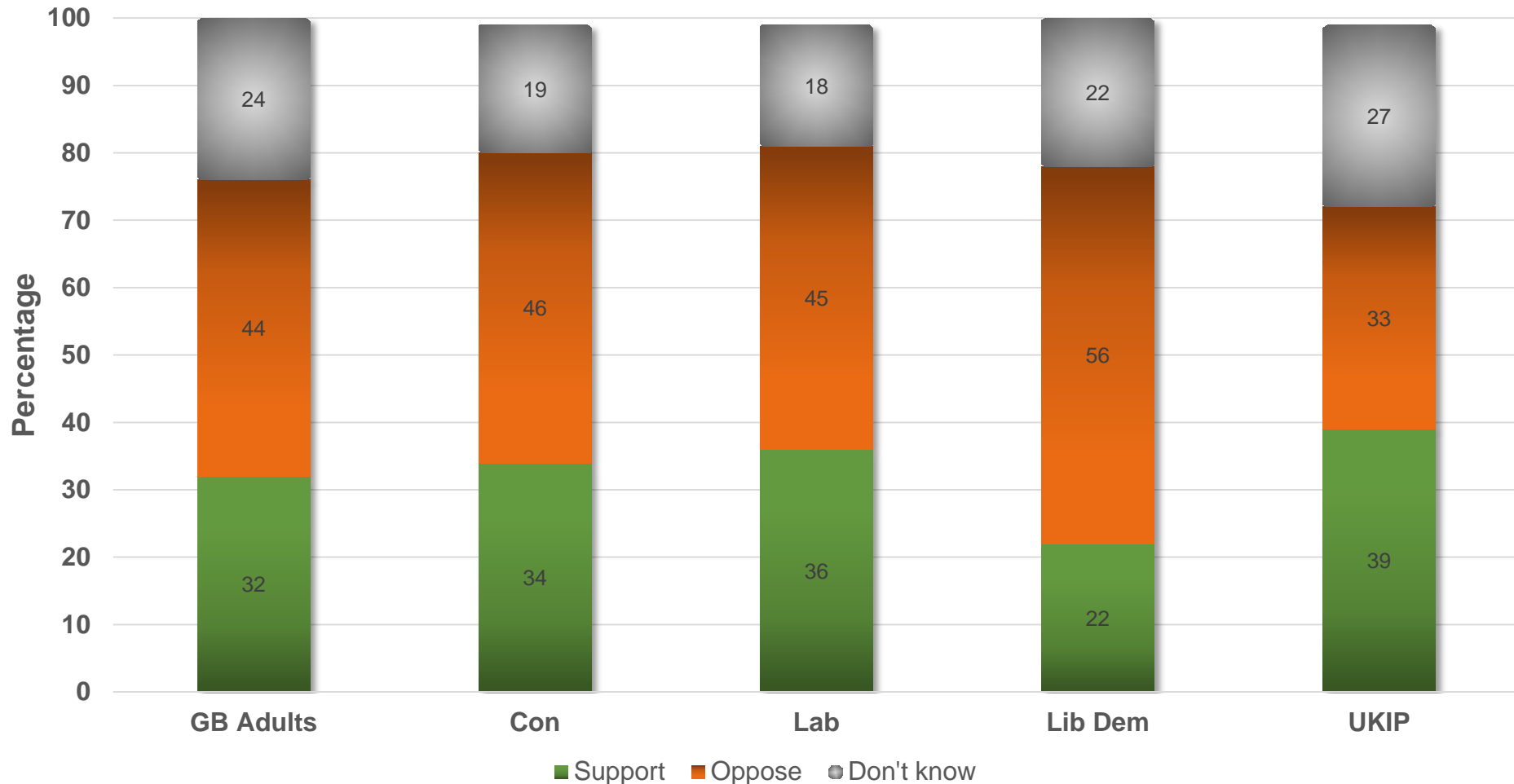
Sample: 948 British adults



Would you support or oppose holding a referendum on Britain's participation in the Eurovision Song Contest within the next few years?

