

2019 European Parliament Elections Study **Denmark** Party Summaries



- Major political developments, as well as climate and environmental policy events, have occurred since the last European Parliamentary election in 2014.
- This survey intends to look into the extent to which these developments have impacted on the European public's awareness of (and receptiveness to) environmental-related policies and messages. It is undertaken with a specific focus on climate policy in 11 EU member states: Austria, Belgium, Czech Republic, Denmark, France, Germany, Italy, Poland and Slovakia, Spain and The Netherlands.
- Fieldwork was conducted by Ipsos MORI Observer. The segmentation analysis was conducted by the European Climate Foundation (ECF). Analysis and interpretation provided by ECF in consultation with Ipsos.
- This project is financed by the European Climate Foundation. All results will be made publicly available on www.europeanclimate.org.

The overall aims of this study are to understand citizen's likelihood to vote, their attitudes to various policy issues and the best ways of communicating with them, with a focus on the European Parliament elections this year.

Broadly, this report will focus on three key areas:

1. Likelihood of voting in the 2019 European Parliament elections

How likely are potential voters to vote in the next European Parliament elections? For potential voters, which parties are they considering voting for? Do they consider multiple parties, or just one?

2. What issues are important to people

What personal concerns do potential voters have at the moment? What issues do they want parties to focus on at the next European Parliament elections?

3. What messages resonate best with them

How should parties talk to potential voters? What are the issues and messages that are resonating and deemed most important?

Data collection: Ipsos MORI



- Online survey
- Sample: 2,000 adults aged 18 – 65



- Quotas and weighting: age, gender and region. 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.



- Fieldwork: 4 – 16 January 2019

Political Party analysis: External consultant



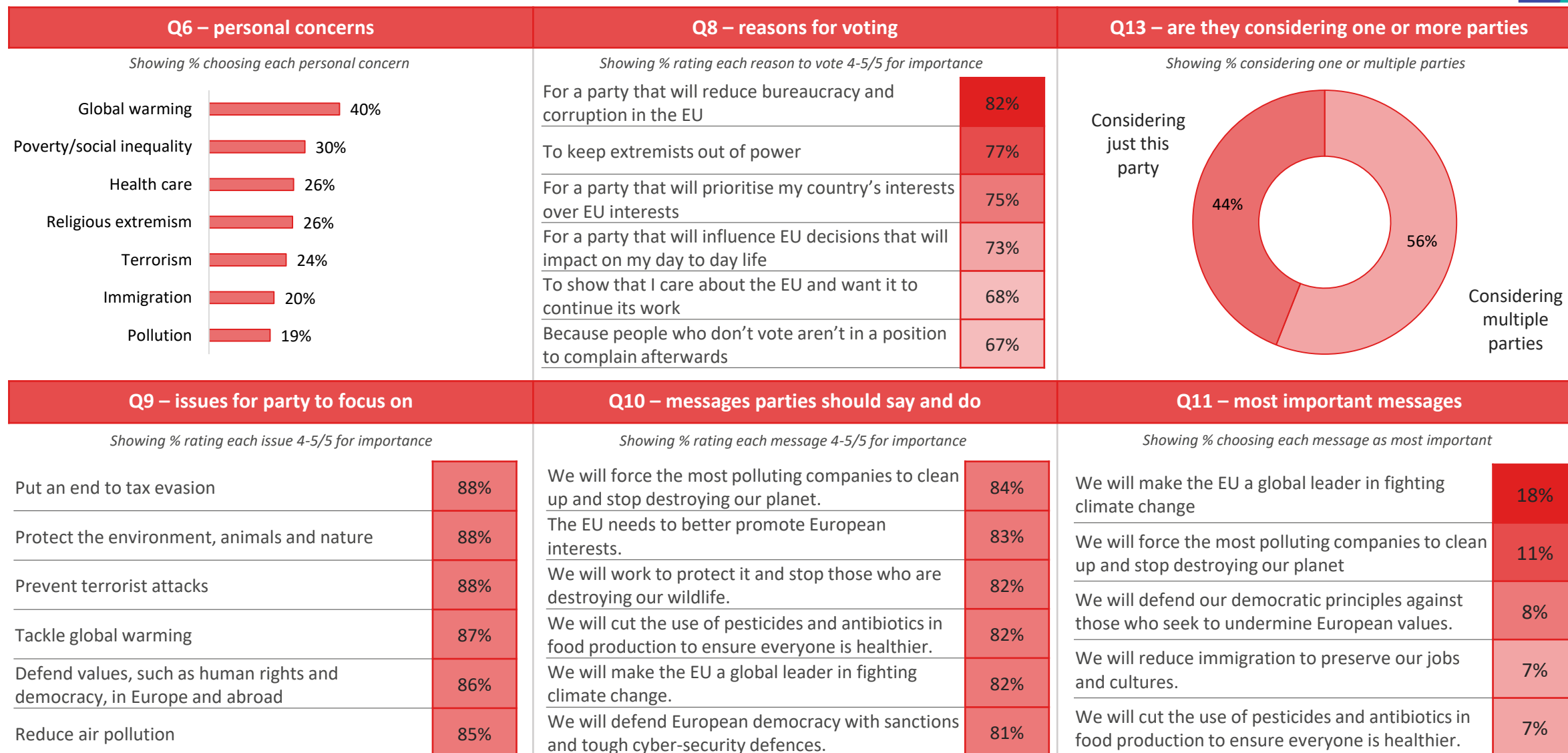
- Approach: Ad-hoc analysis into findings split by consideration of political parties.



