The governing party, Fidesz- KDNP won 3 elections in 2014. When examining the scene after the elections we can see that the left-wing and liberal group is in ruins. A great part of the Hungarian political analysts believe that the Orbán-party needs to take heed of two forces: civilian movements and Jobbik, representing the strongest force of the far right. The structural failure of party politics left Jobbik unharmed and intact, even though it lost 33 representatives in the 2014 Parliamentary elections acquiring 14 mandates.

Municipal elections are more revealing of how embedded Jobbik actually is however: the party was built from bottom up, and strived to integrate itself into the local society of villages and small towns. Jobbik was included in each county. In the Assembly of Ózd, a town located 60 kilometres from Miskolc – one of the poorest towns in Hungary, where the large scale industrialization of the socialist era had been dismantled – a Jobbik representative, David Janiczák was chosen mayor. Janiczák won with a very slight upper hand, so the election was repeated. The second time, he won by 5000 votes.

In the town of Tiszavasvári, called an exemplary town by Jobbik in 2010, the mayor, dr. Fülöp Erik Sándor is from the right wing party as well. This shows that Fidesz’s anti-Jobbik campaigning strategy was apparently fruitless. While left-wing and liberal parties were weakened by internal conflicts, personal fall-outs (such as the question of who should be the candidate for Mayor in the capital), Jobbik took the opportunity to better itself. Staying out of the frays of the governing party and the liberals, they focused on the villages and small towns of Hungary. It is important to examine which regions were the bases of their success. Many analysts held Jobbik an East-Hungarian party preceding the elections. However, the 2014 parliamentary elections proved clearly, that Jobbik is present throughout the country.
Jobbik’s success on the three elections can be traced back to four factors. The campaign, strengthening the image of a consolidated, responsible and at the same time youthful party made an impact on many. The so called “cuteness campaign” is well known in right-wing image-building, since Jobbik adapted the anti-immigration campaign of the Swedish right wing party, the Swedish Democrats. The other factor is the current state of the Hungarian party-political system. The continuous weakening of the liberal camp since 2010, internal conflicts, their lack of an integrated program and vision led voters who wanted to prevent Fidesz from receiving a two thirds majority (especially in smaller settlements) to choose Jobbik over Fidesz, regardless of how they felt.

In this sense, not being in government gave Jobbik a vantage ground, as it wasn’t compromised before the 2014 period. In addition to this, the third factor: The corruption scandals related to Fidesz, as well as the escalating impoverishment in villages and small towns, for which the dismantling of social services can be held responsible. Contrary to popular belief, poverty in Hungary is not restricted to solely the Roma minority. In villages, dissatisfaction, anti-elitist sentiment is common, which could be exploited only by Jobbik so far. As a fourth factor, we can mention that up till now, Fidesz considered the left and liberal opposition- particularly MSZP, DK and Together 2014 - as its opponent, and paid less attention to Jobbik during the campaign. As opposed to what is believed in the West, this time around, Jobbik didn’t gain influence via Horthy-nostalgia and anti-Roma sentiment, especially not via anti-Semitism. This unacceptable façade is no longer prevalent, though still present in its sub-culture.

Jobbik Hungary Movement had been gravitating towards consolidation recently. Ties with the Hungarian Guard, if not depreciated, have become secondary. Jobbik has been working on creating a more professional image and communication - thus taking on the direction of the Swedish Democrats and the Austrian Freedom Party, meaning those far-right parties, which instead of relying on racism build upon envy, representing those in need of the welfare system, campaigning against “criminals
who steal for a living”. Moreover, many argue that Jobbik maintains a good relationship with Putin’s Russia. Russian politics use Western-European right-wing parties as Trojan horses. It may as well be the weak point of the party, if the government uses the secret service to discredit Jobbik. It is also worthy of mentioning, that Jobbik was incapable of using recent civilian movements in Budapest against the government to its advantage (e.g. internet tax), or at least, they seem to react passively in these issues. While Jobbik could not influence the demonstrations in Budapest, it did not become weaker on a national scale, as it remains an influential force in Hungary.