



**Cymorth chwilio | Finding Aid - Denis Balsom (Welsh Opinion Polls)
Papers, (GB 0210 BALSOM)**

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Denis Balsom (Welsh Opinion Polls) Papers,

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Gwybodaeth grynodeb | Summary information

Lleoliad Repository:	Llyfrgell Genedlaethol Cymru = The National Library of Wales
Teitl Title:	Denis Balsom (Welsh Opinion Polls) Papers,
ID:	GB 0210 BALSOM
Virtua system control number [alternative]:	vtls004647750
Dyddiad Date:	1979-2004. (dyddiad creu date of creation)
Disgrifiad ffisegol Physical description:	4 boxes (0.116 cubic metres)
Iaith Language:	English
Iaith Language:	Welsh
Dyddiadau creu, golygu a dileu Dates of creation, revision and deletion:	
Nodyn Note [generalNote]:	Title based on contents.

Hanes gweinyddol / Braslun bywgraffyddol | Administrative history | Biographical sketch

Nodyn | Note

Dr Denis Balsom is regarded as an authority on social and political survey research. He is the Chairman and Company Secretary of FBA, a PR, corporate affairs and branding and design company based in Aberystwyth. He also created and continues to edit The Wales Yearbook, a guide to public affairs in Wales, published by Francis Balsom Associates (FBA).

Dr Denis Balsom was formerly a lecturer in the Department of International Politics at the University of Wales, Aberystwyth, taking particular interest in Welsh politics. He was also made an Honorary Research Fellow at The Welsh Governance Centre at Cardiff University. He is a frequent commentator on Welsh affairs and has been a programme consultant to ITV Wales for many years. In addition, Dr Balsom holds voluntary positions as Trustee of the Gwendoline and Margaret Davies Charitable Trust, Director of the Gregynog Press and Director of the Institute of Welsh Affairs.

Natur a chynnwys | Scope and content

Papers of Denis Balsom, 1979-2004, comprising opinion polls and surveys relating to Welsh politics, culture and society. The collection includes pre-election opinion polls, 1979-2004, concerning voting intentions across Wales and public opinion of devolution; constituency polls, 1987-2003, carried out to assess voting intentions on a regional level; surveys on the Welsh language and culture, 1979-1995; surveys relating to social issues in Wales, 1989-1995; and television image surveys, 1979-1996.

Nodiadau | Notes

Nodiadau teitl | Title notes

Ffynhonnell | Immediate source of acquisition

Dr Denis Balsom; Aberystwyth; Donation; April 2008; 004647750.

Trefniant | Arrangement

Arranged at NLW into five series: pre-election opinion polls; constituency polls; surveys on the Welsh language and culture; surveys on social issues; and television image surveys.

Cyfyngiadau ar fynediad | Restrictions on access

Readers consulting modern papers in the National Library of Wales are required to abide by the conditions noted on the 'Modern papers - data protection' form issued with their Readers' Tickets.

Amodau rheoli defnydd | Conditions governing use

Usual copyright laws apply.

Ychwanegiadau | Accruals

Accruals are possible.

Nodiadau eraill | Other notes

- **Statws cyhoeddiad | Publication status:** Published
- **Dynodwr sefydliad | Institution identifier:** Llyfrgell Genedlaethol Cymru = The National Library of Wales

Pwyntiau mynediad | Access points

- Beaufort Research.
- NOP Social and Political.
- Public opinion polls -- Wales. (ffurfiau dogfennol) | (documentary form)
- Social surveys -- Wales. (ffurfiau dogfennol) | (documentary form)
- Wales. (lle) | (place)

Disgrifiad cyfres | Series descriptions

Cyfres | Series 1. vtls004692138: Pre-election opinion polls,

Dyddiad | Date: 1979-2004. (dyddiad creu) | (date of creation)

Natur a chynnwys | Scope and content:

Pre-election opinion polls, 1979-2004, comprising copies of the questionnaires used and tabulated results. The polls were carried out across Wales by NOP and Beaufort Research Limited, amongst others, to survey voting intentions and behaviour amongst representative samples of the Welsh electorate in various general elections, Welsh Assembly elections and the 2004 European Election. Issues such as devolution are also examined. The series also includes a report on British voting trends between 1979 and 1987.

