

# What the People Think: the Welsh Life and Times Survey 2007

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Cardiff, 14<sup>th</sup> November 2007



Sefydliad Gwleidyddiaeth Cymru  

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Institute of Welsh Politics

# Agenda

1. Introduction: the Research
2. What really happened in the 2007 Assembly Election?
3. Have the Welsh people become more Welsh under devolution?
4. How will people vote in a referendum on primary powers?
5. What we still don't know about public opinion in Wales
6. Questions and Discussion

# The Research

2007: Post-Election Survey

ESRC-funded; Fieldwork by NatCen

Sample of c.900; respondents from all 40 constits.

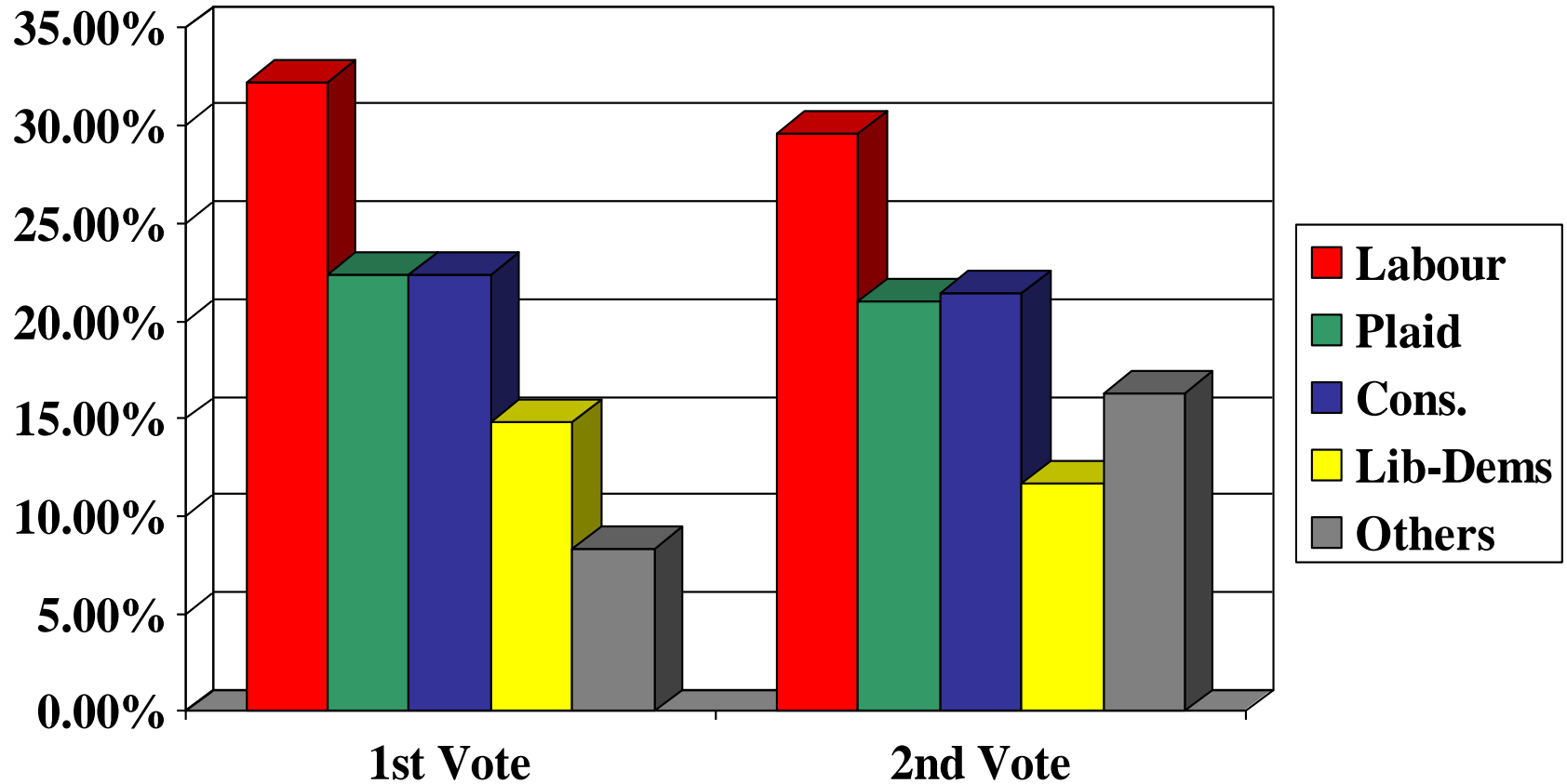
Previous Work:

