

YouGov / University of Cardiff Survey Results

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+	
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

"Government set to miss 1.5m target, housebuilders warn"

Which political institution(s) has/have responsibility for the policy issue in the UK reported above by ITV News on X/Twitter? Please tick all that apply.

The Westminster Government	62	68	67	73	76	69	71	71	61	71	54	64	61	63	63
The Welsh Government	9	8	11	13	6	9	11	9	8	10	8	10	9	7	10
Local councils	6	5	7	7	7	5	7	7	5	8	4	6	5	6	6
The European Union	2	1	2	1	2	2	2	2	1	1	2	2	2	1	1
Don't know / unsure	33	29	28	25	20	27	28	25	35	23	43	29	35	34	32
NET CORRECT	5	10	3	6	5	8	3	4	6	6	4	6	4	4	6

"'We sent those frackers packing, I say let's ban fracking and vow to send this bunch of frackers packing too' Energy Secretary Ed Milliband takes aim at Reform's environmental policies"

Which political institution(s) has/have responsibility for the policy issue in the UK reported above by BBC News on X/Twitter? Please tick all that apply.

The Westminster Government	59	58	62	75	70	65	72	66	57	67	51	69	57	57	58
The Welsh Government	15	23	14	18	16	16	9	14	16	17	12	17	13	16	15
Local councils	13	10	15	24	16	10	13	15	10	15	11	19	13	11	11
The European Union	1	2	1	3	0	0	1	1	1	1	1	2	1	1	1
Don't know / unsure	34	33	30	21	21	30	27	27	37	27	41	23	36	36	35
NET CORRECT	3	4	3	4	3	5	4	3	4	4	3	1	4	3	4
NET TOTAL CORRECT FOR FIRST TWO QUESTIONS															
0/2 CORRECT	92	87	94	90	92	92	95	93	92	90	94	90	93	94	91
1/2 CORRECT	6	11	6	8	8	5	2	6	5	8	4	9	5	4	7
2/2 CORRECT	2	2	1	2	0	4	3	1	3	2	2	1	2	2	2

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	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

"Government set to miss 1.5m target, housebuilders warn"

Which political institution(s) has/have responsibility for the policy issue in the UK reported above by ITV News on X/Twitter? Please tick all that apply.

The Westminster Government	74	64	51	66	59	70	59	57	72	67	59
The Welsh Government	11	9	8	7	11	9	8	11	12	12	7
Local councils	6	5	6	5	7	5	5	8	6	6	6
The European Union	2	1	1	0	3	2	1	1	3	2	1
Don't know / unsure	23	34	43	32	35	27	35	40	26	28	37
NET CORRECT	6	6	3	7	6	6	3	3	9	5	4

"'We sent those frackers packing, I say let's ban fracking and vow to send this bunch of frackers packing too' Energy Secretary Ed Milliband takes aim at Reform's environmental policies"

Which political institution(s) has/have responsibility for the policy issue in the UK reported above by BBC News on X/Twitter? Please tick all that apply.

The Westminster Government	68	62	46	60	59	67	52	53	63	63	56
The Welsh Government	17	16	12	17	14	15	15	12	23	15	13
Local councils	15	13	9	9	14	13	13	14	16	13	12
The European Union	1	1	1	0	1	0	1	2	0	1	1
Don't know / unsure	24	32	47	33	36	27	37	40	26	30	38
NET CORRECT	5	4	2	4	5	3	2	3	8	4	2
NET TOTAL CORRECT FOR FIRST TWO QUESTIONS											
0/2 CORRECT	90	91	95	90	93	91	94	94	86	91	94
1/2 CORRECT	7	6	4	8	4	8	4	5	12	7	5
2/2 CORRECT	2	3	1	2	3	1	1	2	3	2	1

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In Wales, which political institution has responsibility for the following:

Transport

The Westminster Government	14	18	14	6	23	14	12	17	13	18	10	18	15	13	12
The Welsh Government	65	76	68	73	62	73	65	67	71	68	63	56	59	72	71
Local councils	7	3	7	9	4	4	4	6	5	5	9	11	8	5	8
The European Union	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Don't know / unsure	14	3	11	12	11	9	20	10	11	9	18	15	18	10	9

Economic development

The Westminster Government	30	31	32	29	42	19	29	34	27	32	29	43	31	23	31
The Welsh Government	49	57	52	55	44	59	52	52	53	54	43	31	45	58	52
Local councils	2	0	2	0	1	3	0	1	2	2	2	4	3	1	1
The European Union	1	0	1	0	1	1	0	0	0	1	1	1	1	1	0
Don't know / unsure	19	12	14	17	12	18	19	13	18	12	25	21	20	17	17

Immigration

The Westminster Government	71	79	73	83	81	72	75	78	73	77	66	71	66	74	76
The Welsh Government	13	15	12	9	9	17	13	11	15	13	14	10	13	15	13
Local councils	1	0	2	0	1	1	0	1	1	1	1	1	1	1	1
The European Union	1	0	0	0	1	0	0	0	1	1	1	3	1	0	0
Don't know / unsure	14	5	12	8	9	11	12	10	11	10	18	14	18	10	10

Health and social care

The Westminster Government	13	12	12	7	16	14	15	13	12	12	13	16	15	11	9
The Welsh Government	69	78	71	81	72	71	67	73	72	73	64	64	60	74	77
Local councils	7	7	9	6	4	6	0	6	7	6	7	8	7	7	5
The European Union	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know / unsure	12	4	8	6	8	9	18	8	9	9	15	12	18	8	9

