

YouGov / Persuasion UK Survey Results

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

If there were a **general election** today, how would you vote in your area?

Conservative	7	100	0	0	0	0	0	93	0	0	1	2	1
Labour	9	0	100	0	0	0	0	0	94	1	5	0	1
Liberal Democrat	4	0	0	100	0	0	0	1	2	93	2	0	1
Plaid Cymru	20	0	0	0	100	0	0	0	1	0	70	0	0
Reform UK	21	0	0	0	0	100	0	3	1	2	2	93	0
Green	10	0	0	0	0	0	100	0	0	0	13	0	93
Some other party	3	0	0	0	0	0	0	0	0	0	0	2	0
Would not vote	10	0	0	0	0	0	0	1	1	0	2	0	2
Don't know	13	0	0	0	0	0	0	2	1	5	4	2	1
Refused	3	0	0	0	0	0	0	0	0	0	1	1	0

In general, how willing are you to vote for these parties at the next **general election**?

Conservative

0 - Not at all willing	46	0	60	34	67	26	68	1	56	29	66	25	61
1	5	0	8	6	9	5	10	0	6	7	10	4	8
2	7	0	11	11	7	5	11	0	15	4	6	5	15
3	4	0	3	10	3	6	6	0	3	10	4	7	10
4	4	0	2	7	2	8	1	2	4	6	2	7	1
5	7	1	8	9	3	11	0	1	8	13	2	11	0
6	6	8	5	11	5	12	1	4	6	17	4	12	3
7	5	15	0	6	1	15	0	20	0	5	1	14	0
8	4	22	0	4	0	9	0	20	0	4	0	9	0
9	2	17	0	0	0	2	0	16	0	0	0	2	0
10 - Very willing	3	35	0	0	1	1	0	36	0	0	1	1	2
Don't know	5	0	0	0	1	0	0	0	0	0	1	0	0
Refused	3	2	1	3	0	1	1	1	1	4	1	2	1

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Sample Size: 1556 adults in Wales (16+)
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	Vote in 2024 GE							Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender	
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there were a ****general election**** today, how would you vote in your area?

Conservative	7	38	2	6	2	2	0	29	2	1	4	33	2	1	3	6	11	8	7
Labour	9	1	28	2	2	1	1	1	28	4	6	1	28	7	8	15	6	9	8
Liberal Democrat	4	2	4	23	3	0	1	2	2	30	4	2	1	31	3	5	2	4	3
Plaid Cymru	20	4	27	16	62	2	22	5	27	9	56	6	25	15	56	31	9	21	20
Reform UK	21	40	7	15	9	76	4	50	11	18	8	47	12	20	7	8	43	26	17
Green	10	1	13	11	5	0	66	1	11	21	7	1	9	6	7	10	4	8	11
Some other party	3	2	2	1	3	6	2	3	2	0	2	3	1	0	2	2	3	3	3
Would not vote	10	1	3	9	0	4	2	2	1	0	4	0	3	0	4	6	7	9	12
Don't know	13	12	13	18	11	4	3	8	14	18	8	7	16	20	6	13	12	10	16
Refused	3	0	1	0	3	5	0	0	1	0	2	0	2	0	2	3	2	2	3

In general, how willing are you to vote for these parties at the next ****general election****?

Conservative

0 - Not at all willing	46	5	66	25	59	31	72	12	63	38	64	10	60	26	64	55	34	44	47
1	5	2	7	7	6	3	11	2	7	4	5	2	7	8	5	6	4	6	5
2	7	3	7	13	7	8	10	5	7	13	7	4	5	15	9	6	6	9	5
3	4	4	3	12	7	6	3	6	5	9	4	3	7	9	4	5	5	4	5
4	4	2	3	8	4	10	1	5	2	7	4	4	2	8	3	2	6	4	3
5	7	8	5	12	3	10	0	9	6	2	3	9	6	7	2	4	9	6	7
6	6	14	3	7	5	9	0	13	4	2	1	14	4	2	2	4	8	7	5
7	5	19	1	4	1	10	0	16	2	10	0	16	2	9	1	4	8	6	4
8	4	15	1	6	3	5	2	12	2	3	2	12	2	5	2	3	7	4	4
9	2	11	0	4	1	0	0	9	0	0	1	10	0	0	1	2	3	2	1
10 - Very willing	3	15	0	2	0	3	0	11	1	0	3	14	1	0	1	3	5	2	4
Don't know	5	2	2	0	1	0	0	1	1	0	3	1	1	0	3	3	3	2	7
Refused	3	1	3	1	2	6	1	1	1	12	2	2	1	11	3	3	2	2	4

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Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age					Region in Wales						Socio-economic Classification (NS-SEC)		
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there were a ****general election**** today, how would you vote in your area?

Conservative	7	3	4	8	14	5	8	7	10	8	7	8	9	7
Labour	9	8	7	8	12	6	11	11	5	9	9	10	8	8
Liberal Democrat	4	7	4	3	2	4	3	7	2	3	5	5	3	3
Plaid Cymru	20	33	19	20	16	24	18	21	26	15	20	25	17	14
Reform UK	21	9	14	25	34	24	22	15	21	23	20	19	22	29
Green	10	30	10	7	3	7	11	16	7	8	10	10	9	6
Some other party	3	3	4	2	2	3	3	3	2	4	2	4	2	3
Would not vote	10	4	13	13	7	12	5	8	15	12	12	7	11	14
Don't know	13	3	19	12	10	14	15	10	9	15	12	12	16	12
Refused	3	1	5	2	1	2	3	2	3	4	2	1	2	3

In general, how willing are you to vote for these parties at the next ****general election****?

Conservative

0 - Not at all willing	46	49	49	49	37	45	48	43	53	42	45	48	43	42
1	5	10	4	6	4	5	6	6	2	5	8	4	4	5
2	7	10	7	4	6	5	2	9	6	8	11	9	5	6
3	4	6	3	4	5	5	4	4	3	4	5	4	4	5
4	4	2	2	3	6	4	5	3	2	4	2	3	3	5
5	7	8	6	6	8	5	7	7	5	9	7	6	9	6
6	6	5	3	7	8	8	5	5	6	7	2	6	5	6
7	5	2	4	8	6	5	7	5	3	4	6	5	7	6
8	4	1	5	3	7	6	2	4	6	4	4	5	5	5
9	2	1	1	2	3	2	2	3	2	2	1	2	3	1
10 - Very willing	3	0	1	3	7	3	3	2	5	3	2	3	3	3
Don't know	5	3	9	3	0	5	5	6	5	4	2	3	4	6
Refused	3	2	6	1	2	2	3	3	2	4	4	2	4	4

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Sample Size: 1556 adults in Wales (16+)
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	Economic Security					
	Total	Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials
Weighted Sample	1556	81	548	626	222	47
Unweighted Sample	1556	76	600	609	208	44
	%	%	%	%	%	%

If there were a ****general election**** today, how would you vote in your area?

Conservative	7	8	11	5	5	2
Labour	9	4	10	10	3	3
Liberal Democrat	4	4	4	4	3	4
Plaid Cymru	20	23	20	20	19	14
Reform UK	21	24	23	19	23	27
Green	10	16	8	10	8	8
Some other party	3	1	3	4	2	2
Would not vote	10	9	7	11	17	22
Don't know	13	11	12	14	14	17
Refused	3	0	2	2	6	1

In general, how willing are you to vote for these parties at the next ****general election****?

Conservative

0 - Not at all willing	46	34	39	49	56	52
1	5	7	5	5	5	4
2	7	11	7	7	5	9
3	4	3	4	5	2	2
4	4	3	4	4	3	2
5	7	10	7	6	4	3
6	6	8	8	5	4	1
7	5	4	6	4	6	9
8	4	5	7	3	4	0
9	2	1	3	1	0	4
10 - Very willing	3	5	4	2	3	2
Don't know	5	9	3	6	4	9
Refused	3	1	2	3	4	2

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	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour													
0 - Not at all willing	43	66	0	28	27	81	21	70	0	31	25	79	22
1	5	5	0	8	4	6	7	5	0	9	3	8	8
2	7	7	0	13	10	4	15	4	0	17	10	5	12
3	6	9	1	8	9	2	11	8	1	5	9	2	11
4	4	5	0	5	8	2	8	5	1	8	8	2	6
5	8	5	3	13	16	2	14	4	4	11	15	1	13
6	6	0	7	16	12	1	11	0	8	14	11	1	12
7	4	3	11	3	8	0	7	3	10	0	8	0	11
8	4	0	26	3	4	0	4	0	22	1	5	0	4
9	1	0	14	0	1	0	0	0	16	1	1	0	0
10 - Very willing	3	0	35	1	1	0	0	0	35	1	2	0	0
Don't know	5	0	0	0	1	0	2	0	0	0	2	0	0
Refused	3	1	2	2	0	1	1	1	3	2	0	2	1
Liberal Democrat													
0 - Not at all willing	37	51	16	0	23	65	14	55	21	0	20	65	11
1	5	8	2	0	3	7	6	7	2	0	2	8	9
2	7	8	8	0	9	5	11	8	10	0	9	5	11
3	7	7	6	0	10	8	13	4	7	0	11	7	14
4	7	3	12	7	10	4	13	4	10	9	11	4	8
5	11	8	22	4	16	7	19	7	20	3	15	7	22
6	5	4	15	7	10	1	9	4	12	10	10	1	8
7	5	4	13	14	7	0	9	6	12	10	8	1	10
8	3	6	3	14	6	0	3	5	2	16	5	0	4
9	1	0	1	14	1	0	0	0	1	17	1	0	2
10 - Very willing	2	0	1	39	2	0	0	0	1	32	3	0	1
Don't know	6	0	0	0	3	0	2	0	0	0	3	0	0
Refused	3	1	1	2	0	1	1	1	1	2	0	2	1

Sample Size: 1556 adults in Wales (16+)
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	Vote in 2024 GE						Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender		
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour																			
0 - Not at all willing	43	67	14	19	40	82	27	71	20	24	34	70	21	17	31	28	63	46	40
1	5	8	3	4	8	5	3	6	6	8	5	6	5	1	5	5	6	4	6
2	7	5	6	17	7	0	16	5	5	8	8	5	5	17	8	4	5	9	5
3	6	6	6	14	7	3	5	5	3	12	9	3	5	3	8	7	4	6	5
4	4	4	4	11	8	0	14	5	5	5	7	5	4	9	7	5	3	4	4
5	8	5	11	15	12	1	15	4	12	11	11	4	13	15	10	10	4	8	7
6	6	0	12	10	6	2	11	2	9	9	7	3	9	14	6	9	3	5	7
7	4	2	10	3	5	0	7	1	8	5	7	2	6	3	8	9	1	3	5
8	4	0	13	3	1	0	1	1	12	0	3	1	13	5	4	7	3	4	4
9	1	0	5	2	1	0	1	0	5	2	2	0	4	4	3	3	0	2	1
10 - Very willing	3	1	10	3	1	0	0	0	12	6	2	0	12	4	4	6	3	3	4
Don't know	5	1	4	0	1	1	0	0	2	0	3	0	2	0	3	4	2	3	7
Refused	3	0	2	0	2	5	1	0	1	9	2	1	1	9	2	3	2	2	4
Liberal Democrat																			
0 - Not at all willing	37	51	19	2	30	70	19	54	25	8	27	52	26	5	25	25	53	39	35
1	5	7	3	0	5	8	7	9	3	0	3	7	2	0	4	4	6	6	3
2	7	9	11	1	12	3	9	8	10	0	10	7	10	5	9	7	7	6	7
3	7	5	10	8	6	1	18	4	9	3	6	6	8	3	7	8	6	6	8
4	7	7	10	8	13	4	6	6	7	8	10	5	8	9	11	9	6	9	6
5	11	9	16	17	10	5	16	6	14	21	17	7	15	7	15	15	10	11	12
6	5	2	10	9	7	0	6	3	9	8	6	4	8	13	6	7	2	5	6
7	5	3	9	11	8	1	7	3	9	8	10	4	9	6	9	9	1	5	5
8	3	3	3	13	4	3	9	3	5	13	3	4	5	11	4	4	2	3	3
9	1	1	1	10	0	0	1	1	1	5	1	1	1	9	0	1	1	2	0
10 - Very willing	2	0	2	20	2	0	0	1	3	17	2	1	2	24	3	4	1	2	2
Don't know	6	2	4	1	2	0	0	1	5	0	4	1	5	0	4	4	3	3	9
Refused	3	0	3	0	2	5	1	0	1	9	2	1	1	9	2	3	2	2	3

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	Age					Region in Wales						Socio-economic Classification (NS-SEC)		
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Labour														
0 - Not at all willing	43	29	38	45	56	50	43	36	44	42	42	39	47	50
1	5	6	5	3	7	4	7	4	7	5	4	4	7	5
2	7	16	7	6	4	7	7	9	6	7	5	6	6	7
3	6	8	5	6	4	7	3	5	9	6	5	8	3	5
4	4	6	5	4	3	5	4	6	5	3	3	5	4	3
5	8	11	7	11	4	5	7	8	10	7	12	8	8	6
6	6	8	7	6	4	3	5	10	2	7	9	8	4	3
7	4	5	4	5	4	3	5	5	4	6	3	5	6	2
8	4	2	3	4	5	2	5	4	3	3	6	7	3	3
9	1	2	1	1	3	1	2	3	1	1	2	2	2	2
10 - Very willing	3	1	2	5	5	4	4	2	2	4	3	4	3	4
Don't know	5	4	10	3	0	6	5	6	5	5	3	4	5	6
Refused	3	2	6	1	1	1	2	3	2	5	4	2	3	4
Liberal Democrat														
0 - Not at all willing	37	20	32	41	47	35	37	30	43	38	37	32	40	44
1	5	4	6	3	4	6	4	2	6	5	5	4	5	4
2	7	8	6	6	9	7	10	8	5	6	5	8	5	7
3	7	13	5	8	7	7	7	7	10	9	6	9	5	8
4	7	11	5	9	8	12	8	3	2	8	7	5	6	9
5	11	11	13	11	9	11	10	11	12	11	14	14	12	8
6	5	9	5	4	5	7	5	8	2	5	5	7	4	4
7	5	6	6	5	4	3	7	10	4	3	5	6	6	4
8	3	4	3	4	3	1	3	5	3	3	4	3	4	2
9	1	2	0	1	1	1	0	2	1	1	1	1	1	0
10 - Very willing	2	3	2	3	1	2	2	2	1	2	3	3	1	1
Don't know	6	6	11	4	1	8	5	7	8	7	4	4	6	7
Refused	3	2	5	1	1	1	2	3	2	4	3	2	4	3

