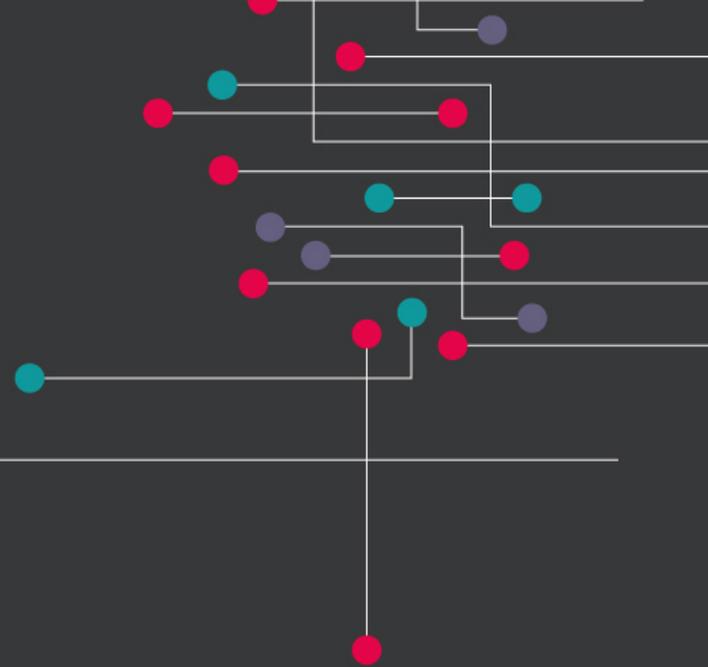

THE MILLENNIAL DIALOGUE REPORT

HUNGARY



METHODOLOGY

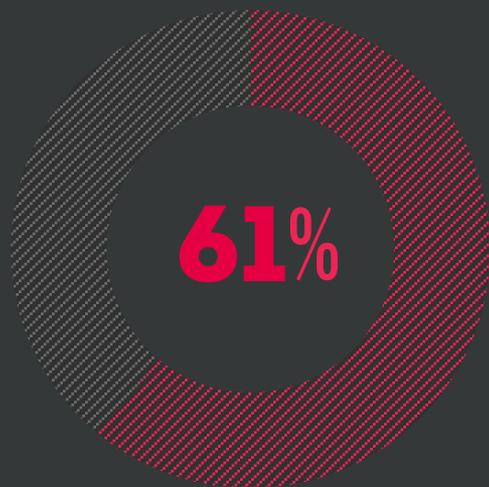
Audiencenet conducted an initial online survey amongst 1,000 15-34 year old Hungarian residents and a week-long, moderated, online dialogue with 40 Hungarian Millennials, segmented as follows: the politically engaged; the mainstream and the politically disaffected.

The sample was recruited to be nationally representative of all Hungarian Millennials in terms of: age; geographical region; household income and educational attainment levels.

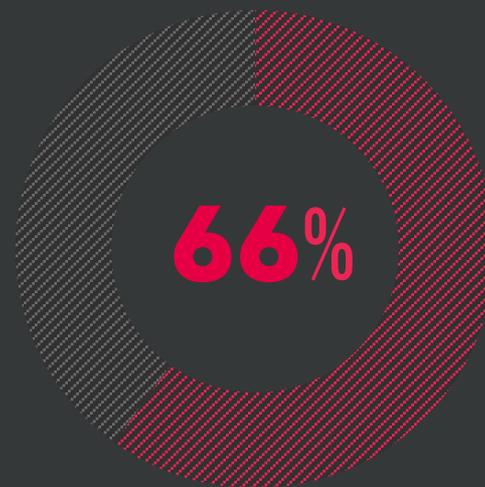
INTEREST & ENGAGEMENT WITH POLITICS



MOST YOUNG PEOPLE IN HUNGARY ARE HAPPY AND OPTIMISTIC...

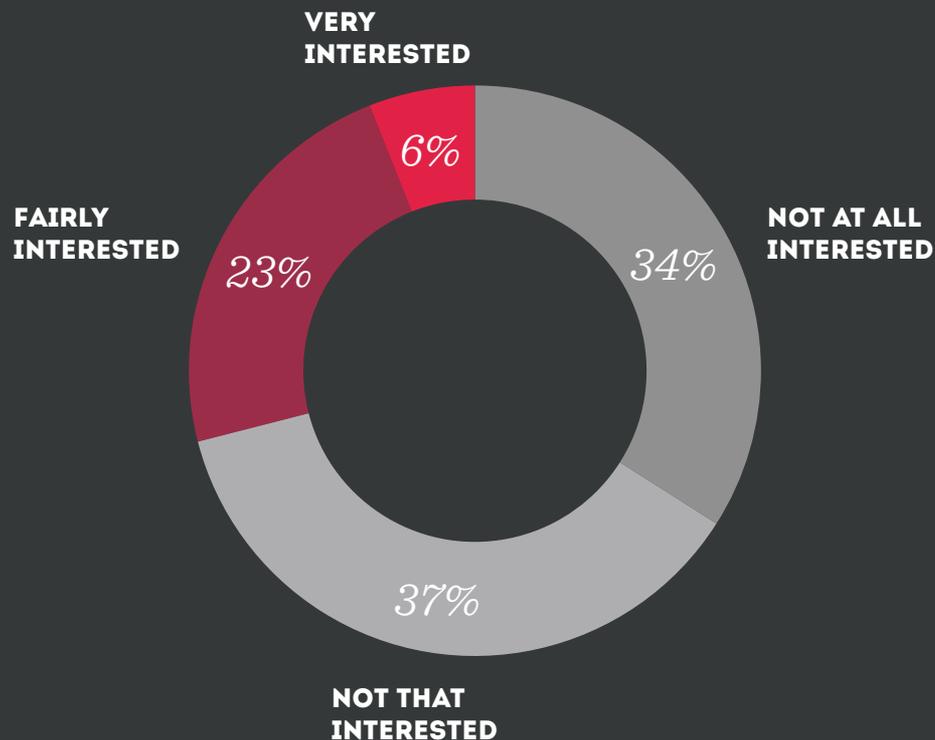


*Are generally happy
with their lives*



*Are optimistic about
their future*

...BUT INTEREST IN POLITICS IS LOW



6%

said they were “very interested” in politics

MUSIC & FILM TOP THE LIST OF INTERESTS

(Net %: very interested / fairly interested)

MUSIC

91

FILM

91

NEW TECHNOLOGY

75

USING SOCIAL MEDIA

74

CINEMA

72

COOKING

72

READING

71

GAMING

65

TAKING PART IN SPORT

65

FESTIVALS

50

EXERCISE

49

THEATRE

44

WATCHING SPORT

38

POLITICS

29

RELIGION

22

TAKING AN INTEREST IN POLITICS IS ALSO NOT SEEN AS BEING IMPORTANT

(Rank in order of importance)

