

YouGov - Election importance

Sample Size: 1625 GB Adults
Fieldwork: 9th - 10th May 2019

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					Political attention				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Low (0-2)	Mid (3-7)	High (8-10)	
Weighted Sample	1625	536	502	91	626	669	786	839	179	684	387	375	926	699	195	543	351	396	140	309	975	341	
Unweighted Sample	1625	565	501	98	711	675	727	898	148	686	399	392	966	659	153	556	369	397	150	152	1109	364	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important do you think each of the following types of elections are?

United Kingdom general elections

Very important	65	71	73	74	74	66	69	61	63	60	68	72	69	59	57	68	63	66	63	33	67	87
Fairly important	21	19	17	20	18	21	19	22	18	23	21	18	19	23	23	20	21	20	21	28	22	10
TOTAL IMPORTANT	86	90	90	94	92	87	88	83	81	83	89	90	88	82	80	88	84	86	84	61	89	97
Not very important	2	3	1	1	2	3	3	2	4	2	2	3	3	2	3	2	4	2	3	3	3	1
Not at all important	3	2	1	0	0	4	4	1	4	2	3	2	2	3	0	1	3	4	4	7	2	1
TOTAL NOT IMPORTANT	5	5	2	1	2	7	7	3	8	4	5	5	5	5	3	3	7	6	7	10	5	2
Don't know	10	6	7	5	7	7	6	13	11	13	6	6	8	12	17	9	9	9	9	29	7	1

Scottish Parliament elections

Very important	21	14	29	31	34	13	22	20	16	21	24	21	23	19	21	17	19	18	51	10	21	32
Fairly important	28	26	32	34	32	24	27	28	32	28	27	26	31	23	31	29	27	27	20	19	30	29
TOTAL IMPORTANT	49	40	61	65	66	37	49	48	48	49	51	47	54	42	52	46	46	45	71	29	51	61
Not very important	16	19	11	19	11	20	19	14	21	13	14	22	16	17	17	16	16	19	9	13	18	15
Not at all important	16	26	9	4	8	26	20	12	8	13	21	19	15	16	8	17	20	16	10	17	15	18
TOTAL NOT IMPORTANT	32	45	20	23	19	46	39	26	29	26	35	41	31	33	25	33	36	35	19	30	33	33
Don't know	19	14	19	12	15	16	12	25	22	24	14	13	15	24	23	20	18	20	9	41	17	6

Welsh Assembly elections

Very important	17	14	25	21	27	13	17	18	6	17	21	19	18	15	16	16	19	15	26	8	17	26
Fairly important	26	26	28	30	29	24	26	25	28	24	26	27	29	22	31	23	28	26	23	14	27	31
TOTAL IMPORTANT	43	40	53	51	56	37	43	43	34	41	47	46	47	37	47	39	47	41	49	22	44	57
Not very important	19	22	13	27	16	22	21	18	24	16	19	22	20	18	20	21	17	19	14	15	20	18
Not at all important	16	23	11	4	8	24	21	11	16	15	19	16	15	18	8	16	20	18	11	19	15	16
TOTAL NOT IMPORTANT	35	45	24	31	24	46	42	29	40	31	38	38	35	36	28	37	37	37	25	34	35	34
Don't know	22	16	23	18	20	17	15	28	27	28	16	15	18	28	25	23	16	22	26	42	20	9

Local council elections

Very important	29	30	38	29	36	29	26	32	17	26	34	36	31	27	33	30	26	29	28	17	29	40
Fairly important	40	41	38	49	41	39	40	39	42	39	37	42	41	38	35	40	41	40	42	26	43	42
TOTAL IMPORTANT	69	71	76	78	77	68	66	71	59	65	71	78	72	65	68	70	67	69	70	43	72	82
Not very important	15	16	12	15	13	17	20	11	26	15	14	12	15	16	11	17	17	16	12	15	16	14
Not at all important	6	6	4	2	4	7	8	3	1	6	8	4	5	6	4	5	6	6	9	11	5	3
TOTAL NOT IMPORTANT	21	22	16	17	17	24	28	14	27	21	22	16	20	22	15	22	23	22	21	26	21	17
Don't know	10	6	8	5	7	8	6	14	14	14	6	6	8	13	17	9	10	10	9	31	7	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
EU Parliament elections																						
Very important	24	14	34	37	34	16	25	23	39	23	24	18	25	22	26	24	22	21	32	18	22	34
Fairly important	30	28	34	32	39	24	30	31	34	31	31	27	33	27	31	28	30	31	38	17	34	33
TOTAL IMPORTANT	54	42	68	69	73	40	55	54	73	54	55	45	58	49	57	52	52	52	70	35	56	67
Not very important	18	27	10	16	12	24	19	16	11	16	17	24	17	19	14	19	20	17	11	14	19	16
Not at all important	15	23	9	9	5	27	19	11	3	12	18	23	15	16	11	16	16	17	8	16	15	14
TOTAL NOT IMPORTANT	33	50	19	25	17	51	38	27	14	28	35	47	32	35	25	35	36	34	19	30	34	30
Don't know	13	8	12	6	10	10	7	19	13	18	9	8	11	16	18	12	13	14	12	35	10	2
Police and Crime Commissioner elections																						
Very important	13	12	15	8	13	15	10	17	13	12	11	17	12	15	19	13	13	10	17	15	15	8
Fairly important	25	23	25	18	24	23	21	29	33	24	23	24	23	27	21	27	25	26	17	19	27	24
TOTAL IMPORTANT	38	35	40	26	37	38	31	46	46	36	34	41	35	42	40	40	38	36	34	34	42	32
Not very important	26	28	29	45	32	26	30	23	21	27	27	28	30	21	24	27	27	26	25	16	27	34
Not at all important	20	27	16	20	18	26	29	12	9	17	27	24	22	18	12	20	23	22	18	13	20	29
TOTAL NOT IMPORTANT	46	55	45	65	50	52	59	35	30	44	54	52	52	39	36	47	50	48	43	29	47	63
Don't know	15	9	15	9	14	10	10	20	24	20	11	8	13	19	24	13	13	15	23	37	12	6
City mayor elections																						
Very important	9	8	14	10	11	9	9	10	6	11	9	9	9	10	18	9	7	9	7	9	9	11
Fairly important	25	21	32	24	32	19	22	27	34	26	22	21	28	21	33	28	22	20	22	16	26	28
TOTAL IMPORTANT	34	29	46	34	43	28	31	37	40	37	31	30	37	31	51	37	29	29	29	25	35	39
Not very important	32	33	27	44	30	33	35	28	37	26	32	38	32	31	26	31	31	36	31	21	33	37
Not at all important	20	28	16	12	15	29	25	15	8	17	26	25	20	21	6	18	26	23	25	18	20	21
TOTAL NOT IMPORTANT	52	61	43	56	45	62	60	43	45	43	58	63	52	52	32	49	57	59	56	39	53	58
Don't know	14	10	12	9	12	11	8	20	16	19	10	8	11	18	17	15	13	12	15	35	11	3