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		Economic Security					
		Total	Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials
Weighted Sample		1556	81	548	626	222	47
Unweighted Sample		1556	76	600	609	208	44
		%	%	%	%	%	%
Labour	0 - Not at all willing	43	48	40	40	58	59
	1	5	4	6	5	4	1
	2	7	7	9	6	4	8
	3	6	0	8	5	5	2
	4	4	5	4	5	4	3
	5	8	8	7	9	6	8
	6	6	6	6	6	4	3
	7	4	8	4	4	4	4
	8	4	2	6	4	1	0
	9	1	1	2	2	0	0
	10 - Very willing	3	3	3	4	2	2
	Don't know	5	9	3	7	4	9
	Refused	3	0	2	3	4	1
Liberal Democrat	0 - Not at all willing	37	32	35	35	46	58
	1	5	1	6	4	3	5
	2	7	7	8	7	4	4
	3	7	12	6	9	6	4
	4	7	1	9	7	8	5
	5	11	21	11	12	7	1
	6	5	5	7	4	6	1
	7	5	6	6	6	2	2
	8	3	4	4	3	2	0
	9	1	2	1	1	0	2
	10 - Very willing	2	1	1	2	3	1
	Don't know	6	9	4	7	6	12
	Refused	3	0	2	3	5	2

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%
Plaid Cymru													
0 - Not at all willing	33	56	15	22	0	69	9	58	18	29	1	70	13
1	3	2	2	6	0	4	3	2	3	5	1	5	5
2	4	10	3	9	0	6	5	9	4	11	1	6	7
3	4	11	11	13	0	3	8	10	12	19	0	4	12
4	4	6	6	6	0	5	5	8	6	7	2	4	2
5	7	7	18	12	2	6	9	3	19	11	4	6	12
6	5	3	19	14	3	2	7	3	18	10	5	2	8
7	6	4	10	11	8	2	19	2	8	6	12	1	19
8	6	1	9	1	18	1	10	1	6	0	15	1	9
9	4	0	1	0	13	1	9	0	0	0	11	0	8
10 - Very willing	14	0	4	4	56	0	11	0	1	1	46	0	2
Don't know	6	0	3	0	0	0	3	1	4	0	1	0	2
Refused	3	1	1	2	0	1	1	1	1	2	0	2	1
Reform UK													
0 - Not at all willing	53	42	82	60	84	0	94	47	75	51	83	0	91
1	2	3	1	10	2	0	1	3	1	10	2	0	2
2	3	8	4	4	2	0	0	5	5	5	3	0	1
3	3	7	1	7	1	2	2	7	2	8	1	2	4
4	1	3	2	1	2	1	0	3	2	4	2	1	0
5	4	6	5	8	3	2	1	7	8	7	2	3	2
6	3	12	1	2	1	3	0	11	0	2	1	5	0
7	3	7	0	2	1	5	0	6	2	3	1	6	0
8	5	8	0	5	1	15	0	5	0	6	1	15	0
9	2	2	0	0	1	9	0	5	0	0	1	7	0
10 - Very willing	14	2	0	0	1	61	0	1	0	2	1	59	0
Don't know	5	0	3	0	1	0	0	0	4	0	1	0	0
Refused	3	1	2	2	1	1	0	1	2	2	1	1	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE						Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender		
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Plaid Cymru																			
0 - Not at all willing	33	59	16	23	6	69	15	62	20	22	9	58	21	26	7	18	54	36	31
1	3	3	3	0	3	5	1	5	2	4	1	6	3	1	1	2	5	3	4
2	4	6	3	15	2	6	6	7	4	9	1	8	4	9	1	3	6	5	4
3	4	6	5	6	2	3	3	4	5	6	3	4	6	11	3	5	4	5	4
4	4	6	5	6	4	1	6	6	4	7	4	7	4	9	4	5	3	4	3
5	7	9	9	7	4	4	8	4	10	11	8	5	11	5	5	8	6	7	7
6	5	1	11	8	5	3	8	1	12	7	3	2	10	8	5	6	5	5	5
7	6	3	9	15	7	1	6	7	7	9	7	3	8	1	7	7	6	7	6
8	6	3	10	4	7	0	20	1	8	4	10	2	10	6	8	9	1	6	6
9	4	0	5	6	7	2	5	1	4	3	6	1	4	12	6	5	2	3	5
10 - Very willing	14	1	17	10	49	1	20	2	19	8	44	2	16	2	47	24	5	15	13
Don't know	6	3	5	0	1	0	0	1	3	0	3	1	3	0	3	5	3	3	8
Refused	3	0	3	0	3	5	1	1	1	9	2	1	1	9	3	3	2	2	4
Reform UK																			
0 - Not at all willing	53	24	77	59	73	4	91	20	74	64	76	25	69	61	79	71	30	50	55
1	2	2	3	4	3	2	1	2	2	5	2	2	3	4	1	2	3	3	2
2	3	5	1	14	4	2	0	7	3	0	3	4	5	0	3	3	3	3	4
3	3	4	1	2	2	2	3	2	1	0	2	1	1	0	2	2	3	3	2
4	1	2	1	0	0	0	1	1	1	0	1	1	1	3	1	2	1	2	1
5	4	6	2	1	3	4	2	3	2	0	3	3	3	0	2	2	5	3	4
6	3	7	2	2	1	2	0	8	1	1	0	8	1	1	0	2	5	3	3
7	3	7	1	4	1	5	2	7	1	1	1	6	1	0	1	1	5	4	2
8	5	12	2	7	4	7	0	9	5	1	0	10	6	1	0	2	8	5	5
9	2	4	1	2	0	8	0	5	2	4	0	5	1	8	0	1	4	2	2
10 - Very willing	14	25	3	4	5	58	1	35	5	12	7	32	6	10	6	5	29	17	10
Don't know	5	3	2	1	0	1	0	0	2	0	2	0	2	0	2	3	3	3	7
Refused	3	0	3	1	2	6	0	2	1	12	2	2	1	11	2	3	2	2	3

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age					Region in Wales						Socio-economic Classification (NS-SEC)		
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Plaid Cymru														
0 - Not at all willing	33	12	26	39	50	34	32	30	32	37	33	29	36	43
1	3	4	4	2	3	3	4	2	6	3	2	2	2	5
2	4	4	4	6	3	5	3	3	5	4	6	6	3	3
3	4	5	5	4	4	2	3	6	5	5	7	5	4	5
4	4	3	3	5	4	4	4	3	2	3	5	5	3	4
5	7	8	6	6	7	6	8	8	8	8	4	6	8	8
6	5	4	5	6	6	4	5	4	4	7	6	6	5	4
7	6	12	6	6	4	11	3	6	4	5	8	7	6	4
8	6	14	5	5	4	5	6	6	5	7	6	6	6	3
9	4	10	3	4	3	2	6	4	1	4	5	4	4	2
10 - Very willing	14	19	15	13	9	16	16	15	19	6	12	17	11	10
Don't know	6	3	11	3	1	5	7	8	5	6	3	4	7	5
Refused	3	2	6	1	1	1	3	3	2	5	3	2	4	4
Reform UK														
0 - Not at all willing	53	73	49	55	46	46	57	59	59	46	56	61	52	39
1	2	2	3	3	2	4	1	1	1	3	3	2	1	3
2	3	2	5	2	2	5	2	4	3	5	0	3	3	3
3	3	2	3	2	2	2	1	3	2	4	4	1	2	4
4	1	2	1	1	1	2	1	2	0	1	2	0	1	3
5	4	2	4	3	5	6	2	3	3	3	5	3	3	4
6	3	1	4	1	4	1	2	2	3	4	4	3	4	3
7	3	1	2	3	3	4	3	1	2	3	2	2	4	2
8	5	5	3	6	7	10	4	4	5	4	3	4	6	6
9	2	1	2	2	3	2	3	0	1	1	4	3	1	3
10 - Very willing	14	3	8	17	23	13	17	9	13	16	11	11	14	20
Don't know	5	2	9	4	2	5	5	7	6	6	2	3	5	7
Refused	3	2	6	1	1	2	3	3	2	4	4	2	3	3

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

		Economic Security					
		Total	Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials
Weighted Sample	1556	81	548	626	222	47	
Unweighted Sample	1556	76	600	609	208	44	
	%	%	%	%	%	%	
Plaid Cymru							
0 - Not at all willing	33	34	32	32	38	59	
1	3	6	5	2	2	2	
2	4	3	5	6	2	1	
3	4	4	6	4	5	0	
4	4	3	4	4	4	3	
5	7	4	7	7	5	4	
6	5	2	5	6	5	9	
7	6	6	6	8	4	3	
8	6	12	7	5	4	1	
9	4	4	6	3	2	0	
10 - Very willing	14	13	12	14	19	6	
Don't know	6	9	3	7	5	10	
Refused	3	0	2	3	5	1	
Reform UK							
0 - Not at all willing	53	55	50	53	57	47	
1	2	0	2	3	3	4	
2	3	3	3	4	3	2	
3	3	4	1	3	4	7	
4	1	0	1	2	1	0	
5	4	4	3	4	3	1	
6	3	0	5	2	2	1	
7	3	2	3	3	1	2	
8	5	4	7	5	2	2	
9	2	3	2	2	2	8	
10 - Very willing	14	16	15	12	14	16	
Don't know	5	9	4	6	3	9	
Refused	3	0	3	2	5	1	

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

Green

0 - Not at all willing	42	71	15	33	17	79	0	76	19	31	16	79	0
1	5	7	8	7	3	4	0	6	9	9	3	4	0
2	4	8	6	2	4	3	0	5	7	3	4	3	0
3	4	4	12	8	6	2	0	4	9	5	6	3	0
4	5	3	12	9	7	3	0	3	14	13	6	3	1
5	7	2	16	13	13	4	2	1	14	14	13	3	3
6	4	3	14	4	8	2	1	2	13	4	6	2	4
7	5	1	10	10	9	0	6	1	8	7	9	0	12
8	5	2	1	8	16	0	14	0	1	8	14	0	16
9	3	0	3	0	5	0	14	0	3	1	7	0	9
10 - Very willing	9	0	1	2	10	0	61	0	1	1	16	0	56
Don't know	5	0	1	0	1	1	0	1	1	0	1	0	0
Refused	3	1	2	3	1	1	1	1	2	3	1	2	1

In general we find a lot of people don't vote, though some people do. How likely are you to vote in the ****Senedd (Welsh Parliament) elections**** on 7th May this year?

0 - Definitely will not vote	11	3	3	4	0	2	4	2	2	4	1	1	1
1	1	0	2	0	0	1	0	0	2	0	1	1	1
2	2	1	1	0	0	2	0	1	2	0	0	2	0
3	1	0	0	0	1	0	0	0	0	0	1	0	0
4	1	2	0	0	1	1	1	2	0	0	1	1	1
5	5	9	2	10	3	5	2	8	3	12	3	5	4
6	1	1	4	1	0	1	0	0	5	1	2	2	0
7	3	7	4	12	1	3	5	8	3	11	2	3	8
8	5	7	8	5	6	6	6	5	9	6	6	7	8
9	6	12	12	9	9	4	7	13	12	6	9	3	7
10 - Definitely will vote	58	57	64	58	78	74	74	58	63	57	75	75	71
Don't know	4	1	0	1	0	0	1	3	0	2	0	1	1

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE						Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender		
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green

0 - Not at all willing	42	67	22	36	26	76	6	71	25	24	25	71	28	29	22	27	63	47	37
1	5	5	6	7	4	5	0	7	6	4	3	6	7	0	3	5	5	4	5
2	4	5	4	4	6	3	0	6	3	2	5	6	2	2	5	4	4	4	3
3	4	4	8	2	4	3	0	2	8	4	7	2	9	4	6	5	5	3	4
4	5	4	8	8	9	2	3	3	6	9	9	3	6	16	9	8	4	4	5
5	7	4	10	11	7	4	1	4	10	13	9	3	11	11	7	8	6	7	7
6	4	6	7	5	9	1	3	3	7	7	6	4	7	8	5	6	2	5	4
7	5	0	10	8	8	0	3	1	9	10	9	0	7	12	10	8	2	5	5
8	5	1	6	8	12	0	13	1	6	1	9	1	5	3	11	8	2	5	6
9	3	0	5	5	3	0	14	0	4	7	4	0	2	7	6	3	1	3	3
10 - Very willing	9	1	11	7	8	1	55	1	11	17	9	1	9	5	9	11	3	8	10
Don't know	5	3	3	0	1	0	0	1	4	0	4	1	4	0	4	4	3	3	7
Refused	3	0	2	0	3	5	1	1	2	3	2	1	2	3	3	4	2	2	4

In general we find a lot of people don't vote, though some people do. How likely are you to vote in the ****Senedd (Welsh Parliament) elections**** on 7th May this year?

0 - Definitely will not vote	11	5	4	2	0	8	2	0	2	0	2	0	3	0	2	6	10	10	12
1	1	0	1	0	0	1	0	0	1	2	0	1	1	2	0	1	2	1	1
2	2	0	1	5	0	0	1	0	1	0	0	0	1	0	0	1	1	3	2
3	1	1	1	6	1	0	0	2	0	0	0	1	2	0	0	2	0	1	1
4	1	0	0	1	0	0	0	1	1	2	0	1	1	2	0	1	0	1	1
5	5	7	4	8	4	3	0	3	3	0	3	4	3	0	4	3	5	5	5
6	1	1	1	1	1	2	0	0	0	4	1	0	1	0	0	3	1	2	1
7	3	2	5	6	1	1	5	2	2	9	2	2	2	8	1	5	3	5	3
8	5	7	5	5	4	3	3	6	4	1	5	7	4	4	4	6	5	6	5
9	6	8	8	9	4	5	15	11	5	11	4	11	5	11	6	5	8	6	7
10 - Definitely will vote	58	67	67	57	85	76	74	73	78	64	80	73	76	67	79	66	63	59	57
Don't know	4	1	2	0	0	1	0	1	2	7	3	1	3	7	3	3	2	2	6

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age					Region in Wales						Socio-economic Classification (NS-SEC)		
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Green

0 - Not at all willing	42	24	32	48	58	41	45	32	46	42	43	36	46	51
1	5	2	8	3	4	8	4	3	2	6	4	5	5	6
2	4	2	3	3	5	3	2	4	7	4	3	5	3	4
3	4	1	3	5	6	5	3	3	3	5	4	5	5	4
4	5	3	6	4	5	5	4	7	2	5	5	7	5	3
5	7	10	6	8	7	6	8	7	6	5	10	7	5	7
6	4	5	4	6	3	5	5	4	2	4	4	5	4	3
7	5	5	5	6	3	5	4	8	5	3	5	7	4	4
8	5	11	6	4	3	6	4	7	10	6	2	5	5	4
9	3	8	3	1	2	2	4	3	3	2	4	2	3	1
10 - Very willing	9	25	9	7	2	7	9	14	7	8	8	10	7	4
Don't know	5	2	10	4	1	6	4	6	6	6	3	5	6	5
Refused	3	2	6	2	2	2	4	3	2	4	3	2	3	5

In general we find a lot of people don't vote, though some people do. How likely are you to vote in the ****Senedd (Welsh Parliament) elections**** on 7th May this year?