1 BEING HAPPY

2 BEING IN GOOD HEALTH

3 HAVING LEISURE TIME

4 MAKING MONEY

5 BEING FREE TO DO AND SAY WHAT I WANT

6 SPENDING TIME WITH FAMILY

7 BEING SUCCESSFUL

8 SPENDING TIME WITH FRIENDS

9 HELPING OTHERS

10 TAKING AN INTEREST IN MUSIC

11 EQUALITY IN SOCIETY

12 THE WELL-BEING OF SOCIETY IN GENERAL

13 BEING CONNECTED TO FRIENDS VIA SOCIAL MEDIA

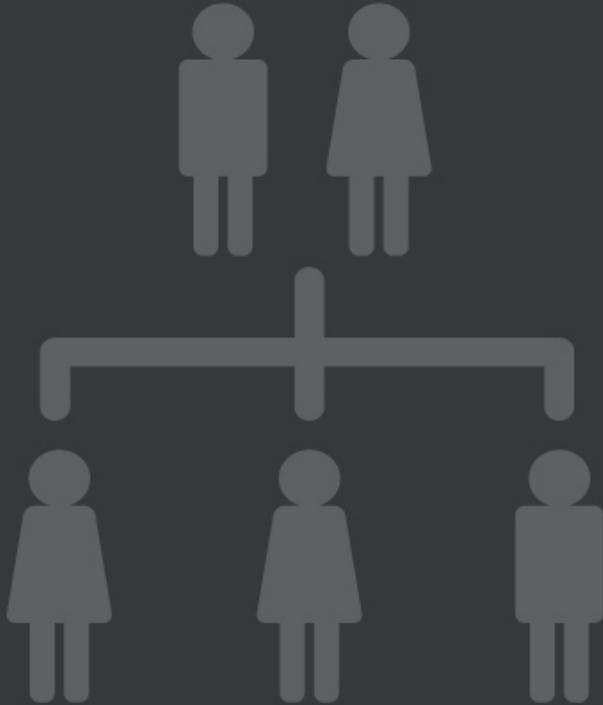
14 HAVING MY VOICE HEARD

15 BEING INVOLVED WITH MY LOCAL COMMUNITY

16 CONTRIBUTING TO SOCIETY

17 **TAKING AN INTEREST IN POLITICS**

GENERATION GAP



60%

**FEEL THAT THEIR GENERATION
ARE LESS INTERESTED IN
POLITICS THAN THEIR
PARENTS' OR
GRANDPARENTS' GENERATION**

14% THINK THE REVERSE

WHY ARE SO FEW YOUNG PEOPLE INTERESTED IN POLITICS?

When we asked why their generation was less interested in politics, the primary factors cited were an inability to influence events/decisions and a sense of disillusionment - caused by things such as corruption and broken promises.

“Politics is important but does not work because of corruption. People are not interested because they feel unable to do anything on their own and all options at an election are bad. Under the communist regime, people were forced not to have a political will and the effects still remain today. The events of the last 10 years have taken away all faith that things can be changed (numerous demonstrations without any success).”

“We don’t think we can change the current system. I see resignation in many people; ‘it won’t get better anyway’, ‘all parties are the same’... I would like to take part in politics but would like to see that it has an effect too... fighting against them (the parties) is futile. If, by some wonder, an average person gets into an influential position, they will be driven away in no time.”

“Young people are disillusioned and unsatisfied with the current political situation. As soon as they are elected, parties seem unable to keep promises and leaders do not have an idea about the future. And we, the ‘small people’ cannot tackle global problems like reforming the healthcare system, education, and the issue of poverty. People see no sense in dealing with it because they cannot influence what happens to the country through politics.”

WHY ARE SO FEW YOUNG PEOPLE INTERESTED IN POLITICS? CONT.

Other factors mentioned included seeing the same old faces in politics, mud-slinging / poor behaviour amongst politicians and that many young people are too busy with their own lives to have time for politics.

“The current generation is not interested in politics because they either no longer live in the country, they are trying to get their own lives in order and make ends meet, and they do not see an opportunity to enter politics because it’s dominated by the same old politicians.”

“Many young people are not interested in politics. We don’t watch it on TV, we don’t read about it, and don’t even listen if somebody is talking about it. We do not have time to deal with politics... we are preoccupied with trying to get by, parties, drinking, sex and smartphones.”

“Hungarian politics is dominated by a very low moral and mental level. It’s like a war where the parties have run out of ammunition and throw mud at each other instead...it’s like a bad soap opera, where the protagonists spend time doing everything BUT what they were elected for. As long as it’s natural for a politician to hit his wife “by mistake” or to answer to another politician’s question with a comment regarding her gender, they will not be trustworthy.”

TAKING PART

Engagement with politics in the real world is low with just 3% saying that they have attended a political meeting and 5% who have taken part in a protest/demonstration

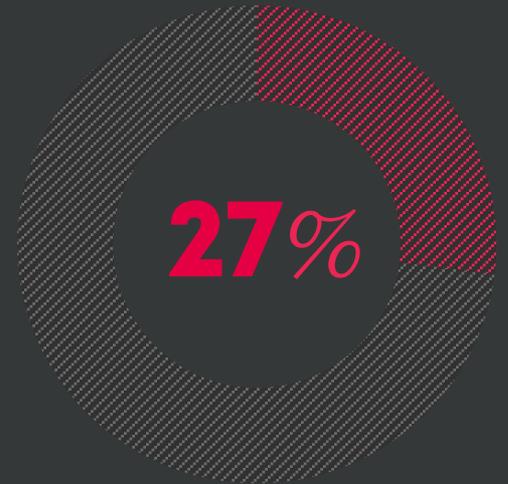
3%

Take part in
political meetings

5%

Take part in
protests/demonstrations

This compares to 9% who
take part in *religious*
meetings/events and...



who take part in *team*
sports



POLITICIANS CONNECTING WITH YOUNG PEOPLE



13%

**FELT CONFIDENT THAT THEY
AND THEIR PEERS COULD
MAKE THEMSELVES HEARD**

43%

**THINK VERY FEW, IF ANY,
POLITICIANS ENCOURAGE
YOUNG PEOPLE TO GET
INVOLVED IN POLITICS**

% AGREEING WITH STATEMENTS

65% of millennials think that politicians ignore the views of young people.

THE VIEWS OF YOUNG PEOPLE ARE LARGELY IGNORED BY MOST POLITICIANS

65%

MOST POLITICIANS ARE MORE CONCERNED WITH OLDER PEOPLE THAN YOUNGER PEOPLE

52%

MOST POLITICIANS WANT TO CONTROL AND RESTRICT YOUNG PEOPLE

65%

MOST POLITICIANS WANT THE BEST POSSIBLE FUTURE FOR YOUNG PEOPLE

12%

THE VIEWS OF YOUNG PEOPLE ARE GREATLY VALUED BY MOST POLITICIANS

13%

MOST POLITICIANS ARE MORE CONCERNED WITH YOUNGER PEOPLE THAN OLDER PEOPLE

10%

LOOKING TO THE FUTURE...



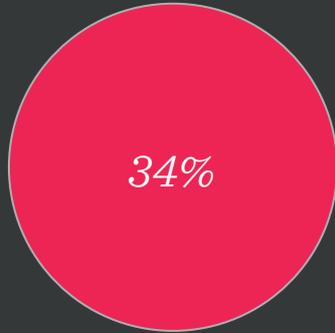
FACTORS AFFECTING FUTURE QUALITY OF LIFE

(‘Very big effect’ or ‘some effect’)

Millennials think “the national economic situation” will be the top factor influencing their future quality of life.