Source: YouGov Fieldwork: 20-21 May 2013

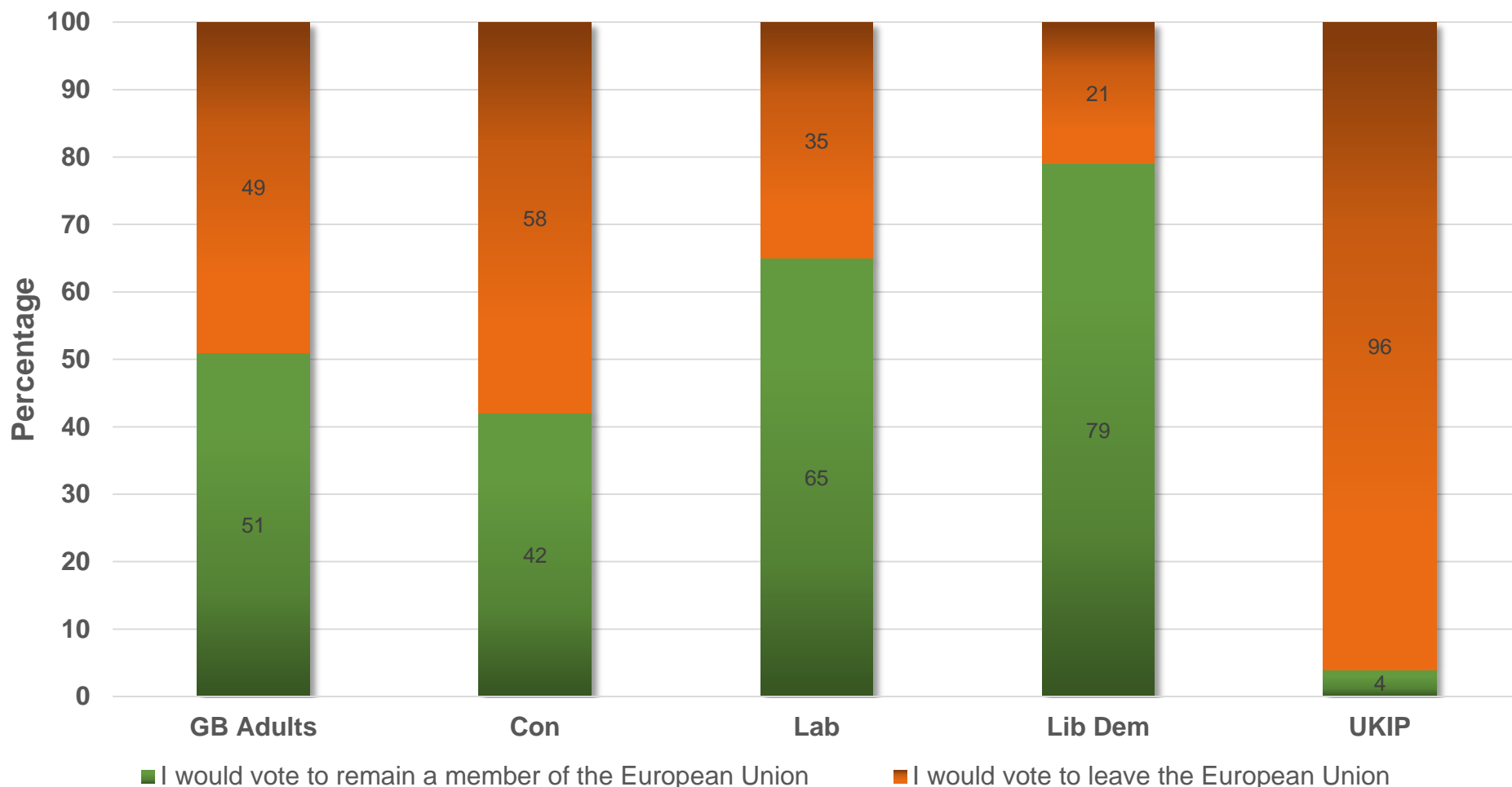
Sample: 966 British adults



If there was a referendum on Britain's membership of the European Union, how would you vote? (excluding WNV / DK)

Source: YouGov Fieldwork: 28 April – 6 May 2014

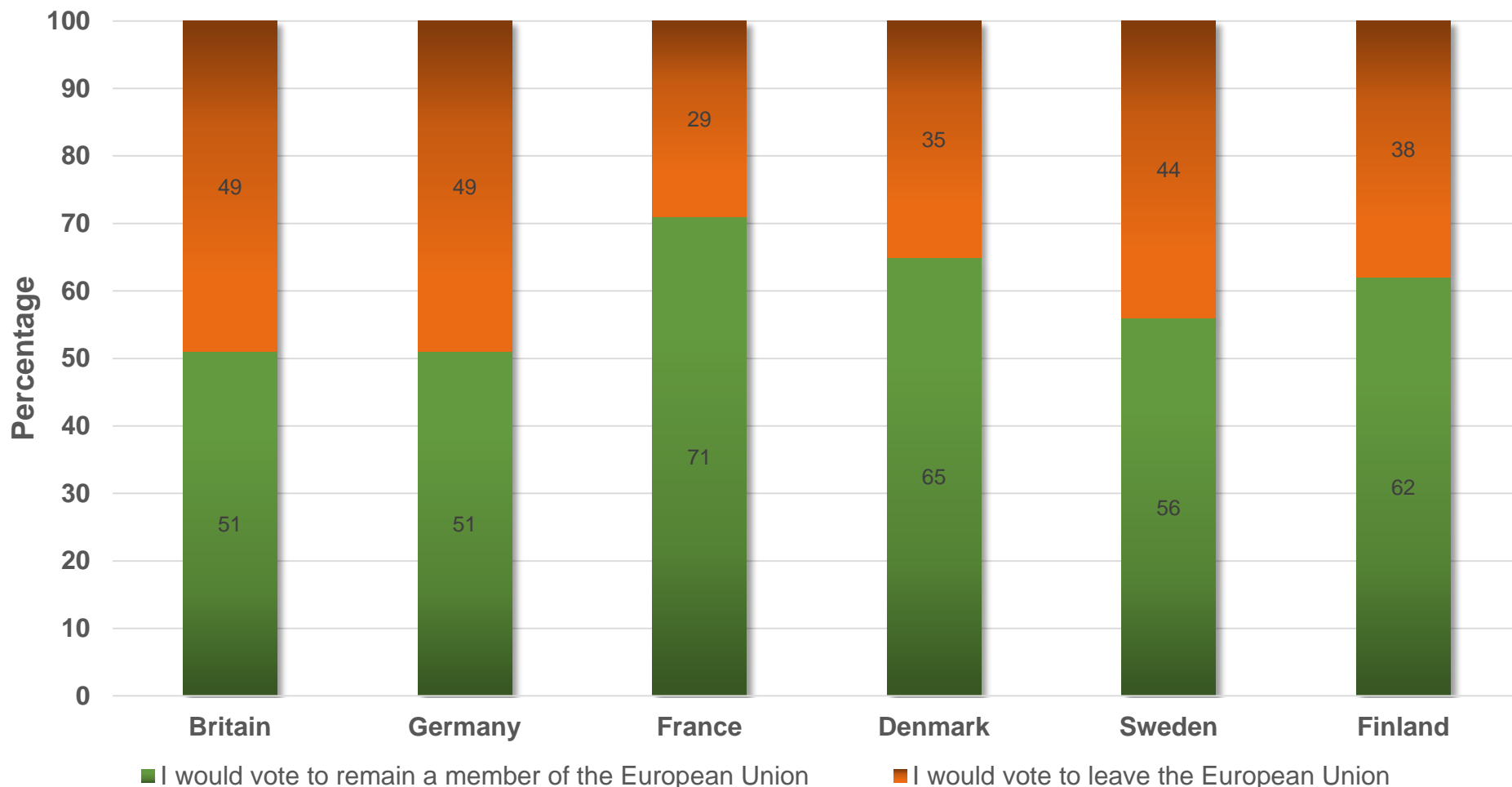
Sample: 1,805 British adults



If there was a referendum on [COUNTRY]'s membership of the European Union, how would you vote? (Excluding WNV/DK)

Source: YouGov Eurotrack Fieldwork: 28 April – 6 May 2014

Sample: >1,000 adults per country



Attitudes to Europe



Best things about the European Union

Source: YouGov Fieldwork: 28 April – 6 May 2014

Sample: 1,805 British adults

It has helped free trade between European countries	38%
It has given people the freedom to move to and live in other European countries	27%
It has ensured peace and stability in Europe	21%
It has allowed co-operation on issues like the environment and terrorism	19%
It has led to more cultural understanding and friendship between European countries	13%
Has given Europe a stronger voice in the world	19%
It has helped develop democracy in the countries of Eastern Europe	10%
It has protected human rights and freedoms in Europe	15%
It has made Europe richer and more prosperous	6%
Other	1%
None of these - there is nothing good about the European Union	17%
Don't know	12%