0 - Definitely will not vote	11	8	11	13	11	8	8	9	19	13	13	6	9	15
1	1	0	3	0	0	3	1	1	1	1	1	2	0	1
2	2	3	4	1	0	3	2	2	0	1	4	2	3	2
3	1	0	0	2	1	2	1	0	0	0	1	0	1	1
4	1	1	1	1	0	1	1	0	0	1	1	0	1	0
5	5	9	5	7	2	4	7	4	1	7	6	4	5	6
6	1	0	3	1	1	1	2	3	0	2	1	1	3	1
7	3	1	4	4	3	2	4	4	3	4	4	3	4	4
8	5	7	4	7	5	7	6	7	3	3	5	4	6	6
9	6	7	6	6	7	4	6	9	6	7	6	6	4	7
10 - Definitely will vote	58	63	50	57	68	63	57	57	64	55	55	68	58	51
Don't know	4	0	9	2	1	3	4	4	3	5	4	3	6	5

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

		Economic Security				
		Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials
Weighted Sample	1556	81	548	626	222	47
Unweighted Sample	1556	76	600	609	208	44
	%	%	%	%	%	%

Green

0 - Not at all willing	42	46	43	39	47	52
1	5	2	6	5	3	2
2	4	0	4	4	4	1
3	4	2	6	4	1	4
4	5	2	5	5	3	4
5	7	8	9	6	4	1
6	4	4	5	4	5	5
7	5	6	4	5	4	5
8	5	3	4	7	7	0
9	3	3	2	4	2	2
10 - Very willing	9	15	7	8	8	12
Don't know	5	9	3	6	7	9
Refused	3	0	2	3	4	2

In general we find a lot of people don't vote, though some people do. How likely are you to vote in the ****Senedd (Welsh Parliament) elections**** on 7th May this year?

0 - Definitely will not vote	11	5	7	12	20	13
1	1	0	2	1	0	10
2	2	1	3	1	4	0
3	1	0	2	0	1	1
4	1	2	0	1	0	2
5	5	3	5	7	3	2
6	1	0	2	1	3	0
7	3	1	5	2	5	5
8	5	2	6	6	6	3
9	6	9	7	7	4	0
10 - Definitely will vote	58	69	59	58	51	62
Don't know	4	8	3	5	4	2

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you do vote in the Senedd (Welsh Parliament) elections, how do you intend to vote?

Conservative	6	79	0	2	0	1	0	100	0	0	0	0	0
Labour	7	0	72	3	0	0	0	0	100	0	0	0	0
Liberal Democrat	3	0	0	75	0	0	0	0	0	100	0	0	0
Plaid Cymru	29	6	18	16	99	2	38	0	0	0	100	0	0
Reform UK	21	6	0	0	0	93	0	0	0	0	0	100	0
Green	6	1	1	2	0	0	59	0	0	0	0	0	100
Some other party	4	1	3	0	0	1	0	0	0	0	0	0	0
Would not vote	10	1	1	0	0	1	1	0	0	0	0	0	0
Don't know	11	6	3	1	1	1	2	0	0	0	0	0	0
Refused	2	0	1	0	0	0	0	0	0	0	0	0	0

You told us you are planning to vote for [party] in the local elections on 7th May. In the last few weeks, have you considered giving your vote at the Senedd (Welsh Parliament) elections to any of these parties instead?

[Shown only to those giving a Senedd voting intention; N=1258]

Conservative

[Option shown to those not intending to vote for the Conservatives; N=1147]

I have not considered voting for them	76	15	88	72	91	51	97	0	89	64	92	49	94
I have considered voting for them	22	79	9	28	8	48	3	0	7	34	7	50	6
Don't know	1	6	3	0	1	1	0	0	3	1	1	1	0

Labour

[Option shown to those not intending to vote for Labour; N=1137]

I have not considered voting for them	76	87	3	58	66	94	70	85	0	60	65	93	60
I have considered voting for them	22	12	97	36	33	6	30	12	0	34	33	7	40
Don't know	2	1	0	6	1	0	0	3	0	6	3	0	0

Liberal Democrat

[Option shown to those not intending to vote for the Liberal Democrats; N=1203]

I have not considered voting for them	76	77	62	0	69	92	70	78	62	0	68	92	61
I have considered voting for them	22	21	34	100	29	7	29	20	32	0	29	8	36
Don't know	2	2	4	0	2	1	2	3	5	0	2	1	3

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE						Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender		
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you do vote in the Senedd (Welsh Parliament) elections, how do you intend to vote?

Conservative	6	31	2	6	2	1	0	24	2	5	3	29	2	2	2	6	9	7	6
Labour	7	1	21	2	2	1	0	1	21	2	4	1	22	7	5	11	6	7	6
Liberal Democrat	3	2	2	19	1	0	1	1	1	26	1	1	1	29	1	4	2	4	3
Plaid Cymru	29	6	40	32	70	4	42	8	38	19	66	7	36	22	68	42	13	31	27
Reform UK	21	44	7	13	9	77	4	53	11	18	7	49	13	17	6	9	44	26	17
Green	6	1	7	7	2	0	47	1	6	15	4	1	4	8	3	7	3	4	8
Some other party	4	1	3	1	4	5	2	3	6	0	2	3	5	0	3	2	4	4	4
Would not vote	10	4	3	2	0	4	2	0	1	0	2	0	1	0	2	5	8	8	12
Don't know	11	10	13	17	8	3	3	8	12	16	9	8	14	16	8	13	9	7	15
Refused	2	1	1	1	2	5	0	1	1	0	2	1	1	0	2	3	2	2	3

You told us you are planning to vote for [party] in the local elections on 7th May. In the last few weeks, have you considered giving your vote at the Senedd (Welsh Parliament) elections to any of these parties instead?

[Shown only to those giving a Senedd voting intention; N=1258]

Conservative

[Option shown to those not intending to vote for the Conservatives; N=1147]

I have not considered voting for them	76	29	93	75	87	60	97	45	87	85	92	44	87	75	89	87	63	75	78
I have considered voting for them	22	70	6	23	12	39	3	53	12	15	8	55	13	25	10	12	36	24	20
Don't know	1	1	1	1	1	1	0	2	1	0	1	1	1	0	1	1	1	1	2

Labour

[Option shown to those not intending to vote for Labour; N=1137]

I have not considered voting for them	76	93	44	67	81	95	75	90	57	62	73	89	60	52	70	63	87	78	73
I have considered voting for them	22	6	55	32	15	4	25	10	42	35	24	10	40	48	27	34	13	20	25
Don't know	2	1	2	1	3	0	0	0	0	4	3	1	0	0	3	3	1	2	2

Liberal Democrat

[Option shown to those not intending to vote for the Liberal Democrats; N=1203]

I have not considered voting for them	76	86	64	36	76	91	77	83	68	28	75	81	69	36	72	68	84	77	75
I have considered voting for them	22	13	33	63	21	8	21	17	30	65	21	19	28	64	24	30	14	21	23
Don't know	2	1	3	2	4	1	2	0	3	7	4	0	3	0	4	2	2	2	2

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age					Region in Wales						Socio-economic Classification (NS-SEC)		
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you do vote in the Senedd (Welsh Parliament) elections, how do you intend to vote?

Conservative	6	3	4	7	11	3	7	7	8	7	7	7	8	6
Labour	7	5	5	7	9	5	7	11	4	7	6	7	6	7
Liberal Democrat	3	6	3	2	2	4	2	7	1	3	3	4	3	2
Plaid Cymru	29	52	28	27	19	31	32	31	32	20	28	32	23	21
Reform UK	21	8	15	24	34	24	22	14	23	24	19	19	23	29
Green	6	14	6	6	3	5	6	9	5	5	8	8	5	4
Some other party	4	3	4	3	4	5	3	3	2	4	3	3	6	3
Would not vote	10	5	11	12	9	8	7	8	17	12	12	7	8	14
Don't know	11	3	18	10	8	14	12	8	6	13	12	13	15	9
Refused	2	1	5	1	1	1	2	3	2	4	2	1	2	3

You told us you are planning to vote for [party] in the local elections on 7th May. In the last few weeks, have you considered giving your vote at the Senedd (Welsh Parliament) elections to any of these parties instead?

[Shown only to those giving a Senedd voting intention; N=1258]

Conservative

[Option shown to those not intending to vote for the Conservatives; N=1147]

I have not considered voting for them	76	83	81	76	67	71	76	80	84	76	76	77	69	75
I have considered voting for them	22	16	18	24	31	27	23	19	16	23	23	22	30	23
Don't know	1	1	2	1	1	2	1	1	0	1	1	0	1	2

Labour

[Option shown to those not intending to vote for Labour; N=1137]

I have not considered voting for them	76	75	72	76	80	82	74	69	80	78	69	72	78	80
I have considered voting for them	22	25	24	23	19	16	21	31	20	21	29	27	22	17
Don't know	2	0	4	1	1	2	4	0	0	1	1	1	0	3

Liberal Democrat

[Option shown to those not intending to vote for the Liberal Democrats; N=1203]

I have not considered voting for them	76	72	77	72	80	77	80	69	79	79	69	74	73	82
I have considered voting for them	22	27	20	25	18	20	19	29	21	19	28	24	25	15
Don't know	2	1	3	3	2	3	1	2	0	2	3	2	1	4

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Economic Security					
Total	Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials	
Weighted Sample	1556	81	548	626	222	47
Unweighted Sample	1556	76	600	609	208	44
	%	%	%	%	%	%

And if you do vote in the Senedd (Welsh Parliament) elections, how do you intend to vote?

Conservative	6	9	9	5	4	3
Labour	7	3	8	8	3	3
Liberal Democrat	3	5	3	3	3	1
Plaid Cymru	29	34	28	30	28	14
Reform UK	21	24	24	19	22	27
Green	6	9	6	6	4	10
Some other party	4	1	4	5	3	2
Would not vote	10	8	6	10	17	22
Don't know	11	5	11	12	12	16
Refused	2	4	2	2	4	1

You told us you are planning to vote for [party] in the local elections on 7th May. In the last few weeks, have you considered giving your vote at the Senedd (Welsh Parliament) elections to any of these parties instead?

[Shown only to those giving a Senedd voting intention; N=1258]

Conservative

[Option shown to those not intending to vote for the Conservatives; N=1147]

I have not considered voting for them	76	66	71	81	79	69
I have considered voting for them	22	32	27	18	21	31
Don't know	1	2	1	1	0	0

Labour

[Option shown to those not intending to vote for Labour; N=1137]

I have not considered voting for them	76	72	75	76	82	70
I have considered voting for them	22	28	22	24	14	30
Don't know	2	0	2	1	4	0

Liberal Democrat

[Option shown to those not intending to vote for the Liberal Democrats; N=1203]

I have not considered voting for them	76	74	76	75	77	84
I have considered voting for them	22	23	21	24	20	16
Don't know	2	3	3	2	2	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

Plaid Cymru

[Option shown to those not intending to vote for Plaid Cymru; N=809]

I have not considered voting for them	69	79	49	56	58	82	38	77	49	60	0	83	36
I have considered voting for them	28	19	45	43	42	16	58	21	45	38	0	16	60
Don't know	3	2	5	1	0	1	4	2	5	2	0	1	3

Reform UK

[Option shown to those not intending to vote for Reform UK; N=887]

I have not considered voting for them	83	60	90	82	90	15	98	55	85	80	90	0	96
I have considered voting for them	15	35	9	18	9	85	2	39	14	20	9	0	3
Don't know	1	5	1	0	1	0	0	5	1	0	1	0	0

Green

[Option shown to those not intending to vote for the Greens; N=1156]

I have not considered voting for them	68	90	64	63	46	92	11	91	64	67	42	93	0
I have considered voting for them	31	8	34	36	51	7	89	6	34	32	55	6	0
Don't know	2	2	1	1	3	1	0	2	2	1	3	1	0

You said you plan to vote for Reform UK at the Senedd elections. Below are some reasons people have given us for voting Reform. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Reform UK in the Senedd elections; N=371]

To take a tougher approach to immigration and asylum, especially illegal immigration	53	40	100	0	0	53	0	0	0	0	0	53	0
Wales needs real change — Labour and Plaid have had their chance and failed	45	72	0	0	0	45	0	0	0	0	0	45	0
To stand up for British values and for ordinary British people	37	25	100	0	0	37	0	0	0	0	0	37	0
They are saying the things other politicians are too afraid to say	25	19	100	0	0	25	0	0	0	0	0	25	0
To get Labour out of government in Wales	24	35	0	0	0	24	0	0	0	0	0	24	0
To scrap Net Zero and the green agenda	23	40	0	0	0	22	0	0	0	0	0	23	0
To scrap the 20mph default speed limit	22	10	0	0	0	23	0	0	0	0	0	22	0
Their values and policies are closest to my own	15	14	0	0	0	15	0	0	0	0	0	15	0
Reform would cut taxes, cut waste and reduce government spending	13	13	0	0	0	14	0	0	0	0	0	13	0
They are the best of a bad bunch	12	0	0	0	0	12	0	0	0	0	0	12	0
Nigel Farage is the best leader on offer	8	0	0	0	0	9	0	0	0	0	0	8	0
Other	3	0	0	0	0	2	0	0	0	0	0	3	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE						Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender		
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Plaid Cymru

[Option shown to those not intending to vote for Plaid Cymru; N=809]

I have not considered voting for them	69	82	52	62	39	87	46	84	60	55	38	84	60	70	35	59	81	72	66
I have considered voting for them	28	17	43	34	58	11	54	15	38	39	60	16	38	30	62	38	17	26	31
Don't know	3	1	4	4	3	2	0	0	2	6	3	0	2	0	3	3	1	2	3

Reform UK

[Option shown to those not intending to vote for Reform UK; N=887]

I have not considered voting for them	83	64	91	90	90	20	95	59	88	99	91	61	87	95	93	91	66	82	84
I have considered voting for them	15	31	7	10	9	80	5	40	10	1	7	39	11	5	6	8	31	17	14
Don't know	1	5	2	0	1	0	0	1	2	0	1	1	2	0	1	1	2	1	2

Green

[Option shown to those not intending to vote for the Greens; N=1156]

I have not considered voting for them	68	86	56	64	54	93	14	90	58	63	57	92	61	63	53	56	86	67	68
I have considered voting for them	31	13	42	34	42	5	86	10	41	28	41	8	38	34	44	42	12	31	30
Don't know	2	1	2	1	3	2	0	0	1	9	3	0	1	3	3	2	2	2	2

You said you plan to vote for Reform UK at the Senedd elections. Below are some reasons

people have given us for voting Reform. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Reform UK in the Senedd elections; N=371]