Social care delivery

The Westminster Government	8	10	7	2	14	10	7	11	8	8	8	8	8	10	8
The Welsh Government	56	64	59	63	57	62	54	59	62	59	53	44	52	62	61
Local councils	19	19	21	28	18	16	18	20	17	20	18	26	20	17	19
The European Union	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know / unsure	16	6	13	7	11	12	21	11	13	12	20	22	20	12	12

Sample Size: 1544 Welsh adults (16+)
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	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

In Wales, which political institution has responsibility for the following:

Transport

The Westminster Government	14	17	14	13	17	12	13	16	24	18	11
The Welsh Government	70	67	60	67	69	70	62	57	61	66	66
Local councils	7	5	7	6	4	10	8	8	6	7	7
The European Union	0	0	0	1	0	0	0	0	0	1	0
Don't know / unsure	9	12	18	14	10	9	17	19	9	8	16

Economic development

The Westminster Government	32	34	24	27	35	35	23	32	41	37	26
The Welsh Government	54	45	51	51	47	47	52	46	44	47	50
Local councils	3	2	2	1	2	2	3	2	1	3	2
The European Union	0	0	1	1	0	0	1	1	2	1	0
Don't know / unsure	11	20	23	21	16	16	22	19	12	13	22

Immigration

The Westminster Government	79	78	62	74	70	77	69	66	81	77	67
The Welsh Government	13	7	16	11	14	12	15	14	9	11	15
Local councils	0	1	2	1	2	0	0	2	0	1	1
The European Union	0	1	1	1	2	1	0	2	1	2	1
Don't know / unsure	8	13	19	14	13	11	15	16	10	9	16

Health and social care

The Westminster Government	10	16	14	13	15	10	9	16	16	18	10
The Welsh Government	78	66	61	68	65	74	72	63	71	67	69
Local councils	5	7	8	7	8	6	6	6	5	7	7
The European Union	0	0	0	1	0	0	0	0	0	0	0
Don't know / unsure	7	12	18	11	12	10	13	15	9	7	15

Social care delivery

The Westminster Government	7	14	7	9	9	8	7	10	13	12	6
The Welsh Government	64	51	53	55	60	55	57	53	54	59	56
Local councils	21	19	17	21	19	22	19	16	23	20	18
The European Union	0	0	0	0	0	0	0	0	0	0	0
Don't know / unsure	8	16	23	16	12	15	18	21	10	10	20

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Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Policing															
The Westminster Government	31	30	30	24	47	34	27	35	30	39	24	37	31	31	30
The Welsh Government	45	55	48	55	37	46	54	46	51	44	47	31	42	51	51
Local councils	7	7	7	10	4	5	4	6	5	6	8	13	7	4	7
The European Union	0	0	0	0	0	0	0	0	0	1	0	3	0	0	0
Don't know / unsure	17	8	14	12	12	15	15	13	15	11	21	17	20	15	13
Education															
The Westminster Government	12	11	11	6	18	13	12	12	13	14	11	12	14	11	11
The Welsh Government	70	77	75	79	71	73	67	73	73	73	68	65	65	75	76
Local councils	6	8	7	6	4	3	3	6	4	5	7	10	6	6	5
The European Union	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Don't know / unsure	11	4	8	10	7	11	18	8	10	8	14	13	16	9	8
Broadcasting															
The Westminster Government	42	46	45	41	50	48	59	48	45	51	34	40	38	42	47
The Welsh Government	25	27	26	34	27	22	15	26	21	23	26	31	22	26	24
Local councils	2	1	2	0	1	1	0	0	1	2	1	2	3	0	1
The European Union	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Don't know / unsure	32	26	27	26	23	29	26	26	33	24	39	26	37	31	28
NET TOTAL CORRECT															
0/8 CORRECT	8	3	6	6	6	6	12	5	6	6	11	10	12	6	5
1/8 CORRECT	4	1	2	0	2	1	0	2	2	3	4	9	5	2	2
2/8 CORRECT	4	4	5	4	3	5	3	4	5	3	6	2	5	3	5
3/8 CORRECT	14	13	13	10	14	14	12	13	13	11	16	18	13	12	14
4/8 CORRECT	22	25	22	16	22	23	17	22	22	21	24	14	25	23	22
5/8 CORRECT	22	21	23	34	24	19	22	23	24	24	20	24	18	27	22
6/8 CORRECT	18	22	20	21	21	21	28	22	20	23	14	16	16	20	21
7/8 CORRECT	7	10	7	9	7	10	6	8	7	8	5	6	5	7	9
8/8 CORRECT	1	0	1	0	2	2	0	2	1	2	0	1	1	1	1