WHAT WOULD THEY RATHER BE?



*Business Owner
or Founder*



Sportsperson



*Research
Scientist*



*Famous
Celebrity*



Musician



Writer



Doctor



Academic



Lawyer



Politician



*Religious
Leader*

TIME TRAVEL ACTIVITY | THEIR OWN FUTURE

We asked the participants to imagine that they could travel 20-30 years in to the future and describe what they think their lives will be like. Many people talked about aspirations to find a good/secure job or their desire to start a family but they don't necessarily see their future in Hungary.

“There will be one or two children and a good husband, of course and no money problems. I still do not know how all this will be at home or abroad is carried out, it depends on whether the situation in Hungary improves.”

“What I want: a calm financial situation, a respected social status in a responsible job position. It would be nice to travel the world and experience life in other cultures. I didn't mention a family deliberately because I think it is very difficult to start a family... Politicians encourage young people to have children by promising them help - that never comes.”

“I hope that my desires are fulfilled. Of course I want a big-knit family, and happiness, to live in love. I do not want to always worry about tomorrow, or that there will be enough money by the end of the month. I would like to provide things for my child/ children. I want a job where I'm happy to get up in the morning.”

TIME TRAVEL ACTIVITY | HUNGARY

When we asked what Hungary might be like in 20-30 years time, most do not expect radical change (except in terms of technology) and they predict that unless improvements are made soon then even more young people will move abroad.

“If people start to cooperate, if corruption is dealt with and if unemployment is tackled, there can be positive change. If not, then more and more people will move abroad, and most will never return home. The country will moan the lack of these people. The pension system will collapse.”

“As more and more radical solutions are needed, if we do nothing today, I fear that many types of private paramilitary police and army will operate. There could be a battle between the majority ethnic Hungarian aging population and the younger Roma population.”

“If health and education continues in the current direction, then we can not expect anything good: nurse and doctor shortages... On the other hand I think will improve public transport, and telecommunications is evolving.”

TIME TRAVEL ACTIVITY | GOVERNMENT

When we asked what the government might be like in 20-30 years time, they were generally pessimistic - some think if things get any worse then extremist/authoritarian parties could rise to power. Several people mentioned that online voting could help to engage more people with politics.

“Unfortunately, the current situation is disappointing in almost every area (e.g. health, education and transport). I think if things carry on like this then extremist views will raise to power... Poor people can easily up into the hands of an authoritarian regime.”

“A nominal democracy will no doubt continue to exist and perhaps more government decisions will be made internationally because of foreign influence. But flows of foreign capital into the country, may be good for the economy and increase living standards.”

“You probably will vote online (DNA or fingerprint authentication)...and more people will be interested in the fate of the future. Politics in Hungary will slowly become more rational, more cooperative. The government of the women will receive the same role as men, so this area can catch up with Europe.”

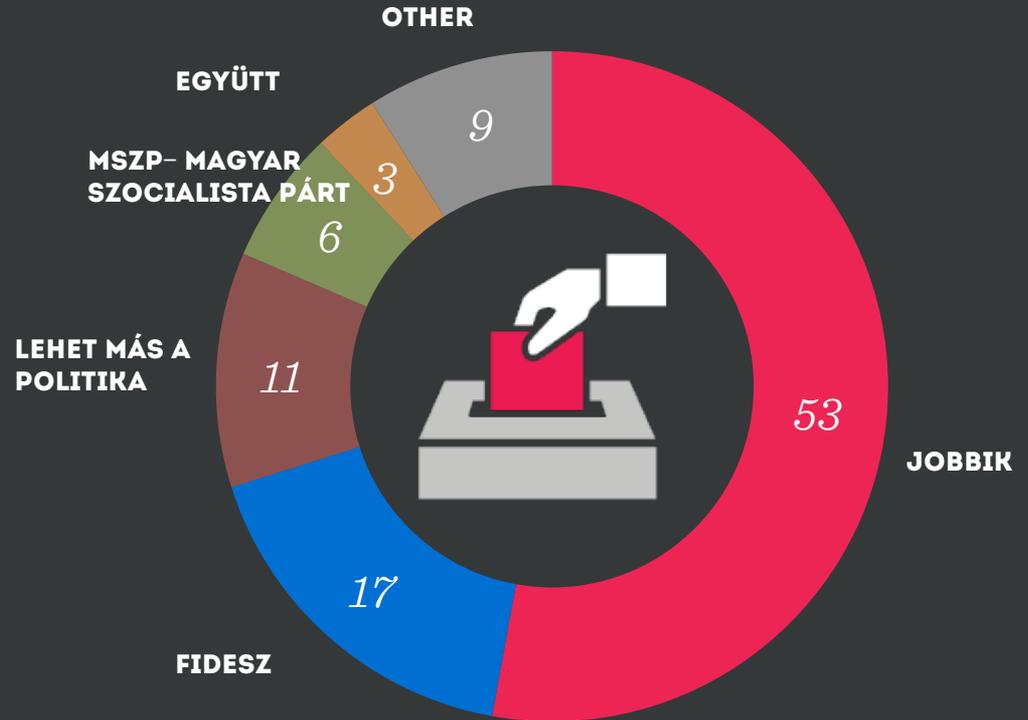
VOTING



IF THERE WAS AN ELECTION TOMORROW...

60%

Said that they would vote...



KEY REASONS FOR NOT WANTING TO VOTE

1

LACK OF TRUST IN POLITICIANS

2

NO INTEREST IN POLITICS OR VOTING

3

THEY DON'T SUPPORT CURRENT POLITICAL SYSTEM

4

THEY DO NOT LIKE ANY OF THE POLITICAL OPTIONS

5

ALL PARTIES AND POLITICIANS ARE THE SAME

KEY FACTORS THAT MIGHT ENCOURAGE AN INTEREST IN VOTING

#1

**IF I TRUSTED
POLITICIANS
MORE**

#2

**IF MY VOTE
REALLY MADE A
DIFFERENCE**

FACTORS CONTRIBUTING TO VOTING DECISION

(% 'Great Extent' or 'Some Extent')

Views about the leaders of each party was seen as the key factor. Social media and other online factors were fairly low down the list as millennials expect the main campaigns to take place using traditional media (TV and radio)

WHAT I THINK/KNOW ABOUT THE LEADERS OF EACH PARTY

84

WHAT I THINK/KNOW ABOUT THE LOCAL CANDIDATES

81

NEWS/CURRENT AFFAIRS ON TV

71

NEWS/CURRENT AFFAIRS ON THE RADIO

70

SEEING/HEARING INTERVIEWS WITH THE CANDIDATES

68

ONLINE ARTICLES / BLOGS

65

READING THE MANIFESTOS

63

ARTICLES IN NEWSPAPERS AND MAGAZINES

62

THE VIEWS OF MY PARENTS

55

MEETING A POLITICAL CANDIDATE

52

INFORMATION VIA SOCIAL NETWORKS

51

MEETING A PARTY CAMPAIGNER / REPRESENTATIVE

49

THE VIEWS OF MY FRIENDS

49

YOUTUBE VIDEOS

47

THE VIEWS OF MY SIBLINGS

46

POSTERS AND LEAFLETS

40

MEANS THEY WOULD USE TO START A POLITICAL CAMPAIGN

(*'extremely useful' %*)

If they were to start their own campaign, however, Hungarian Millennials would be more likely to focus their efforts on social media

USING SOCIAL MEDIA

30

APPEARING ON TV/RADIO

22

GETTING A WELL KNOWN PERSONALITY TO BACK YOUR CAMPAIGN

21

CREATING A YOUTUBE VIDEO

19

CONCERT OR FESTIVAL WITH TALKS & BANDS

17

PROMOTING A DEDICATED APP

15

HOLDING A PEACEFUL DEMONSTRATION

13

CONTACTING MY LOCAL POLITICAL REPRESENTATIVE

11

STICKERS/POSTERS

11

HANDING IN A PETITION TO THE GOVERNMENT

9

HOLDING A DISRUPTIVE DEMONSTRATION

9

GRAFFITI

7

PREFERRED MESSAGE FOR ENCOURAGING MORE YOUNGER PEOPLE TO VOTE...

