“This Time I’m (Not) Voting”

Campaign engagement and voter turnout in the 2019 European Parliament Elections

Franziska Marquart
European Elections: Where Turnout Was Highest & Lowest

Turnout by country at the 2019 European Elections

Belgium: 89.00%
Luxembourg: 84.10%
Malta: 72.60%
Denmark: 66.00%
Spain: 64.32%
Germany: 61.59%
Austria: 59.30%
Greece: 57.86%
Italy: 56.09%
Sweden: 53.30%
Lithuania: 52.88%
France: 50.97%
Total EU: 50.95%
Ireland: 49.30%
Romania: 49.02%
Cyprus: 44.99%
Hungary: 43.36%
Poland: 43.00%
Netherlands: 41.80%
Finland: 40.70%
Estonia: 37.60%
United Kingdom: 37.00%
Latvia: 33.60%
Portugal: 31.01%
Bulgaria: 30.83%
Croatia: 29.65%
Czech Republic: 28.72%
Slovenia: 28.29%
Slovakia: 22.74%
N = 12,388

Never | Sometimes | (Very) often

Active communication online | Event attendance | Talk with people online | Try to convince others | Read party material | See information on social media | Talk with colleagues | Talk with family/friends | See campaign posters | Receive information from traditional media
Positive effects of campaign engagement on electoral participation

- Seeing political posters (very often)
- Active search for information online
- Reading party material
- Talk with family and friends
- Trying to convince others
Negative effects of campaign engagement on electoral participation

- Information from ‘traditional’ media
- Seeing party ads on social media
- Event attendance
- Talk with others online
- Active communication online
A ‘toxic’ online campaign environment?

37% of social media users are worn out by political content

Q1 How much do you trust or not the news and information you access through... (% - EU)

RADIO
- Totally trust: 15%
- Tend to trust: 55%
- Tend not to trust: 14%
- Do not trust at all: 6%
- Don't know: 10%

TELEVISION
- Totally trust: 12%
- Tend to trust: 54%
- Tend not to trust: 21%
- Do not trust at all: 8%
- Don't know: 5%

PRINTED NEWSPAPERS AND NEWS MAGAZINES
- Totally trust: 10%
- Tend to trust: 53%
- Tend not to trust: 19%
- Do not trust at all: 8%
- Don't know: 10%

ONLINE NEWSPAPERS AND NEWS MAGAZINES
- Totally trust: 5%
- Tend to trust: 42%
- Tend not to trust: 23%
- Do not trust at all: 10%
- Don't know: 20%

VIDEO HOSTING WEBSITES AND PODCASTS
- Totally trust: 2%
- Tend to trust: 25%
- Tend not to trust: 32%
- Do not trust at all: 16%
- Don't know: 25%

ONLINE SOCIAL NETWORKS AND MESSAGING APPS
- Totally trust: 2%
- Tend to trust: 24%
- Tend not to trust: 36%
- Do not trust at all: 18%
- Don't know: 20%

Source: Survey conducted July 12-Aug. 08, 2016. “The Political Environment on Social Media”

PEW RESEARCH CENTER

Flash Eurobarometer 464, February 2018
Perceived communicative untruthfulness

Thank you!

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»Europinions: Causes and consequences of change in public opinion about Europe«
polcomm.org/research/erc-europinions/