- Academic Surveys in 1997, 1999, 2001, 2003
- Electoral Commission Research

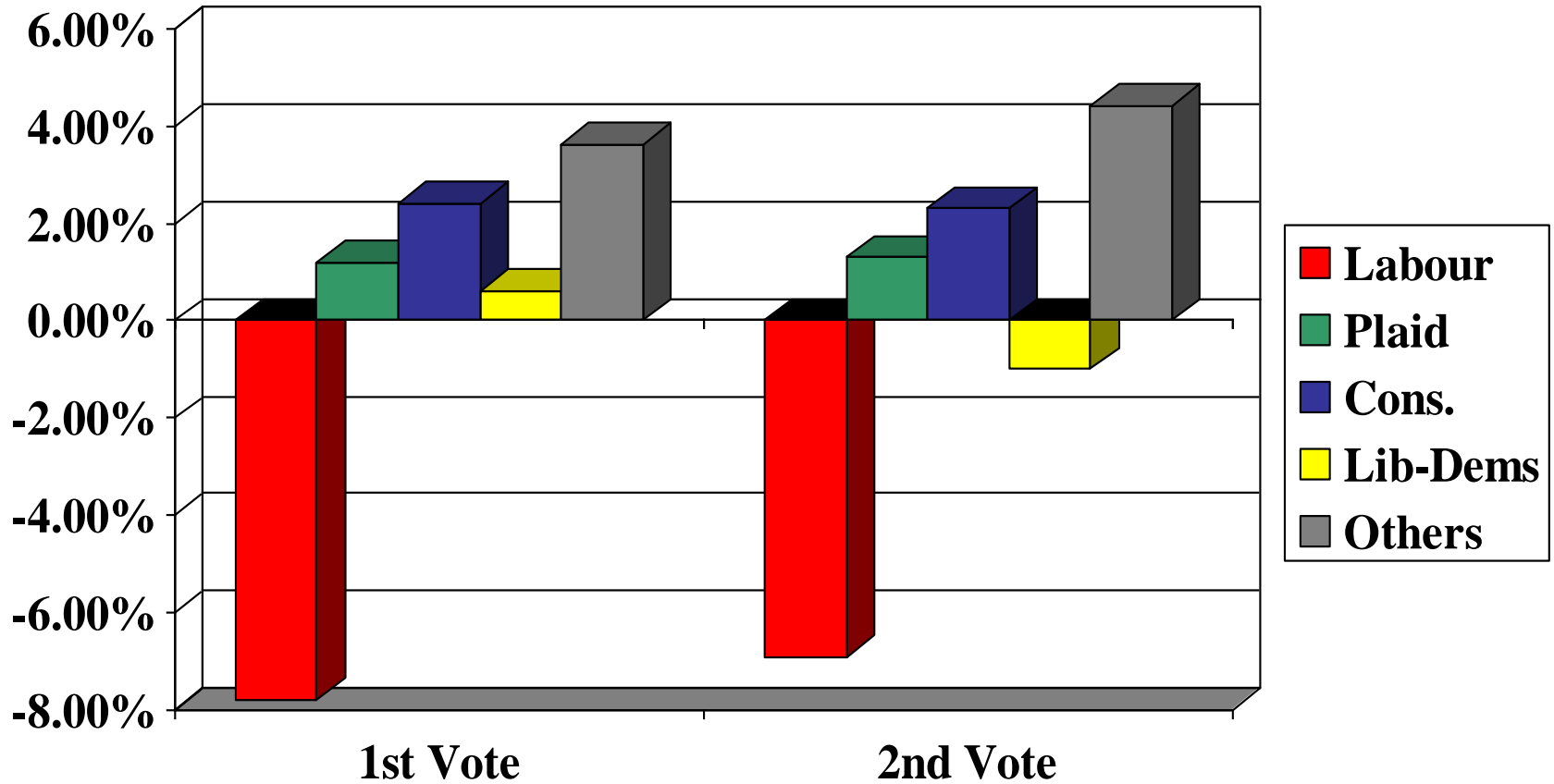
# The 2007 Election: What Happened?

