



**Summary Results:**

**Voting Intention, Party Leaders  
September 2011**

## 1. Background

The South West Poll gives a snapshot picture of opinion in the South West region. Previously, businesses and public sector organisations who wanted to find out the opinions of people who lived in the South West either had to rely on a national omnibus survey, which would only have between 60 and 80 people to represent the entire region, or would have to commission an expensive ad hoc survey.

The South West Poll is a monthly omnibus survey interviewing a representative sample of members of the general public resident in the South West region of England. The survey features questions from more than one business or organisation to be asked as part of one survey. By sharing them amongst more than one organisation, costs are kept relatively low, and a fast turnaround can be achieved.

Because the sample used is large enough, it is possible to break down the results by County / Unitary Authority level so differences within the region can be highlighted.

## 2. Method

- The South West Poll is a combined telephone and online survey of adults aged over 18 years old living in the South West Region (as defined by the Government).
- The telephone numbers called were generated using random digit dialling.
- Online surveys were conducted using respondents from the 'Research Now' consumer panel
- The sample was a stratified random sample by County / Unitary Authorities in order ensure that the achieved sample was representative at that level (as a percentage of the total number of people living in the South West Region).
- A maximum of 10 call-backs were made at different times of the day on different days of the fieldwork timeframe.
- Interviews were carried out between 1<sup>st</sup> September and 4<sup>th</sup> September 2011, and a total of 614 responses were achieved.
- Data was weighted to ensure the final results were representative of the region in terms of age and gender.
- Voting intention results were derived from 3 questions: current voting intention; likelihood to vote; vote in General Election 2010.
- Voting intention were therefore weighted for age, gender, likelihood to vote and vote in General Election 2010.
- Data was analysed by Marketing Means using SPSS.
- Voting intention is a tracking question on the poll commissioned by The Western Morning News / Western Daily Press

### 3. Results

#### 3.1 Voting intention in the South West Region (comparison to last SW Poll)

Firstly, the Conservatives, Labour, the Liberal Democrats and other parties would all stand candidates for a new MP in your area in a General Election. If a General Election was held tomorrow which party do you think you would vote for?

##### Voting intention March 2011

Party	September 2011	August 2011	Change
Labour	23%	21%	+2%
Conservatives	40%	40%	nc
Liberal Democrats	22%	21%	+1%
Green	4%	4%	nc
Independent	3%	1%	+2%
UKIP	6%	9%	-3%
Others	2%	2%	nc

Source: Marketing Means March 2011

Base: All those intending to vote 415

Based on the results from the poll, Marketing Means calculate the approximate seat changes in the South West would be:

##### Approximate Seat Changes South West (current boundaries excl. Bournemouth Poole)

Party	General Election	SW Poll	Change
Labour	4	6	+2
Conservatives	32	36	+4
Liberal Democrats	14	7	-7

Source: Marketing Means March 2011

Base: All those intending to vote 415

Somerset and Cornwall would see the biggest losses for the Liberal Democrats (-3) with them holding on to their Devon seats. The strong showing of Labour in Cornwall would see the Conservatives gaining at their expense.

The Conservatives on these figures, despite losing some support from the last General Election, would benefit from the even split between the other two major parties.

### 3.2 Party leaders

Thinking about the following people, could you say to what extent you are satisfied or dissatisfied with the job they are doing?

Since the survey at the beginning of August, all three leaders have seen a slight fall in their approval rating, but well within the margin of error for the survey.

#### Satisfaction with political leaders

Party	Overall satisfaction	Overall dissatisfaction	Net satisfaction	Change
The Prime Minister, David Cameron	39%	<b>39%</b>	0%	-2%
The Leader of the Opposition, Ed Miliband	19%	<b>45%</b>	-26%	-1%
The Deputy Prime Minister, Nick Clegg	23%	<b>48%</b>	-25%	-3%

Source: Marketing Means March 2011

Base: All respondents 614