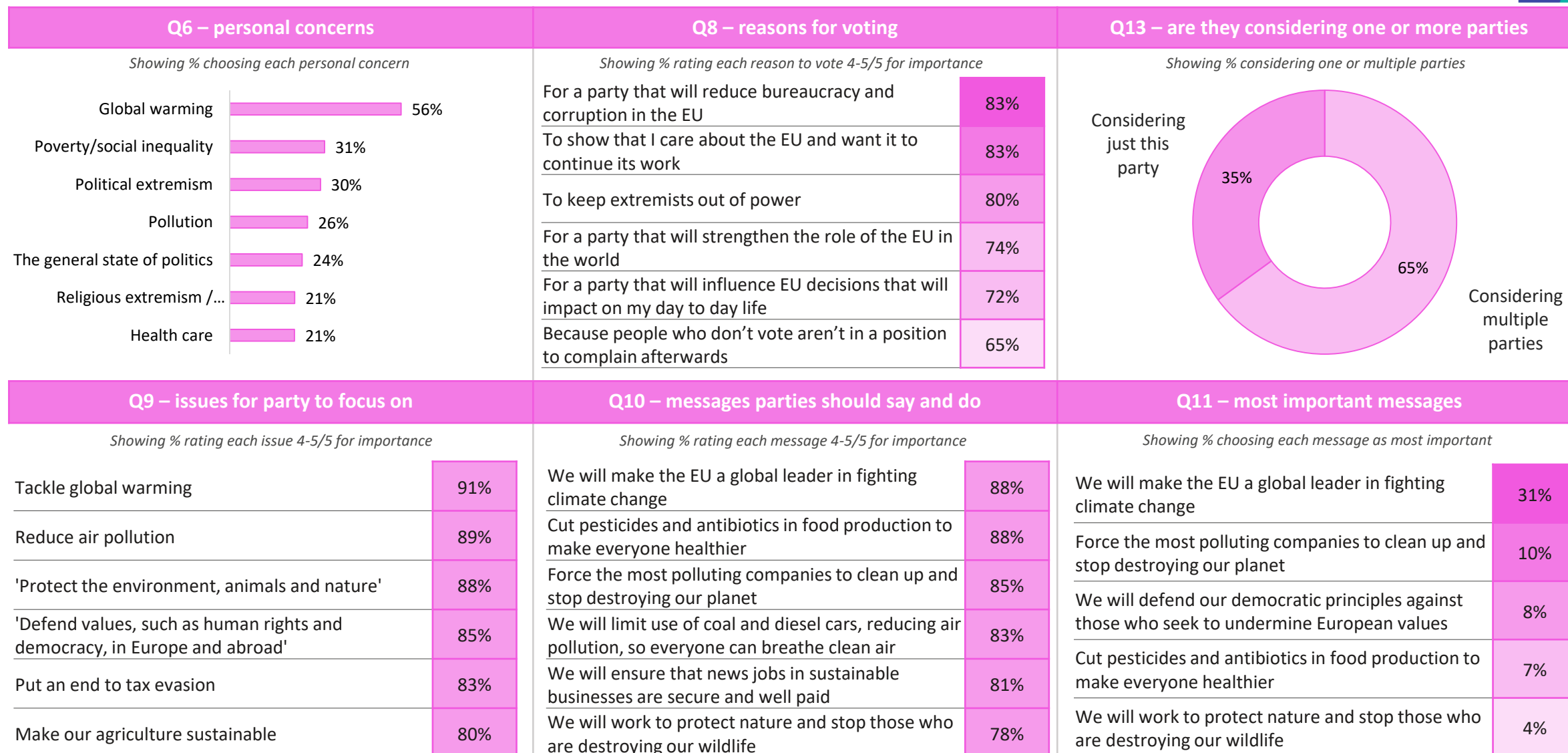
- Questions used in analysis:
 - Q6 – personal concerns of potential voters
 - Q8 – reasons for voting in the European Parliament election
 - Q9 – issues parties should prioritize
 - Q10 – messaging parties should communicate and issues they should focus on
 - Q11 – messages selected as most important
 - Q13 – political parties being considered for the 2019 European Parliament elections