- Decline in Labour Vote
- Failure of the Opposition
- Notable Features of the Results

# 2007: The Results



# Changes From 2003



# Notable Features of 2007 Results

- Uniformity of Labour Decline
- Marginality
- Disproportionality & Geography: *Where* Seats were Won & Lost

# Labour General Election Vote, 1997-2005

	<u>Scotland</u>	<u>England</u>	<u>Wales</u>
<i>1997</i>	45.6%	43.5%	54.7%
<i>2005</i>	38.9%	35.5%	42.7%
<i>% Fall</i>	6.7%	8.0%	12.0%

Projected Labour Vote in Hypothetical 2007 General Election  
in Wales: **41.8%**



# The 2007 Election: *Why* ?

- Party Leadership: Awareness & Popularity
- Popularity of the Parties
- Government Performance
- Turnout: where did Labour's vote go?

# Party Leaders: Awareness

% of Respondents Offering a View on Party Leader:

	<u>2003</u>	<u>2007</u>
Morgan	82.8	87.0
Wyn Jones	61.0	57.0
Bourne	37.8	39.1
German	48.8	43.7

# Party Leaders: Ratings

Average Rating /10 for those Offering a View on Party Leader:

	<u>2003</u>	<u>2007</u>
Morgan	5.46	5.33
Wyn Jones	4.32	5.15
Bourne	3.63	3.96
German	3.50	4.36

# Popularity of Parties, 2007

Mean Average Ratings out of 10:

Labour	5.49
Plaid Cymru	4.86
Lib-Dems	4.49
Conservatives	3.94

# Govt in London .v. Cardiff

‘How Good or Bad a Job Done in recent years?’ (%)

	<u>UK Govt</u>	<u>WAG</u>
Very/Fairly Good	47.8	50.6
Neither	27.1	33.2
Very/Fairly Bad	25.1	16.3

# Policy Change Since 2003 (2007, %)

	<u>NHS</u>	<u>Educ.</u>	<u>Std.Liv</u>
Better	30.5	31.7	39.2
No Diff.	42.8	54.2	33.2
Worse	26.8	14.1	27.6

# Where Did Labour's 2005 Vote Go?

Of those who voted Labour in 2005...