To take a tougher approach to immigration and asylum, especially illegal immigration	53	59	56	79	56	54	47	52	73	38	51	57	73	32	49	49	57	44	67
Wales needs real change — Labour and Plaid have had their chance and failed	45	45	30	46	65	50	19	51	54	84	63	52	55	55	54	51	47	47	43
To stand up for British values and for ordinary British people	37	34	38	84	14	37	81	34	31	63	31	35	31	33	39	23	37	33	42
They are saying the things other politicians are too afraid to say	25	23	40	5	14	25	19	21	21	37	36	22	21	39	12	41	23	23	26
To get Labour out of government in Wales	24	30	9	5	42	20	19	27	9	13	4	26	9	41	16	30	24	21	28
To scrap Net Zero and the green agenda	23	16	23	6	46	29	0	26	24	17	27	23	24	18	20	18	25	27	17
To scrap the 20mph default speed limit	22	22	19	56	8	24	0	22	15	33	2	22	16	11	3	10	23	26	16
Their values and policies are closest to my own	15	11	10	0	7	18	47	11	7	0	40	10	10	0	23	20	13	16	15
Reform would cut taxes, cut waste and reduce government spending	13	7	18	16	15	11	34	9	25	0	15	9	26	0	35	15	12	12	15
They are the best of a bad bunch	12	13	12	5	9	10	0	10	15	15	8	8	18	16	10	16	11	16	8
Nigel Farage is the best leader on offer	8	10	13	0	0	7	0	11	3	0	0	11	1	0	0	9	8	10	6
Other	3	1	3	0	0	1	34	3	1	0	5	3	1	0	6	3	2	3	3
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age					Region in Wales						Socio-economic Classification (NS-SEC)		
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Plaid Cymru

[Option shown to those not intending to vote for Plaid Cymru; N=809]

I have not considered voting for them	69	47	64	70	80	75	68	61	69	69	69	67	64	78
I have considered voting for them	28	53	31	27	19	24	29	32	31	28	29	32	31	20
Don't know	3	0	5	2	1	1	3	7	1	3	2	1	5	2

Reform UK

[Option shown to those not intending to vote for Reform UK; N=887]

I have not considered voting for them	83	88	79	87	81	79	82	90	88	84	80	89	79	78
I have considered voting for them	15	12	20	11	16	19	16	10	12	15	18	11	20	19
Don't know	1	0	1	2	3	3	2	0	0	1	1	1	1	3

Green

[Option shown to those not intending to vote for the Greens; N=1156]

I have not considered voting for them	68	46	62	69	82	66	72	58	75	66	69	68	71	75
I have considered voting for them	31	52	36	29	16	31	26	41	25	34	29	31	27	23
Don't know	2	2	2	2	2	3	3	1	0	0	3	1	1	3

You said you plan to vote for Reform UK at the Senedd elections. Below are some reasons people have given us for voting Reform. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Reform UK in the Senedd elections; N=371]

To take a tougher approach to immigration and asylum, especially illegal immigration	53	52	41	59	58	51	61	54	60	47	51	50	51	55
Wales needs real change — Labour and Plaid have had their chance and failed	45	8	37	52	50	46	54	36	53	38	41	47	45	45
To stand up for British values and for ordinary British people	37	68	25	38	39	43	32	37	29	44	29	34	32	38
They are saying the things other politicians are too afraid to say	25	18	22	29	24	28	24	28	24	21	24	27	23	27
To get Labour out of government in Wales	24	15	31	24	21	27	17	21	27	23	32	26	28	22
To scrap Net Zero and the green agenda	23	0	28	16	27	23	19	20	24	21	31	31	16	25
To scrap the 20mph default speed limit	22	44	32	19	15	19	20	21	16	19	39	21	24	19
Their values and policies are closest to my own	15	23	18	10	17	12	17	5	24	22	8	15	13	17
Reform would cut taxes, cut waste and reduce government spending	13	33	18	12	9	9	13	19	4	22	10	16	16	10
They are the best of a bad bunch	12	15	15	11	11	10	13	24	5	11	15	13	10	14
Nigel Farage is the best leader on offer	8	0	7	11	7	7	12	13	11	2	8	7	9	9
Other	3	15	4	3	0	1	1	7	2	7	0	3	2	3
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Economic Security				
Total	Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials
Weighted Sample	81	548	626	222	47
Unweighted Sample	76	600	609	208	44
	%	%	%	%	%

Plaid Cymru

[Option shown to those not intending to vote for Plaid Cymru; N=809]

I have not considered voting for them	69	88	68	69	66	82
I have considered voting for them	28	12	29	29	31	18
Don't know	3	0	3	2	3	0

Reform UK

[Option shown to those not intending to vote for Reform UK; N=887]

I have not considered voting for them	83	90	83	81	87	76
I have considered voting for them	15	10	15	18	11	24
Don't know	1	0	2	1	2	0

Green

[Option shown to those not intending to vote for the Greens; N=1156]

I have not considered voting for them	68	68	74	63	69	70
I have considered voting for them	31	32	24	36	29	30
Don't know	2	0	3	2	2	0

You said you plan to vote for Reform UK at the Senedd elections. Below are some reasons people have given us for voting Reform. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Reform UK in the Senedd elections; N=371]

To take a tougher approach to immigration and asylum, especially illegal immigration	53	36	52	59	53	45
Wales needs real change — Labour and Plaid have had their chance and failed	45	28	45	45	55	33
To stand up for British values and for ordinary British people	37	42	40	35	32	29
They are saying the things other politicians are too afraid to say	25	18	20	24	33	48
To get Labour out of government in Wales	24	14	23	24	27	49
To scrap Net Zero and the green agenda	23	21	25	19	23	43
To scrap the 20mph default speed limit	22	23	24	19	27	14
Their values and policies are closest to my own	15	20	14	19	12	9
Reform would cut taxes, cut waste and reduce government spending	13	21	14	13	11	6
They are the best of a bad bunch	12	4	13	15	11	0
Nigel Farage is the best leader on offer	8	12	9	9	2	0
Other	3	10	4	1	0	0
Don't know	0	0	0	0	0	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you plan to vote Labour at the Senedd elections. Below are some reasons people have given us for voting Labour. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Labour in the Senedd elections; N=121]

Keir Starmer's Labour government needs more time to deliver — it's too early to punish them	37	0	39	0	0	0	0	0	37	0	0	0	0
To keep Reform UK and the Conservatives out of the Senedd	34	0	34	27	100	0	0	0	34	0	0	0	0
Their values and policies are closest to my own	30	0	31	27	0	32	0	0	30	0	0	0	0
To protect and improve the NHS in Wales	28	0	29	0	0	0	0	0	28	0	0	0	0
Welsh Labour has delivered good things for Wales	22	0	21	73	0	32	0	0	22	0	0	0	0
They have the experience to run Wales	20	0	21	0	0	32	0	0	20	0	0	0	0
Eluned Morgan is the best leader on offer	18	0	17	73	100	0	0	0	18	0	0	0	0
I've always voted Labour	18	0	19	0	0	0	0	0	18	0	0	0	0
None of the other parties are credible choices	18	0	17	73	100	0	0	0	18	0	0	0	0
Welsh Labour best represents working people like me	16	0	17	0	0	0	0	0	16	0	0	0	0
Other	2	0	2	0	0	0	0	0	2	0	0	0	0
Don't know	5	0	5	0	0	68	0	0	5	0	0	0	0

You said you plan to vote for Plaid Cymru at the Senedd elections. Below are some reasons people have given us for voting Plaid Cymru. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Plaid Cymru in the Senedd elections; N=449]

To keep Reform UK out of the Senedd	48	83	78	58	44	0	78	0	0	0	48	0	0
Plaid Cymru is the only party that truly puts Wales first	38	0	24	13	41	71	35	0	0	0	38	0	0
They are the only party with a genuine commitment to Wales standing up to Westminster	28	36	37	16	28	43	29	0	0	0	28	0	0
To protect and promote the Welsh language and Welsh culture	22	39	24	14	23	29	19	0	0	0	22	0	0
It's time for a change after so long under Welsh Labour	20	10	9	13	21	34	14	0	0	0	20	0	0
Plaid is best placed to beat another party in my area	19	0	18	31	19	36	27	0	0	0	19	0	0
I trust them to improve the NHS and public services in Wales	18	35	8	11	18	8	23	0	0	0	18	0	0
I support Welsh independence, and Plaid is the party for that	17	35	7	6	19	0	14	0	0	0	17	0	0
Their values and policies are closest to my own	17	0	11	11	19	0	21	0	0	0	17	0	0
To send a message to Labour that they've taken Wales for granted	16	26	27	0	15	36	6	0	0	0	16	0	0
Rhun ap Iorwerth is the best leader on offer	13	0	13	8	14	0	16	0	0	0	13	0	0
Other	2	0	0	0	2	0	5	0	0	0	2	0	0
Don't know	1	0	0	18	0	0	0	0	0	0	1	0	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE						Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender		
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you plan to vote Labour at the Senedd elections. Below are some reasons people have given us for voting Labour. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Labour in the Senedd elections; N=121]

Keir Starmer's Labour government needs more time to deliver — it's too early to punish them	37	0	42	62	0	0	0	39	37	100	18	0	36	78	23	43	26	35	40
To keep Reform UK and the Conservatives out of the Senedd	34	40	35	100	46	0	0	12	39	100	26	20	36	69	34	38	25	40	26
Their values and policies are closest to my own	30	0	27	38	0	31	0	12	31	0	19	20	29	53	20	30	23	24	36
To protect and improve the NHS in Wales	28	40	24	27	20	0	0	0	28	0	23	0	28	0	25	22	34	20	37
Welsh Labour has delivered good things for Wales	22	0	25	0	54	31	0	0	21	0	62	0	20	31	60	20	18	20	23
They have the experience to run Wales	20	0	18	0	0	31	0	39	18	100	11	0	19	26	19	19	24	20	21
Eluned Morgan is the best leader on offer	18	0	18	35	80	0	0	0	24	0	39	0	25	22	23	23	15	23	12
I've always voted Labour	18	0	18	0	0	0	0	0	21	0	0	0	22	0	0	14	25	12	23
None of the other parties are credible choices	18	0	18	0	80	0	0	12	17	0	40	20	17	0	30	21	5	22	13
Welsh Labour best represents working people like me	16	40	12	0	20	0	0	39	17	0	11	0	19	0	17	14	17	16	16
Other	2	0	1	0	0	69	0	48	0	0	0	80	0	0	0	2	1	3	1
Don't know	5	60	6	0	0	0	0	0	0	0	0	0	0	0	0	8	3	3	7

You said you plan to vote for Plaid Cymru at the Senedd elections. Below are some reasons people have given us for voting Plaid Cymru. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Plaid Cymru in the Senedd elections; N=449]

To keep Reform UK out of the Senedd	48	34	62	70	29	10	89	27	62	95	32	38	60	80	32	49	32	44	53
Plaid Cymru is the only party that truly puts Wales first	38	8	35	23	48	36	21	40	37	39	42	27	37	21	43	38	30	42	35
They are the only party with a genuine commitment to Wales standing up to Westminster	28	41	26	24	35	25	39	21	25	36	42	28	26	46	41	31	29	29	28
To protect and promote the Welsh language and Welsh culture	22	4	8	11	33	16	16	13	16	22	28	19	18	34	28	19	13	23	21
It's time for a change after so long under Welsh Labour	20	30	23	3	15	71	11	39	21	16	16	42	22	19	16	22	36	21	19
Plaid is best placed to beat another party in my area	19	7	20	32	18	0	40	10	23	16	14	15	19	39	14	22	13	18	21
I trust them to improve the NHS and public services in Wales	18	13	16	22	17	0	8	17	16	5	14	25	15	4	13	16	24	16	20
I support Welsh independence, and Plaid is the party for that	17	31	14	4	28	0	11	0	13	4	32	0	11	0	33	17	12	20	13
Their values and policies are closest to my own	17	0	15	10	26	0	22	0	21	10	28	0	18	8	31	17	12	18	17
To send a message to Labour that they've taken Wales for granted	16	15	24	29	4	48	1	40	20	11	10	27	28	9	9	17	31	16	16
Rhun ap Iwan is the best leader on offer	13	6	12	28	16	0	13	4	15	11	16	5	13	10	17	15	6	17	9
Other	2	0	3	0	1	0	0	2	0	0	1	3	0	0	1	1	3	2	2
Don't know	1	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	1

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age				Region in Wales						Socio-economic Classification (NS-SEC)			
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you plan to vote Labour at the Senedd elections. Below are some reasons people have given us for voting Labour. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Labour in the Senedd elections; N=121]

Keir Starmer's Labour government needs more time to deliver — it's too early to punish them	37	32	26	43	44	27	18	40	42	43	60	44	28	45
To keep Reform UK and the Conservatives out of the Senedd	34	27	40	36	29	21	51	36	0	42	20	36	36	28
Their values and policies are closest to my own	30	47	40	18	26	26	17	36	11	47	27	26	29	30
To protect and improve the NHS in Wales	28	30	26	30	27	32	20	11	20	47	30	25	15	34
Welsh Labour has delivered good things for Wales	22	52	17	9	26	26	16	26	45	14	23	27	17	16
They have the experience to run Wales	20	16	22	21	20	18	21	16	15	32	14	23	15	28
Eluned Morgan is the best leader on offer	18	11	5	15	33	34	14	9	24	11	28	22	13	24
I've always voted Labour	18	14	12	23	19	31	24	10	18	12	13	21	14	17
None of the other parties are credible choices	18	54	10	11	20	14	16	33	10	15	13	20	8	16
Welsh Labour best represents working people like me	16	15	12	11	23	5	30	11	18	12	18	17	5	17
Other	2	0	6	0	1	0	0	3	16	2	0	1	5	0
Don't know	5	0	12	0	5	0	3	18	0	4	0	0	20	3

You said you plan to vote for Plaid Cymru at the Senedd elections. Below are some reasons people have given us for voting Plaid Cymru. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Plaid Cymru in the Senedd elections; N=449]

To keep Reform UK out of the Senedd	48	61	51	34	44	42	49	41	66	44	51	56	48	28
Plaid Cymru is the only party that truly puts Wales first	38	44	36	45	28	30	50	41	47	37	26	35	24	47
They are the only party with a genuine commitment to Wales standing up to Westminster	28	26	27	25	38	29	21	40	25	35	25	37	30	23
To protect and promote the Welsh language and Welsh culture	22	35	21	18	12	24	25	35	12	16	20	22	21	13
It's time for a change after so long under Welsh Labour	20	10	18	22	36	19	26	14	12	30	14	17	33	18
Plaid is best placed to beat another party in my area	19	22	18	21	16	30	12	18	17	11	26	22	23	14
I trust them to improve the NHS and public services in Wales	18	22	17	12	23	22	12	23	18	19	18	17	17	18
I support Welsh independence, and Plaid is the party for that	17	15	19	20	10	10	22	14	15	22	17	16	17	16
Their values and policies are closest to my own	17	16	21	12	17	7	27	8	14	20	23	20	18	13
To send a message to Labour that they've taken Wales for granted	16	2	14	21	32	20	9	18	14	16	18	15	17	30
Rhun ap Iwan is the best leader on offer	13	17	8	19	10	14	10	27	7	11	13	15	10	13
Other	2	3	2	1	1	4	1	1	5	0	1	2	1	2
Don't know	1	2	0	0	1	0	0	1	0	0	2	0	0	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Economic Security					
Total	Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials	
Weighted Sample	1556	81	548	626	222	47
Unweighted Sample	1556	76	600	609	208	44
	%	%	%	%	%	%

You said you plan to vote Labour at the Senedd elections. Below are some reasons people have given us for voting Labour. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Labour in the Senedd elections; N=121]

Keir Starmer's Labour government needs more time to deliver — it's too early to punish them	37	47	37	35	50	65
To keep Reform UK and the Conservatives out of the Senedd	34	10	36	35	23	35
Their values and policies are closest to my own	30	57	28	34	14	0
To protect and improve the NHS in Wales	28	0	25	31	33	35
Welsh Labour has delivered good things for Wales	22	90	20	21	14	0
They have the experience to run Wales	20	43	15	25	16	0
Eluned Morgan is the best leader on offer	18	43	28	11	0	0
I've always voted Labour	18	0	19	16	25	0
None of the other parties are credible choices	18	10	15	17	57	0
Welsh Labour best represents working people like me	16	0	20	15	0	35
Other	2	0	3	2	0	0
Don't know	5	0	11	1	0	0

You said you plan to vote for Plaid Cymru at the Senedd elections. Below are some reasons people have given us for voting Plaid Cymru. Please pick up to three reasons closest to your own.