Disgrifiad ffisegol | Physical description: 20 volumes, 4 folders, 1 bundle.

Iaith y deunydd | Language of the material:

Nodyn | Note:

Preferred citation: 1.

Pwyntiau mynediad | Access points:

- Great Britain. Parliament -- Elections.
- Election forecasting -- Wales. (pwnc) | (subject)
- Wales -- Politics and government -- 20th century. (pwnc) | (subject)

Trefniant | Arrangement:

Arranged chronologically.

Ffeil / rhestr eitemau | File / item list

Cod cyfeirnod Ref code	Teitl Title	Dyddiadau Dates	Statws mynediad Access status	Cynhwysydd Container
1/1. vtls004692208	File - Welsh opinion polls and omnibus surveys,	1981-1987.		1/1 (1).

1/2. vtls004692224	File - British voting trends report,	[1987].	1/2 (1).
1/3. vtls004692243	File - Welsh general election polls,	1987.	1/3 (1).
1/4. vtls004692285	File - Welsh general election polls,	1992.	1/4 (1).
1/5. vtls004692355	File - Devolution opinion polls,	1995-1999.	1/5 (1).
1/6. vtls004692382	File - Welsh general election polls,	1997.	1/6 (1).
1/7. vtls004692417	File - Wales opinion poll: young people,	1999.	1/7 (1).
1/8. vtls004692152	File - Wales monitor surveys,	2000.	1/8 (2).
1/9. vtls004692329	File - National Assembly election polls,	2002-2003.	1/9 (2).
1/10. vtls004692217	File - European election poll,	2004.	1/10 (2).

Cyfres | Series 2. vtls004692941: Constituency polls,

Dyddiad | Date: 1987-2003. (dyddiad creu) | (date of creation)

Natur a chynnwys | Scope and content:

Constituency polls, 1987-2003, comprising tabulated results of opinion polls, prepared by NOP and Beaufort Research Limited, carried out in various constituencies across Wales to assess voting intentions and behaviour, and to examine public opinion on local issues.

Disgrifiad ffisegol | Physical description: 6 volumes, 4 folders.

Iaith y deunydd | Language of the material:

Nodyn | Note:

Preferred citation: 2.

Pwyntiau mynediad | Access points:

- Great Britain. Parliament -- Elections.
- Election forecasting -- Wales. (pwnc) | (subject)
- Wales -- Politics and government -- 20th century. (pwnc) | (subject)

Trefniant | Arrangement:

Arranged chronologically.

Ffeil / rhestr eitemau | File / item list

Cod cyfeirnod Ref code	Teitl Title	Dyddiadau Dates	Statws mynediad Access status	Cynhwysydd Container
2/1. vtls004692955	File - Cardiff South and Penarth opinion poll,	1987.		2/1 (2).
2/2. vtls004692961	File - Constituency poll in Ynys Môn,	1987.		2/2 (2).
2/3. vtls004692968	File - Constituency poll in Carmarthen,	1987.		2/3 (2).
2/4. vtls004692992	File - Constituency polls in Vale of Glamorgan,	1989.		2/4 (2).
2/5. vtls004693009	File - Political poll in Clwyd North-West,	1990.		2/5 (2).
2/6. vtls004693031	File - Monmouth by-election poll,	1991.		2/6 (2).
2/7. vtls004693043	File - Monmouth poll,	1999.		2/7 (2).
2/8. vtls004693051	File - Wrexham poll,	2003.		2/8 (2).
2/9. vtls004693172	File - Vale of Glamorgan poll,	2003.		2/9 (2).
2/10. vtls004693194	File - Caerphilly poll,	2003.		2/10 (2).