1.5% voted Conservative in 2007

4.6% voted Lib-Dem in 2007

6.1% voted Plaid Cymru in 2007

4.2% voted for 'Others' in 2007

37.2% voted Labour in 2007

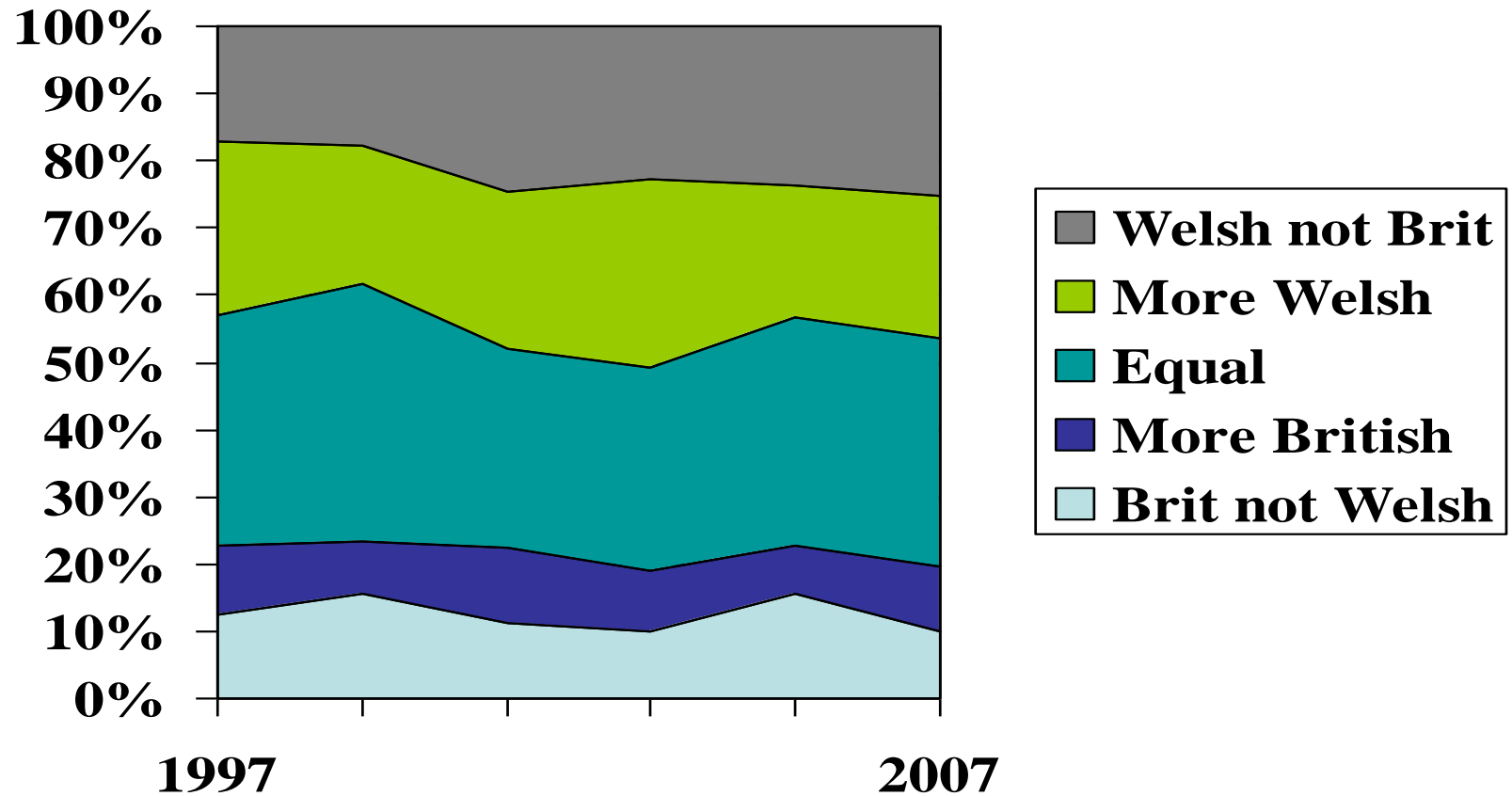
44.8% Did Not Vote.