Best things about the European Union

Source: YouGov Fieldwork: 28 April – 6 May 2014

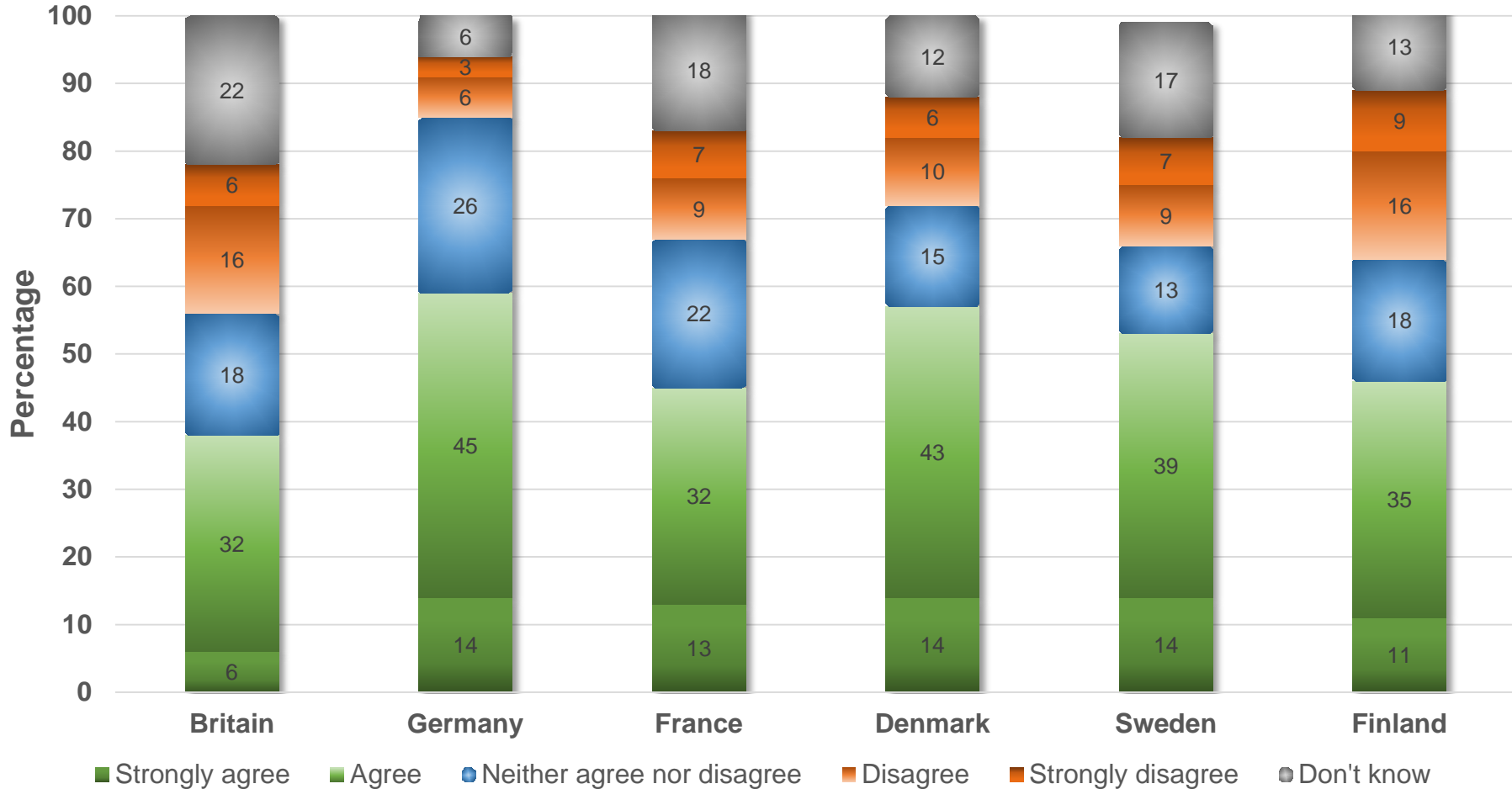
Sample: 1,805 British adults

It has interfered too much in how member countries run their affairs	45%
It has allowed too many immigrants from Eastern Europe to come to countries like Britain	43%
It costs too much money	38%
It has lead to too much bureaucracy and regulation for businesses	27%
The single currency has made the economic crisis worse	23%
It has allowed fraud and corruption	20%
It has not been democratic enough or listened to European people's views	13%
It has been too protectionist, putting up trade barriers against developing countries	5%
It has stopped Britain building relationships with emerging countries	4%
Other	1%
None of these - there is nothing bad about the European Union	2%
Don't know	12%

'[COUNTRY] will be a member of the European Union 20 years from now'

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

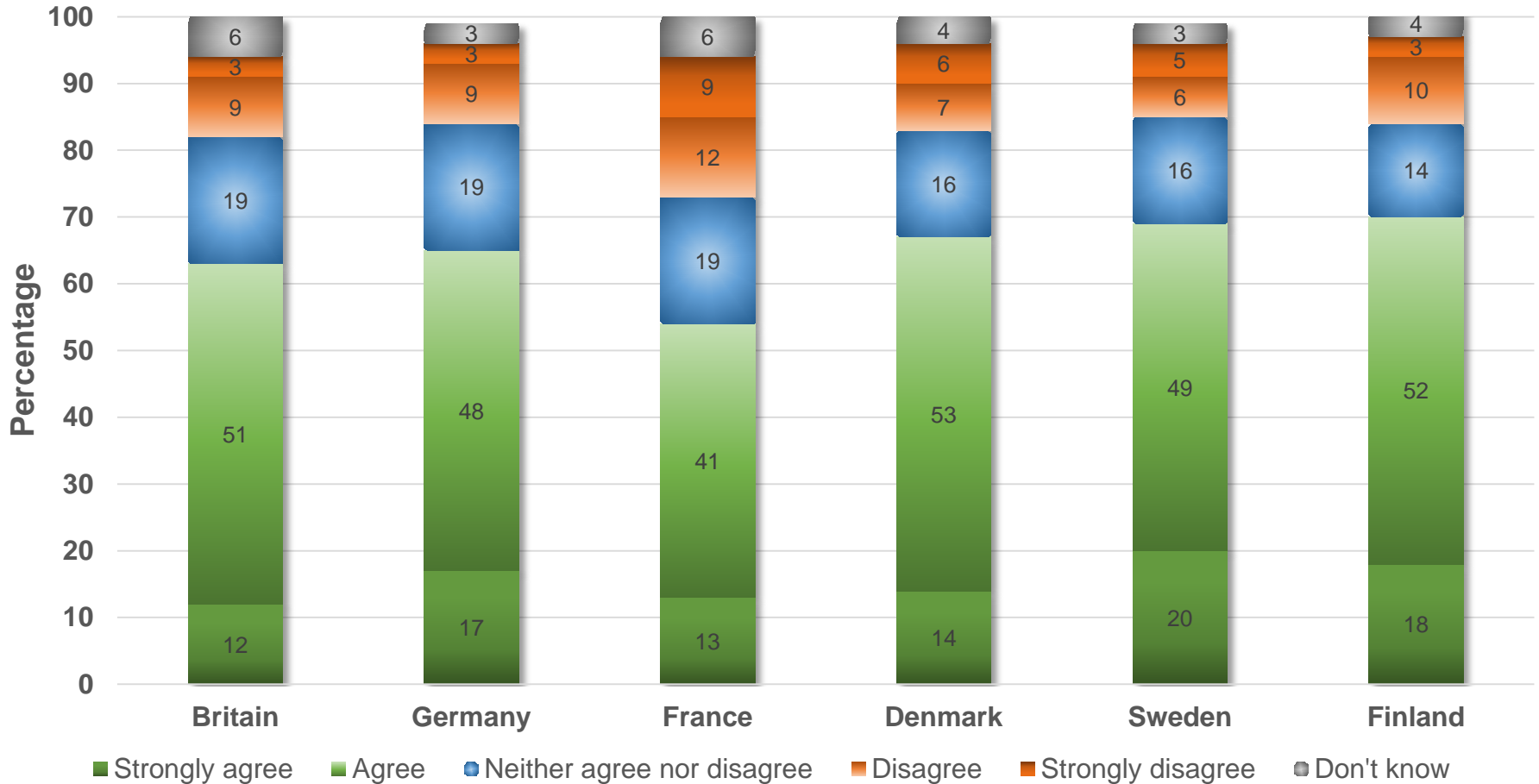
Sample: >1,000 adults per country



'I understand why the European Union exists'

