

# Energetic Campaign

*How did Fidesz perform in settlements linked to battery production?*

Analysis by Republikon Institute



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## INTRODUCTION

During Sunday's parliamentary elections, there was a specific group of settlements that received our particular attention. These are the villages and towns where some form of battery industry facility is currently operating.

Although dark clouds have been gathering over the Samsung factory in Göd and its management for years, one of the most critical moments of the campaign period was the official report package released in early 2026. This revealed that factory workers – with the government's knowledge – may have inhaled carcinogenic and fetotoxic chemicals in quantities exceeding a hundred times the permitted limits.

It is worth observing how the Göd scandal influenced support for the governing party in settlements where similar industrial activities – such as battery manufacturing, assembly, component processing, or related logistics – are taking place or where the construction of such plants is planned. Our study covered a total of 20 such locations, including a mix of large cities and smaller settlements.

## THE GÖD EFFECT – IS IT REAL?

The following table presents the 2022 and 2026 election party list results in the settlements affected by the battery industry. Additionally, the table displays how much Fidesz's results in these settlements deviate from the party's national results in both years, as well as how many percentage points more or less Fidesz lost in the studied settlements compared to the national average.

Settlement	2022	2026	Difference from the national average in 2022 (~54,1%)	Difference from the national average in 2026 (~39,5%)	How much more did Fidesz lose in the municipality than nationwide? (percentage)
Ács	63,4%	43,7%	9,3%	4,2%	5,1
Alsózsolca	60,7%	40,3%	6,6%	0,8%	5,8
Bátonyterenye	52,9%	36,2%	-1,2%	-3,3%	2,1
Debrecen	50,8%	34,1%	-3,3%	-5,4%	2,1
Fót	47,7%	32,2%	-6,4%	-7,3%	0,9
Göd	44,2%	29,6%	-9,9%	-9,9%	0,0

Gödöllő	45,0%	32,3%	-9,1%	-7,2%	-1,9
Ivánca	56,5%	39,5%	2,4%	0,0%	2,4
Jászberény	50,0%	33,7%	-4,1%	-5,8%	1,7
Komárom	51,7%	38,4%	-2,4%	-1,1%	-1,3
Környe	48,8%	34,1%	-5,3%	-5,4%	0,1
Miskolc	44,5%	31,3%	-9,6%	-8,2%	-1,4
Monor	56,3%	38,9%	2,2%	-0,6%	2,8
Nyergesújfalu	45,8%	30,0%	-8,3%	-9,5%	1,2
Nyíregyháza	46,6%	31,8%	-7,5%	-7,7%	0,2
Pécel	50,0%	34,0%	-4,1%	-5,5%	1,4
Sóskút	50,6%	31,1%	-3,5%	-8,4%	4,9
Szigetszentmiklós	44,8%	30,0%	-9,3%	-9,5%	0,2
Tatabánya	46,0%	33,3%	-8,1%	-6,2%	-1,9
Vésztő	68,1%	49,1%	14,0%	9,6%	4,4

In the final column of the table, we have marked in green those settlements where Fidesz's results decreased to a greater extent than at the national level. It is clearly visible that 15 out of the 20 examined settlements fell into this category. We have marked in red the 5 settlements where Fidesz lost votes at a lower rate than the national average.

Based on the comparison of election data from settlements affected by battery industry investments, a clear trend emerges: between 2022 and 2026, Fidesz's support decreased in every examined settlement, and in three-quarters of the cases, this decline exceeded the national average.

The most significant declines can be observed in smaller settlements. In Ács, Alsózsolca, or Sóskút, for example, Fidesz's losses exceeded the national average by more than 4-5 percentage points. A similar pattern is visible in Ivánca, Monor, or Vésztő, where the party not only lost significant support in absolute terms but its position relative to the national average also deteriorated.

In the case of the five settlements where Fidesz lost support to a lesser extent than the national average, it must be emphasized that the governing party had already performed below its national result in these locations four years ago. Thus, the smaller decline may also be a consequence of a weaker starting position. Where a

party starts with lower support to begin with, there is less room to lose, so the extent of the decline may be more limited. Nevertheless, the drops here are still striking; for instance, in Göd, which can be considered the epicenter of the battery scandals, Fidesz slipped below 30 percent.

However, if we examine how these 20 settlements performed considering the national lists, we see that while Fidesz lost 14.6 percentage points on the national list, it lost 16.1 in these settlements – meaning 1.5 percentage points more. Furthermore, if we only examine settlements with a population under 10,000 within the sample, the decline is 3.4 percentage points higher than the average. Such a weakening of Fidesz's support in this settlement category is particularly noteworthy.

Based on all this, it cannot be clearly established that local battery issues alone resulted in a shift of magnitude that fundamentally overrode general support trends. At the same time, local conflicts were, in certain cases, capable of amplifying the decline in support for the governing party, suggesting that the role of local factors in voter behavior is of increasing importance. Behind these local conflicts, there most likely lies the population's heightened sense of vulnerability toward the battery industry and their opposition to it.