# Have the Welsh Become More Welsh?

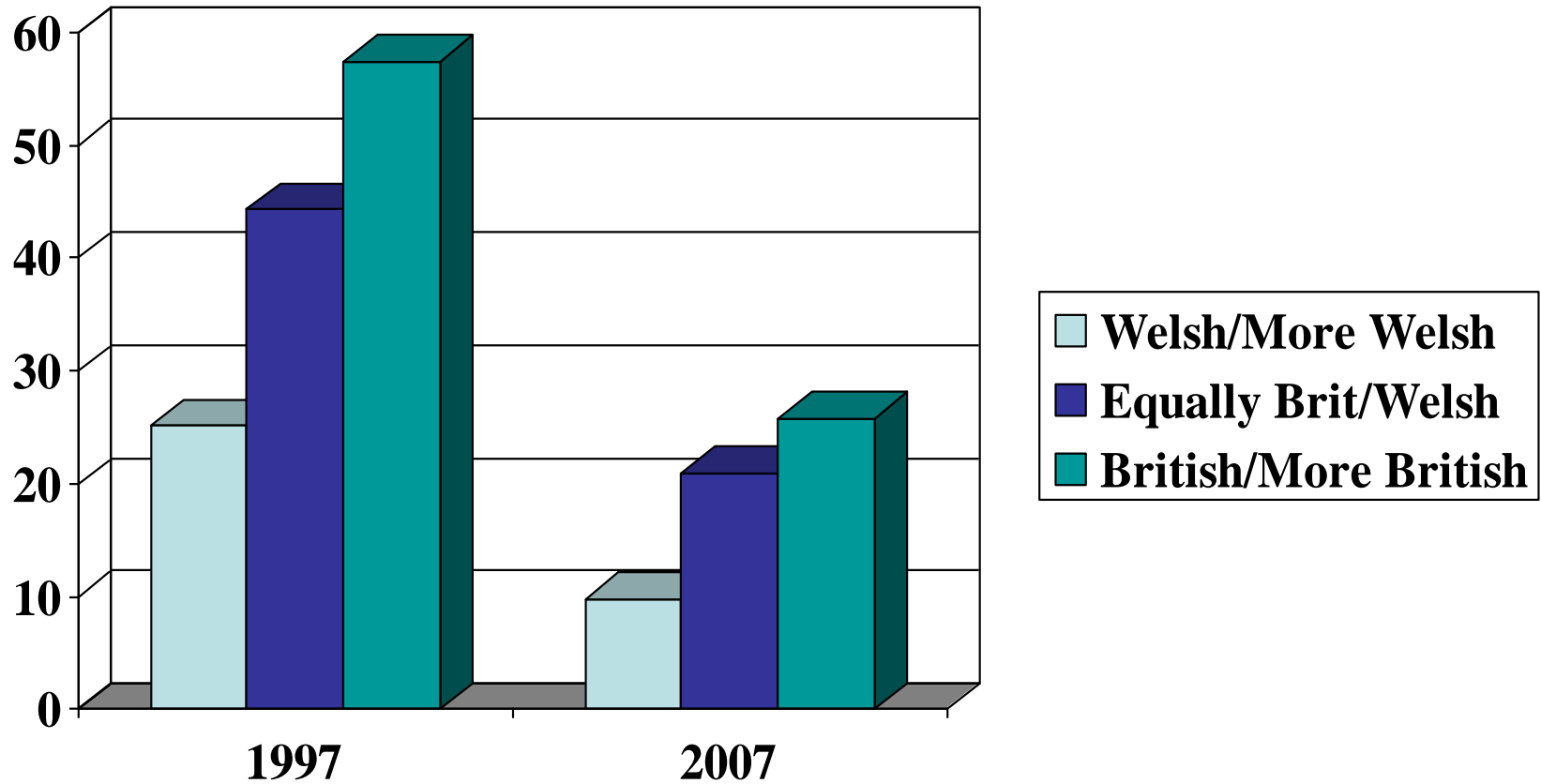
- Trends in National Identity 1997-2007
- Implications of Identity for views on Devolution
- Not more Welsh in Identity; More Welsh in desired Centre of Governance