Party summary slides

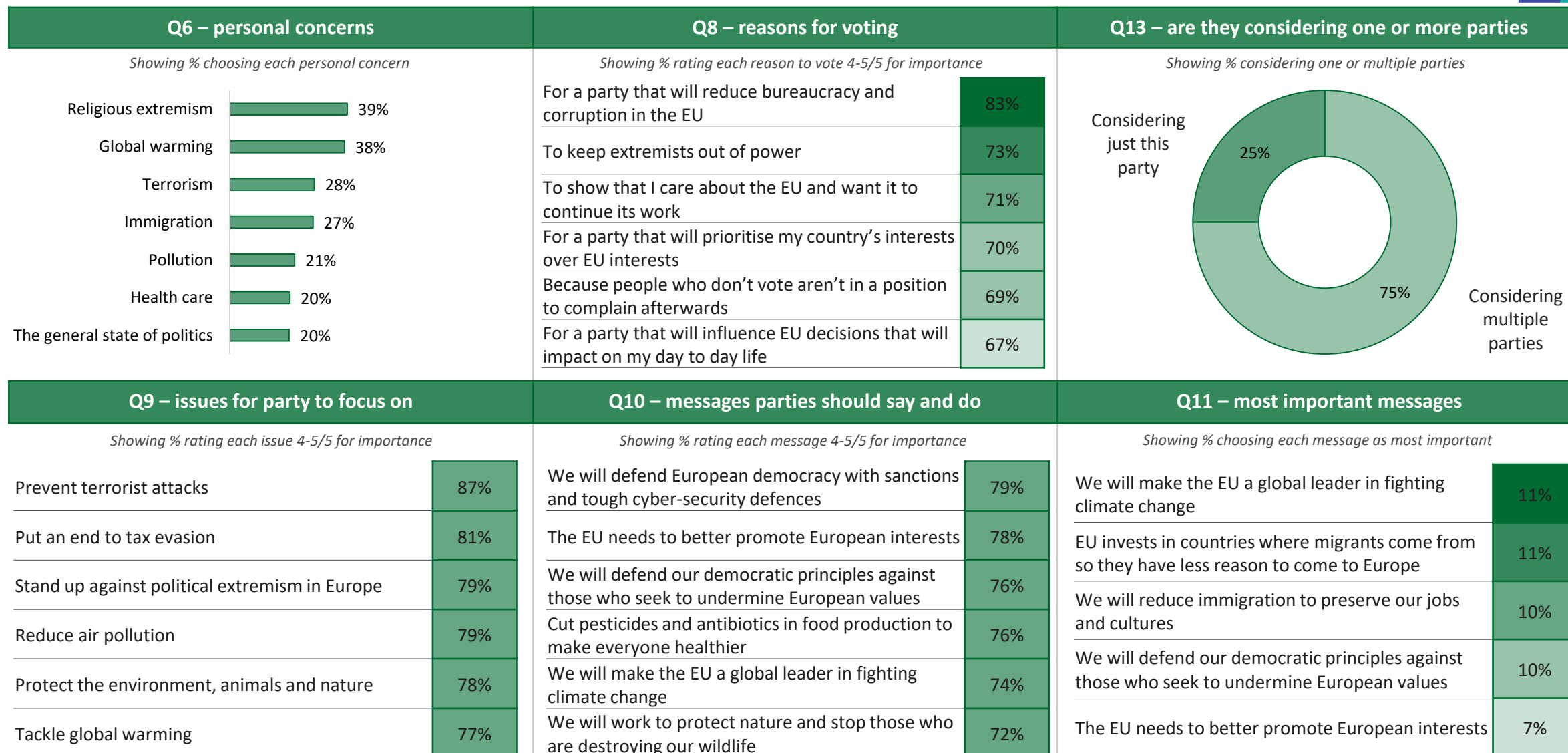
Summary of EP Polling findings. Party being considered: Social Democrats