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

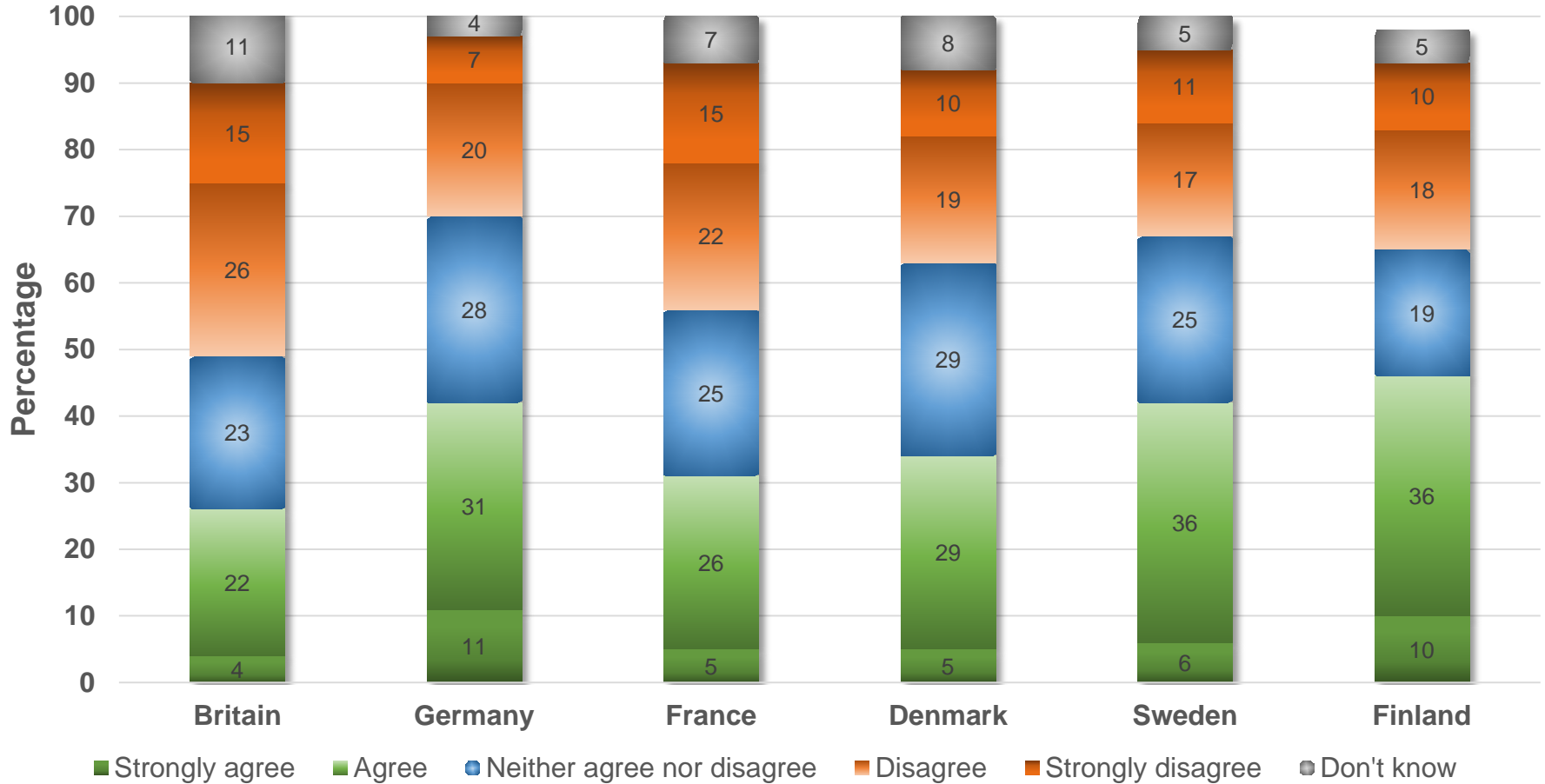
Sample: >1,000 adults per country



'[COUNTRY] gets a good deal from being a member of the European Union'