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Weighted Sample		471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample		562	357	416	305	321	320	321	277	139	391	1014
		%	%	%	%	%	%	%	%	%	%	%
Policing												
	The Westminster Government	36	33	27	29	31	34	32	30	47	39	25
	The Welsh Government	47	47	46	50	50	43	43	39	37	44	47
	Local councils	6	6	6	4	5	8	7	9	4	7	7
	The European Union	0	1	0	0	0	1	0	1	1	0	1
	Don't know / unsure	11	15	22	16	14	14	19	20	12	10	20
Education												
	The Westminster Government	9	17	14	12	15	10	9	17	16	15	10
	The Welsh Government	80	68	63	70	69	75	73	63	72	75	68
	Local councils	6	6	5	6	7	5	6	6	4	4	7
	The European Union	0	0	0	0	0	0	0	0	1	0	0
	Don't know / unsure	5	10	17	12	10	10	12	14	7	6	14
Broadcasting												
	The Westminster Government	49	47	35	45	42	44	41	37	51	48	38
	The Welsh Government	24	24	24	24	25	24	26	23	25	25	24
	Local councils	1	1	3	1	1	1	1	4	2	2	2
	The European Union	0	1	0	0	1	0	0	1	0	0	0
	Don't know / unsure	26	29	38	30	31	30	33	36	22	25	36
NET TOTAL CORRECT												
	0/8 CORRECT	4	7	13	8	7	8	10	10	4	4	11
	1/8 CORRECT	2	2	4	3	2	3	3	7	2	3	4
	2/8 CORRECT	3	5	4	4	5	2	5	7	6	3	5
	3/8 CORRECT	11	15	14	13	19	11	12	13	12	19	11
	4/8 CORRECT	22	21	25	21	25	22	20	26	22	22	23
	5/8 CORRECT	22	25	20	24	20	24	21	20	25	20	22
	6/8 CORRECT	24	17	15	19	14	21	23	14	21	21	17
	7/8 CORRECT	9	7	5	7	7	10	5	4	7	7	6
	8/8 CORRECT	2	1	0	1	1	0	2	1	2	1	1

Sample Size: 1544 Welsh adults (16+)
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	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	4 - 7 Dec 23	12 - 25 Feb 26														
We're now going to give you a list of people. For each one, please tell us whether you have or have not heard of them?																
Eluned Morgan																
Have heard of this person and know exactly who they are	31	62	75	70	70	86	68	55	74	63	66	59	52	54	68	74
Have heard of this person but I'm not sure who they are	23	17	15	17	8	7	17	27	15	18	15	19	16	18	17	15
TOTAL HAVE HEARD OF THIS PERSON	54	79	89	87	77	93	85	82	89	81	80	78	68	72	84	89
Have not heard of this person	46	21	11	13	23	7	15	19	11	19	20	22	32	28	16	11
Rhun ap Iorwerth																
Have heard of this person and know exactly who they are	47	54	52	45	73	52	42	56	46	53	41	47	39	47	57	
Have heard of this person but I'm not sure who they are	17	18	15	18	13	20	16	16	18	16	19	14	16	23	16	
TOTAL HAVE HEARD OF THIS PERSON	64	72	67	64	86	72	57	72	65	69	59	61	55	70	73	
Have not heard of this person	36	28	33	36	14	28	43	28	35	31	41	39	45	30	27	
Nigel Farage																
Have heard of this person and know exactly who they are	94	100	95	97	98	100	95	97	96	95	93	94	91	97	95	
Have heard of this person but I'm not sure who they are	5	0	5	3	2	0	5	2	4	3	7	5	7	3	5	
TOTAL HAVE HEARD OF THIS PERSON	99	100	100	100	100	100	100	99	100	98	99	99	97	100	100	
Have not heard of this person	1	0	0	0	0	0	0	1	0	2	1	1	3	0	0	
Dan Thomas																
Have heard of this person and know exactly who they are	10	9	10	11	14	19	11	10	12	13	7	13	9	10	12	
Have heard of this person but I'm not sure who they are	13	16	15	12	17	13	13	17	11	15	12	16	11	12	16	
TOTAL HAVE HEARD OF THIS PERSON	23	25	25	23	31	32	23	27	22	28	19	29	20	22	28	
Have not heard of this person	77	75	75	77	69	68	77	73	78	72	81	71	81	78	72	
Darren Millar																
Have heard of this person and know exactly who they are	21	35	18	21	34	24	21	22	22	23	18	23	15	21	28	
Have heard of this person but I'm not sure who they are	18	19	23	15	16	19	13	21	18	17	19	16	16	19	20	
TOTAL HAVE HEARD OF THIS PERSON	39	54	41	36	51	43	33	43	40	40	38	39	31	40	48	
Have not heard of this person	61	46	59	64	50	57	67	57	60	60	63	61	69	60	52	

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Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

		4 - 7											
		Dec 23											
We're now going to give you a list of people. For each one, please tell us whether you have or have not heard of them?													
Eluned Morgan													
	Have heard of this person and know exactly who they are	31	74	67	51	68	57	62	64	60	84	70	56
	Have heard of this person but I'm not sure who they are	23	14	16	21	14	17	16	19	18	8	13	20
	TOTAL HAVE HEARD OF THIS PERSON	54	88	84	72	82	75	78	83	78	92	84	75
	Have not heard of this person	46	12	16	28	18	25	22	17	22	9	16	25
Rhun ap Iorwerth													
	Have heard of this person and know exactly who they are		55	52	36	51	48	42	50	45	72	57	39
	Have heard of this person but I'm not sure who they are		16	17	20	18	19	15	18	18	18	18	17
	TOTAL HAVE HEARD OF THIS PERSON		71	70	56	69	66	56	68	62	90	75	56
	Have not heard of this person		29	31	44	31	34	44	32	38	10	25	44
Nigel Farage													
	Have heard of this person and know exactly who they are		98	94	88	97	93	92	95	92	97	97	92
	Have heard of this person but I'm not sure who they are		2	6	9	2	7	5	5	6	4	4	6
	TOTAL HAVE HEARD OF THIS PERSON		100	100	97	100	100	97	100	97	100	100	98
	Have not heard of this person		0	0	3	1	0	3	0	3	0	0	2
Dan Thomas													
	Have heard of this person and know exactly who they are		14	14	6	11	9	11	10	10	22	11	8
	Have heard of this person but I'm not sure who they are		16	15	9	14	11	13	14	13	12	15	12
	TOTAL HAVE HEARD OF THIS PERSON		29	29	15	25	20	24	24	23	34	26	20
	Have not heard of this person		71	71	85	75	80	76	76	77	66	74	80
Darren Millar													
	Have heard of this person and know exactly who they are		27	22	16	18	36	17	18	13	37	25	16
	Have heard of this person but I'm not sure who they are		17	19	17	22	18	16	16	19	16	21	17
	TOTAL HAVE HEARD OF THIS PERSON		45	40	33	40	54	33	34	33	53	46	34
	Have not heard of this person		55	60	68	60	46	67	66	67	47	54	67