[Shown to respondents intending to vote for Plaid Cymru in the Senedd elections; N=449]

To keep Reform UK out of the Senedd	48	39	48	49	48	38
Plaid Cymru is the only party that truly puts Wales first	38	49	33	38	47	39
They are the only party with a genuine commitment to Wales standing up to Westminster	28	26	38	25	11	22
To protect and promote the Welsh language and Welsh culture	22	38	17	19	27	37
It's time for a change after so long under Welsh Labour	20	17	20	21	21	32
Plaid is best placed to beat another party in my area	19	9	15	24	17	16
I trust them to improve the NHS and public services in Wales	18	22	14	22	18	29
I support Welsh independence, and Plaid is the party for that	17	14	11	19	20	62
Their values and policies are closest to my own	17	8	16	22	14	0
To send a message to Labour that they've taken Wales for granted	16	19	23	13	10	8
Rhun ap Iorwerth is the best leader on offer	13	21	17	11	10	0
Other	2	0	2	2	3	0
Don't know	1	0	1	0	0	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you do vote in the Senedd elections on 7th May, will you be...

Mostly voting on issues under the control of the Senedd/Welsh Parliament	38	43	45	41	60	38	46	42	48	36	56	37	42
Mostly voting to send a signal to the UK government	16	19	12	10	10	32	15	23	14	12	9	32	26
Mostly voting to stop another party from winning in my area	19	16	29	41	22	18	25	15	22	40	29	19	15
None of these	7	17	9	5	5	9	7	18	11	6	4	9	10
Don't know	8	3	4	3	3	2	5	2	5	6	2	2	7
Not applicable - I do not plan to vote	12	2	1	0	0	2	1	1	0	0	0	0	0

You previously told us that you voted for Labour at the last general election, and you are now indicating that you won't do so at the 2026 elections. Which of the below, if any, comes closest to describing why you have changed your vote?

[Shown to respondents who voted Labour in the 2024 general election but are not intending to vote Labour in the Senedd elections now, N=355]

I have mostly changed my vote because I am unhappy with the Labour Party in Wales and their leadership locally	18	17	18	22	21	28	6	21	0	20	17	30	13
An equal mix of the two	30	58	19	12	35	27	34	47	0	16	31	21	33
I have mostly changed my vote because I am unhappy with the Labour Party nationally and Keir Starmer as Prime Minister	30	25	6	48	31	40	39	32	0	59	28	44	32
None of the above	16	0	49	18	13	0	20	0	0	5	21	0	22
Don't know	7	0	8	0	1	5	1	0	0	0	3	5	0

You previously told us that you plan to vote for [party]. Is this more because you want to stop a particular party winning in your area or because you believe in what [party] are standing for?

[Shown to respondents giving a voting intention in the Senedd elections; N=1258]

0 - More because I want to stop a particular party winning in my area	9	5	10	14	11	5	5	5	8	10	13	5	1
1	1	1	1	3	1	1	0	1	2	1	2	1	0
2	2	3	2	0	4	1	1	0	2	0	3	2	1
3	3	2	8	0	5	2	4	1	5	0	6	2	1
4	4	5	5	2	4	3	3	6	3	1	6	2	1
5	9	7	12	12	9	6	8	10	11	18	9	6	5
6	5	3	3	17	6	6	3	2	3	20	5	7	1
7	13	22	9	15	12	10	18	19	11	17	14	11	10
8	12	19	14	7	13	9	14	19	14	5	11	10	21
9	6	10	5	8	5	6	7	12	7	7	5	6	6
10 - More because I believe in what [party] are standing for	35	23	30	22	31	50	36	24	33	21	25	49	52
Don't know	1	1	1	0	0	0	0	1	1	0	1	0	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE						Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender		
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you do vote in the Senedd elections on 7th May, will you be...

Mostly voting on issues under the control of the Senedd/Welsh Parliament	38	40	41	38	62	34	48	43	45	45	58	42	45	38	61	45	35	43	33
Mostly voting to send a signal to the UK government	16	23	13	15	12	30	20	25	16	11	12	27	16	9	10	12	25	16	16
Mostly voting to stop another party from winning in my area	19	17	27	39	15	15	22	16	25	31	15	15	23	44	14	24	16	20	19
None of these	7	9	8	2	7	11	4	11	7	6	8	11	8	0	8	6	8	7	7
Don't know	8	6	7	5	5	3	7	4	6	7	4	4	6	9	4	6	6	4	11
Not applicable - I do not plan to vote	12	4	3	2	0	7	0	0	2	0	3	1	2	0	4	7	9	10	14

You previously told us that you voted for Labour at the last general election, and you are now indicating that you won't do so at the 2026 elections. Which of the below, if any, comes closest to describing why you have changed your vote?

[Shown to respondents who voted Labour in the 2024 general election but are not intending to vote Labour in the Senedd elections now, N=355]

I have mostly changed my vote because I am unhappy with the Labour Party in Wales and their leadership locally	18	0	18	0	0	0	0	32	18	12	32	32	19	8	26	19	20	23	14
An equal mix of the two	30	0	30	0	0	0	0	46	31	11	31	52	30	13	29	27	44	26	33
I have mostly changed my vote because I am unhappy with the Labour Party nationally and Keir Starmer as Prime Minister	30	0	30	0	0	0	0	12	33	36	12	6	35	49	12	29	25	35	25
None of the above	16	0	16	0	0	0	0	11	14	19	20	11	11	5	28	19	8	14	17
Don't know	7	0	7	0	0	0	0	0	5	21	4	0	6	25	5	6	3	2	11

You previously told us that you plan to vote for [party]. Is this more because you want to stop a particular party winning in your area or because you believe in what [party] are standing for?

[Shown to respondents giving a voting intention in the Senedd elections; N=1258]

0 - More because I want to stop a particular party winning in my area	9	8	12	8	4	7	9	7	9	16	8	7	9	13	7	12	8	7	10
1	1	1	2	10	1	1	2	3	3	0	0	0	4	2	1	2	1	2	0
2	2	3	4	2	1	1	6	2	3	3	2	2	2	8	1	2	3	2	2
3	3	1	4	4	4	1	6	0	4	4	2	1	3	10	2	4	1	4	3
4	4	3	5	6	2	1	2	2	2	3	2	3	2	3	3	3	3	2	6
5	9	10	12	4	6	3	6	5	11	7	6	5	11	11	5	9	8	9	9
6	5	7	5	6	4	3	1	6	6	1	3	5	5	1	4	4	5	5	5
7	13	12	13	14	9	8	13	10	14	24	9	12	13	12	11	13	11	15	11
8	12	16	12	12	15	7	16	16	12	10	14	19	13	14	10	15	11	12	12
9	6	9	5	6	9	4	4	8	7	17	5	9	7	3	6	6	6	6	6
10 - More because I believe in what [party] are standing for	35	30	25	28	44	64	35	39	31	15	48	38	30	23	49	31	42	35	35
Don't know	1	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0	1	0	1

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age					Region in Wales						Socio-economic Classification (NS-SEC)		
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you do vote in the Senedd elections on 7th May, will you be...

Mostly voting on issues under the control of the Senedd/Welsh Parliament	38	49	35	34	41	35	42	46	34	37	37	44	37	32
Mostly voting to send a signal to the UK government	16	9	12	20	21	15	19	13	16	15	17	14	13	22
Mostly voting to stop another party from winning in my area	19	24	20	18	17	25	16	17	20	17	21	20	21	17
None of these	7	5	7	8	7	9	9	6	6	4	7	8	10	6
Don't know	8	7	12	6	3	7	7	8	5	12	5	6	9	7
Not applicable - I do not plan to vote	12	7	14	13	10	10	8	10	19	14	13	9	10	16

You previously told us that you voted for Labour at the last general election, and you are now indicating that you won't do so at the 2026 elections. Which of the below, if any, comes closest to describing why you have changed your vote?

[Shown to respondents who voted Labour in the 2024 general election but are not intending to vote Labour in the Senedd elections now, N=355]

I have mostly changed my vote because I am unhappy with the Labour Party in Wales and their leadership locally	18	0	19	18	22	13	21	12	28	17	16	20	11	18
An equal mix of the two	30	20	29	34	31	29	20	34	26	33	37	30	26	34
I have mostly changed my vote because I am unhappy with the Labour Party nationally and Keir Starmer as Prime Minister	30	45	27	30	29	42	24	38	31	29	22	23	30	35
None of the above	16	25	14	16	17	14	30	14	15	8	14	21	17	11
Don't know	7	10	12	2	1	2	5	2	0	13	12	5	15	1

You previously told us that you plan to vote for [party]. Is this more because you want to stop a particular party winning in your area or because you believe in what [party] are standing for?

[Shown to respondents giving a voting intention in the Senedd elections; N=1258]

0 - More because I want to stop a particular party winning in my area	9	5	9	8	11	7	11	8	9	8	9	10	9	8
1	1	0	1	3	2	3	1	1	3	0	1	1	1	2
2	2	0	2	4	2	2	3	1	2	3	1	2	3	2
3	3	10	3	2	1	4	5	4	3	2	2	3	2	3
4	4	7	4	4	2	3	1	7	6	3	5	4	1	3
5	9	5	13	11	5	11	6	9	4	11	11	8	13	9
6	5	6	7	3	5	8	5	5	5	3	4	5	6	3
7	13	19	11	12	11	8	13	17	18	10	14	12	12	12
8	12	8	11	14	13	14	12	12	9	11	13	15	10	12
9	6	6	6	5	7	5	7	9	2	8	5	6	9	6
10 - More because I believe in what [party] are standing for	35	33	33	34	40	35	37	26	38	40	33	34	34	40
Don't know	1	0	1	0	1	1	0	1	1	0	1	1	1	1

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Economic Security					
Total	Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials	
Weighted Sample	1556	81	548	626	222	47
Unweighted Sample	1556	76	600	609	208	44
	%	%	%	%	%	%

And if you do vote in the Senedd elections on 7th May, will you be...

Mostly voting on issues under the control of the Senedd/Welsh Parliament	38	37	41	40	31	29
Mostly voting to send a signal to the UK government	16	19	17	15	17	16
Mostly voting to stop another party from winning in my area	19	18	23	17	20	14
None of these	7	9	6	7	7	4
Don't know	8	7	5	9	6	15
Not applicable - I do not plan to vote	12	10	8	12	19	22

You previously told us that you voted for Labour at the last general election, and you are now indicating that you won't do so at the 2026 elections. Which of the below, if any, comes closest to describing why you have changed your vote?

[Shown to respondents who voted Labour in the 2024 general election but are not intending to vote Labour in the Senedd elections now, N=355]

I have mostly changed my vote because I am unhappy with the Labour Party in Wales and their leadership locally	18	21	19	14	23	78
An equal mix of the two	30	37	34	32	14	22
I have mostly changed my vote because I am unhappy with the Labour Party nationally and Keir Starmer as Prime Minister	30	20	23	31	54	0
None of the above	16	5	20	16	7	0
Don't know	7	18	4	8	1	0

You previously told us that you plan to vote for [party]. Is this more because you want to stop a particular party winning in your area or because you believe in what [party] are standing for?

[Shown to respondents giving a voting intention in the Senedd elections; N=1258]

0 - More because I want to stop a particular party winning in my area	9	7	7	8	11	9
1	1	2	1	1	2	0
2	2	1	3	2	1	0
3	3	2	3	4	1	4
4	4	4	3	5	2	5
5	9	5	10	8	12	11
6	5	11	4	5	9	1
7	13	10	14	14	8	5
8	12	8	15	10	12	15
9	6	13	7	5	4	2
10 - More because I believe in what [party] are standing for	35	38	31	37	38	48
Don't know	1	0	1	0	1	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which party are you most trying to stop winning in your area?

[Shown only to those who scored themselves as a 6 or below on the scale question above; N=411]

Conservative	4	0	8	0	3	3	0	0	12	0	4	3	0
Labour	26	59	0	11	14	67	0	69	0	13	14	63	13
Liberal Democrat	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	8	1	4	7	0	22	2	1	10	11	0	22	8
Reform UK	56	18	85	54	82	0	98	8	74	44	81	0	79
Green	3	12	0	19	0	3	0	10	0	22	0	7	0
Some other party	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	3	10	3	9	1	4	0	11	4	11	0	4	0

Below are some reasons some people have given us for why they do not intend to vote for **Labour**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.**

[Shown to respondents who do not intend on voting for Labour in the Senedd elections; N=1435]

I don't trust them to keep to their promises / too many broken promises	39	44	21	32	36	50	41	48	0	38	36	49	36
Welsh Labour have been in power for too long - we need a change	28	42	19	28	33	40	21	39	0	33	30	40	24
Their track record of delivery on public services	28	36	23	40	30	32	26	34	0	38	30	30	27
The performance of the UK Labour government has been poor and it puts me off Welsh Labour	27	28	18	22	34	28	38	25	0	21	34	28	33
Their track record of delivery on the economy/public finances	23	38	17	25	24	32	15	32	0	28	22	32	19
Welsh Labour are too controlled by the UK Labour party in Westminster	19	13	18	17	40	11	29	16	0	13	37	11	21
Their views on 20mph speed limits	17	26	19	10	12	27	7	25	0	15	11	25	8
Their views on immigration	16	19	9	5	5	36	4	23	0	0	4	38	5
Eluned Morgan is not a strong or credible leader	12	13	5	12	14	15	11	15	0	18	13	16	7
They are the party of higher taxes	12	26	12	21	5	18	6	27	0	25	5	20	7
I just prefer another party	11	8	5	11	18	8	24	6	0	13	18	7	25
Their views on welfare	10	18	1	11	5	19	6	14	0	10	7	19	5
Their views on climate change /Net Zero	9	5	0	5	4	22	7	4	0	9	4	22	10
They are just too left-wing for me	7	12	0	6	3	17	0	11	0	7	2	18	1
Their views on Gaza/Palestine/Israel	7	4	9	4	7	5	26	3	0	4	11	5	18
They are just too right-wing for me	6	1	7	6	11	1	22	1	0	2	11	1	26
I support Welsh independence and Labour oppose it	6	3	4	0	18	1	10	3	0	0	15	1	8
Their views on North Sea oil	6	9	0	2	2	14	1	9	0	0	2	15	3
I worry that they can't win - so voting for them would be a wasted vote	6	3	35	12	10	1	9	1	0	8	12	1	8
Their views on transgender issues	5	5	13	5	5	3	14	5	0	1	7	3	11
The low quality of their local candidates	4	2	8	3	5	2	4	1	0	3	4	2	3
They are not Welsh enough	3	0	5	0	6	1	6	0	0	0	6	1	3
Other	4	5	12	5	2	2	3	3	0	1	4	2	2
Don't know	13	2	3	7	4	4	5	2	0	10	3	3	6

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE						Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender		
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which party are you most trying to stop winning in your area?