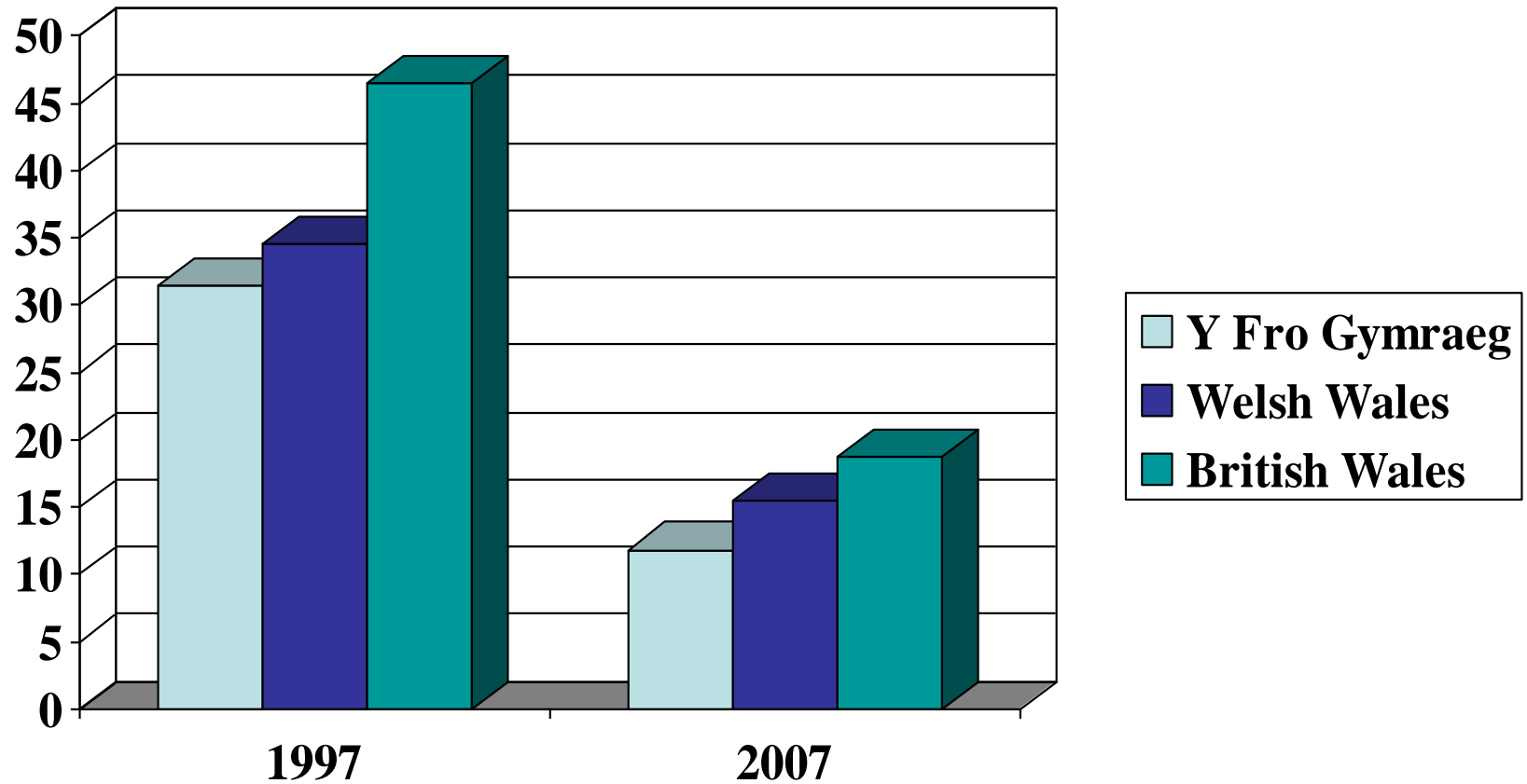
# 'Moreno' National Identity, 1997-2007



# Opposition to Devo. by National