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Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Jane Dodds																	
	Have heard of this person and know exactly who they are	18	22	21	30	32	23	17	23	21	22	16	14	10	22	29	
	Have heard of this person but I'm not sure who they are	27	33	28	28	31	26	26	30	27	26	28	23	24	31	28	
	TOTAL HAVE HEARD OF THIS PERSON	45	55	49	58	63	49	43	53	48	47	43	37	33	53	57	
	Have not heard of this person	55	45	51	42	37	51	57	47	52	53	57	63	67	47	43	
Anthony Slaughter																	
	Have heard of this person and know exactly who they are	4	2	4	6	8	5	16	6	2	6	3	10	5	1	4	
	Have heard of this person but I'm not sure who they are	15	16	18	13	22	14	20	17	12	16	14	19	11	18	15	
	TOTAL HAVE HEARD OF THIS PERSON	19	19	22	19	30	19	36	23	14	21	17	29	16	19	19	
	Have not heard of this person	81	81	78	81	70	81	64	77	86	79	83	72	84	81	81	
Andrew Farmer																	
	Have heard of this person and know exactly who they are	2	2	4	3	2	2	1	3	2	3	2	3	1	2	4	
	Have heard of this person but I'm not sure who they are	12	13	13	14	14	20	17	11	14	12	13	12	9	17	13	
	TOTAL HAVE HEARD OF THIS PERSON	14	15	17	17	16	22	18	14	16	15	14	14	11	19	17	
	Have not heard of this person	86	85	83	83	84	78	82	86	84	84	85	86	86	89	82	83

Overall, thinking about when you watch, see, or listen to news, either online or otherwise, do you tend to rely more on UK-wide news sources, or news sources produced in Wales, or would you say it is about the same?

	Much more UK-wide news sources than Wales specific news sources	30	44	28	33	18	45	32	30	32	35	25	36	25	28	36
	A little more UK-wide news sources than Wales specific news sources	16	15	20	23	15	15	24	22	13	16	17	14	18	14	18
	TOTAL MORE UK-WIDE SOURCES	46	58	48	56	33	60	56	52	45	51	42	50	43	42	54
	Both UK-wide and Wales specific news sources equally	34	31	36	32	46	29	25	34	35	33	34	28	33	39	33
	A little more Wales specific news sources than UK-wide news sources	7	5	6	5	16	3	6	6	6	7	7	11	8	6	5
	Much more Wales specific news sources than UK-wide news sources	3	0	3	4	3	2	5	2	3	2	3	2	2	4	2
	TOTAL MORE WALES-SPECIFIC SOURCES	10	5	9	9	18	5	11	8	9	9	10	13	10	10	8
	Don't know	10	6	7	3	3	7	9	6	11	6	14	9	15	9	6

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

		Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability				
		Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No	
		Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
		Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
			%	%	%	%	%	%	%	%	%	%	%
Jane Dodds	Have heard of this person and know exactly who they are		26	19	12	29	13	16	20	16	29	20	16
	Have heard of this person but I'm not sure who they are		30	28	22	28	21	30	28	27	29	28	26
	TOTAL HAVE HEARD OF THIS PERSON		56	47	34	57	33	46	48	42	58	48	42
	Have not heard of this person		44	53	66	44	67	55	52	58	42	52	58
Anthony Slaughter	Have heard of this person and know exactly who they are		5	4	2	3	4	8	3	3	11	4	3
	Have heard of this person but I'm not sure who they are		18	13	12	14	14	16	17	11	15	18	13
	TOTAL HAVE HEARD OF THIS PERSON		23	17	14	17	18	24	20	15	25	22	17
	Have not heard of this person		77	83	86	83	82	76	80	86	75	78	84
Andrew Farmer	Have heard of this person and know exactly who they are	2	2	3	2	4	2	1	3	2	2	4	2
	Have heard of this person but I'm not sure who they are	12	12	15	12	13	11	12	14	14	16	12	12
	TOTAL HAVE HEARD OF THIS PERSON	14	14	18	14	17	13	13	17	15	18	16	14
	Have not heard of this person	86	86	82	86	83	87	87	84	85	82	84	86
Overall, thinking about when you watch, see, or listen to news, either online or otherwise, do you tend to rely more on UK-wide news sources, or news sources produced in Wales, or would you say it is about the same?													
	Much more UK-wide news sources than Wales specific news sources		36	30	26	28	35	29	31	27	24	27	32
	A little more UK-wide news sources than Wales specific news sources		20	17	13	19	15	19	13	17	14	15	17
	TOTAL MORE UK-WIDE SOURCES		56	47	39	47	49	48	44	44	38	42	50
	Both UK-wide and Wales specific news sources equally		31	32	37	34	31	33	39	32	32	37	33
	A little more Wales specific news sources than UK-wide news sources		7	6	7	7	7	10	5	7	16	10	5
	Much more Wales specific news sources than UK-wide news sources		2	4	3	3	1	2	3	5	1	3	3
	TOTAL MORE WALES-SPECIFIC SOURCES		10	10	9	9	8	11	8	12	17	12	7
	Don't know		4	12	15	10	12	8	10	12	13	9	11

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now thinking about specific news sources, how frequently, if at all, do you read, watch, or listen to news on the following platforms?

