

YouGov / Barn Cymru Topic Quantifier Results

Sample Size: 1048 Welsh adults (16+)

Fieldwork: 27th April - 4th May 2026

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Region in Wales					Welsh speaking ability			
	Con	Lab	Plaid	Reform UK	Remain	Leave	Male	Female	16-24	25-49	50-64	65+	ABC1	C2DE	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No	
Weighted Sample	997	136	279	115	129	362	389	501	496	108	369	258	263	587	410	198	213	219	190	177	95	274	628
Unweighted Sample	1048	150	306	133	152	451	388	517	531	91	377	262	318	650	398	213	212	235	191	197	98	284	666
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had to say, what is the single biggest factor influencing your vote in the upcoming Senedd election? (Please be as specific as possible).

[Shown only to respondents who indicated they may vote; N = 1048]

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Stopping Reform	14	3	25	14	1	21	5	11	16	27	17	10	6	14	14	13	13	16	12	13	14	15	13
Immigration	10	11	4	5	29	3	18	10	9	2	9	12	11	8	12	9	10	7	11	12	3	6	12
NHS / Healthcare	7	9	9	11	2	8	8	5	9	6	6	7	9	8	6	8	8	4	5	10	11	8	6
Policies [general / other]	7	5	7	5	1	7	2	7	6	14	8	3	6	7	5	4	6	11	4	7	5	7	7
Criticisms of Labour / the Welsh Government	6	12	4	4	17	4	10	8	5	0	2	5	15	5	7	4	7	5	7	8	2	5	7
The economy	6	13	2	4	2	4	5	9	3	11	5	7	4	6	6	11	3	3	8	6	5	6	6
Removing the Labour-led government	6	8	4	6	11	2	11	5	6	0	4	10	6	5	6	5	9	4	5	5	7	5	6
Change [general]	5	9	5	1	9	5	5	4	5	3	5	6	4	6	4	6	4	4	7	4	5	5	5
Cost of living	5	3	6	7	2	7	3	6	3	3	7	5	3	4	6	3	5	4	9	4	2	5	5
Best represents / stands up for Wales	2	0	2	14	0	4	1	3	2	4	2	2	2	3	2	2	4	2	1	3	7	4	1
Dislike of other parties [general / other]	2	3	2	0	5	2	4	3	1	0	1	3	5	2	3	2	3	1	1	3	0	1	3
Tactical voting [general / other]	2	3	3	1	1	3	2	1	3	1	2	2	2	2	2	2	1	4	1	1	1	1	3
Climate change / environment	2	0	2	1	0	2	0	1	2	9	1	1	0	2	1	0	2	4	3	0	3	2	1
Wales' place in the union / Welsh independence	2	1	1	5	1	3	1	2	1	0	2	3	1	2	2	1	1	2	2	2	5	2	1
Road policy / 20mph speed limits	1	3	1	0	3	1	2	2	0	1	1	1	1	2	1	0	1	3	1	1	1	1	2
Local issues [general]	1	1	1	2	0	1	1	1	0	0	1	1	0	1	1	2	1	0	0	1	1	1	1
Aligns with my values	1	1	1	1	1	1	1	1	1	2	0	1	1	1	1	1	0	1	1	0	1	1	0
Other	15	14	16	14	12	15	16	15	15	16	14	15	17	15	15	19	13	18	13	13	20	18	14
Don't know / Not applicable	8	2	7	5	3	8	6	4	11	1	11	7	6	6	9	7	9	7	8	7	8	7	8

*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.