51%

“
Younger people need to vote - it's their future

”

36%

“
Voting is your responsibility

”

13%

“
Voting really does make a difference

”

WHAT WOULD THEY DO DIFFERENTLY?

If the Hungarian millennials were involved with starting a new political campaign themselves, they would listen and interact with the people at events and on social media. They would avoid using negative campaigning and big ‘candidate face’ posters.

“I would call on the people’s attention to a program that organizes days where everyone could speak, we listen to people’s needs, what they consider to be important... get people involved interactively. This would prove the credibility of the campaign.”

“I would listen, talk to the people, ask for their opinions and avoid criticising other parties. It is important that I would not pinpoint mistakes made by others - other parties - I would not run my campaign like that It would just make me look untrustworthy. I would also include young people in decision making, give them tasks, and actively use social media.”

“What I would do differently? No big posters of just the candidates face in full view of the – that’s just unnecessary littering. I would probably focus more on creating videos to upload to YouTube and Facebook, as most of the young people found there.”

POSTER CAMPAIGN

We asked the Millennials to work together to develop ideas for posters that would encourage young people to get engaged with politics.

They generally favoured a modern and informal (but not patronising) style. It was also suggested that humour or references to popular culture (e.g. Lannister from Game of Thrones) could help to get the messages across.

In terms of imagery, ideas were mainly current issues that will be addressed, people who have been helped already and Hungarian landscapes

One of the more popular ideas was to use curiosity to make people think with something cryptic (e.g. a question mark) with a domain / QR code linking to a website. “The adverts would be placed between seats on the underground or on the floor - young people always gaze at their phones and look downwards.”

The poster headline ideas were generally very positive messages, here are some more of the top rated suggestions:

HONESTY COUNTS

HUNGARY, WAKE UP

LANNISTER ALWAYS PAYS HIS DEBTS

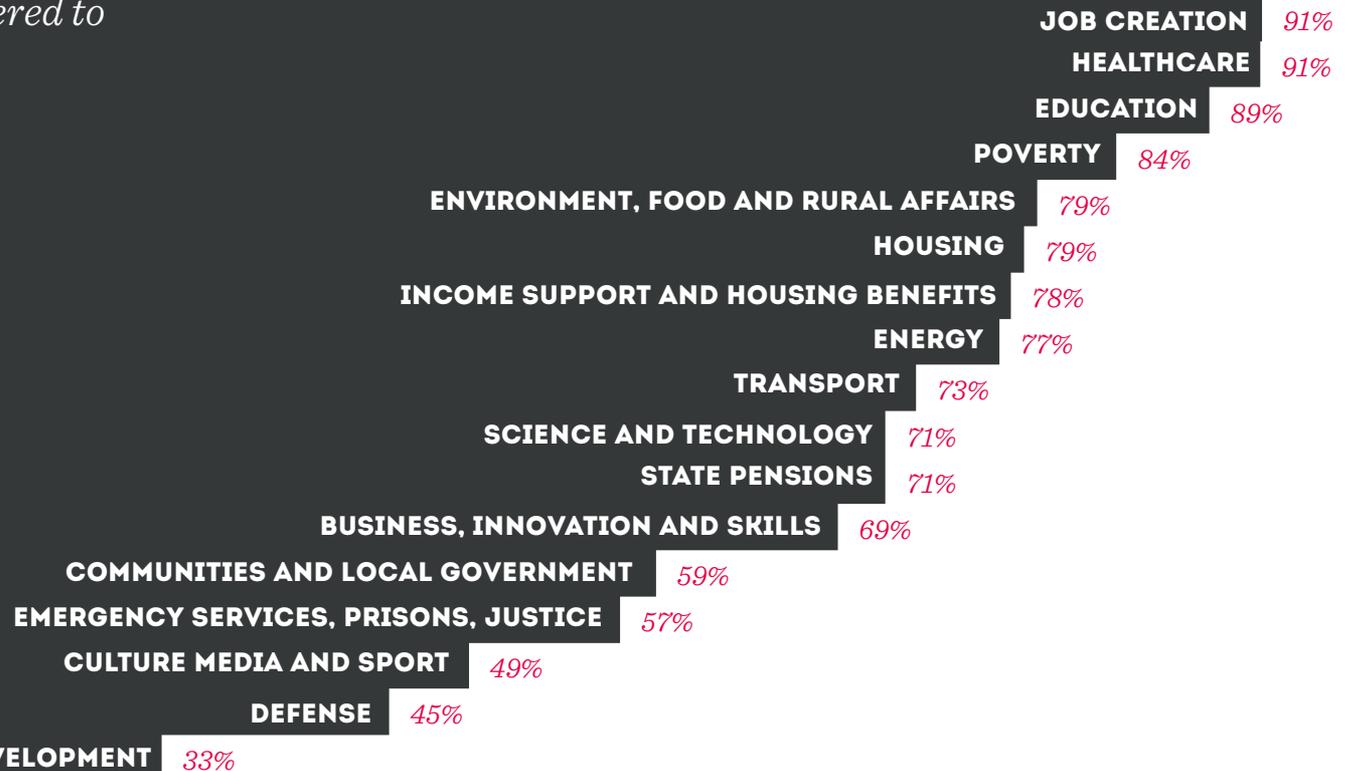
A CLEAN STATE FOR OPEN DIALOGUE

THE ISSUES THAT MATTER



HIGH PRIORITY FOR PUBLIC SPENDING

Job creation, healthcare and education were considered to be the top priorities for government spending.





65%

**BELIEVED IN THE
IMPORTANCE OF EQUALITY
IN GENDER AND SEXUAL –
ORIENTATION IN SOCIETY**

WHAT SHOULD POLITICIANS WORK TOWARDS? (%)

TO WHAT EXTENT DO THEY DELIVER ON THE FOLLOWING? (%)

IMPROVING AND MAINTAINING GOOD MEDICAL CARE



IMPROVING AND MAINTAINING GOOD EDUCATIONAL FACILITIES



ENSURING THE BEST POSSIBLE FUTURE FOR YOUNG PEOPLE



ENSURING THE WELL-BEING OF THE ELDERLY



INVESTING IN TECHNOLOGY



ENSURING THAT HUNGARY PLAYS ITS PART ON THE WORLD STAGE



FORGING CLOSE TIES WITH THE REST OF EUROPE



PUTTING THE PEOPLE OF HUNGARY FIRST



ENSURING EQUALITY OF OPPORTUNITIES FOR ALL



BUILDING AND MAINTAINING A STRONG MILITARY FORCE



THE ISSUES THAT MATTER

When asked to talk about which issues the government should focus on, several topics were discussed at length including jobs, healthcare, education, crime, corruption, the economy, inequality, emigration / immigration. One participant summed up the mood when they said that Hungary needs a “complete rebuild.”

