

Abstract

The bachelor's thesis „Analysing the success of UKIP in 2014 local and European elections“ deals with the election results of UK Independence Party (UKIP) in 2014. Namely compares UKIP's results in concurrent local elections and elections to the European Parliament. The aim of the thesis is to confirm a hypothesis that UKIP's results in local elections cannot be considered as a secondary product of UKIP's victory in European elections. Consequently, it characterizes the factors which could confirm this hypothesis. At first, it deals with advancing development of UKIP in British politics. The thesis then concerns the second-order election theory and puts emphasis on British specifics in the area of local and European elections. The paper also monitors UKIP's local and European campaign and analyses the election results. On the grounds of hypothesis the paper examines UKIP's efforts to become a successful component of local government in the UK. UKIP's imitation of the so-called Ashdown strategy is researched for that reason. Subsequently, the thesis therefore focuses on the way how UKIP targets places which are characterized by a large concentration of party's potential voters. The case study of Rotherham is used to examine this strategy. The case study deals with the development of UKIP in Rotherham and compares UKIP's local and European campaign and its results in this locality. In the final section, the paper analyses significance of all these factors in order to answer the research question.