BBC News radio / TV

Very frequently	18	24	24	21	22	15	16	23	21	21	16	7	8	23	33
Fairly frequently	24	27	28	30	27	19	34	29	20	24	23	25	23	23	24
TOTAL VERY / FAIRLY FREQUENTLY	42	51	53	51	49	34	49	53	41	45	39	32	32	46	56
Not very frequently	26	20	24	29	28	22	30	27	23	24	27	32	30	22	21
Never	32	29	23	20	23	44	21	21	37	31	34	37	39	32	23
TOTAL NOT VERY FREQUENTLY / NEVER	58	50	48	49	51	66	51	47	60	55	61	68	68	54	44

ITV News TV

Very frequently	8	10	10	6	6	10	4	7	10	7	9	3	3	11	14
Fairly frequently	20	26	21	32	23	21	10	19	23	21	18	17	14	22	27
TOTAL VERY / FAIRLY FREQUENTLY	28	36	31	38	29	30	15	27	33	29	28	20	18	33	41
Not very frequently	36	36	38	37	42	33	38	43	33	37	36	34	36	38	35
Never	36	28	31	25	29	37	48	31	34	35	37	46	46	29	24
TOTAL NOT VERY FREQUENTLY / NEVER	72	64	69	62	71	70	86	74	67	71	72	80	82	67	59

Channel 4 News TV

Very frequently	2	2	3	1	2	1	4	3	1	2	2	0	1	2	3
Fairly frequently	7	9	9	4	11	6	8	9	5	8	7	10	5	9	8
TOTAL VERY / FAIRLY FREQUENTLY	9	11	12	5	13	6	13	11	6	9	9	10	7	11	10
Not very frequently	38	41	42	49	44	35	43	43	40	40	35	27	34	41	43
Never	53	48	46	46	43	59	44	46	54	50	56	62	59	48	46
TOTAL NOT VERY FREQUENTLY / NEVER	91	89	88	95	87	94	87	89	94	91	91	90	93	89	90

Channel 5 News TV

Very frequently	1	2	1	0	1	1	0	0	1	1	1	0	1	0	2
Fairly frequently	5	7	4	1	2	6	2	3	5	4	5	4	3	6	5
TOTAL VERY / FAIRLY FREQUENTLY	5	9	5	1	4	7	2	4	6	5	6	4	4	6	7
Not very frequently	30	36	32	33	32	31	29	31	33	32	29	27	24	32	38
Never	64	56	63	66	65	62	69	66	61	63	65	69	72	62	55
TOTAL NOT VERY FREQUENTLY / NEVER	95	91	95	99	97	93	98	97	94	95	94	96	96	94	93

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

Now thinking about specific news sources, how frequently, if at all, do you read, watch, or listen to news on the following platforms?

BBC News radio / TV

Very frequently	26	17	15	21	17	17	21	16	16	15	20
Fairly frequently	26	25	22	26	23	25	22	23	28	26	22
TOTAL VERY / FAIRLY FREQUENTLY	52	41	36	47	39	41	43	39	44	41	42
Not very frequently	25	24	26	25	28	29	23	24	22	28	25
Never	22	35	37	29	32	30	34	37	34	31	33
TOTAL NOT VERY FREQUENTLY / NEVER	48	59	64	53	61	59	57	61	56	59	58

ITV News TV

Very frequently	8	8	9	6	10	8	10	8	5	8	9
Fairly frequently	20	17	24	20	20	16	22	22	19	16	21
TOTAL VERY / FAIRLY FREQUENTLY	29	24	33	26	29	24	32	30	24	24	30
Not very frequently	41	38	32	38	37	40	34	31	40	38	35
Never	31	38	36	37	34	36	34	39	36	38	35
TOTAL NOT VERY FREQUENTLY / NEVER	72	76	67	74	71	76	68	70	76	76	70

Channel 4 News TV

Very frequently	3	1	2	3	1	3	2	1	2	3	1
Fairly frequently	9	7	6	10	8	6	5	9	11	9	6
TOTAL VERY / FAIRLY FREQUENTLY	12	8	8	12	9	8	6	10	14	12	7
Not very frequently	43	37	39	34	39	38	42	35	34	38	38
Never	46	56	53	54	52	53	52	55	53	51	54
TOTAL NOT VERY FREQUENTLY / NEVER	88	92	92	88	91	92	94	90	86	88	93

Channel 5 News TV

Very frequently	1	0	1	2	0	1	1	0	1	2	1
Fairly frequently	4	3	6	4	5	4	4	6	6	4	4
TOTAL VERY / FAIRLY FREQUENTLY	5	4	6	5	5	6	4	6	7	6	5
Not very frequently	31	27	35	24	31	30	37	29	23	29	32
Never	64	69	59	71	64	64	58	64	70	65	63
TOTAL NOT VERY FREQUENTLY / NEVER	95	96	94	95	95	94	96	94	93	94	95

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE							EU Ref 2016		Gender		Age			
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sky News TV

