

# Overview of the Study

## “Electorate Survey prior to the Federal Elections in 2021”

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### Aim

The electorate survey investigated fundamental structures and views of eligible voters.

### Survey

The Konrad-Adenauer-Stiftung commissioned USUMA GmbH with a representative telephone survey of over 8,000 respondents between 8 July and 30 December 2020. After weighting the survey is representative for the German electorate aged 18 years and above.

### Results

- › A high potential to switch exists between groups of voters: only one in four respondents intending to vote can imagine voting for only one party. The exception is the AfD, where this figure is one in two respondents. All others have a second voting preference.
- › The high willingness to switch votes is also reflected in the support for the respective parties. Among the respective groups of voters, the shares of people are highest who like the respective party. Notably, there are also considerable shares of people for the other groups of voters who like a party, even if they would not currently vote for them.
- › In terms of voting motivations, for the majority of respondents problem-solving (94 percent), policy positions (92 percent), and social orientation (91 percent) are particularly important – followed by assertiveness (89 percent), candidates (88 percent), and climate protection (87 percent).
- › Social orientation and climate protection are considered less important among FDP and AfD supporters than among all other supporters.
- › One or two differences clearly exist between the federal states. Overall, however, many similarities can be seen.
- › In terms of associations, the CDU is very frequently associated with the words stability, conservative, consistency, orderly rule, security, and prosperity. Over 50 percent of the eligible voters think of the CDU in connection with these terms.
- › Die Grünen are only associated with the term sustainable by more than one in two respondents. Somewhat more than a third of respondents associate the terms modern, cosmopolitan, curious, and tolerant with Die Grünen.
- › The term equalising is most often associated with the SPD (30 percent). The FDP and Die Linke have no distinct terminology profile. The AfD is frequently associated with the terms fear, chaos, division, and conflict.
- › Almost all supporters adopt a balanced centre position in relation to climate, immigration and tax-related policy. The greatest differences are found between AfD supporters on the one side and supporters of Die Grünen and Die Linke on the other.
- › While regional differences can be observed between the federal states, they are rather less pronounced. As shown in previous studies by the Konrad-Adenauer-Stiftung, there are major similarities between the different regions in Germany.