[Shown only to those who scored themselves as a 6 or below on the scale question above; N=411]

Conservative	4	0	6	0	0	5	0	0	4	0	0	0	2	0	0	7	3	4	4
Labour	26	51	9	29	29	58	2	60	14	18	22	57	18	12	18	16	48	29	24
Liberal Democrat	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	8	12	4	7	6	28	10	17	7	9	2	13	8	27	5	14	9	6	
Reform UK	56	16	80	64	63	7	88	10	74	73	75	15	70	61	77	70	28	49	63
Green	3	15	0	0	0	0	0	7	2	0	0	8	2	0	0	2	4	6	1
Some other party	0	0	0	0	2	0	0	0	0	0	2	0	1	0	0	0	0	0	0
Don't know	3	5	2	0	0	2	0	5	0	0	0	8	0	0	0	0	3	3	3

Below are some reasons some people have given us for why they do not intend to vote for ****Labour**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Labour in the Senedd elections; N=1435]

I don't trust them to keep to their promises / too many broken promises	39	49	34	31	36	48	43	49	38	42	33	50	39	40	33	34	47	42	36
Welsh Labour have been in power for too long - we need a change	28	40	24	37	37	36	27	43	26	38	30	44	27	36	28	28	35	28	28
Their track record of delivery on public services	28	34	29	39	24	30	19	34	34	49	30	38	34	48	31	30	30	32	24
The performance of the UK Labour government has been poor and it puts me off Welsh Labour	27	30	29	29	31	22	37	26	34	24	28	28	33	31	26	26	28	28	26
Their track record of delivery on the economy/public finances	23	29	24	34	21	31	25	38	20	26	27	37	23	30	24	23	30	26	21
Welsh Labour are too controlled by the UK Labour party in Westminster	19	13	23	12	37	10	22	10	22	12	40	10	20	18	36	23	13	21	18
Their views on 20mph speed limits	17	25	18	21	13	24	4	27	17	12	14	25	19	21	14	14	25	20	14
Their views on immigration	16	21	13	7	10	37	8	28	18	12	8	28	20	8	7	9	28	17	16
Eluned Morgan is not a strong or credible leader	12	18	11	10	18	14	4	14	13	10	18	15	14	12	19	11	15	14	10
They are the party of higher taxes	12	21	8	8	3	17	3	23	7	7	3	22	8	6	2	8	15	17	7
I just prefer another party	11	8	10	19	17	6	39	8	10	9	17	8	8	6	19	11	6	11	11
Their views on welfare	10	20	8	15	8	15	9	21	10	12	10	23	10	6	8	9	16	13	8
Their views on climate change /Net Zero	9	11	4	3	4	22	13	17	5	3	5	14	5	8	6	6	14	12	6
They are just too left-wing for me	7	14	1	1	4	25	0	16	2	3	7	16	2	3	3	5	10	8	5
Their views on Gaza/Palestine/Israel	7	3	10	5	7	6	18	5	10	6	7	5	9	11	8	8	5	9	4
They are just too right-wing for me	6	0	9	2	10	1	27	0	11	2	11	0	9	2	11	8	2	7	6
I support Welsh independence and Labour oppose it	6	1	5	1	19	1	9	1	4	6	23	1	4	3	24	7	3	7	5
Their views on North Sea oil	6	11	1	0	2	14	0	13	3	5	1	12	4	2	1	4	10	7	4
I worry that they can't win - so voting for them would be a wasted vote	6	2	12	9	9	1	7	1	15	9	4	1	13	8	5	10	3	5	6
Their views on transgender issues	5	3	8	10	2	4	12	4	6	2	4	4	6	0	5	4	3	5	5
The low quality of their local candidates	4	1	5	6	4	2	1	2	5	7	5	3	6	2	4	4	3	5	3
They are not Welsh enough	3	0	2	0	8	1	4	2	2	0	7	1	2	0	7	3	1	3	2
Other	4	5	5	2	2	1	4	3	3	4	3	3	4	9	4	4	3	4	5
Don't know	13	4	8	12	6	9	0	3	6	2	8	2	6	4	7	11	9	8	19

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age					Region in Wales						Socio-economic Classification (NS-SEC)		
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which party are you most trying to stop winning in your area?

[Shown only to those who scored themselves as a 6 or below on the scale question above; N=411]

Conservative	4	0	9	3	0	0	8	7	0	3	5	1	4	2
Labour	26	8	18	38	37	25	20	16	33	33	33	22	25	42
Liberal Democrat	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Plaid Cymru	8	0	8	7	13	15	8	7	3	7	2	7	10	9
Reform UK	56	82	60	43	47	53	56	56	58	57	56	70	48	39
Green	3	5	4	2	3	2	8	9	0	0	1	0	3	7
Some other party	0	0	0	1	0	0	0	0	0	0	1	0	0	0
Don't know	3	6	1	6	0	6	0	6	7	0	1	1	9	1

Below are some reasons some people have given us for why they do not intend to vote for ****Labour**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Labour in the Senedd elections; N=1435]

I don't trust them to keep to their promises / too many broken promises	39	40	35	40	44	35	41	46	38	35	41	36	40	40
Welsh Labour have been in power for too long - we need a change	28	26	24	26	38	29	27	27	29	28	28	27	32	28
Their track record of delivery on public services	28	28	24	27	34	31	33	28	25	27	21	31	26	26
The performance of the UK Labour government has been poor and it puts me off Welsh Labour	27	34	24	24	31	29	30	27	23	28	22	31	28	24
Their track record of delivery on the economy/public finances	23	15	22	22	31	29	24	23	16	20	24	27	25	22
Welsh Labour are too controlled by the UK Labour party in Westminster	19	39	16	19	14	18	26	21	17	17	16	21	15	15
Their views on 20mph speed limits	17	4	18	18	21	13	13	19	21	18	20	17	19	19
Their views on immigration	16	4	12	18	27	11	16	14	15	19	22	12	16	23
Eluned Morgan is not a strong or credible leader	12	11	7	14	17	14	11	15	11	7	14	14	13	11
They are the party of higher taxes	12	13	9	10	16	14	11	13	10	10	10	11	12	15
I just prefer another party	11	22	11	9	7	13	8	13	11	10	10	12	9	9
Their views on welfare	10	4	11	10	13	11	11	9	11	10	9	10	10	11
Their views on climate change /Net Zero	9	6	8	8	14	10	12	6	6	11	7	8	7	13
They are just too left-wing for me	7	5	6	7	8	5	7	4	11	9	5	7	7	8
Their views on Gaza/Palestine/Israel	7	12	6	6	6	7	6	7	5	7	8	6	6	7
They are just too right-wing for me	6	13	7	5	3	6	6	6	4	4	9	6	6	4
I support Welsh independence and Labour oppose it	6	13	6	5	3	5	10	4	4	4	6	6	5	3
Their views on North Sea oil	6	4	3	6	10	6	8	2	3	7	6	5	7	7
I worry that they can't win - so voting for them would be a wasted vote	6	10	4	7	4	8	4	6	4	5	7	7	3	4
Their views on transgender issues	5	11	6	2	4	4	6	9	2	5	5	3	3	7
The low quality of their local candidates	4	4	5	4	3	6	2	7	4	3	2	4	6	3
They are not Welsh enough	3	7	2	3	1	3	3	5	4	2	1	2	2	3
Other	4	6	2	6	4	3	6	2	6	6	2	3	6	5
Don't know	13	11	20	13	6	13	12	10	19	16	12	11	13	13

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Economic Security					
Total	Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials	
Weighted Sample	1556	81	548	626	222	47
Unweighted Sample	1556	76	600	609	208	44
	%	%	%	%	%	%

Which party are you most trying to stop winning in your area?

[Shown only to those who scored themselves as a 6 or below on the scale question above; N=411]

Conservative	4	10	4	0	11	22
Labour	26	24	27	27	29	6
Liberal Democrat	0	0	0	0	0	0
Plaid Cymru	8	2	7	9	9	21
Reform UK	56	43	58	59	42	37
Green	3	18	5	0	5	0
Some other party	0	0	0	0	0	7
Don't know	3	3	0	4	5	7

Below are some reasons some people have given us for why they do not intend to vote for ****Labour**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Labour in the Senedd elections; N=1435]

I don't trust them to keep to their promises / too many broken promises	39	41	38	41	39	39
Welsh Labour have been in power for too long - we need a change	28	30	34	25	26	21
Their track record of delivery on public services	28	29	33	28	20	18
The performance of the UK Labour government has been poor and it puts me off Welsh Labour	27	29	27	28	27	16
Their track record of delivery on the economy/public finances	23	16	29	21	20	24
Welsh Labour are too controlled by the UK Labour party in Westminster	19	28	18	19	17	27
Their views on 20mph speed limits	17	20	20	16	14	15
Their views on immigration	16	9	17	18	15	11
Eluned Morgan is not a strong or credible leader	12	13	15	11	9	7
They are the party of higher taxes	12	13	12	13	11	3
I just prefer another party	11	4	13	11	8	3
Their views on welfare	10	5	13	9	13	6
Their views on climate change /Net Zero	9	20	9	7	10	12
They are just too left-wing for me	7	6	10	5	6	2
Their views on Gaza/Palestine/Israel	7	3	7	7	6	14
They are just too right-wing for me	6	6	7	6	5	8
I support Welsh independence and Labour oppose it	6	4	4	7	6	7
Their views on North Sea oil	6	8	7	5	5	3
I worry that they can't win - so voting for them would be a wasted vote	6	2	4	7	5	4
Their views on transgender issues	5	2	6	5	4	3
The low quality of their local candidates	4	5	5	3	3	4
They are not Welsh enough	3	2	3	2	3	0
Other	4	3	4	4	3	12
Don't know	13	12	6	15	21	18

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons some people have given us for why they do not intend to vote for ****Plaid Cymru**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Plaid Cymru in the Senedd elections; N=1107]

I oppose Welsh independence and they support this	32	55	34	39	21	43	23	50	36	40	0	44	26
They are too focused on issues relating to the Welsh language	26	38	25	37	0	32	18	37	27	37	0	32	18
It's not clear enough what Plaid would do differently if they won	22	20	30	11	0	26	17	21	31	10	0	26	15
They are too anti-English	19	29	19	29	0	25	19	29	21	31	0	25	19
I do not trust them to run public services	18	26	15	20	15	26	7	26	16	20	0	26	7
I don't trust them to keep to their promises	17	22	13	10	15	22	11	23	13	10	0	21	10
Their views on immigration	17	10	5	3	0	38	1	10	6	2	0	38	1
I just prefer another party	14	13	33	15	0	15	35	14	34	16	0	15	37
They are just too left-wing for me	13	21	5	9	0	27	0	21	7	8	0	28	0
Rhun ap Iorwerth is not a credible or experienced leader	10	16	14	5	36	16	6	16	15	5	0	16	6
Their views on climate change /Net Zero	8	7	1	0	36	17	9	7	2	2	0	16	9
They are the party of higher taxes	7	10	3	9	0	11	1	9	3	11	0	11	1
The low quality of their local candidates	6	3	7	3	21	8	6	2	10	0	0	8	6
Their views on transgender issues	5	5	3	6	0	8	2	5	4	6	0	8	2
Their views on welfare	5	6	2	3	0	9	0	8	2	1	0	8	0
Their views on Gaza/Palestine/Israel	3	3	3	5	0	7	0	3	4	5	0	6	0
I worry that they can't win - so voting for them would be a wasted vote	3	5	5	5	0	3	3	3	5	6	0	3	4
They are just too right-wing for me	2	3	3	2	20	1	7	3	4	2	0	0	8
Other	4	6	2	2	15	3	5	6	2	2	0	3	5
Don't know	26	7	20	24	44	7	18	7	15	24	0	8	17

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE						Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender		
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons some people have given us for why they do not intend to vote for ****Plaid Cymru**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Plaid Cymru in the Senedd elections; N=1107]

I oppose Welsh independence and they support this	32	58	30	42	26	36	29	56	32	40	19	57	32	56	18	32	42	41	25
They are too focused on issues relating to the Welsh language	26	45	25	27	22	27	22	41	27	37	18	42	24	45	20	25	34	29	23
It's not clear enough what Plaid would do differently if they won	22	25	23	33	21	20	19	25	26	30	21	26	25	19	23	25	22	23	21
They are too anti-English	19	28	20	26	12	23	18	31	17	36	12	31	16	40	12	21	20	22	16
I do not trust them to run public services	18	26	12	17	13	28	8	29	16	11	12	31	15	16	12	11	25	20	16
I don't trust them to keep to their promises	17	22	13	16	18	25	10	25	17	21	21	28	14	15	20	16	20	22	13
Their views on immigration	17	23	5	16	22	36	5	27	9	4	21	26	10	4	21	8	26	21	13
I just prefer another party	14	10	21	14	9	16	43	11	19	21	16	11	17	17	18	15	14	13	15
They are just too left-wing for me	13	21	6	8	7	33	3	29	5	2	17	27	5	6	8	8	18	20	7
Rhun ap Iorwerth is not a credible or experienced leader	10	20	8	6	8	13	7	16	11	12	12	15	12	10	10	10	14	13	8
Their views on climate change /Net Zero	8	7	4	5	12	19	10	14	4	4	13	12	5	4	11	5	12	10	7
They are the party of higher taxes	7	9	4	9	5	12	2	11	4	6	1	12	3	10	2	3	9	9	5
The low quality of their local candidates	6	6	8	5	8	7	6	6	8	9	7	7	9	3	5	7	7	7	4
Their views on transgender issues	5	2	4	2	3	11	8	6	4	0	5	6	4	0	0	4	5	6	4
Their views on welfare	5	5	2	6	6	6	0	6	6	5	8	7	6	2	11	3	7	6	4
Their views on Gaza/Palestine/Israel	3	2	3	4	2	9	5	5	3	6	1	5	2	6	1	3	4	4	2
I worry that they can't win - so voting for them would be a wasted vote	3	4	3	4	4	2	7	4	4	7	2	4	3	0	5	5	3	4	3
They are just too right-wing for me	2	2	2	0	2	1	5	2	1	3	3	2	1	4	1	2	1	2	2
Other	4	4	3	2	3	3	4	5	4	1	7	3	4	4	10	6	3	4	5
Don't know	26	9	29	18	33	8	2	6	22	12	30	5	25	12	31	21	19	17	34

