

YouGov Survey Results

Sample Size: 2066 GB Adults
Fieldwork: 2nd - 3rd May 2017

	EU Ref 2016			Vote in 2015				Gender		Age				Social Grade		Region				
Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2066	812	882	583	483	124	198	1000	1066	240	882	510	434	1178	888	248	686	444	498	190
Unweighted Sample	2066	918	903	598	501	132	212	933	1133	202	846	551	467	1246	820	224	690	442	501	209
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever voted in a political election (e.g. general election, European election, local election etc.)?

Yes, I have	89	96	96	99	97	100	100	89	88	65	86	94	99	91	86	83	90	86	87	97
No, I haven't	11	4	4	1	3	0	0	11	12	35	14	6	1	9	14	17	10	14	13	3

[The following question was only asked to those who said "Yes, I have"; n=1899]

Which one or two, if any, of the following reasons best describe why you have ever voted in a political election? (Please tick up to two options)

To express my opinion	51	53	50	49	52	58	53	51	51	52	55	50	46	53	49	43	52	51	56	45
Sense of duty to vote	49	55	47	55	52	48	45	48	49	44	51	48	47	50	47	45	52	49	46	47
I always do	30	32	34	35	34	36	30	32	29	19	27	33	38	31	29	35	28	32	28	33
To help the candidate I want to win	21	21	21	22	22	15	22	23	20	29	16	24	24	22	21	24	20	21	21	21
Pressure from other people (e.g. friends, family etc.)	2	2	2	1	1	4	4	1	3	3	4	2	1	2	3	3	3	3	1	1
None of these	3	1	3	1	2	0	1	3	2	2	3	3	2	2	4	3	2	2	4	3
Don't know	3	2	2	2	1	2	1	3	3	6	4	2	1	2	4	3	2	3	2	4

Sample Size: 2066 GB Adults
Fieldwork: 2nd - 3rd May 2017

	EU Ref 2016			Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2066	812	882	583	483	124	198	1000	1066	240	882	510	434	1178	888	248	686	444	498	190	
Unweighted Sample	2066	918	903	598	501	132	212	933	1133	202	846	551	467	1246	820	224	690	442	501	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[The following question was only asked to those who said "No, I haven't"; n=167]

You previously said you haven't voted in a political election... Which one or two, if any, of the following reasons would make you more likely to vote? (Please tick up to two options)

If I could vote online	22	12	18	13	38	0	0	21	23	18	29	6	35	21	23	24	10	39	18	0
If those aged 16 and 17 were also eligible to vote	10	16	2	0	0	0	0	11	10	27	1	0	0	19	3	9	14	5	12	0
If the voting ballot offices were open for more than one day	7	11	22	0	19	0	0	7	7	6	9	0	0	11	4	11	3	4	12	0
Weekend voting	6	2	3	0	6	0	0	6	5	6	6	0	0	4	6	5	3	6	6	27
None of these	10	9	16	32	6	0	0	10	11	7	10	14	65	9	12	13	12	10	4	51
Don't know	15	10	23	16	23	0	100	10	19	14	14	19	0	10	18	17	14	6	24	0
Not applicable – I would still choose not to vote	37	45	26	40	14	0	0	40	35	28	39	61	0	37	38	27	45	37	37	22

Which one or two, if any, of the following words or phrases best describe how you feel about voting in an election? (Please tick up to two options)

Responsible	53	60	59	67	59	64	59	52	53	34	46	59	69	57	47	49	55	52	51	55
Optimistic	24	25	30	32	25	29	30	26	23	18	19	25	37	26	22	25	24	22	26	29
Pessimistic	17	22	14	11	24	20	15	19	16	23	20	17	10	19	15	15	17	21	15	17
Indifferent	14	12	11	10	11	11	9	14	14	13	18	11	8	14	14	11	14	15	13	18
Uninterested	9	5	7	4	5	3	6	7	12	8	13	8	4	8	12	10	9	11	9	9
Excited	8	11	7	9	9	9	6	11	6	20	8	5	5	9	6	12	8	6	7	10
Angry	5	7	3	2	6	3	5	5	4	7	5	4	5	5	4	4	4	4	7	4
None of these	6	3	5	3	5	3	6	7	5	5	7	7	3	5	7	7	6	7	6	4
Don't know	6	5	4	4	4	1	5	4	8	15	8	3	2	4	9	6	6	6	7	4

Sample Size: 2066 GB Adults
Fieldwork: 2nd - 3rd May 2017

	EU Ref 2016			Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2066	812	882	583	483	124	198	1000	1066	240	882	510	434	1178	888	248	686	444	498	190	
Unweighted Sample	2066	918	903	598	501	132	212	933	1133	202	846	551	467	1246	820	224	690	442	501	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important, if at all, do you think voting is in each of the following types of elections? (Please tick one option per row)