Identity



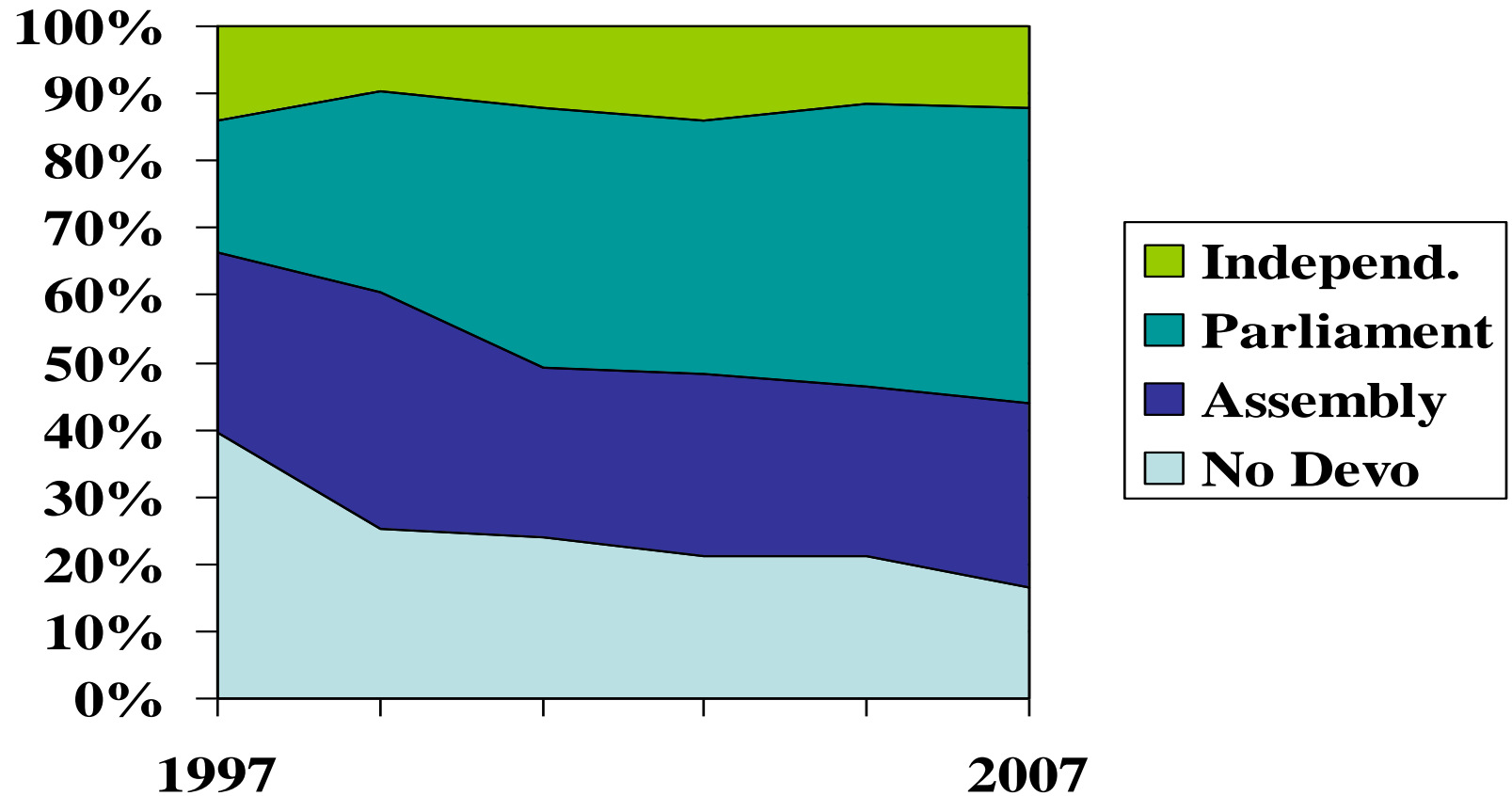
# Opposition to Devolution in 'Three Wales Model' Regions