“The two most important things that should be done are in public safety and health recovery! All about the news is murder, abduction etc. I think the health care system needs no introduction to anyone... if I could, I would definitely tighten up the penalties or even the death penalty - also recently at the fore of support!”

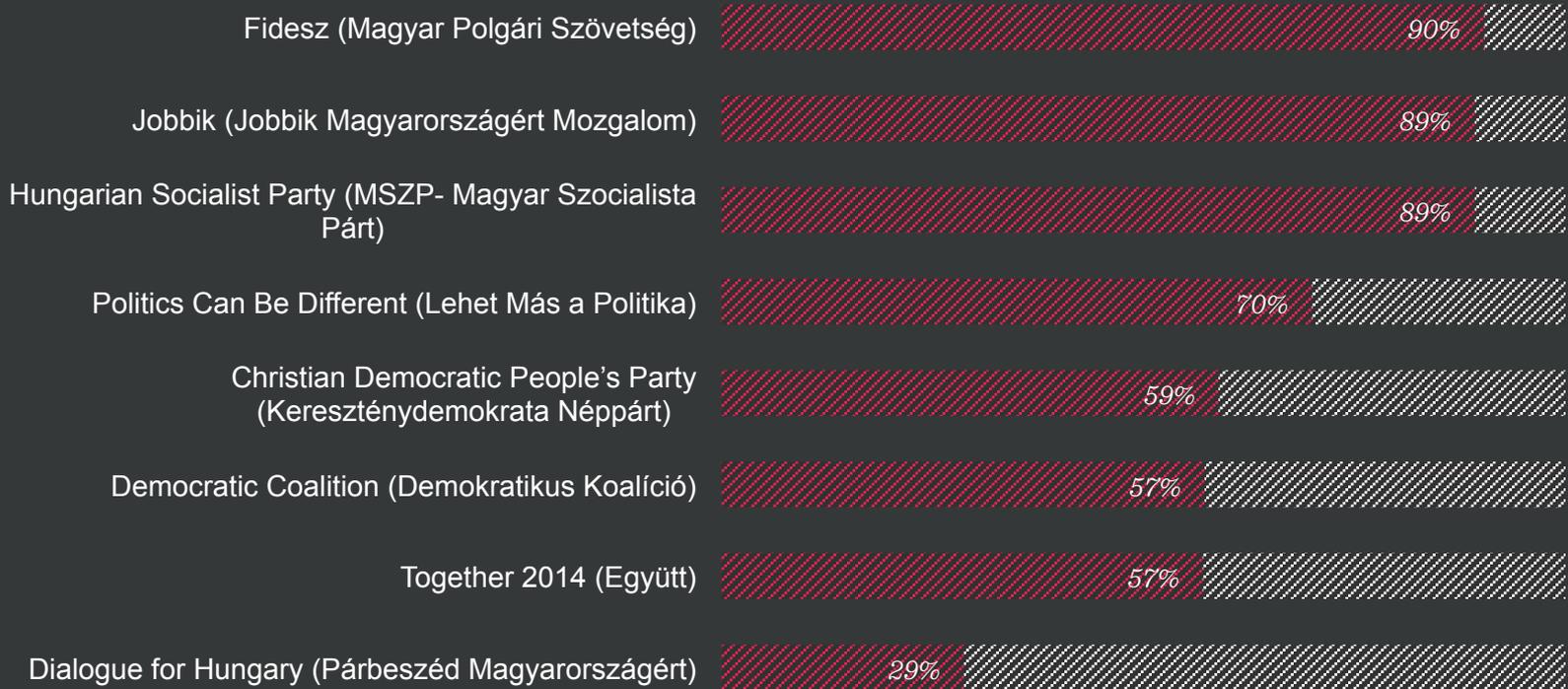
“Representatives should concentrate on creating new jobs and on the issues of corruption, a less centralised power, strengthening the economy, reducing the economical dependence of the country, try to narrow social gaps (e.g. severe poverty), reducing cultural segregation.”

“...other problems are inequality (regional, financial, educational). On education, students training to become teachers are often impatient, unmotivated and not unintelligent. The curriculum should also take a more practical approach to what skills are needed in the real world, including things like financial planning, how to write a CV/resume, first aid etc.”