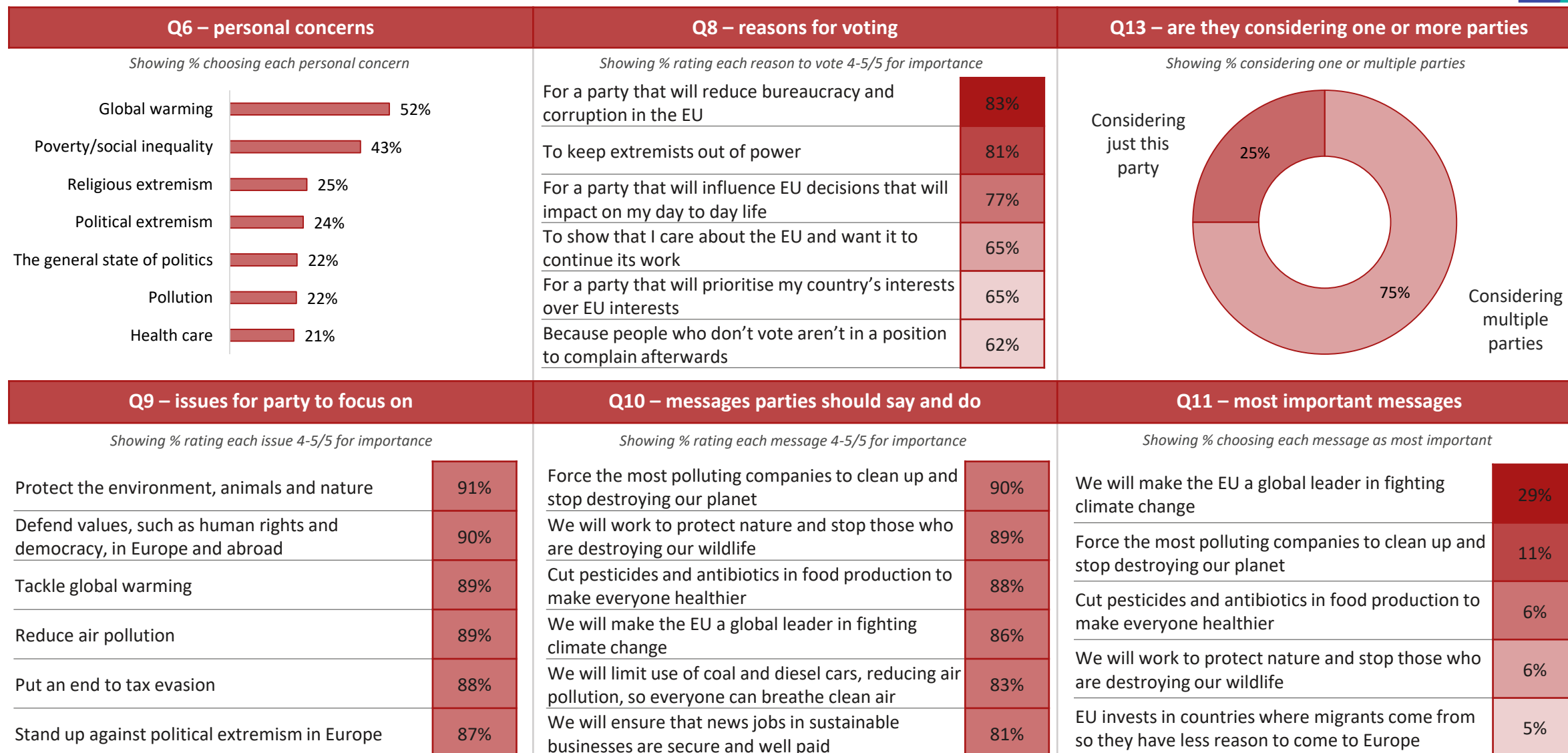
Summary of EP Polling findings. Party being considered: Danish Social Liberal Party



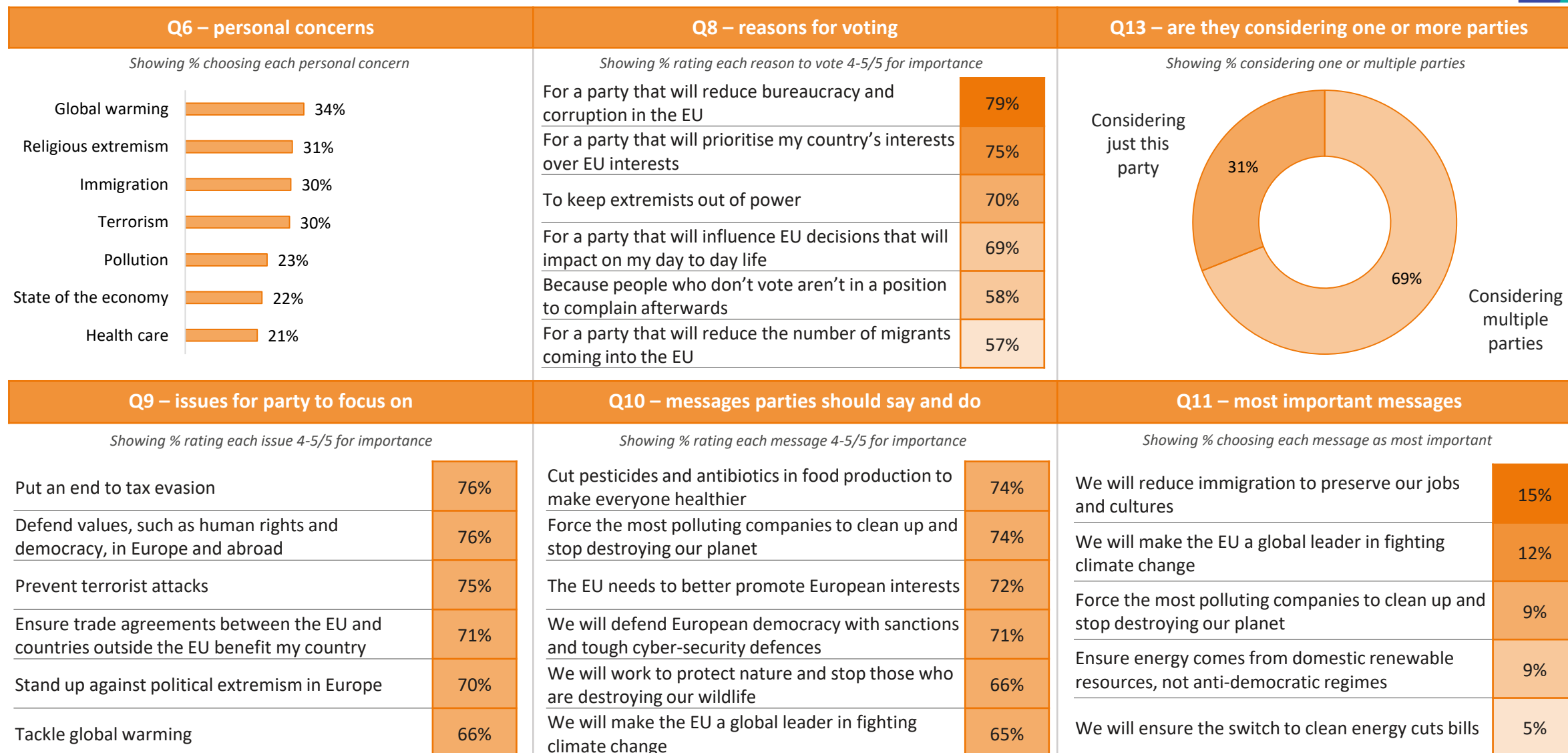
Summary of EP Polling findings. Party being considered: Conservative People's Party