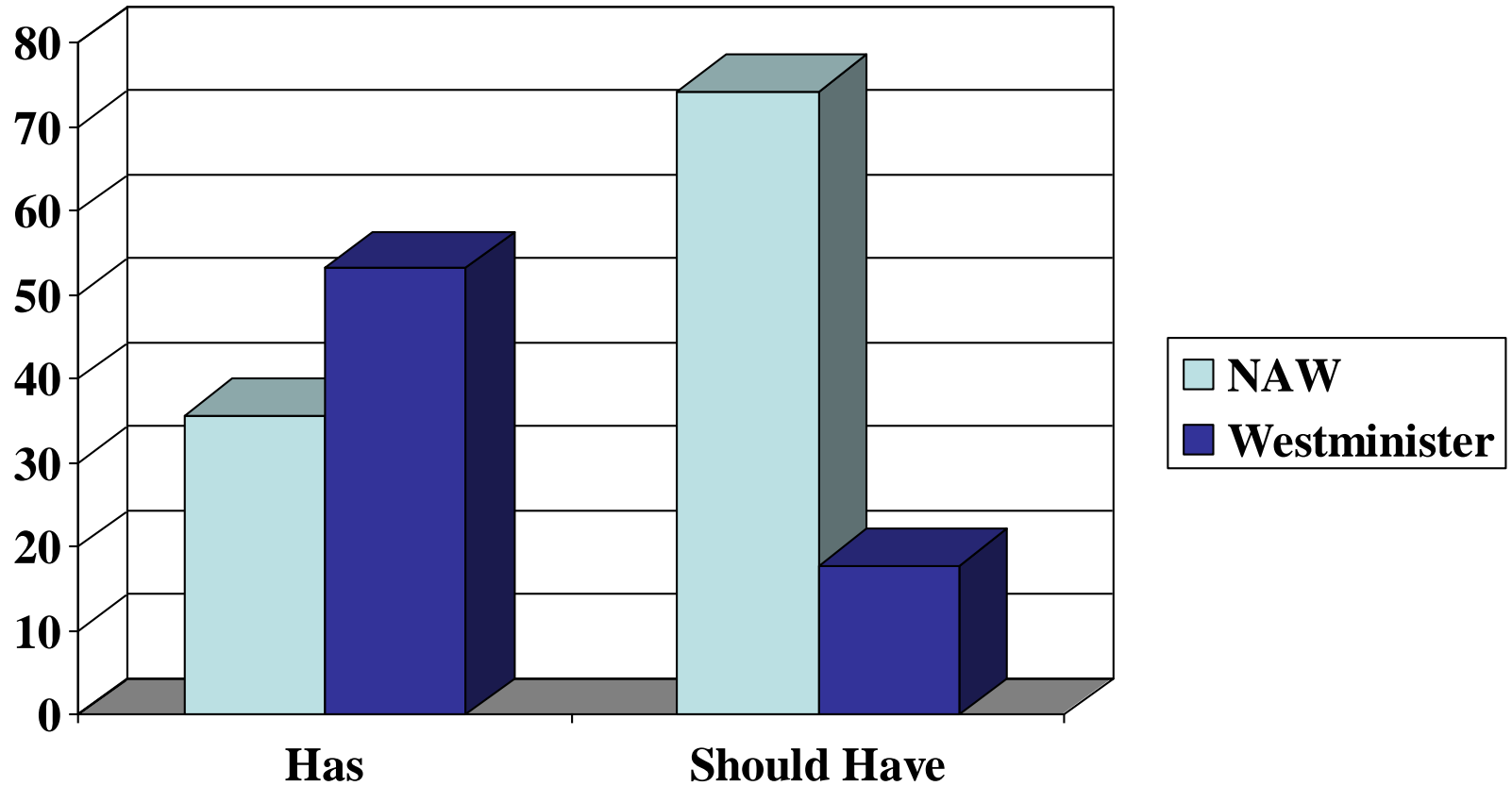
# Voting in the Referendum

- Changing Attitudes to Devolution
- What Shapes Voting in Referendums?
- Likely Political Context of a Referendum

# Constitutional Preferences, 1997-2007



# 'Most Influence Over Governing Wales' (2007)



# What We Still Don't Know

- Unpicking Attitudes to 'Devolution'
- Political Knowledge/ Understanding
- Political Activism
- Regions and Localities
- Attitudes outside election years
- Likely Referendum Voting