POLITICIANS / POLITICAL PARTIES

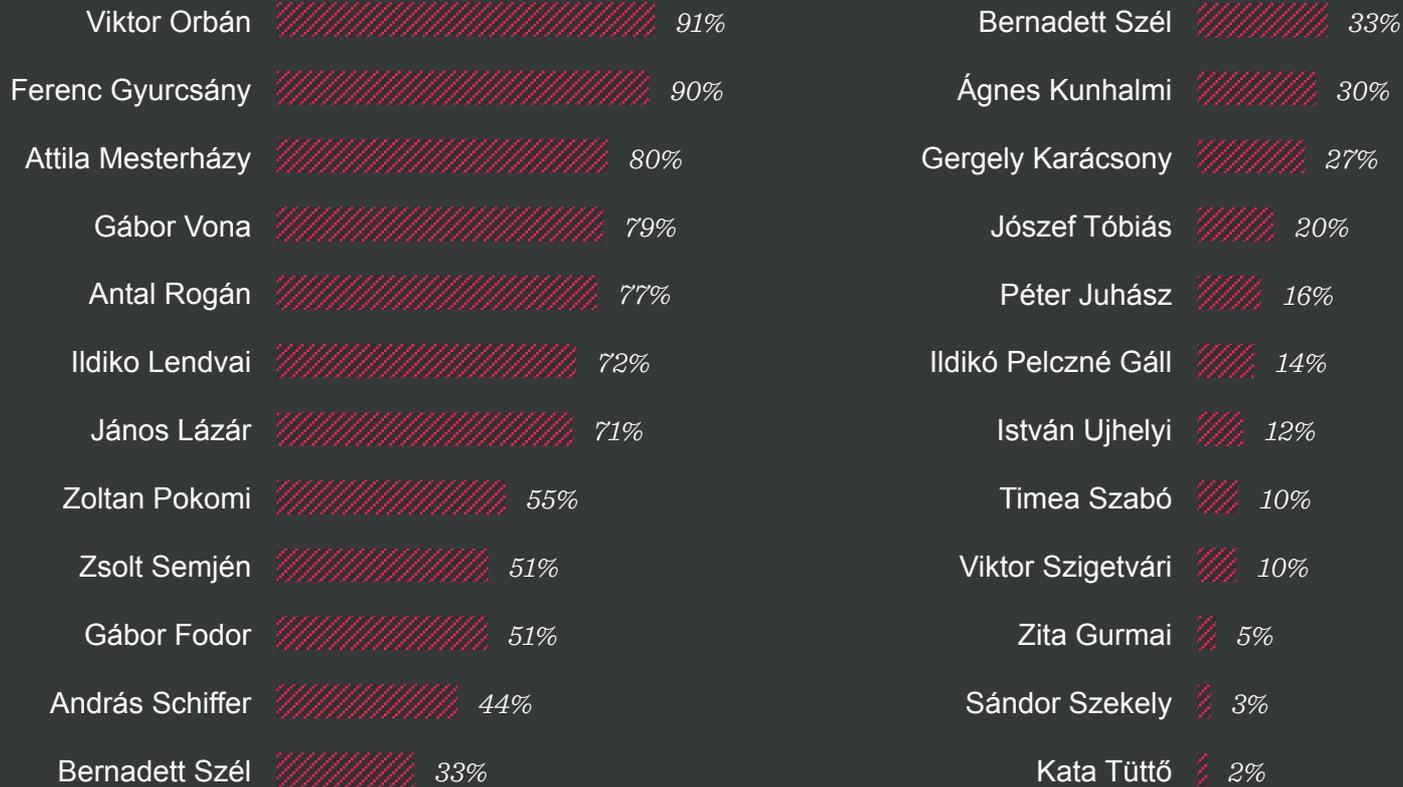


AWARENESS OF POLITICAL PARTIES

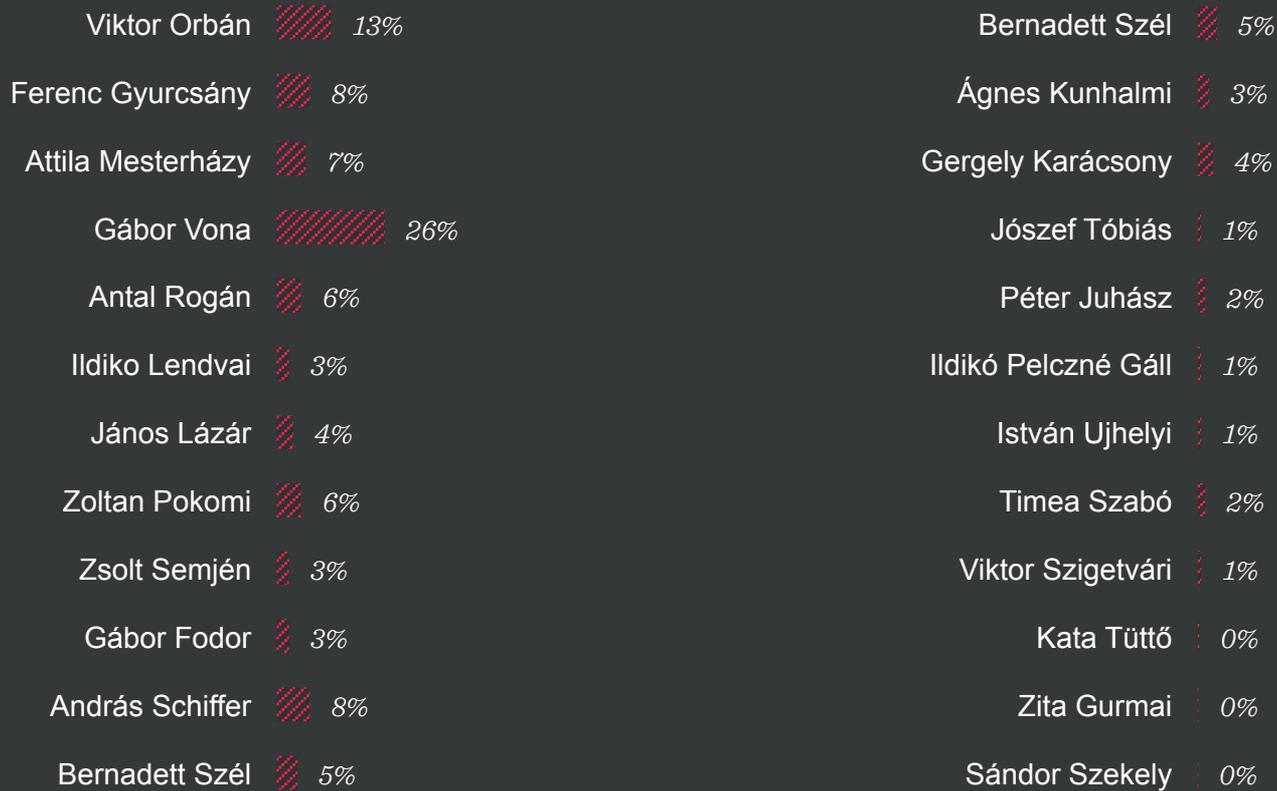


AWARENESS WAS FAIRLY HIGH FOR THE TOP PARTIES BUT JUST 29% WERE AWARE OF PÁRBESZÉD MAGYARORSZÁGÉRT

AWARENESS OF POLITICIANS



PROPORTION WHO LIKE EACH POLITICIAN



WHICH PARTY SCORES THE HIGHEST FOR...