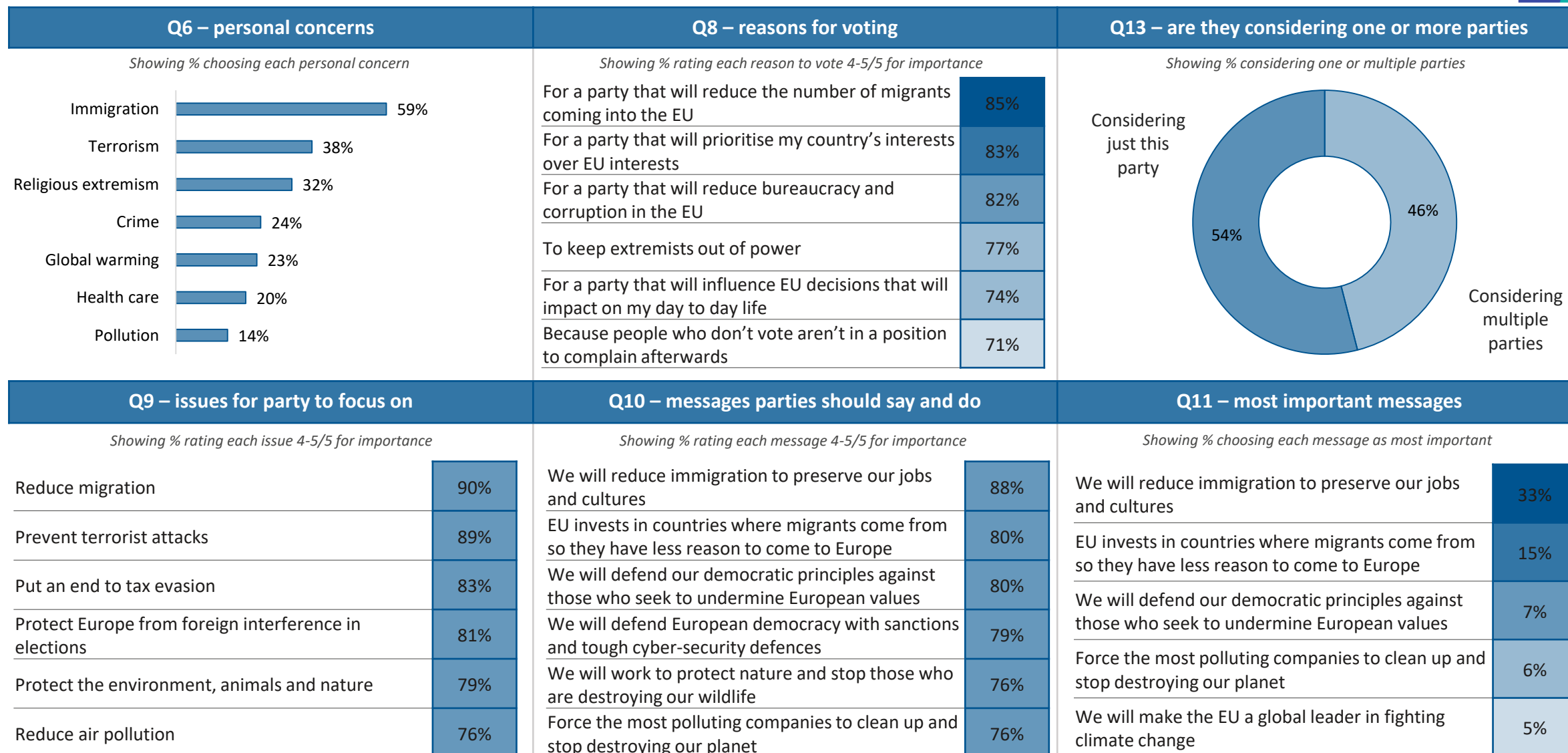
Summary of EP Polling findings. Party being considered: Socialist People's Party