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

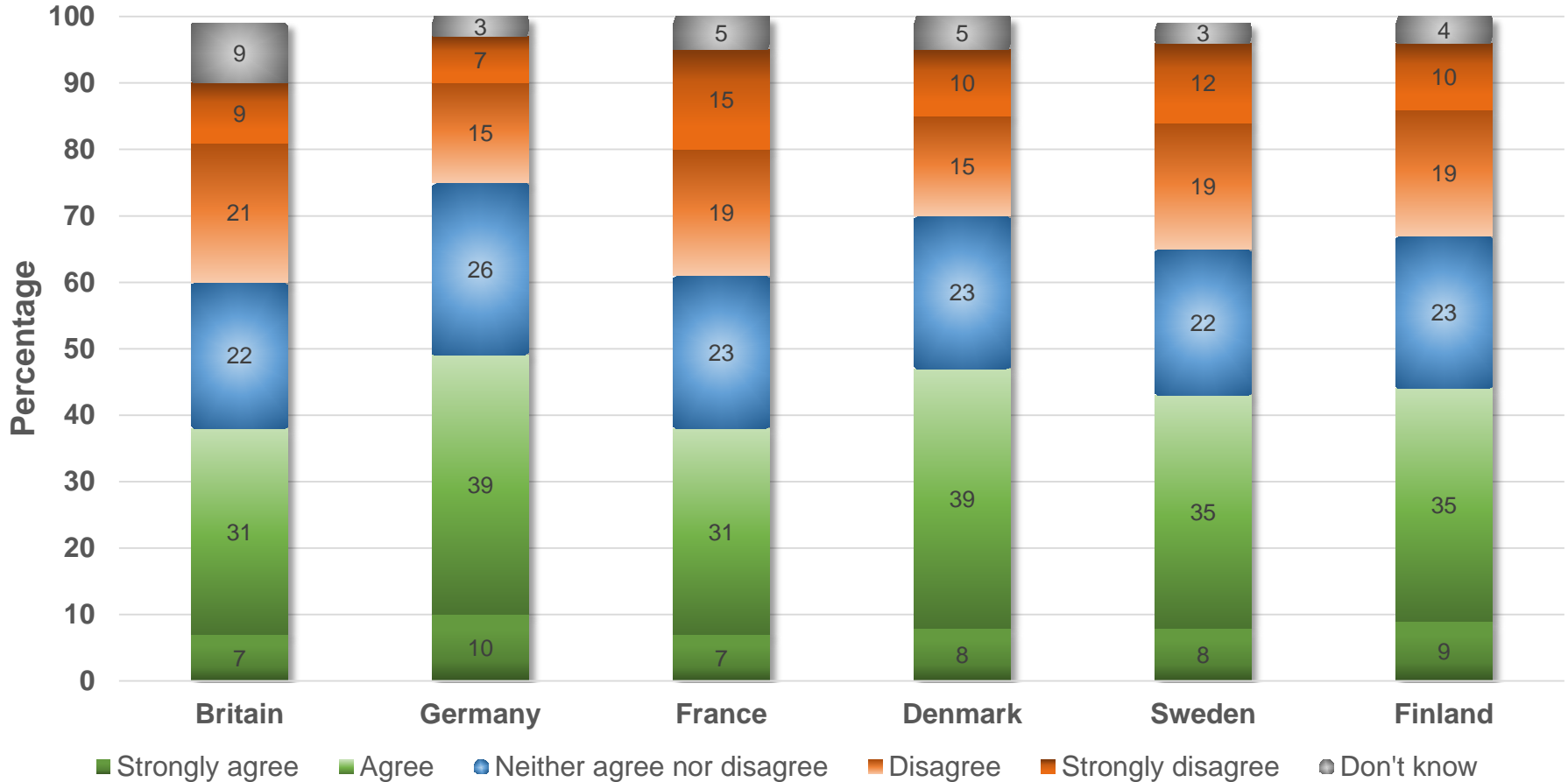
Sample: >1,000 adults per country



'All things considered, the European Union is a good thing'