Local elections

Very important	48	57	53	56	58	63	52	47	50	27	40	58	67	51	44	49	48	44	46	63
Fairly important	28	30	29	30	30	27	27	29	28	35	33	23	22	29	28	30	29	30	28	22
TOTAL IMPORTANT	76	87	82	86	88	90	79	76	78	62	73	81	89	80	72	79	77	74	74	85
Not very important	10	6	10	9	6	7	14	12	8	15	12	7	7	10	10	8	10	13	10	6
Not important at all	4	3	3	3	1	2	1	5	3	4	5	5	2	4	5	4	3	5	5	2
TOTAL NOT IMPORTANT	14	9	13	12	7	9	15	17	11	19	17	12	9	14	15	12	13	18	15	8
Don't know	9	5	5	2	4	0	6	7	11	20	11	7	2	5	14	8	9	8	11	6

National elections

Very important	72	83	78	87	81	85	74	74	70	61	64	78	87	78	63	70	72	70	73	75
Fairly important	14	10	14	10	12	11	18	14	14	14	18	12	8	13	16	14	15	17	10	14
TOTAL IMPORTANT	86	93	92	97	93	96	92	88	84	75	82	90	95	91	79	84	87	87	83	89
Not very important	3	1	2	0	1	4	1	3	3	4	4	1	2	2	4	4	4	2	2	3
Not important at all	2	1	1	0	1	0	0	2	2	1	3	3	1	1	3	3	1	3	3	1
TOTAL NOT IMPORTANT	5	2	3	0	2	4	1	5	5	5	7	4	3	3	7	7	5	5	5	4
Don't know	9	4	5	3	4	0	6	7	11	19	11	7	2	6	14	9	8	8	12	7

International elections

Very important	35	45	32	37	40	52	31	34	36	31	31	39	40	40	28	38	33	30	35	48
Fairly important	27	29	28	29	31	25	23	29	25	29	28	21	30	29	25	32	28	29	24	21
TOTAL IMPORTANT	62	74	60	66	71	77	54	63	61	60	59	60	70	69	53	70	61	59	59	69
Not very important	15	12	17	18	14	16	16	15	15	7	14	18	17	14	15	10	16	15	13	17
Not important at all	8	3	10	7	4	1	14	11	6	8	10	9	6	6	12	7	8	10	10	4
TOTAL NOT IMPORTANT	23	15	27	25	18	17	30	26	21	15	24	27	23	20	27	17	24	25	23	21
Don't know	15	10	13	9	12	7	16	12	18	25	17	13	7	11	21	14	15	15	18	10

Sample Size: 2066 GB Adults
Fieldwork: 2nd - 3rd May 2017

	EU Ref 2016			Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2066	812	882	583	483	124	198	1000	1066	240	882	510	434	1178	888	248	686	444	498	190	
Unweighted Sample	2066	918	903	598	501	132	212	933	1133	202	846	551	467	1246	820	224	690	442	501	209	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How influential, if at all, do you think your vote is in each of the following? (Please tick one option per row)

Local elections

Very important	35	39	39	41	41	43	35	35	35	26	29	42	44	36	34	36	36	37	31	40
Fairly important	31	34	32	33	33	30	36	30	32	28	32	29	31	32	28	30	30	28	33	32
TOTAL IMPORTANT	66	73	71	74	74	73	71	65	67	54	61	71	75	68	62	66	66	65	64	72
Not very important	15	15	14	14	15	16	14	18	13	24	15	12	14	15	15	13	18	17	13	10
Not important at all	9	6	8	6	6	5	8	10	8	5	11	10	7	9	10	9	8	9	11	10
TOTAL NOT IMPORTANT	24	21	22	20	21	21	22	28	21	29	26	22	21	24	25	22	26	26	24	20
Don't know	10	6	6	5	6	6	7	8	12	18	12	7	4	8	12	11	8	9	12	8

National elections

Very important	37	38	43	46	41	37	42	36	37	25	30	44	48	37	36	36	40	37	33	36
Fairly important	27	30	27	31	28	24	23	25	28	26	28	25	25	28	24	24	24	26	30	30
TOTAL IMPORTANT	64	68	70	77	69	61	65	61	65	51	58	69	73	65	60	60	64	63	63	66
Not very important	16	19	14	14	17	24	18	19	14	21	18	13	14	18	14	18	17	16	15	15
Not important at all	10	7	8	4	7	8	10	12	8	10	11	10	7	8	13	10	11	11	9	10
TOTAL NOT IMPORTANT	26	26	22	18	24	32	28	31	22	31	29	23	21	26	27	28	28	27	24	25
Don't know	10	6	8	5	6	7	8	8	13	18	12	8	5	8	13	12	9	10	12	9

International elections

Very important	18	21	18	20	21	23	16	17	18	14	15	21	20	18	16	18	18	18	15	21
Fairly important	21	27	19	23	26	16	18	21	22	20	22	20	22	22	20	27	19	23	21	21
TOTAL IMPORTANT	39	48	37	43	47	39	34	38	40	34	37	41	42	40	36	45	37	41	36	42
Not very important	28	30	29	30	28	35	31	29	27	27	26	27	31	30	25	24	31	24	29	28
Not important at all	18	12	21	16	13	18	19	22	16	18	19	19	16	17	21	16	19	21	18	16
TOTAL NOT IMPORTANT	46	42	50	46	41	53	50	51	43	45	45	46	47	47	46	40	50	45	47	44
Don't know	15	11	13	10	12	8	16	11	18	21	17	12	10	13	18	15	13	15	18	13