Very frequently	5	6	7	4	4	6	1	4	6	5	5	4	3	8	7
Fairly frequently	11	10	14	10	8	15	8	11	12	13	10	10	9	13	13
TOTAL VERY / FAIRLY FREQUENTLY	16	16	22	14	12	21	9	15	19	18	15	14	12	20	19
Not very frequently	25	24	23	23	32	30	16	26	26	27	22	25	26	23	24
Never	59	60	55	63	56	49	74	59	56	54	64	61	62	56	57
TOTAL NOT VERY FREQUENTLY / NEVER	84	84	79	86	88	79	91	85	81	82	85	86	88	80	81

GB News TV

Very frequently	6	12	2	0	1	21	0	2	11	8	4	5	3	7	9
Fairly frequently	7	7	3	5	4	23	4	4	10	7	6	6	6	8	7
TOTAL VERY / FAIRLY FREQUENTLY	12	19	5	5	5	44	4	6	22	15	10	10	9	15	16
Not very frequently	17	23	18	10	14	21	5	12	21	17	18	20	18	14	20
Never	70	59	78	85	81	35	91	82	57	68	72	70	73	72	64
TOTAL NOT VERY FREQUENTLY / NEVER	88	82	95	95	95	56	96	94	79	85	90	90	91	85	84

BBC Wales News radio / TV

Very frequently	14	14	17	13	23	8	9	16	15	15	13	8	7	19	21
Fairly frequently	23	23	28	25	30	17	27	28	20	24	22	31	22	21	24
TOTAL VERY / FAIRLY FREQUENTLY	37	38	45	38	52	25	36	44	34	39	35	39	28	41	44
Not very frequently	29	29	29	39	27	26	25	31	28	30	28	20	31	28	29
Never	34	33	26	23	20	49	39	25	38	31	38	42	41	31	27
TOTAL NOT VERY FREQUENTLY / NEVER	63	62	55	62	48	75	64	56	66	61	65	61	72	59	56

ITV Wales News TV

Very frequently	7	9	8	6	7	4	2	6	9	6	7	2	2	11	11
Fairly frequently	19	19	23	27	24	19	7	19	18	20	18	21	16	19	23
TOTAL VERY / FAIRLY FREQUENTLY	26	28	31	33	31	24	10	26	27	26	26	23	18	30	34
Not very frequently	35	38	36	37	42	30	34	40	36	38	32	31	33	37	38
Never	39	34	32	30	28	47	56	34	37	36	42	46	49	33	28
TOTAL NOT VERY FREQUENTLY / NEVER	74	72	69	67	69	77	90	74	73	74	74	77	82	70	66

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

Sky News TV

Very frequently	6	6	6	6	4	5	6	6	3	4	6
Fairly frequently	14	10	11	11	13	12	11	9	14	8	12
TOTAL VERY / FAIRLY FREQUENTLY	20	16	16	17	16	17	16	15	17	12	18
Not very frequently	24	24	26	20	27	25	26	24	25	28	23
Never	57	60	57	63	57	58	57	62	59	60	59
TOTAL NOT VERY FREQUENTLY / NEVER	81	84	84	83	84	83	84	85	83	88	82

GB News TV

Very frequently	6	7	5	8	6	4	5	6	6	6	6
Fairly frequently	6	9	7	7	7	7	6	7	6	4	8
TOTAL VERY / FAIRLY FREQUENTLY	13	16	12	16	13	11	11	13	12	10	14
Not very frequently	16	16	21	13	19	19	18	18	15	20	17
Never	72	68	67	72	68	71	71	69	74	71	69
TOTAL NOT VERY FREQUENTLY / NEVER	87	84	88	85	87	89	89	87	88	91	86

BBC Wales News radio / TV

Very frequently	17	15	13	14	10	12	18	14	16	15	13
Fairly frequently	25	24	20	22	23	31	19	20	37	24	21
TOTAL VERY / FAIRLY FREQUENTLY	42	40	33	35	34	43	37	34	53	39	33
Not very frequently	29	27	30	32	27	28	31	26	16	31	30
Never	29	33	37	33	39	30	32	40	31	30	37
TOTAL NOT VERY FREQUENTLY / NEVER	58	61	67	65	66	57	63	66	47	61	67

ITV Wales News TV

Very frequently	6	7	9	6	6	8	7	8	5	5	8
Fairly frequently	20	17	20	19	19	18	21	18	28	21	17
TOTAL VERY / FAIRLY FREQUENTLY	26	24	29	25	25	25	28	26	34	26	24
Not very frequently	36	34	36	38	30	37	37	34	30	35	36
Never	38	42	35	37	45	38	35	41	36	39	39
TOTAL NOT VERY FREQUENTLY / NEVER	74	76	71	75	75	75	72	75	67	74	76

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

S4C News TV

Very frequently	1	1	2	1	3	0	0	1	1	1	1	1	1	1	1
Fairly frequently	4	0	4	0	13	2	2	5	2	5	3	11	4	3	2
TOTAL VERY / FAIRLY FREQUENTLY	5	1	5	1	16	2	2	6	3	6	4	11	5	4	3
Not very frequently	20	20	23	17	34	13	15	22	17	21	19	25	21	18	18
Never	75	80	72	82	50	85	83	72	81	73	78	64	74	78	79
TOTAL NOT VERY FREQUENTLY / NEVER	95	99	95	99	85	98	98	94	98	94	96	89	95	96	97