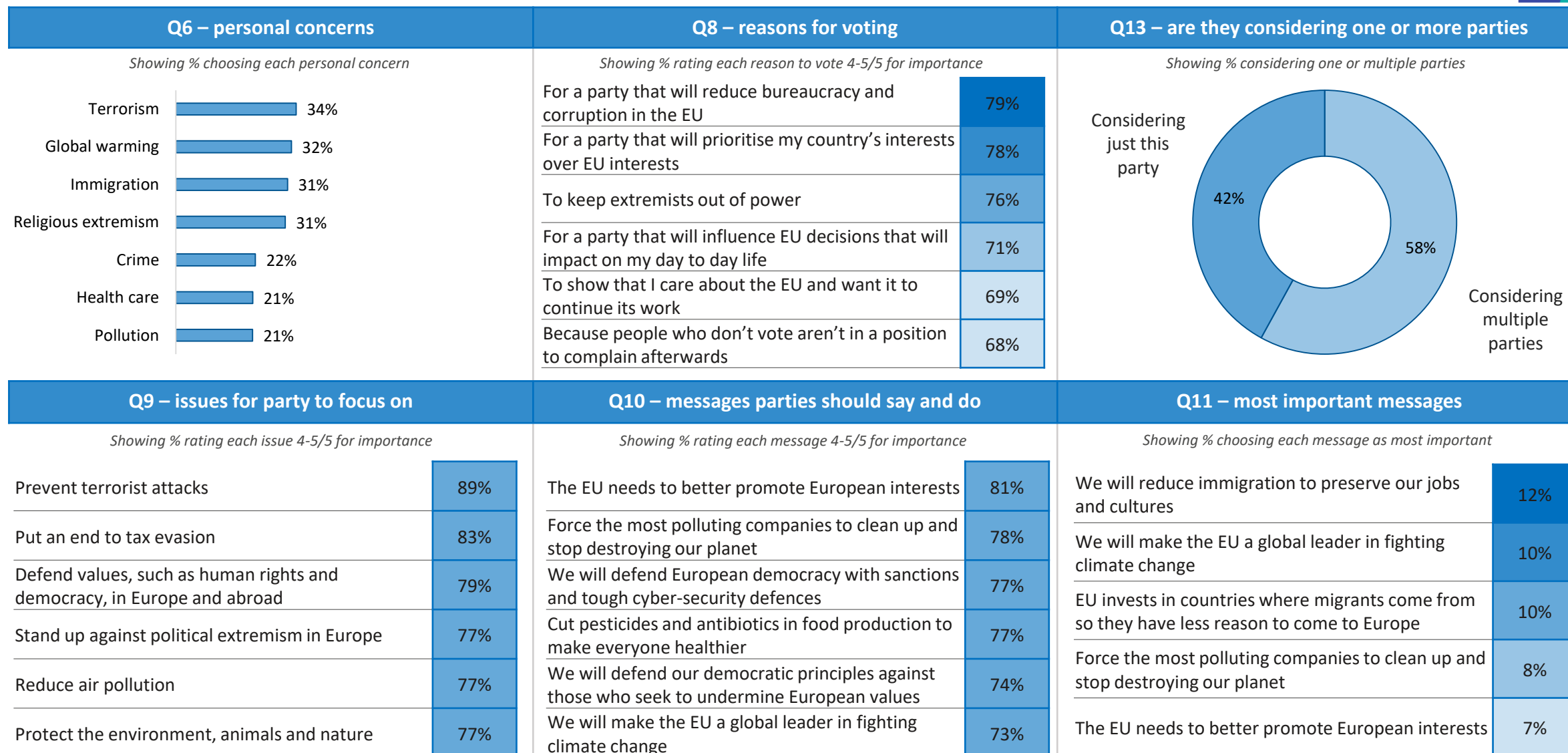
Summary of EP Polling findings. Party being considered: Liberal Alliance