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

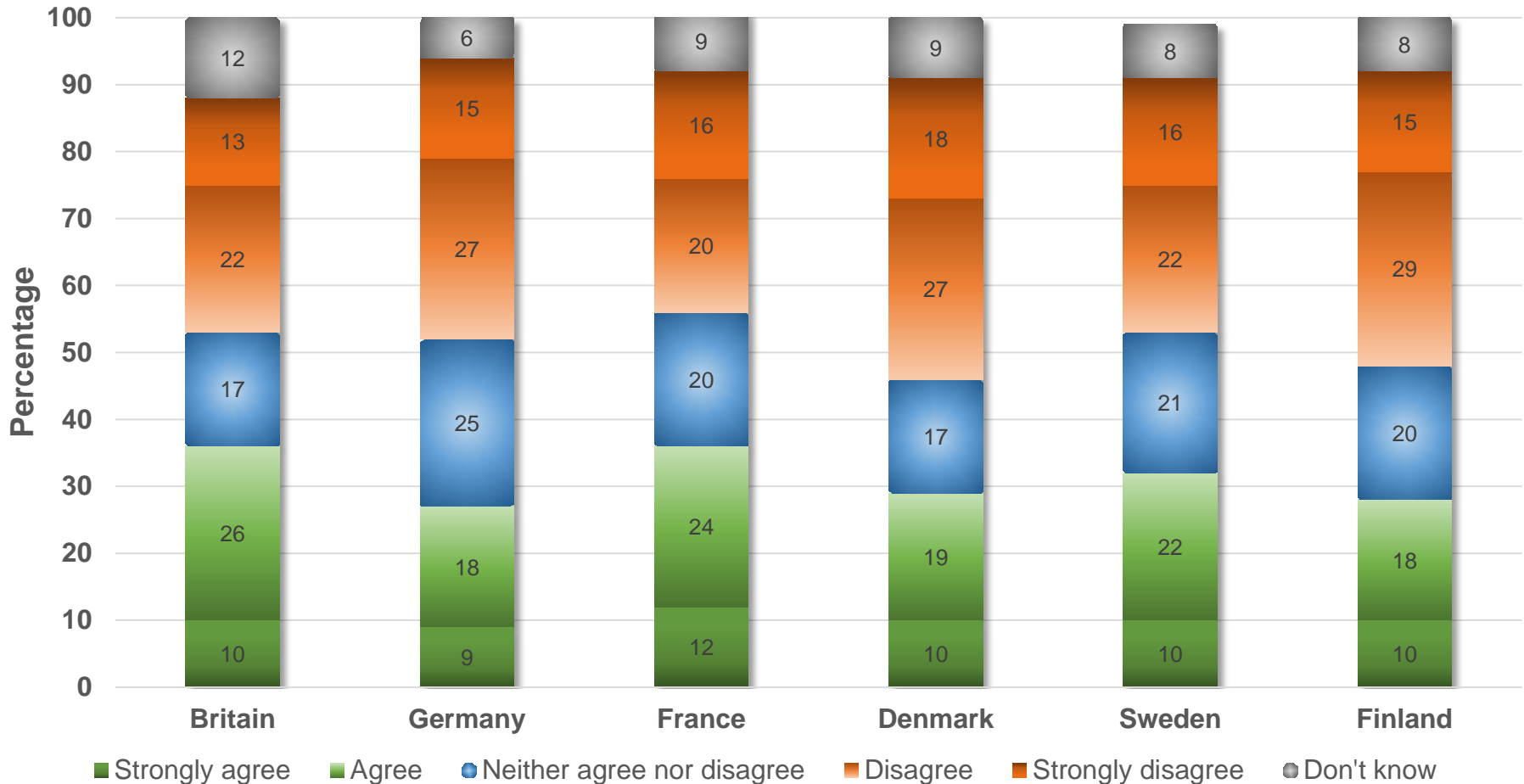
Sample: >1,000 adults per country



'Life in [COUNTRY] would be better if it was NOT a member of the European Union

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

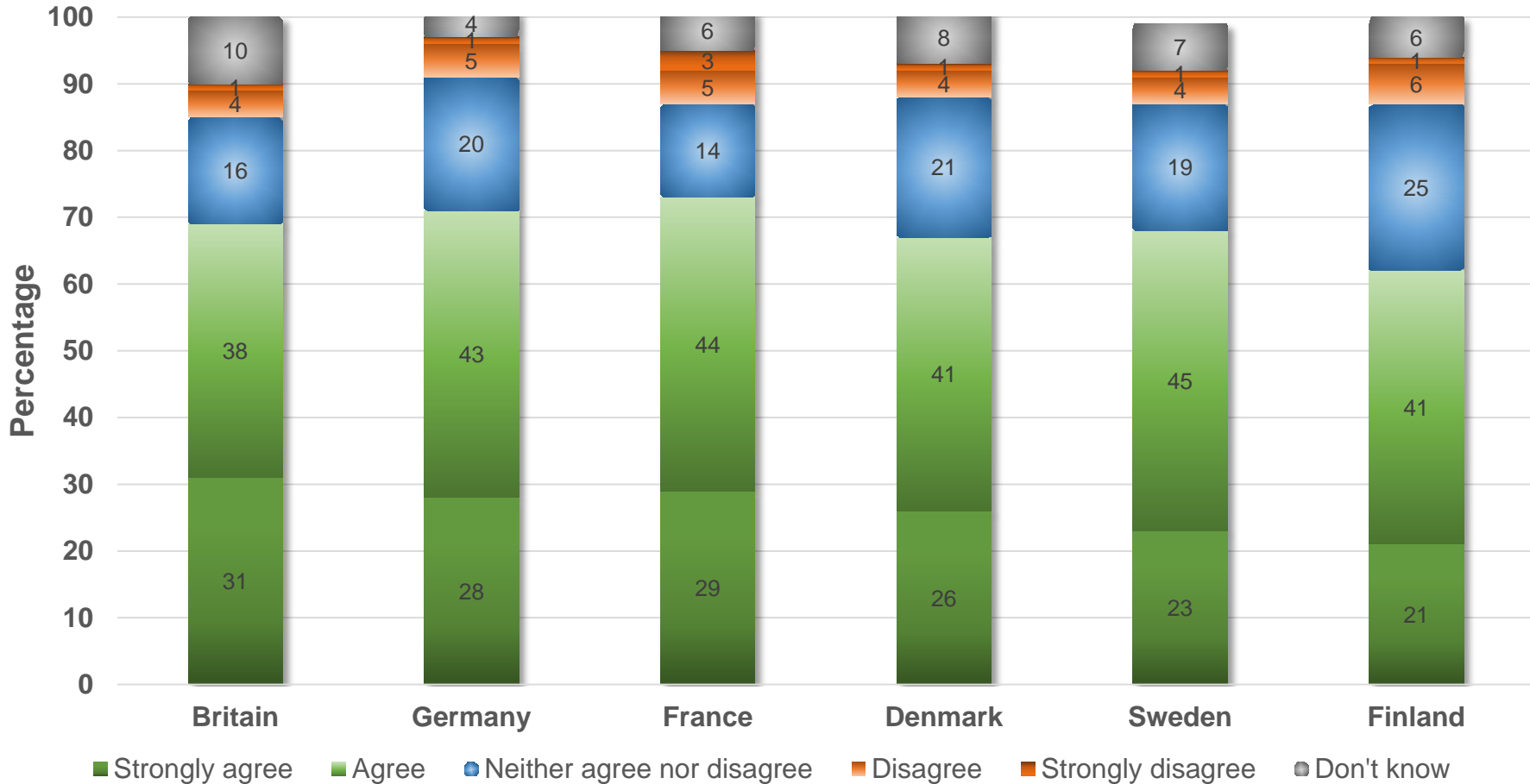
Sample: >1,000 adults per country



'The way the European Union works needs significant reform'

Source: YouGov Eurotrack Fieldwork: 20-27 February 2014

Sample: >1,000 adults per country



Which of these options would you prefer?

Source: YouGov Fieldwork: 28 April – 6 May 2014

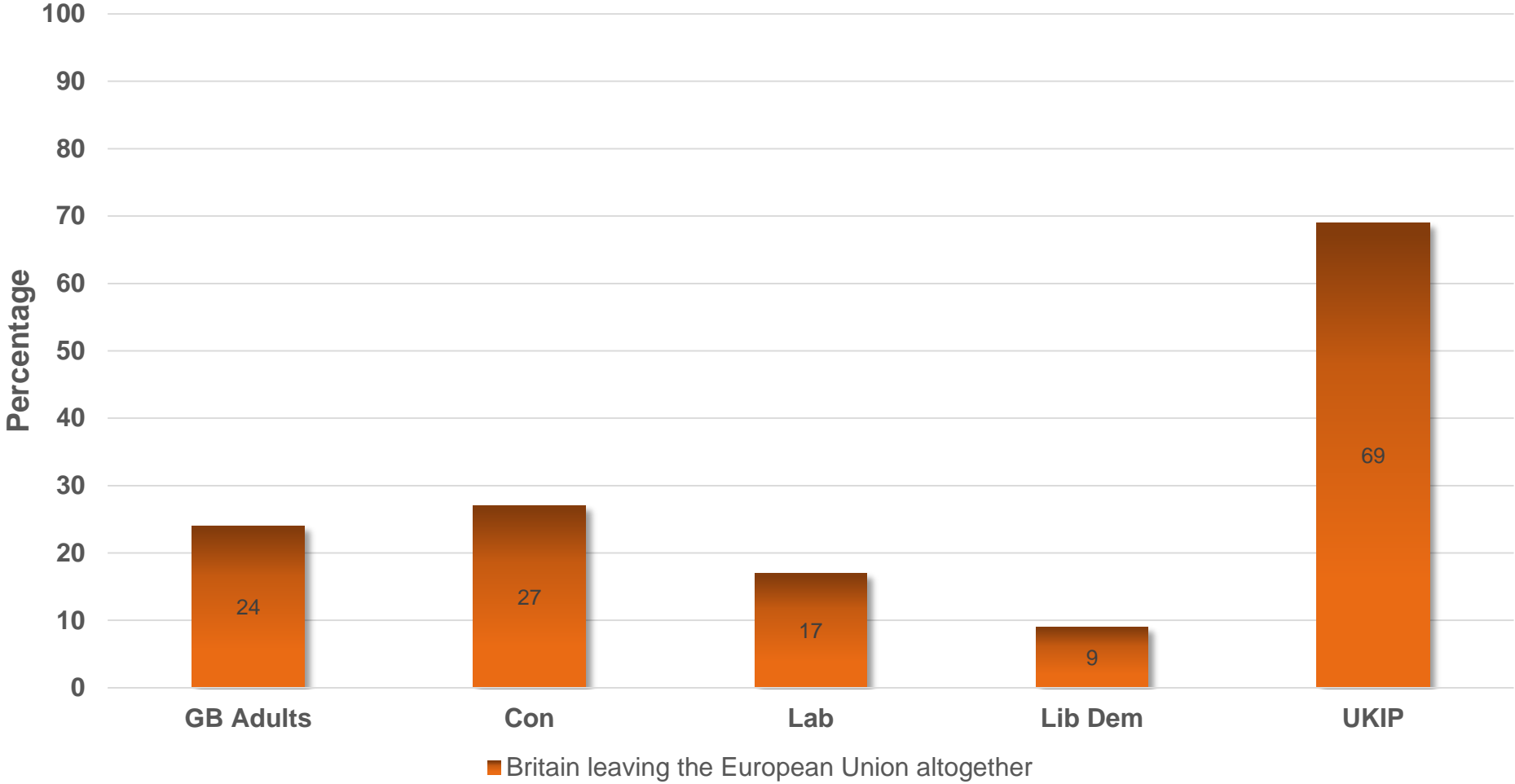
Sample: 1,805 British adults

A more integrated European Union, with more decisions being taken by the EU	3%
Keeping broadly the current balance of powers between the EU and individual member states	18%
A less integrated European Union, with a number of powers being returned to member states	42%
Britain leaving the European Union altogether	24%
Don't know	13%

Which of these options would you prefer?