Cyfres | Series 3. vtls004693378: Surveys on the Welsh language and culture,

Dyddiad | Date: 1979-1995. (dyddiad creu) | (date of creation)

Natur a chynnwys | Scope and content:

Surveys and reports, 1979-1995, relating to the Welsh language and culture, concerning issues such as public attitudes towards the language, Welsh-medium education and the media in Wales.

Disgrifiad ffisegol | Physical description: 11 volumes, 1 folder.

Iaith y deunydd | Language of the material:

Nodyn | Note:

Preferred citation: 3.

Pwyntiau mynediad | Access points:

- Welsh language -- Public opinion. (pwnc) | (subject)

Trefniant | Arrangement:

Arranged chronologically.

Ffeil / rhestr eitemau | File / item list

Cod cyfeirnod Ref code	Teitl Title	Dyddiadau Dates	Statws mynediad Access status	Cynhwysydd Container
3/1. vtls004693402	File - Welsh cultural surveys,	1979-1991.		3/1 (3).
3/2. vtls004693421	File - Welsh language poll,	1989.		3/2 (3).
3/3. vtls004693433	File - Welsh language in business report,	1991.		3/3 (3).
3/4. vtls004693515	File - 1992 Welsh Social Survey: Report on the Welsh Language,	1995.		3/4 (3).
3/5. vtls004693543	File - Public attitudes to the Welsh language,	1994-1995.		3/5 (3).

Cyfres | Series 4. vtls004693567: Surveys on social issues,

Dyddiad | Date: 1989-1995. (dyddiad creu) | (date of creation)

Natur a chynnwys | Scope and content:

Surveys relating to various social issues in Wales, 1989-1995, comprising assessments of public attitudes towards the Wylfa 'B' nuclear power station, farming and farming unions, and religion.

Disgrifiad ffisegol | Physical description: 4 volumes.

Iaith y deunydd | Language of the material:

Nodyn | Note:

Preferred citation: 4.

Trefniant | Arrangement:

Arranged chronologically.

Ffeil / rhestr eitemau | File / item list

Cod cyfeirnod Ref code	Teitl Title	Dyddiadau Dates	Statws mynediad Access status	Cynhwysydd Container
4/1. vtls004693576	File - Public attitudes to Wylfa 'B' nuclear power station,	1989.		4/1 (4).
4/2. vtls004693597	File - Welsh farming polls,	1989-1995.		4/2 (4).
4/3. vtls004693606	File - Social issues and religion in Wales,	1990.		4/3 (4).

Cyfres | Series 5. vtls004693615: Television image surveys,

Dyddiad | Date: 1979-1996. (dyddiad creu) | (date of creation)

Natur a chynnwys | Scope and content:

Television image surveys, 1979-1996, carried out to assess the attitudes of viewers towards television in general and regional programming, comprising a report on public attitudes towards ITV, 1979; HTV image surveys, 1994-1996; and an S4C image survey, 1996.

Disgrifiad ffisegol | Physical description: 11 volumes.

Iaith y deunydd | Language of the material:

Nodyn | Note:

Preferred citation: 5.

Pwyntiau mynediad | Access points:

- Television -- Wales -- Public opinion. (pwnc) | (subject)

Trefniant | Arrangement:

Arranged chronologically.

Ffeil / rhestr eitemau | File / item list

Cod cyfeirnod Ref code	Teitl Title	Dyddiadau Dates	Statws mynediad Access status	Cynhwysydd Container
5/1. vtls004693628	File - Attitudes to ITV,	1979.		5/1 (4).
5/2. vtls004693996	File - HTV image surveys,	1994-1996.		5/2 (4).
5/3. vtls004693639	File - S4C Welsh TV image survey,	1996.		5/3 (4).