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age				Region in Wales						Socio-economic Classification (NS-SEC)			
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons some people have given us for why they do not intend to vote for ****Plaid Cymru**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Plaid Cymru in the Senedd elections; N=1107]

I oppose Welsh independence and they support this	32	23	22	32	48	36	32	32	26	33	33	38	34	29
They are too focused on issues relating to the Welsh language	26	13	19	24	38	26	26	32	26	25	20	30	28	24
It's not clear enough what Plaid would do differently if they won	22	16	21	20	25	25	23	19	16	19	23	25	20	22
They are too anti-English	19	20	14	20	23	21	26	22	15	13	15	19	22	19
I do not trust them to run public services	18	6	12	23	24	18	19	17	18	16	18	17	19	18
I don't trust them to keep to their promises	17	18	15	16	22	13	19	19	14	19	19	16	15	21
Their views on immigration	17	12	16	18	19	14	16	18	17	20	17	18	14	20
I just prefer another party	14	22	15	13	12	13	8	21	11	16	17	15	14	13
They are just too left-wing for me	13	17	13	12	13	12	11	13	15	15	13	15	12	13
Rhun ap Iorwerth is not a credible or experienced leader	10	10	3	14	15	9	13	9	9	11	8	11	12	9
Their views on climate change /Net Zero	8	6	5	9	12	10	11	6	5	9	4	8	7	10
They are the party of higher taxes	7	9	5	7	7	8	4	9	5	7	7	9	3	8
The low quality of their local candidates	6	6	5	4	7	5	5	6	7	7	5	5	5	7
Their views on transgender issues	5	8	4	4	5	4	5	8	8	4	1	6	4	5
Their views on welfare	5	2	5	5	4	5	2	2	3	5	9	6	4	5
Their views on Gaza/Palestine/Israel	3	2	2	4	4	4	5	5	1	2	3	3	4	4
I worry that they can't win - so voting for them would be a wasted vote	3	1	3	3	5	3	6	2	2	4	2	4	4	4
They are just too right-wing for me	2	8	1	3	1	1	4	3	1	1	2	0	2	2
Other	4	3	3	6	4	4	2	3	6	5	5	4	6	4
Don't know	26	22	37	24	15	27	26	20	34	23	27	20	27	24

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Economic Security					
Total	Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials	
Weighted Sample	1556	81	548	626	222	47
Unweighted Sample	1556	76	600	609	208	44
	%	%	%	%	%	%

Below are some reasons some people have given us for why they do not intend to vote for ****Plaid Cymru**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Plaid Cymru in the Senedd elections; N=1107]

I oppose Welsh independence and they support this	32	23	41	31	20	33
They are too focused on issues relating to the Welsh language	26	20	32	22	26	17
It's not clear enough what Plaid would do differently if they won	22	29	22	23	20	4
They are too anti-English	19	18	21	17	20	10
I do not trust them to run public services	18	22	17	17	21	16
I don't trust them to keep to their promises	17	15	17	18	21	8
Their views on immigration	17	18	19	16	17	12
I just prefer another party	14	9	15	16	12	10
They are just too left-wing for me	13	13	17	10	13	17
Rhun ap Iorwerth is not a credible or experienced leader	10	9	12	11	4	13
Their views on climate change /Net Zero	8	21	7	8	9	9
They are the party of higher taxes	7	11	8	6	4	6
The low quality of their local candidates	6	2	7	6	2	4
Their views on transgender issues	5	12	5	3	6	2
Their views on welfare	5	2	6	4	4	4
Their views on Gaza/Palestine/Israel	3	1	3	3	5	4
I worry that they can't win - so voting for them would be a wasted vote	3	2	4	4	2	0
They are just too right-wing for me	2	0	2	2	1	5
Other	4	4	4	3	4	17
Don't know	26	12	18	29	34	34

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons some people have given us for why they do not intend to vote for ****Reform UK**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Reform UK in the Senedd elections; N=1185]

They are racist / bigoted generally	48	25	73	48	61	0	78	25	67	46	63	0	73
They are too obsessed with the issue of immigration	40	24	46	38	56	10	71	25	40	38	55	0	68
I do not like Nigel Farage	39	32	51	35	47	7	44	31	43	31	47	0	46
I do not trust them to run public services competently	33	31	40	46	38	4	40	29	44	45	39	0	34
I don't trust them to keep to their promises	27	38	26	33	29	31	13	35	32	28	26	0	13
They are too sympathetic to Donald Trump	26	16	33	31	28	5	42	15	34	33	29	0	45
They are divisive	23	24	40	24	28	7	32	21	36	26	29	0	31
Their views on the NHS	20	13	28	29	28	2	34	10	26	24	29	0	30
Their views on climate change/Net Zero	14	5	15	15	18	2	38	5	15	10	21	0	34
They are too sympathetic to Vladimir Putin	12	12	23	15	13	5	8	9	18	17	12	0	10
It's not clear enough what Reform UK would do differently if they won	11	18	10	19	9	10	2	21	13	25	7	0	2
The low quality of their local candidates	9	17	9	13	11	7	5	13	12	7	11	0	7
They are not Welsh enough	8	5	6	5	17	16	11	8	6	4	15	0	7
Dan Thomas is not a strong or credible leader	7	11	6	1	11	3	9	13	6	1	11	0	7
I just prefer another party	6	10	3	7	6	14	2	12	6	10	6	0	3
I worry that they can't win - so voting for them would be a wasted vote	1	4	0	1	0	0	0	5	0	0	0	0	0
Other	5	4	5	5	3	9	4	3	4	0	4	0	4
Don't know	15	11	1	8	2	34	1	12	1	6	4	0	0

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE						Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender		
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons some people have given us for why they do not intend to vote for ****Reform UK**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Reform UK in the Senedd elections; N=1185]

They are racist / bigoted generally	48	28	70	60	47	5	83	24	67	76	57	28	62	72	59	62	34	50	47
They are too obsessed with the issue of immigration	40	25	48	56	48	8	68	23	49	58	49	28	45	57	51	47	23	43	37
I do not like Nigel Farage	39	34	50	47	43	15	43	31	47	39	50	36	48	41	49	46	31	38	40
I do not trust them to run public services competently	33	28	41	39	40	12	38	30	40	45	42	34	40	48	43	40	29	38	28
I don't trust them to keep to their promises	27	38	28	22	28	41	24	34	29	16	30	36	32	7	30	30	31	31	24
They are too sympathetic to Donald Trump	26	16	31	32	19	19	35	17	26	45	28	22	26	31	26	27	23	25	26
They are divisive	23	18	35	41	27	6	34	24	32	40	32	24	30	45	32	27	22	26	21
Their views on the NHS	20	9	28	31	25	4	30	7	31	28	26	9	30	25	26	24	15	23	18
Their views on climate change/Net Zero	14	5	16	17	12	6	57	5	19	14	14	6	12	20	16	16	7	16	12
They are too sympathetic to Vladimir Putin	12	9	17	9	7	10	6	15	16	14	11	18	16	13	9	12	12	13	12
It's not clear enough what Reform UK would do differently if they won	11	19	8	8	11	12	2	16	10	2	7	14	8	6	7	8	16	11	10
The low quality of their local candidates	9	10	12	13	12	6	7	17	11	15	16	18	10	11	15	11	11	11	8
They are not Welsh enough	8	6	7	0	23	3	10	6	8	0	18	5	8	4	17	7	8	10	7
Dan Thomas is not a strong or credible leader	7	11	5	10	16	5	3	12	8	12	13	12	8	6	12	7	10	10	6
I just prefer another party	6	16	2	6	7	7	3	13	2	3	4	12	3	2	4	5	7	7	4
I worry that they can't win - so voting for them would be a wasted vote	1	4	1	1	1	2	0	5	2	0	1	5	2	0	0	1	2	0	2
Other	5	3	4	3	2	6	1	5	4	2	3	6	4	2	3	3	5	4	5
Don't know	15	18	4	7	10	29	0	18	3	0	8	12	6	4	9	6	21	11	18

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age				Region in Wales						Socio-economic Classification (NS-SEC)			
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some reasons some people have given us for why they do not intend to vote for ****Reform UK**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Reform UK in the Senedd elections; N=1185]

They are racist / bigoted generally	48	58	49	45	43	46	56	51	47	43	47	56	51	36
They are too obsessed with the issue of immigration	40	57	39	37	32	43	40	45	30	35	42	48	41	25
I do not like Nigel Farage	39	44	38	39	40	43	37	38	40	37	42	40	42	38
I do not trust them to run public services competently	33	32	33	31	33	37	33	36	26	31	31	37	30	28
I don't trust them to keep to their promises	27	18	29	28	31	23	27	26	34	31	23	28	23	33
They are too sympathetic to Donald Trump	26	39	21	24	27	21	28	21	36	24	26	27	22	25
They are divisive	23	22	20	30	23	23	21	29	15	25	25	29	25	17
Their views on the NHS	20	28	17	21	19	16	22	24	22	16	22	24	20	15
Their views on climate change/Net Zero	14	27	12	12	10	12	15	19	16	11	13	14	13	13
They are too sympathetic to Vladimir Putin	12	19	9	10	17	12	13	7	15	11	15	10	10	14
It's not clear enough what Reform UK would do differently if they won	11	8	12	7	15	13	6	13	7	13	12	10	11	16
The low quality of their local candidates	9	5	8	12	12	9	12	7	8	7	11	14	10	7
They are not Welsh enough	8	17	6	7	7	6	12	8	5	6	11	10	9	5
Dan Thomas is not a strong or credible leader	7	10	5	8	9	8	7	9	6	7	8	8	4	7
I just prefer another party	6	7	5	4	8	8	6	3	1	8	5	5	5	6
I worry that they can't win - so voting for them would be a wasted vote	1	0	1	1	1	0	1	1	0	3	1	0	2	2
Other	5	6	3	5	5	4	4	3	6	7	3	3	5	5
Don't know	15	4	20	16	12	17	14	9	23	15	14	11	18	18

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Economic Security					
Total	Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials	
Weighted Sample	1556	81	548	626	222	47
Unweighted Sample	1556	76	600	609	208	44
	%	%	%	%	%	%

Below are some reasons some people have given us for why they do not intend to vote for ****Reform UK**** at the Senedd elections this year. Please pick up to five reasons which are closest to your own.

[Shown to respondents who do not intend on voting for Reform UK in the Senedd elections; N=1185]

They are racist / bigoted generally	48	51	53	48	40	29
They are too obsessed with the issue of immigration	40	50	42	40	30	23
I do not like Nigel Farage	39	28	43	39	39	21
I do not trust them to run public services competently	33	28	36	31	33	20
I don't trust them to keep to their promises	27	15	31	28	22	25
They are too sympathetic to Donald Trump	26	29	26	25	20	22
They are divisive	23	33	25	24	16	6
Their views on the NHS	20	22	20	22	15	19
Their views on climate change/Net Zero	14	28	13	17	7	3
They are too sympathetic to Vladimir Putin	12	4	15	13	6	10
It's not clear enough what Reform UK would do differently if they won	11	14	12	11	6	16
The low quality of their local candidates	9	6	12	10	3	3
They are not Welsh enough	8	8	8	9	7	2
Dan Thomas is not a strong or credible leader	7	8	8	7	9	5
I just prefer another party	6	2	6	5	6	8
I worry that they can't win - so voting for them would be a wasted vote	1	1	0	2	1	0
Other	5	4	4	4	3	15
Don't know	15	11	11	14	26	29

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

Moving on, if there were a referendum tomorrow on Wales's constitutional future and this was the question, how would you vote? Should Wales be an independent country?

Yes	24	10	19	18	50	8	43	9	16	13	50	8	32
No	57	83	75	63	33	82	39	83	75	73	34	84	47
I would not vote	6	0	0	0	0	2	2	0	0	0	1	2	2
Don't know	14	8	6	18	17	7	16	8	9	14	15	7	19

Where would you place **your views** on these spectrums?

1 Inequality is too high, we should redistribute money from the richest to middle and working class people
10 We should reduce taxes on the richest because that creates jobs and wealth for everyone

1	19	2	18	17	29	6	48	3	20	16	31	5	41
2	8	2	15	4	13	3	18	2	14	3	13	3	15
3	12	3	21	20	16	7	16	3	19	23	16	7	17
4	14	12	15	20	13	13	11	12	10	23	15	12	14
5	14	18	14	9	10	17	2	20	16	2	10	16	4
6	8	16	5	14	6	11	3	16	7	15	5	11	4
7	6	20	4	6	4	11	1	19	5	6	3	12	2
8	5	9	0	3	3	11	0	7	0	3	3	12	1
9	2	3	0	0	0	5	0	2	0	1	0	5	1
10	4	5	1	2	1	10	1	5	1	2	1	11	0
Don't know	10	10	7	5	4	5	1	10	6	7	4	5	1

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE							Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender	
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Moving on, if there were a referendum tomorrow on Wales's constitutional future and this was the question, how would you vote? Should Wales be an independent country?

Yes	24	5	23	18	52	7	40	4	25	16	50	3	20	15	57	27	13	26	21
No	57	87	60	74	36	78	40	90	61	72	32	93	65	74	27	56	73	59	55
I would not vote	6	1	1	0	0	2	2	1	1	0	3	0	1	0	4	3	2	4	7
Don't know	14	7	16	9	12	13	18	6	13	12	14	4	14	11	13	14	12	11	16

Where would you place **your views** on these spectrums?

1 Inequality is too high, we should redistribute money from the richest to middle and working class people
10 We should reduce taxes on the richest because that creates jobs and wealth for everyone

1	19	4	24	19	28	2	43	2	26	25	30	3	24	14	32	24	9	20	17
2	8	3	12	5	12	4	13	3	12	4	9	4	10	4	9	9	4	8	8
3	12	2	19	22	17	7	14	7	14	23	14	6	16	17	14	15	9	13	12
4	14	12	15	20	12	14	14	13	13	25	16	13	13	37	13	12	16	14	13
5	14	18	11	12	8	20	1	21	12	7	10	22	13	12	8	11	17	11	16
6	8	13	6	10	6	11	5	11	6	3	4	11	6	8	4	6	10	7	9
7	6	18	4	7	4	8	3	14	3	8	7	14	4	3	7	6	9	8	5
8	5	13	1	1	3	9	1	11	2	2	3	12	2	3	3	4	7	6	4
9	2	3	0	1	0	6	1	5	1	3	0	4	0	3	1	0	4	2	2
10	4	7	1	2	2	11	4	7	2	0	1	8	2	0	1	1	7	4	3
Don't know	10	7	8	1	8	8	0	5	8	0	6	4	10	0	8	10	8	7	12

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age					Region in Wales						Socio-economic Classification (NS-SEC)		
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Moving on, if there were a referendum tomorrow on Wales's constitutional future and this was the question, how would you vote? Should Wales be an independent country?

