

## YouGov / British Academy Survey Results

Sample Size: 1595 GB Adults  
Fieldwork: 21st - 23rd October 2015

	Vote in 2105				Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1595</b>	542	447	112	191	774	821	190	404	545	456	909	686	204	518	341	392	139
<b>Unweighted Sample</b>	<b>1595</b>	471	456	124	210	748	847	102	294	669	530	1030	565	183	531	335	398	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Which one of the following statements best applies to you?

I have invested in community-owned projects and would do so again	<b>4</b>	3	4	5	2	4	4	11	5	2	2	6	2	5	4	5	3	3
I have invested in community-owned projects but would NOT do again	<b>1</b>	1	2	1	2	1	1	1	3	1	1	1	2	3	1	1	2	3
I have NOT invested in community-owned projects but would like to	<b>21</b>	16	21	23	17	20	21	28	24	20	15	23	17	21	20	21	20	27
I have NOT invested in community-owned projects and would NOT want to	<b>52</b>	60	48	49	64	55	49	30	45	54	65	49	57	47	54	54	53	44
Don't know	<b>22</b>	20	25	22	16	20	24	30	23	22	16	21	22	24	21	19	23	23

### And which one or two, if any, of the following would most encourage you to invest in a local community energy project?

(Please tick up to two options)

If it reduced the cost of my household's energy bill	<b>47</b>	49	47	50	49	46	48	47	46	47	48	52	41	43	46	49	48	52
If I received a high financial return on the investment from the energy project	<b>23</b>	31	19	19	23	28	19	19	31	21	20	24	22	27	23	23	24	17
If it created more local jobs and training	<b>22</b>	20	24	20	20	19	24	19	23	22	22	21	23	23	21	22	22	24
If it reduced my household's carbon emissions	<b>14</b>	11	14	19	8	13	15	30	12	12	11	16	11	13	14	14	13	15
If it improved the local industry and infrastructure	<b>9</b>	6	10	11	5	9	8	13	7	8	9	9	8	7	10	7	9	12
If it allowed me to be more involved in my local community	<b>6</b>	5	6	9	7	5	7	14	6	5	4	7	4	6	4	9	6	3
None of these	<b>18</b>	17	18	16	22	19	16	4	14	22	21	14	22	14	19	17	17	20
Don't know	<b>11</b>	9	12	10	8	9	11	14	11	10	10	9	12	14	11	9	10	10

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	Community Owned Projects					Community Owned Projects	
Total	Invested and would do so again	Invested but would NOT do again	NOT invested but would like to	I NOT invested and would NOT want to	Don't know	Invested in Projects	Not Invested in Projects
<b>Weighted Sample</b> 1595	64	22	332	830	346	86	1162
<b>Unweighted Sample</b> 1595	61	21	365	826	322	82	1191
%	%	%	%	%	%	%	%

### Which one of the following statements best applies to you?

I have invested in community-owned projects and would do so again	<b>4</b>	100	0	0	0	0	74	0
I have invested in community-owned projects but would NOT do again	<b>1</b>	0	100	0	0	0	26	0
I have NOT invested in community-owned projects but would like to	<b>21</b>	0	0	100	0	0	0	29
I have NOT invested in community-owned projects and would NOT want to	<b>52</b>	0	0	0	100	0	0	71
Don't know	<b>22</b>	0	0	0	0	100	0	0

### And which one or two, if any, of the following would most encourage you to invest in a local community energy project?

(Please tick up to two options)

If it reduced the cost of my household's energy bill	<b>47</b>	50	49	54	48	40	49	49
If I received a high financial return on the investment from the energy project	<b>23</b>	12	24	20	26	22	15	24
If it created more local jobs and training	<b>22</b>	31	22	37	16	19	29	22
If it reduced my household's carbon emissions	<b>14</b>	24	16	21	10	14	22	13
If it improved the local industry and infrastructure	<b>9</b>	14	16	17	6	7	15	9
If it allowed me to be more involved in my local community	<b>6</b>	19	17	13	2	6	18	5
None of these	<b>18</b>	6	0	3	27	13	4	20
Don't know	<b>11</b>	4	0	3	9	23	3	7

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and Vote May 2015.

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	70	103
Male 25 to 39	118	216
Male 40 to 59	345	290
Male 60 +	315	223
Female 18 to 24	89	101
Female 25 to 39	193	218
Female 40 to 59	353	297
Female 60 +	233	268
<b>Region</b>		
North England	456	422
Midlands	255	281
East	168	165
London	202	220
South England	380	393
Wales	99	86
Scotland	156	149
<b>Social Grade</b>		
AB	671	480
C1	424	498
C2	259	360
DE	362	378
<b>Newspaper Type</b>		
Express / Mail	267	244
Sun / Star	308	345
Mirror / Record	159	151
Guardian / Independent	119	76
FT / Times / Telegraph	127	137
Other Paper	200	197
No Paper	536	566
<b>Vote Share May 2015</b>		
Conservative	554	583
Labour	471	480
Liberal Democrat	126	120
UKIP	220	206
Green	63	60
Other	98	94
Didn't vote / Don't know	184	172

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to [yougov.co.uk/publicopinion/methodology](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)