Source: YouGov Fieldwork: 28 April – 6 May 2014

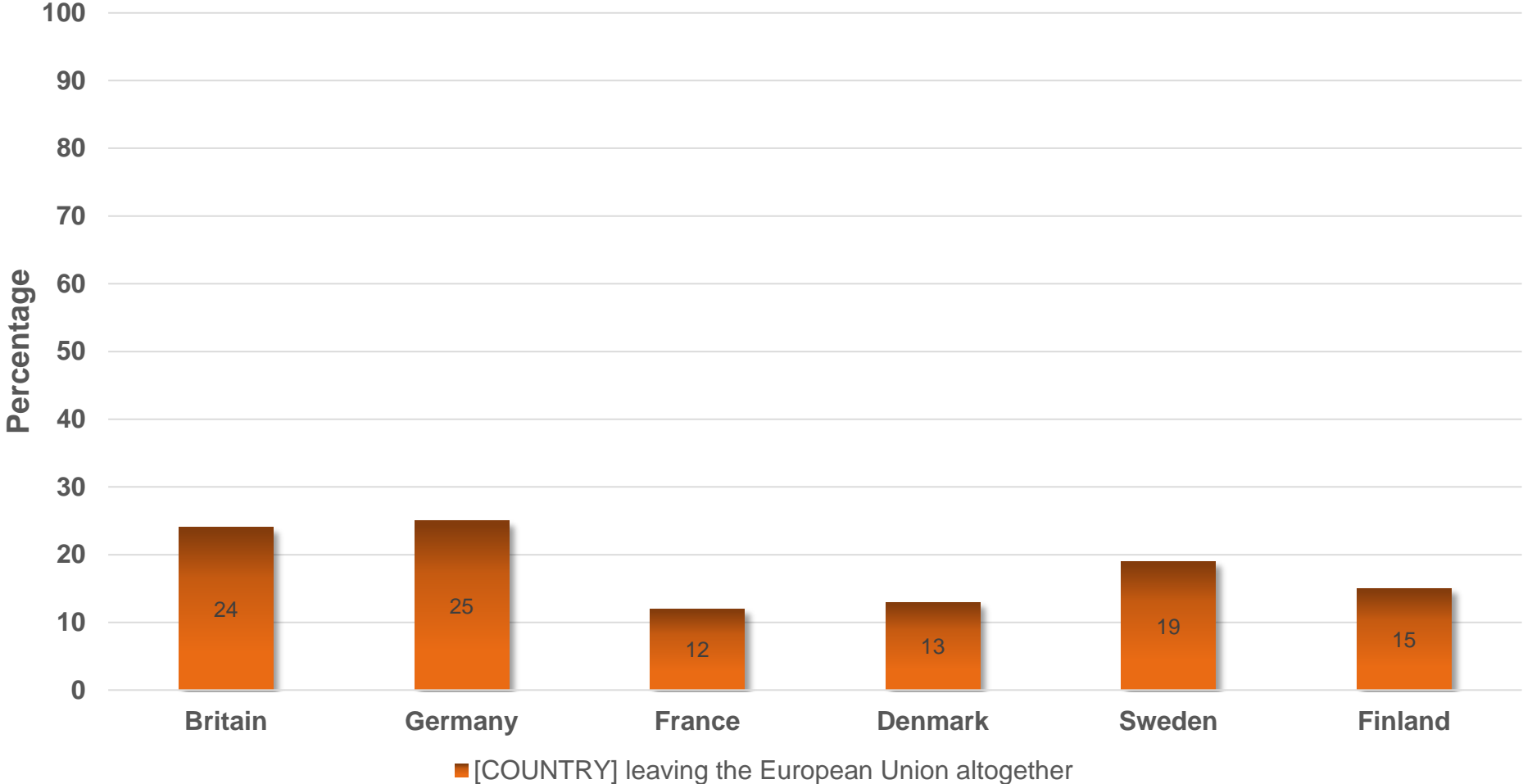
Sample: 1,805 British adults



Which of these options would you prefer?

Source: YouGov Fieldwork: 28 April – 6 May 2014

Sample: >1,000 adults per country



2014 European Elections in Context

- The rise of Ukip is on a different scale to previous occasions and is not just about Europe
- Part of a wider scepticism across many parts of Europe
- EU failing to win big narrative battles with reform the preferred option
- European Elections have major implications for 2015 General Election

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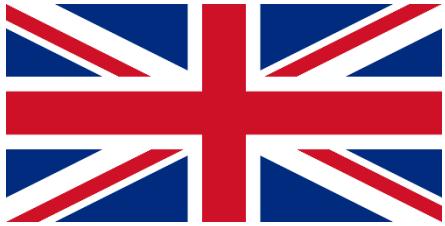


European Election – the qualitative study



We ran online focus groups across four European countries

Moderated locally by our qualitative teams in UK, France, Sweden and Germany



YouGov panel members

8-10 participants in each country

Mix of ages, gender and political affiliation

Mix of those planning/not planning to vote in the EU elections

How European do you think you are?

Least

Most



"I see myself as being from Derbyshire, the East Midlands, then British."



"I identify myself strongly as a European, but not only as that. I probably have more affinity to northern Europe when it comes to values."

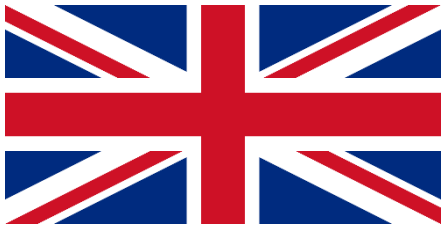


"I can't identify myself as European. Europe, as it is now is not united, it's every man for himself."

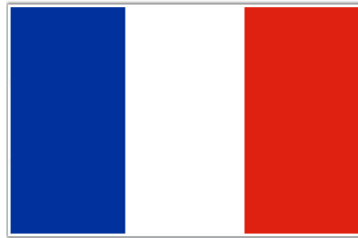


"I identify myself as a person who lives in Germany and I am happy about the strong cooperation in Europe on the political level"

How do the countries perceive their role in the EU?