Yes	24	46	26	20	13	26	27	21	24	21	22	23	19	19
No	57	42	48	60	75	57	55	65	50	59	57	60	61	61
I would not vote	6	4	7	8	3	4	2	5	15	6	7	4	5	8
Don't know	14	7	20	13	8	13	17	8	12	14	14	13	15	12

Where would you place **your views** on these spectrums?

1 Inequality is too high, we should redistribute money from the richest to middle and working class people
10 We should reduce taxes on the richest because that creates jobs and wealth for everyone

1	19	26	20	20	13	17	20	21	17	17	21	17	18	16
2	8	14	7	7	6	9	8	13	7	5	5	7	8	7
3	12	23	12	12	8	13	11	14	13	12	11	14	9	10
4	14	15	13	13	14	15	15	10	10	13	16	15	14	12
5	14	7	14	13	18	13	15	12	9	13	18	13	16	15
6	8	3	8	7	10	7	5	8	18	7	7	9	6	11
7	6	3	5	8	8	6	5	6	5	10	4	6	7	7
8	5	3	4	5	7	6	7	1	4	5	4	4	5	6
9	2	0	1	3	3	2	2	1	2	2	2	2	1	2
10	4	3	3	3	5	3	5	6	2	2	4	5	4	4
Don't know	10	5	13	9	8	8	7	8	14	13	9	7	10	10

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

		Economic Security				
Total		Very comfortable	Relatively comfortable	Comfortable with essentials, no luxuries	Can only just afford costs, often struggling	Cannot afford costs, going without essentials
Weighted Sample	1556	81	548	626	222	47
Unweighted Sample	1556	76	600	609	208	44
	%	%	%	%	%	%

Moving on, if there were a referendum tomorrow on Wales's constitutional future and this was the question, how would you vote? Should Wales be an independent country?

Yes	24	24	18	25	32	30
No	57	58	67	54	46	50
I would not vote	6	8	4	6	5	11
Don't know	14	9	11	14	18	8

Where would you place ****your views**** on these spectrums?

1 Inequality is too high, we should redistribute money from the richest to middle and working class people

10 We should reduce taxes on the richest because that creates jobs and wealth for everyone

1	19	17	16	20	20	19
2	8	13	7	8	7	3
3	12	5	12	14	11	7
4	14	10	14	13	12	28
5	14	13	14	15	11	3
6	8	5	9	7	9	2
7	6	7	9	5	4	12
8	5	5	7	3	5	5
9	2	4	2	1	1	1
10	4	10	3	4	2	6
Don't know	10	12	7	8	17	14

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

1 Overall, immigration to the UK has benefited society more than it has weakened it

10 Overall, immigration to the UK has undermined society more than it has strengthened it

1	11	1	16	11	20	1	34	2	12	4	22	1	31
2	6	3	10	5	13	1	16	3	11	5	13	1	12
3	10	5	20	8	17	2	21	4	18	7	17	2	23
4	9	5	15	13	13	2	12	5	14	12	12	2	14
5	8	11	8	12	9	4	7	13	7	14	11	4	5
6	3	8	4	3	5	3	2	9	4	0	4	3	4
7	8	20	8	21	5	5	4	18	9	24	5	6	6
8	9	9	4	12	4	13	1	7	7	14	3	13	2
9	7	13	5	1	5	13	2	10	4	1	4	14	3
10	21	20	6	10	6	53	1	26	8	13	6	52	1
Don't know	8	4	5	5	3	3	1	4	6	6	3	2	1

1 The UK should fully rejoin the EU immediately

10 The UK should remain outside the EU and be as independent as possible from it

1	27	16	42	43	47	7	48	15	39	38	50	6	47
2	8	4	10	11	15	2	13	5	10	10	14	2	9
3	9	9	12	9	13	3	17	11	14	8	12	3	18
4	7	8	9	5	6	4	11	6	6	2	7	5	10
5	7	5	3	4	5	5	4	5	5	5	4	5	5
6	3	3	3	6	3	3	0	5	4	7	2	3	0
7	3	6	2	5	1	6	3	6	2	6	1	5	5
8	5	12	2	6	1	9	0	13	2	9	2	8	0
9	4	6	2	2	3	10	1	6	3	1	2	10	1
10	17	27	7	0	2	47	2	26	10	2	3	49	3
Don't know	9	4	7	9	3	4	2	3	7	11	3	4	2

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE						Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender		
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

1 Overall, immigration to the UK has benefited society more than it has weakened it

10 Overall, immigration to the UK has undermined society more than it has strengthened it

1	11	1	15	19	18	1	25	0	16	24	14	1	14	12	15	16	3	10	11
2	6	3	9	8	10	0	16	1	10	6	12	1	6	15	16	8	2	6	7
3	10	4	16	14	13	2	25	3	14	18	14	4	14	12	15	13	5	10	9
4	9	7	14	11	8	3	11	6	11	13	11	5	11	14	11	10	5	10	8
5	8	6	10	7	10	5	2	6	8	4	9	7	8	9	7	12	6	7	10
6	3	5	2	13	3	1	6	5	4	6	4	7	3	1	3	4	2	3	3
7	8	14	7	10	9	4	7	14	6	14	9	12	8	18	7	8	10	8	8
8	9	13	7	7	6	12	2	12	5	3	6	13	5	4	5	5	12	9	9
9	7	13	4	3	4	7	1	12	5	3	2	12	6	3	2	5	10	7	7
10	21	31	9	7	11	59	4	39	16	9	10	36	17	11	10	9	40	24	19
Don't know	8	2	7	2	7	6	0	2	6	0	8	3	7	0	8	9	5	6	9

1 The UK should fully rejoin the EU immediately

10 The UK should remain outside the EU and be as independent as possible from it

1	27	11	42	30	39	5	54	9	42	42	42	9	39	34	47	46	10	30	25
2	8	3	12	24	10	4	13	4	10	18	12	5	9	24	12	12	4	9	7
3	9	9	11	11	8	2	14	5	13	2	9	7	13	0	8	13	4	8	10
4	7	8	10	4	8	4	7	8	7	11	8	9	8	11	5	6	7	5	8
5	7	6	5	7	5	7	4	8	4	5	7	5	4	10	5	7	6	5	9
6	3	4	2	1	4	2	0	3	3	1	4	4	2	1	3	2	5	4	2
7	3	7	2	7	2	2	2	4	1	1	1	4	2	2	1	2	4	4	3
8	5	8	5	2	3	7	0	8	3	8	3	7	4	12	3	2	8	6	4
9	4	7	1	9	3	8	2	10	2	5	2	11	2	1	1	2	7	5	4
10	17	33	3	4	12	52	4	38	10	6	7	37	9	4	8	2	38	19	15
Don't know	9	4	7	0	6	6	2	3	6	0	5	1	7	0	5	6	8	6	12

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Age				Region in Wales						Socio-economic Classification (NS-SEC)			
	Total	16-24	25-49	50-64	65+	Mid and West Wales	North Wales	Cardiff	South Wales Central	South Wales East	South Wales West	Higher	Intermediate	Routine
Weighted Sample	1556	202	565	386	403	297	322	180	166	322	266	453	338	505
Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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10 Overall, immigration to the UK has undermined society more than it has strengthened it

1	11	21	13	8	4	9	8	13	14	11	11	14	8	6
2	6	16	5	5	4	7	9	11	3	4	5	8	5	5
3	10	16	9	9	8	10	10	15	6	8	9	12	10	4
4	9	14	8	9	7	10	7	11	12	8	7	8	10	8
5	8	4	11	7	9	8	11	8	11	5	9	8	8	8
6	3	6	2	3	4	5	5	2	2	3	1	3	2	3
7	8	6	7	7	10	9	7	7	6	8	11	8	11	9
8	9	3	7	13	10	10	5	5	9	10	12	8	8	11
9	7	4	6	7	10	8	9	5	6	8	4	5	6	11
10	21	7	20	24	28	20	24	13	28	21	22	17	24	27
Don't know	8	4	12	6	5	5	5	9	4	13	9	7	7	8

1 The UK should fully rejoin the EU immediately

10 The UK should remain outside the EU and be as independent as possible from it

1	27	33	30	30	18	28	29	29	30	23	26	31	23	23
2	8	15	7	7	8	10	12	11	4	5	7	11	7	6
3	9	19	8	8	6	7	8	12	5	13	8	8	8	9
4	7	8	7	7	6	7	7	5	5	7	10	7	10	5
5	7	4	11	6	6	8	9	6	13	4	5	6	13	6
6	3	4	2	4	3	4	1	7	3	2	3	4	3	3
7	3	3	3	3	5	3	4	2	3	3	4	2	3	5
8	5	0	4	6	7	4	3	4	5	3	9	5	2	7
9	4	3	2	6	8	5	3	3	2	7	4	4	3	7
10	17	5	12	17	29	15	18	13	18	19	15	14	21	21
Don't know	9	6	15	7	6	8	6	7	12	14	9	8	7	10

Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

		Economic Security				
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Weighted Sample	1556	81	548	626	222	47
Unweighted Sample	1556	76	600	609	208	44
	%	%	%	%	%	%

1 Overall, immigration to the UK has benefited society more than it has weakened it

10 Overall, immigration to the UK has undermined society more than it has strengthened it

1	11	10	9	12	10	10
2	6	4	7	7	4	0
3	10	16	12	9	6	0
4	9	9	11	8	5	6
5	8	9	8	9	8	10
6	3	1	4	3	3	3
7	8	10	9	9	3	13
8	9	4	11	7	10	4
9	7	2	9	6	8	3
10	21	23	16	24	27	34
Don't know	8	13	5	5	16	17

1 The UK should fully rejoin the EU immediately

10 The UK should remain outside the EU and be as independent as possible from it

1	27	24	26	28	26	25
2	8	9	10	9	6	4
3	9	17	9	9	7	2
4	7	1	7	8	6	3
5	7	3	8	7	9	6
6	3	5	4	3	2	2
7	3	0	4	4	2	0
8	5	4	6	5	5	0
9	4	3	6	3	2	11
10	17	21	14	17	19	28
Don't know	9	12	6	9	16	20

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Fieldwork: 24th April - 5th May 2026

	VI: Westminster						VI: Senedd						
Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	
Weighted Sample	1556	115	134	59	315	333	153	98	102	48	446	333	97
Unweighted Sample	1556	129	156	66	334	370	152	111	121	55	449	371	102
	%	%	%	%	%	%	%	%	%	%	%	%	%

1 The main institutions of this country work well and should be protected from significant disruption

10 The main institutions of this country need a radical overhaul, even if that involves some element of risk

1	1	0	6	0	1	1	4	0	7	0	2	0	3
2	2	3	6	2	1	1	3	4	7	1	2	1	3
3	6	8	8	7	9	3	8	9	11	5	8	3	7
4	7	5	17	8	9	4	7	7	16	7	10	4	5
5	13	9	18	26	12	9	14	8	12	27	14	10	17
6	11	9	13	22	16	9	10	11	13	24	14	8	8
7	13	20	8	13	15	15	15	14	8	12	15	14	12
8	13	15	10	3	14	19	13	13	13	3	14	20	11
9	5	7	1	1	5	9	7	8	2	2	4	9	11
10	12	10	4	11	7	26	5	14	4	13	6	26	5
Don't know	16	13	10	7	11	5	14	12	8	7	11	4	15

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Sample Size: 1556 adults in Wales (16+)
Fieldwork: 24th April - 5th May 2026

	Vote in 2024 GE							Vote in 2021 Senedd: Constituency				Vote in 2021 Senedd: List				EU Ref 2016		Gender	
	Total	Con	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Con	Lab	Lib Dem	Plaid Cymru	Con	Lab	Lib Dem	Plaid Cymru	Remain	Leave	Male	Female
Weighted Sample	1556	193	391	69	158	185	49	223	291	35	183	190	255	35	177	523	566	753	803
Unweighted Sample	1556	202	454	85	190	212	59	256	357	51	211	229	309	54	207	681	582	738	818
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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1	1	0	2	0	1	0	5	1	2	0	4	0	2	2	3	2	1	2	1
2	2	2	3	5	2	1	0	2	3	6	2	2	3	5	3	3	1	2	1
3	6	5	8	15	10	2	5	6	8	3	10	7	9	6	8	10	3	6	6
4	7	7	10	10	10	3	9	5	10	13	10	6	9	13	11	12	5	7	6
5	13	10	16	14	13	8	12	9	13	22	12	9	15	17	10	18	8	13	13
6	11	13	12	10	11	5	8	9	12	12	7	8	12	21	7	10	12	10	12
7	13	10	12	18	16	16	17	13	10	12	13	14	11	11	14	10	12	16	10
8	13	20	11	14	15	15	20	21	14	4	15	19	14	8	14	12	17	15	12
9	5	8	4	1	3	10	8	11	5	10	5	10	4	2	7	5	7	6	5
10	12	16	5	7	9	29	6	19	9	6	11	19	9	3	11	5	20	14	11
Don't know	16	8	16	7	10	11	10	6	13	11	11	5	13	11	13	14	12	9	23

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Unweighted Sample	1556	98	495	434	529	309	301	208	128	324	283	560	349	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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1	1	2	1	2	2	1	2	2	1	2	1	1	1	3
2	2	2	1	2	2	2	2	2	3	2	1	2	2	0
3	6	8	5	7	5	6	8	5	1	5	7	8	4	5
4	7	5	8	7	7	9	6	7	9	6	6	9	7	5
5	13	11	12	16	13	14	12	18	11	14	11	12	17	14
6	11	13	12	7	13	9	8	13	15	11	13	10	10	12
7	13	18	12	13	12	13	15	12	11	10	15	15	11	10
8	13	11	11	15	16	18	11	12	14	13	11	14	13	16
9	5	4	7	5	5	5	5	8	4	4	8	6	5	5
10	12	9	12	11	16	12	18	5	17	9	12	11	13	16
Don't know	16	18	20	15	10	10	15	16	15	23	15	12	18	15

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Sample Size: 1556 adults in Wales (16+)
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Weighted Sample 1556	81	548	626	222	47
Unweighted Sample 1556	76	600	609	208	44
%	%	%	%	%	%

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10 The main institutions of this country need a radical overhaul, even if that involves some element of risk

1	1	4	1	2	0	1
2	2	4	2	2	1	1
3	6	4	7	5	6	3
4	7	4	7	8	6	8
5	13	15	14	14	8	14
6	11	13	14	9	10	3
7	13	9	14	13	11	17
8	13	9	15	15	10	11
9	5	5	6	5	4	19
10	12	15	11	12	15	11
Don't know	16	19	9	16	28	14

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*