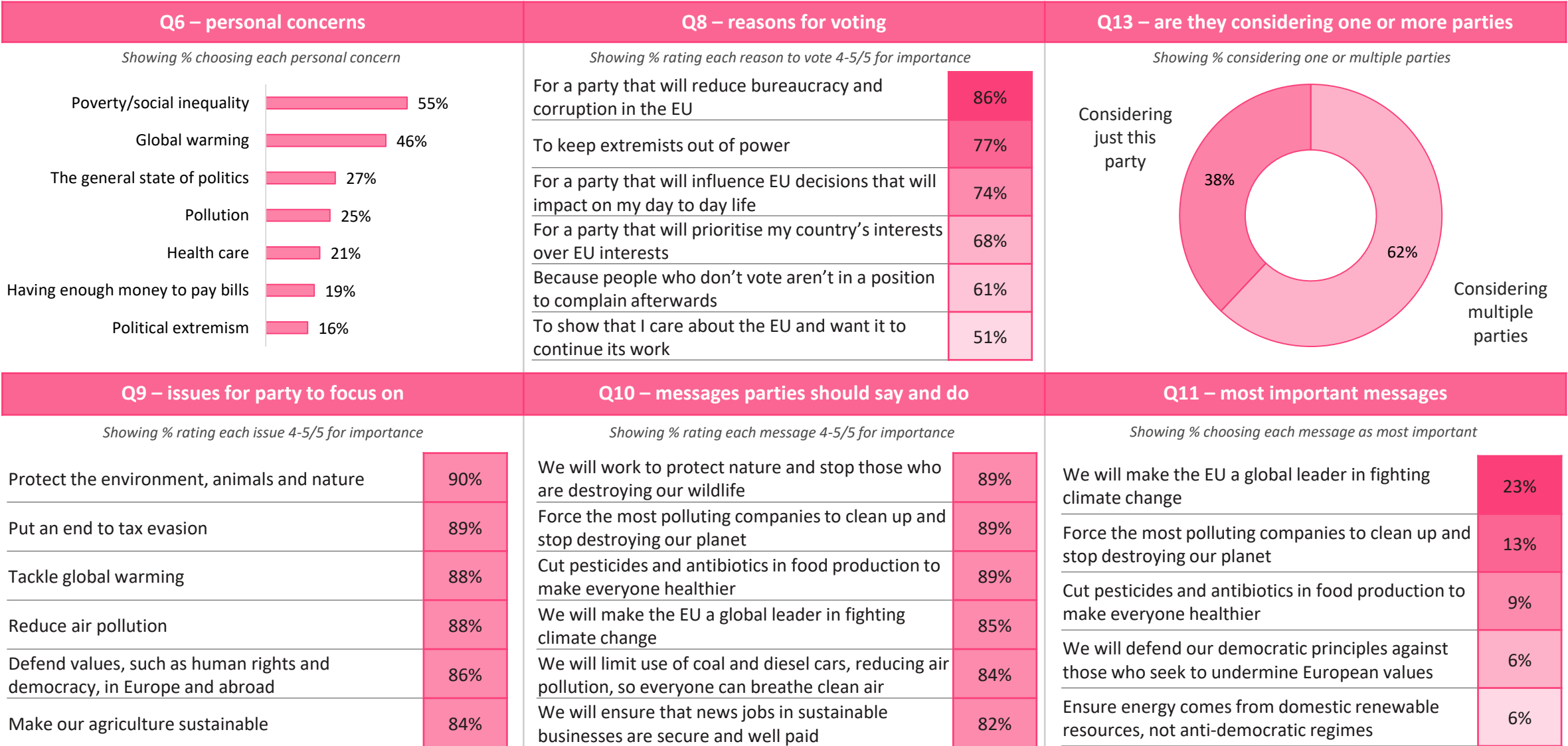
Summary of EP Polling findings. Party being considered: Danish People's Party