“The passenger”



“End of the affair”



“The eco warrior”



“The money lender”

The rise of Euro scepticism in Britain and France



- UKIP is shaping the agenda – and UKIP supporters are placing much more emphasis on Europe within the agenda
- Immigration has become a topical issue – dividing opinion
- BUT: many feel that Britain has lost its way in Europe – want to be part of it, but don't know how
- We don't know what our role is or what input we really have in Europe – lack of clarity and certainty
- We are more open to reform than leaving



- In France problems in the French economy are overshadowing perceptions of the EU
- Feeling that France's influence is fast diminishing and economic issues compounding this
- Although they believe that without Europe, the French economy would be even worse, they want a number of powers to be returned to the states and for Europe to be less integrated
- Euro crisis has created negativity "every man for himself"



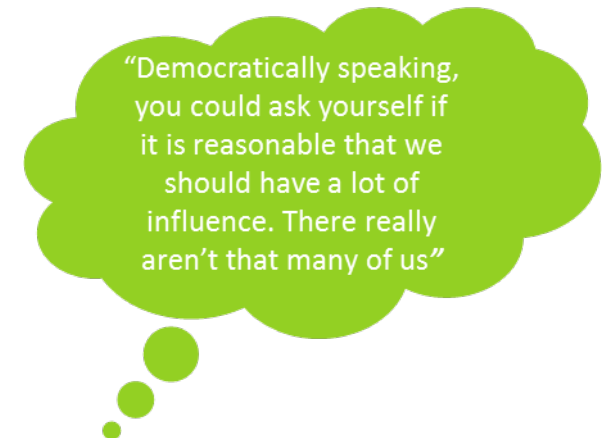
In Germany and Sweden there is a stronger sense of place in the EU



- While those in Germany recognise that Germany is setting the EU agenda, this does always lead on to positive feelings about EU membership.
- Many feel that whilst Germany is strong and influential in Europe and in the world generally “we are the second most influential country after the US”
- Many criticized the “money lender” role that they feel Germany has been forced to adopt in the Euro crisis
- However, they tend to still be happy with things the way they are when it comes to the level of integration in Europe.



- **In Sweden many value the co-operation that the EU allows and recognizes it gives Sweden a more prominent voice.**
- They accept that Sweden may not set the agenda but it does allow them the platform to make their voice heard on issues such as animal rights, welfare and the environment



Love or Loathe? High media interest and everyone has an opinion on the EU elections in the UK

**26 million people
in Europe are
looking for work.**

**And whose jobs
are they after?**



**TAKE BACK
CONTROL OF
OUR COUNTRY**



**VOTE UKIP
22ND MAY**

ukip.org

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Everyone is talking about Europe...



The prominence of UKIP



- UKIP were felt to be more prominent than ever before and there was high levels of awareness of the UKIP campaign and anti-EU anti-immigration stance.

"I think UKIP have woken people up and all sides of the debate."

The referendum debate



- Voters are now seeing the elections as an in/out vote on Europe rather than a vote to elect a MEP to the European Parliament

"The in/out syndrome makes it different this year."

The 2015 general election

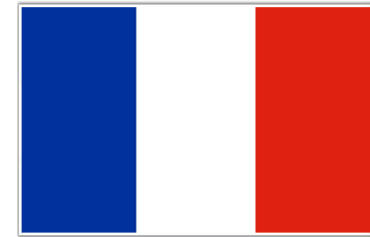


- The 2015 general election is also shaping the EU election this year – some are voting for the party they expect to vote for next year to show support.

BUT in the rest of Europe... what elections?



Mixed Interest in France



Voters feel it is important to vote at the EU elections the lack of media coverage and information means their interest is mixed

Limited media coverage



Lack of information and transparency



But despite this...

French participants are planning to vote and most had decided who they are going to vote for.

- Voters do not feel that the media is covering in enough detail and find the debates on TV/radio sterile.

"The media speak little about it but I'm interested in this election as it represents an important choice"

- They also feel that there is a lack of information from the parties and question the role of French MEP's at the EU.

"I am very interested in these elections, but there is too little explanation"



Business as usual in Sweden



While those in Sweden feel it is their duty to vote, there is limited interest in the EU elections this year – it is business as usual in Sweden.

2014 general election



- The EU elections have been overshadowed by the general election in Sweden – and the campaign messages have not combined.

"Will vote the same as in the general elections. I am interested, but not enough to go looking for information."

Single issue parties



- Many felt that the smaller parties would have a bigger impact this year than previously, but there are an array of small single issue parties rather than dominated by one party.

"I think the smaller parties have a bigger chance to get confidence of the voters as they seem to have stronger people."

No party or issue is dominating the agenda



There is no special topic and no special political party dominating the campaign. Angela Merkel will benefit most.

Low interest



Angela Merkel

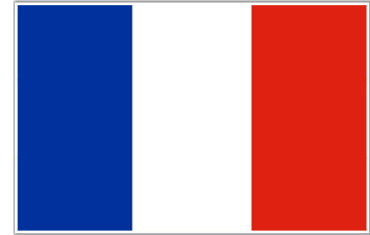


- Most intended to vote – but had not yet decided who to vote for.
- They were not aware of any key issues this year apart from the role of Martin Schulz as candidate of the European Commission as so-called “rescuer” of the EU.
- With no party or issues dominating the debate, Angela Merkel was seen as the figure who would benefit most from the Elections because she can present herself as the face of Germany in the world/EU.

“I saw the discussion if Martin Schulz is able to recover the EU”

“Merkel will benefit the most although she is not eligible. The other political figures are not that present”

What's the verdict?



"Participants show a real interest in the European elections, although they feel they are not sufficiently informed about the elections and criticize the media about this.

The key issues of European elections in France are primarily employment and economic situation.

The majority of them already know who they will vote for in the European elections. The balance of power in the focus group was in line with the results of the EuroTrack : the Front National leader, followed by the UMP. According to respondents, the Parti socialiste will suffer another defeat, after Municipal elections in March."

What's the verdict?



“In Sweden it is a big election year this year with the upcoming national election in September. This explains why people are not as interested in the EU election to some extent, as the general election is demanding media attention - the current government is up for a fight after 8 years in power.

Voters are confused about which is which debate but many believe it will be the single-question parties who will get more votes than normal in the European elections. They feel more free to choose parties they normally don't vote for as the EU election is not as important!”

What's the verdict



“Those we spoke to weren’t very interested in the European Elections. Most of them don’t know who to vote for and they are still in the process of collecting information about the key issues/debate. Most don’t know the top candidates of the parties. Only Martin Schulz from the Socialdemocratic Party (SPD) is well known because he wants to become president of the European Commission.

This means that many feel they will rely on previous voting habits or try and collect more information in the next weeks up to the Elections.”

What's the verdict



“The media interest in the EU elections has certainly had an impact, with most of our focus group respondents certain they will turn out to vote on May 22nd this year – it’s serious business

However, very few of them are actually focusing on the issues of Europe itself – they are seeing this election as a chance to show how they feel about the political situation in the UK and demonstrate their feelings about the main political parties. Whilst there has been a clear rise in anti-Euro UKIP, many of our respondents remain confused or undecided about the future of Britain in the EU and are reluctant to see us leave it behind”

Overall

- Divergent opinions
- Uncertainty about the future
- EU plays a valuable role – but where is it going? How is it changing and adapting
- How does the EU fit into the global picture

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Questions