UNDERSTANDING YOUNG PEOPLE



BEING BELIEVABLE IN WHAT THEY SAY



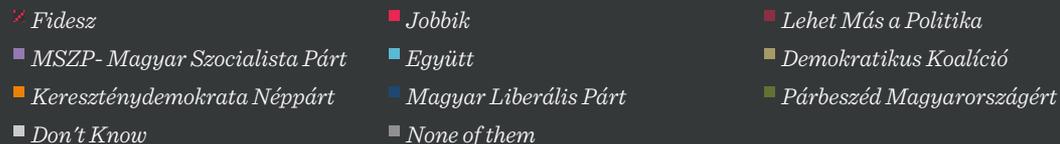
BEING OPEN AND HONEST



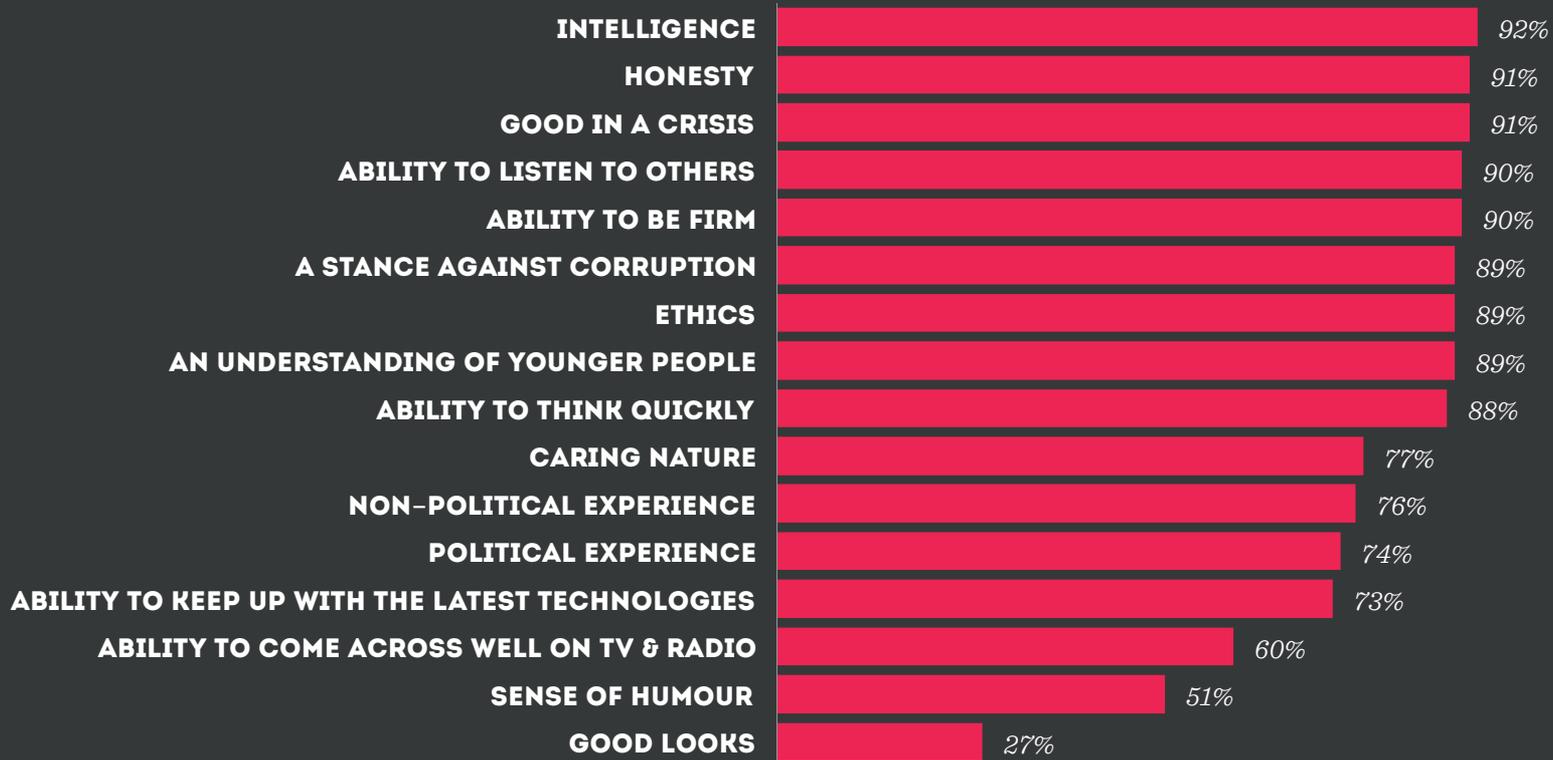
HAVING THE RIGHT IDEAS TO IMPROVE LIFE IN HUNGARY



HAVING THE WRONG IDEAS TO IMPROVE LIFE IN HUNGARY



IMPORTANT QUALITIES FOR AN ELECTED POLITICIAN

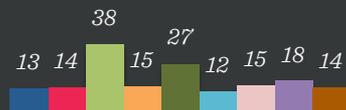


QUALITIES BY POLITICAL PARTY

Possess this quality to a great deal/ some extent (%)



INTELLIGENCE



HONESTY



GOOD IN A CRISIS



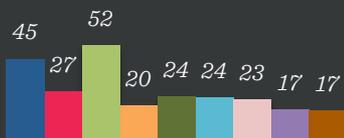
ABILITY TO LISTEN TO OTHERS

JOBBIK HAD THE HIGHEST SCORE FOR ALL OF THE TOP FOUR IMPORTANT QUALITIES FOR ELECTED POLITICIANS

BASE: THOSE AWARE OF THAT PARTY

QUALITIES BY POLITICAL PARTY

Possess this quality to a great deal/ some extent (%)



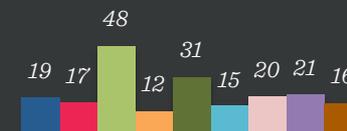
ABILITY TO BE FIRM



A STANCE AGAINST CORRUPTION



ETHICS



AN UNDERSTANDING OF YOUNGER PEOPLE

JOBBIK WAS ALSO THE CLEAR WINNER FOR BEING VIEWED AS HAVING A STANCE AGAINST CORRUPTION AND AN UNDERSTANDING OF YOUNGER PEOPLE

BASE: THOSE AWARE OF THAT PARTY

QUALITIES BY POLITICAL PARTY

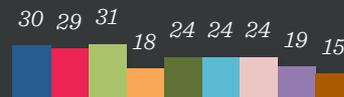
Possess this quality to a great deal/ some extent (%)



ABILITY TO THINK QUICKLY



CARING NATURE



NON-POLITICAL EXPERIENCE



POLITICAL EXPERIENCE

FIDESZ AND MSZP WERE CONSIDERED TO BE THE LEADERS FOR POLITICAL EXPERIENCE

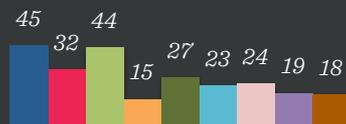
BASE: THOSE AWARE OF THAT PARTY

QUALITIES BY POLITICAL PARTY

Possess this quality to a great deal/ some extent (%)



ABILITY TO KEEP UP WITH THE LATEST TECHNOLOGIES



ABILITY TO COME ACROSS WELL ON TV & RADIO



SENSE OF HUMOUR



GOOD LOOKS

JOBBIK AGAIN SCORED RELATIVELY WELL, ESPECIALLY IN TERMS OF HAVING AN ABILITY TO KEEP UP WITH THE LATEST TECHNOLOGIES

BASE: THOSE AWARE OF THAT PARTY

CONNECTING WITH YOUNG PEOPLE

We asked the participants to talk about politicians (in Hungary or abroad) who they thought were successfully able to connect with young people. Many said they couldn't think of any examples. Politicians who were mentioned included Gabor Vona (Jobbik), Barack Obama, José Mujica (president of Uruguay) and Angela Merkel.

“Unfortunately, I can't think of any such politicians. They only talk to the people during campaigns, part of the "show". The decisions made in parliament no longer take into account the interests of ordinary people.... large industrial charade going on, the government is not working in the interests of citizens, they just want to retain power.”

“Barack Obama seems like he cares about the people and listens - he has a sense of humor and is able to talk in a language that young people can relate to.... I read an article recently on Facebook about the President of Uruguay. An elderly man, he gives most of his salary to charity, lives in a simple house and can often be seen hoeing the garden, he waits in line at the doctor's office.”

“Gabor Vona just maybe I could identify as a politician who listens to people's problems. He gets out to the little villages and listens to our worries. simply self-confident, determined, I think many politicians sitting in the Buda villas do not see the real world... The German President Angela Merkel, she's doing a great job, a tough woman.”

MORE HUMAN

When we asked how politicians in Hungary could connect to young people and start a ‘more human’ type of politics, the consensus was that politicians should stop looking down on the people and instead get closer to them, work harder and listen. Some said they don’t think politicians will ever consider the interests of the people unless drastic measures are taken (reduced salaries, prison, confiscating money, etc.)

“They are too distant and don’t even appear to be working hard. I’ve seen parliamentary broadcasts showing 50-80% of the seats empty. What would my boss say if I didn’t turn up most days? We should punish those who do not attend. I would also require them to do volunteer work (10 hours per month), to see what problems exist in the country. I would force them to have direct contact with everyday people.”

“Most politicians are on their high horse talking down to the people. They cannot connect to people because they do not know what it means not to have enough money for the essentials.... A system should be set up where people can tell their opinions via e-mail. They should read all of them and the things people complain about the most should be put before parliament.”