Summary of EP Polling findings. Party being considered: Venstre Liberal Party



Summary of EP Polling findings. Party being considered: Red-Green Alliance

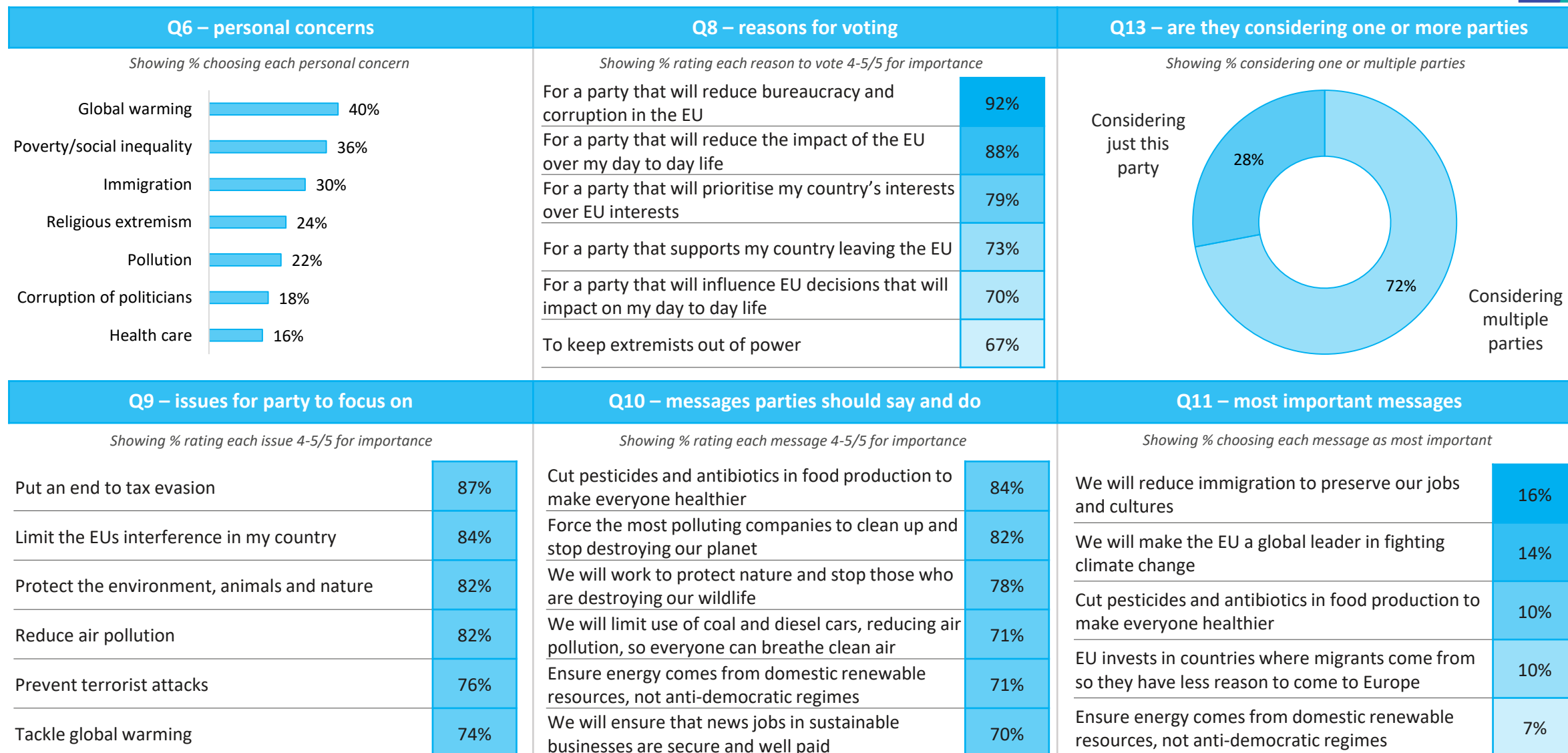


Summary of EP Polling findings. Party being considered: The Alternative



Q6 – personal concerns	Q8 – reasons for voting	Q13 – are they considering one or more parties
Showing % choosing each personal concern	Showing % rating each reason to vote 4-5/5 for importance	Showing % considering one or multiple parties
<div>Global warming 52%</div> <div>Poverty/social inequality 39%</div> <div>Pollution 33%</div> <div>The general state of politics 27%</div> <div>Political extremism 25%</div> <div>Having enough money to pay bills 19%</div> <div>Health care 16%</div>	<div>For a party that will reduce bureaucracy and corruption in the EU 82%</div> <div>To keep extremists out of power 75%</div> <div>For a party that will influence EU decisions that will impact on my day to day life 73%</div> <div>For a party that will prioritise my country's interests over EU interests 58%</div> <div>Because people who don't vote aren't in a position to complain afterwards 56%</div> <div>To show that I care about the EU and want it to continue its work 70%</div>	<div>Considering just this party 25%</div> <div>Considering multiple parties 75%</div>
Q9 – issues for party to focus on	Q10 – messages parties should say and do	Q11 – most important messages
Showing % rating each issue 4-5/5 for importance	Showing % rating each message 4-5/5 for importance	Showing % choosing each message as most important
<div>Protect the environment, animals and nature 94%</div> <div>Reduce air pollution 93%</div> <div>Tackle global warming 93%</div> <div>Make our agriculture sustainable 90%</div> <div>Defend values, such as human rights and democracy, in Europe and abroad 88%</div> <div>Put an end to tax evasion 85%</div>	<div>Cut pesticides and antibiotics in food production to make everyone healthier 91%</div> <div>We will limit use of coal and diesel cars, reducing air pollution, so everyone can breathe clean air 91%</div> <div>We will make the EU a global leader in fighting climate change 89%</div> <div>Force the most polluting companies to clean up and stop destroying our planet 89%</div> <div>We will work to protect nature and stop those who are destroying our wildlife 88%</div> <div>We will work to get all fossil fuelled cars banned in the EU by 2030 82%</div>	<div>We will make the EU a global leader in fighting climate change 30%</div> <div>Force the most polluting companies to clean up and stop destroying our planet 18%</div> <div>Cut pesticides and antibiotics in food production to make everyone healthier 8%</div> <div>We will work to protect nature and stop those who are destroying our wildlife 5%</div> <div>Ensure energy comes from domestic renewable resources, not anti-democratic regimes 4%</div>

Summary of EP Polling findings. Party being considered: People's Movement against the EU



Questions shown in the summary slides

Q6 – personal concerns

Below are some things which people have told us they are concerned about at the moment. Which three things are you personally most concerned about today?

Q8 – reasons for voting

When thinking about whether you will vote in the European Parliament election next year, how important or not are the following possible reasons to vote, for you personally?

Q9 – issues for party to focus on

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?

Q10 – messages parties should say and do

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?

Q11 – most important messages

Below are the messages and actions you selected as very important that a party says and does when you are deciding how to vote in the European Parliament elections. If you had to choose, which one would you say is most important to you?

Q13 – are they considering one or more parties

From the list below, which if any of the following parties might you consider voting for in the European Parliament elections in May 2019?

Thank you!





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