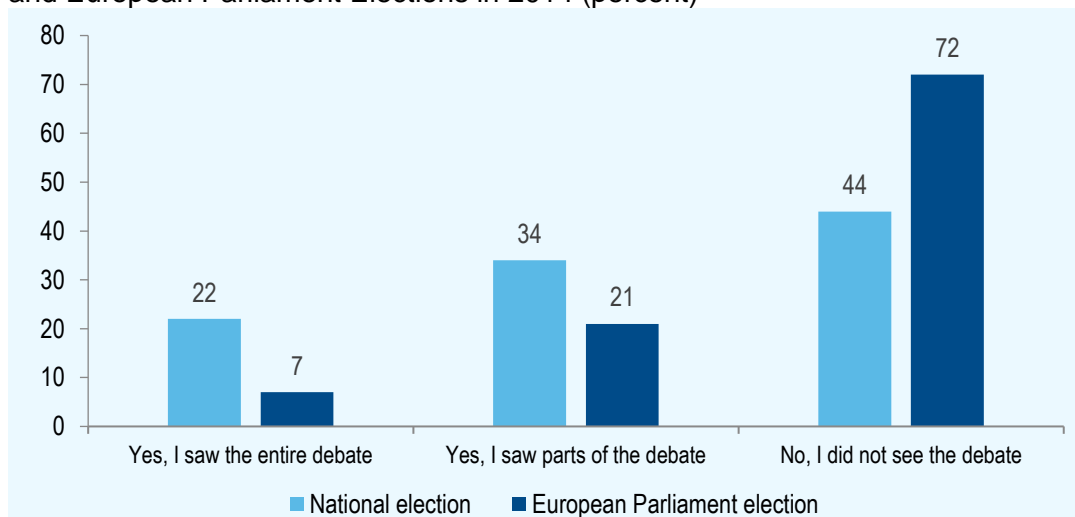


So many voters watch the final TV-debates between top candidates

Few see the final debate between the parties' top candidates for the European Parliament elections. This is in spite of the fact that previous fact sheets (2019: 21) have shown that many voters decide late in the campaign which party they will cast a vote for; nearly half decide in the week before the election. Yet, for the European Parliament elections in 2014, only 7 percent stated that they saw the entire final debate on TV between the top candidates. 21 percent saw parts of the debate, while 72 percent did not see anything at all from the debate. Several months later, a debate took place between party leaders prior to the parliamentary elections in September. Then it was 22 percent of voters, three times more, who chose to watch the final debate on television. There was also a higher proportion of voters who stated that they saw some of the debate, and fewer (44 percent) who did not see the debate. This is something that indicates that voters' interest and attention to the European Parliament election is still lower than in the lead up to the national parliamentary elections (Berg & Oscarsson, 2015).

Figure 1. The share of voters who watched the final TV debates prior to the National and European Parliament Elections in 2014 (percent)



Source: [The Election studies Programme](#). The European Parliament Election survey 2014 and the National Election survey 2014.

Comments: The results are based on respondents answering similar questions in the European Parliament Election survey 2014 and the National Election survey 2014. In the European Parliament Election survey the question was: "Did you see the final debate between the parties' top candidates on Swedish Television before the election, Friday 23 May?". In the later National Election survey, the question was: "Did you see the final debate between the party leaders on Swedish Television before the election, 14 September?". The response options for both questions were: "Yes, I saw the entire debate", "Yes, I saw parts of the debate" and "No, I did not see the debate".

References

Berg, L & Oscarsson, H. (2015) "Supervalåret 2014. Demokratistatistik: Rapport 20". Stockholm: Statistiska centralbyrån (SCB).