“Only drastic things come to mind that would encourage politicians to represent the interests of the average person. I want them to be accountable and subject to recall. If an ordinary person would do as much damage as some politicians, it would have been a long time in prison. They look as if they were above the law, they do what they want.”

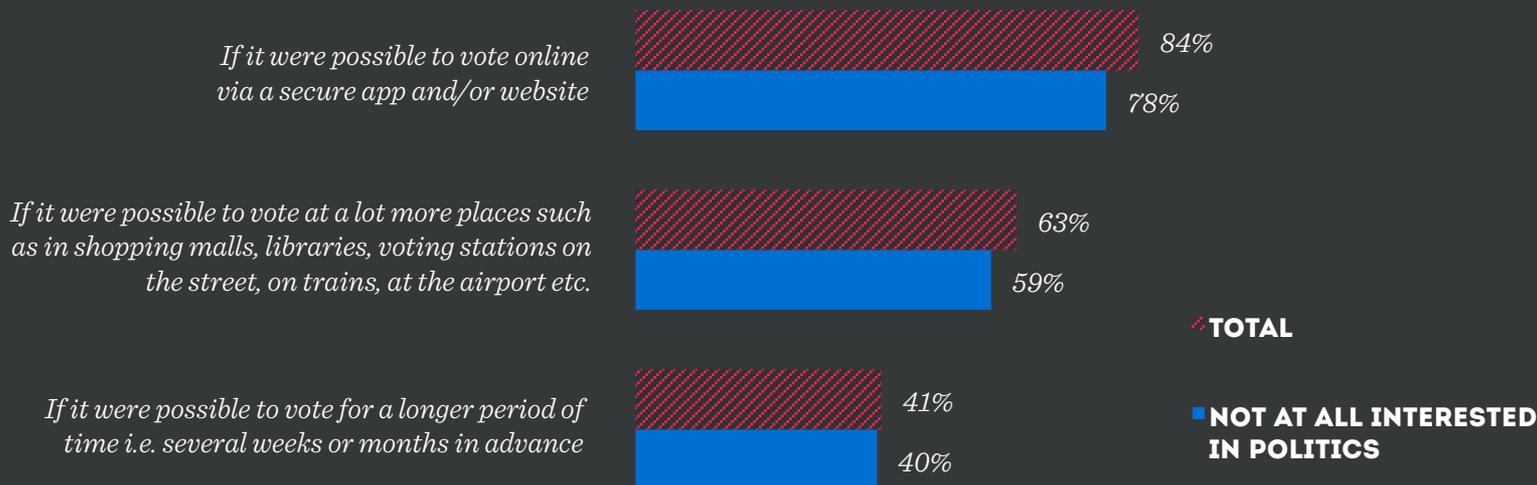
ELECTORAL REFORM



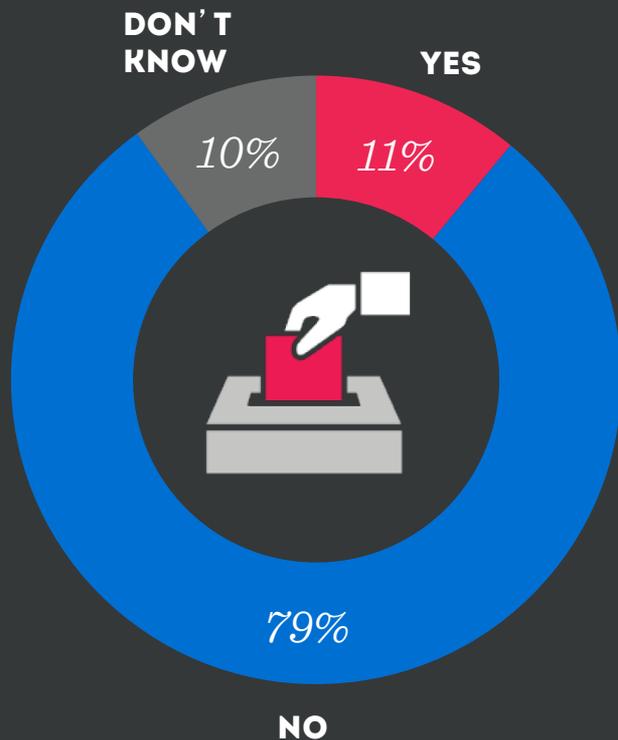
WHAT WOULD ENCOURAGE MORE PEOPLE TO VOTE?

(% 'Very significantly encourage...' or 'Would go some way to encouraging...')

84% OF THE TOTAL AND 78% OF THOSE NOT AT ALL INTERESTED IN POLITICS THOUGHT THAT ONLINE VOTING WOULD ENCOURAGE MORE PEOPLE TO VOTE. THERE WAS ALSO SUPPORT FOR VOTING IN PRECINCTS, ON TRAINS ETC (63%) AND MODERATE SUPPORT FOR LONGER VOTING PERIODS (41%)



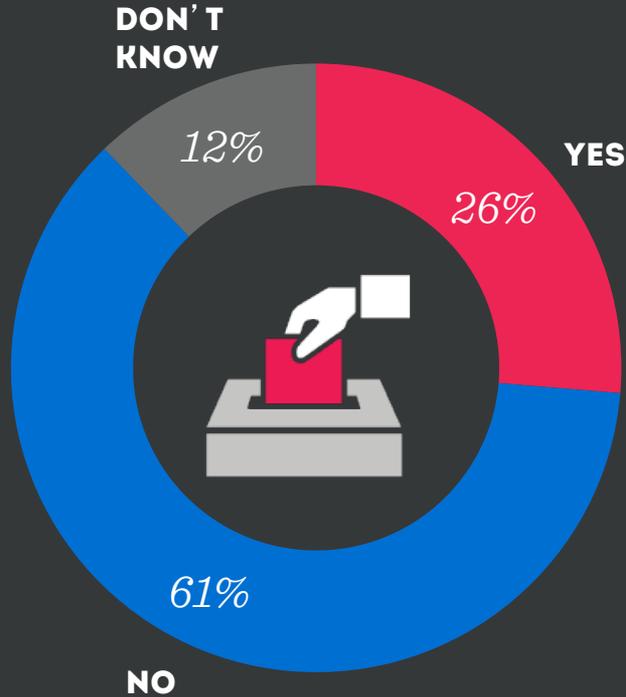
SHOULD 16 AND 17 YEAR OLDS BE GIVEN THE OPPORTUNITY TO VOTE?



34%

Of those aged 15-17 said "yes" – 16 and 17 year olds should be given the opportunity to vote

SHOULD IT BE MADE COMPULSORY TO VOTE?



16%

*Of those aged 15-17
said 'yes' - voting
should be made
compulsory*

WOMEN IN POLITICS

(% who agree with each statement)

DESPITE THE FACT THAT FEMALE MPS MAKE UP ONLY 10% OF THE TOTAL MPS IN PARLIAMENT, 42% (AND 35% OF THE FEMALES) THINK THAT THE GENDER BALANCE IS ABOUT RIGHT, COMPARED TO 41% (AND 52% OF THE FEMALES) WHO AGREED THAT THERE SHOULD BE A GREATER PROPORTION OF WOMEN IN POLITICS. THERE WAS LIMITED SUPPORT FOR ALL WOMEN SHORTLIST (20%).