BBC News UK website / social media

Very frequently	22	19	31	32	25	15	30	31	16	28	15	18	21	25	21
Fairly frequently	23	24	26	40	30	18	17	27	19	23	24	34	24	21	21
TOTAL VERY / FAIRLY FREQUENTLY	45	43	57	71	55	33	47	59	35	51	39	51	45	46	41
Not very frequently	25	19	23	15	27	25	27	22	26	22	27	21	25	23	26
Never	31	39	20	14	17	43	26	20	39	27	34	27	30	31	33
TOTAL NOT VERY FREQUENTLY / NEVER	55	58	43	29	45	68	53	41	65	49	61	49	55	54	59

ITV News Wales website / social media

Very frequently	3	3	3	3	2	3	4	2	2	3	3	4	1	5	3
Fairly frequently	11	10	14	14	12	9	2	10	9	11	11	19	12	9	9
TOTAL VERY / FAIRLY FREQUENTLY	14	13	17	16	14	12	5	12	11	14	14	23	13	14	12
Not very frequently	33	26	36	29	42	34	26	35	33	33	33	34	33	34	31
Never	53	61	48	55	44	54	69	53	56	53	54	43	54	53	57
TOTAL NOT VERY FREQUENTLY / NEVER	86	87	83	84	86	88	95	88	89	86	87	77	88	86	88

Channel 4 website / social media

Very frequently	1	0	2	1	1	1	4	1	1	1	1	2	1	1	1
Fairly frequently	6	3	7	4	6	3	3	5	2	6	5	13	5	5	4
TOTAL VERY / FAIRLY FREQUENTLY	7	4	8	5	7	4	6	6	3	7	6	15	6	6	5
Not very frequently	28	25	34	30	36	28	24	29	27	28	28	26	29	30	26
Never	65	72	58	65	57	68	70	65	70	65	65	59	65	64	69
TOTAL NOT VERY FREQUENTLY / NEVER	93	96	92	95	93	96	94	94	97	93	94	85	94	94	95

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

S4C News TV

Very frequently	1	2	1	3	2	0	1	0	7	0	0
Fairly frequently	5	3	2	5	5	6	1	3	23	4	1
TOTAL VERY / FAIRLY FREQUENTLY	6	5	3	7	6	6	2	3	30	4	1
Not very frequently	20	19	22	21	19	20	21	19	26	27	16
Never	74	77	75	72	75	74	77	79	44	69	83
TOTAL NOT VERY FREQUENTLY / NEVER	94	95	97	93	94	94	98	97	70	96	99

BBC News UK website / social media

Very frequently	31	22	14	23	16	26	24	19	23	19	22
Fairly frequently	26	22	22	22	25	26	24	18	29	21	24
TOTAL VERY / FAIRLY FREQUENTLY	57	44	35	45	41	52	48	37	51	40	46
Not very frequently	24	23	28	21	25	25	27	24	17	30	23
Never	20	33	37	34	34	23	25	39	32	30	31
TOTAL NOT VERY FREQUENTLY / NEVER	43	56	65	55	59	48	52	63	49	60	54

ITV News Wales website / social media

Very frequently	2	4	3	3	2	4	3	1	2	2	3
Fairly frequently	11	11	9	11	10	11	13	10	15	10	11
TOTAL VERY / FAIRLY FREQUENTLY	14	15	12	14	13	15	16	11	17	11	14
Not very frequently	35	29	36	29	31	35	39	31	30	37	32
Never	51	56	53	57	57	51	45	59	53	52	54
TOTAL NOT VERY FREQUENTLY / NEVER	86	85	88	86	87	85	84	90	83	89	86

Channel 4 website / social media

Very frequently	2	1	1	2	1	2	1	1	1	1	1
Fairly frequently	6	5	5	6	6	8	4	4	8	6	5
TOTAL VERY / FAIRLY FREQUENTLY	8	6	6	8	7	9	5	5	9	7	6
Not very frequently	31	23	31	24	25	32	34	24	30	33	26
Never	62	71	63	69	68	59	61	71	61	61	68
TOTAL NOT VERY FREQUENTLY / NEVER	92	94	94	92	93	91	95	95	91	93	94

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Channel 5 website / social media

Very frequently	1	0	1	0	0	1	4	0	0	1	1	2	1	0	1
Fairly frequently	4	3	4	2	2	4	0	2	2	4	3	8	4	3	3
TOTAL VERY / FAIRLY FREQUENTLY	4	3	5	2	2	5	4	3	3	5	4	10	5	3	3
Not very frequently	23	23	26	18	28	26	12	21	24	23	23	23	22	25	22
Never	73	73	70	80	70	69	84	76	73	72	73	67	74	72	75
TOTAL NOT VERY FREQUENTLY / NEVER	96	97	95	98	98	95	96	97	98	95	96	91	95	97	97

Sky News website / social media

Very frequently	4	6	6	5	3	3	1	3	3	4	4	6	3	5	3
Fairly frequently	11	5	13	10	9	14	2	10	10	12	9	14	11	13	7
TOTAL VERY / FAIRLY FREQUENTLY	15	10	19	14	12	17	3	14	13	16	13	20	14	18	10
Not very frequently	24	25	24	20	30	29	21	22	25	26	22	29	24	22	22
Never	62	65	58	65	58	55	76	64	62	58	66	51	62	60	68
TOTAL NOT VERY FREQUENTLY / NEVER	86	90	81	86	88	83	97	87	87	84	87	80	86	82	90

GB News website / social media

Very frequently	5	9	2	0	1	17	4	1	9	6	4	3	3	7	6
Fairly frequently	8	5	4	8	5	19	0	5	8	8	7	13	9	6	6
TOTAL VERY / FAIRLY FREQUENTLY	13	15	6	8	6	37	4	6	17	14	11	16	12	13	11
Not very frequently	18	20	18	13	13	26	8	12	22	17	19	18	18	17	18
Never	70	65	77	79	81	38	89	82	60	69	71	66	70	70	70
TOTAL NOT VERY FREQUENTLY / NEVER	88	85	95	93	94	64	96	94	83	86	89	84	88	87	89

BBC News Wales website / social media

Very frequently	13	14	16	21	20	6	12	17	11	16	11	11	12	16	14
Fairly frequently	24	20	28	27	34	16	30	29	17	25	24	38	27	20	19
TOTAL VERY / FAIRLY FREQUENTLY	37	34	44	48	54	22	42	46	28	40	35	49	38	36	33
Not very frequently	27	23	32	23	26	23	18	28	25	26	27	22	26	30	26
Never	36	43	24	28	20	56	40	26	46	34	39	30	35	35	41
TOTAL NOT VERY FREQUENTLY / NEVER	63	66	56	52	46	78	58	54	72	60	66	51	62	64	67

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

Channel 5 website / social media

Very frequently	1	0	1	1	1	1	1	0	3	0	1
Fairly frequently	4	1	4	4	2	6	4	3	2	5	4
TOTAL VERY / FAIRLY FREQUENTLY	5	2	5	4	4	7	5	3	4	5	4
Not very frequently	23	21	27	20	22	24	27	20	24	25	22
Never	72	78	68	76	74	69	68	77	72	70	74
TOTAL NOT VERY FREQUENTLY / NEVER	95	98	95	96	96	93	96	98	96	95	96

Sky News website / social media

Very frequently	5	5	4	5	3	5	4	4	3	2	5
Fairly frequently	12	9	10	8	10	12	13	10	8	10	12
TOTAL VERY / FAIRLY FREQUENTLY	17	14	13	13	13	17	17	14	11	12	16
Not very frequently	24	21	25	19	24	26	27	21	27	28	21
Never	59	65	61	69	64	57	56	65	62	60	63
TOTAL NOT VERY FREQUENTLY / NEVER	83	86	87	88	88	83	83	86	89	88	84

GB News website / social media

Very frequently	7	5	4	6	5	5	4	4	4	5	5
Fairly frequently	7	9	8	7	7	11	6	7	12	5	8
TOTAL VERY / FAIRLY FREQUENTLY	14	14	12	13	13	15	11	11	16	10	13
Not very frequently	15	18	21	14	14	18	25	18	14	19	18
Never	71	68	68	73	73	67	65	71	70	71	69
TOTAL NOT VERY FREQUENTLY / NEVER	86	86	88	87	88	85	89	89	85	90	87

BBC News Wales website / social media

Very frequently	16	16	10	14	11	15	14	12	16	11	14
Fairly frequently	29	21	21	25	21	29	27	17	37	27	21
TOTAL VERY / FAIRLY FREQUENTLY	45	36	31	39	32	44	41	30	54	39	34
Not very frequently	27	24	30	21	24	29	31	27	14	29	27
Never	28	40	40	40	44	27	28	44	32	32	39
TOTAL NOT VERY FREQUENTLY / NEVER	55	64	69	61	68	56	59	71	46	61	66

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

ITV News Wales website / social media

Very frequently	3	3	3	3	4	2	1	3	3	3	4	1	2	6	3
Fairly frequently	12	8	16	9	14	13	9	12	9	12	12	23	12	9	11
TOTAL VERY / FAIRLY FREQUENTLY	15	11	18	12	18	14	10	14	12	15	15	24	14	15	14
Not very frequently	32	30	35	34	43	27	20	34	31	33	31	34	33	32	30
Never	53	58	47	54	39	59	70	52	57	52	54	42	54	53	56
TOTAL NOT VERY FREQUENTLY / NEVER	85	89	82	88	82	86	90	86	88	85	85	76	87	85	86

S4C News Wales website / social media

Very frequently	1	1	1	0	2	0	1	1	1	2	1	2	2	1	0
Fairly frequently	5	3	5	1	12	3	0	5	4	7	3	13	5	4	3
TOTAL VERY / FAIRLY FREQUENTLY	6	4	6	1	13	3	1	5	4	8	4	15	7	5	3
Not very frequently	18	18	21	16	31	14	15	21	14	17	20	23	20	17	15
Never	76	79	73	83	56	83	84	73	82	75	76	63	74	78	82
TOTAL NOT VERY FREQUENTLY / NEVER	94	96	94	99	87	97	99	95	96	92	96	86	93	95	97

An English-based news site / newspaper (e.g. The Times / Guardian / Daily Mail / Sun / Mirror)

Very frequently	16	27	17	11	12	17	19	18	17	17	15	11	11	15	25
Fairly frequently	17	16	17	23	22	18	13	19	13	16	18	24	20	13	14
TOTAL VERY / FAIRLY FREQUENTLY	33	43	35	34	33	35	32	37	30	33	32	35	31	28	38
Not very frequently	30	26	32	28	31	27	30	28	28	31	28	38	31	30	25
Never	38	31	33	39	36	38	38	36	42	36	39	26	38	42	38
TOTAL NOT VERY FREQUENTLY / NEVER	68	57	65	66	67	65	68	63	70	67	68	65	69	72	62

Any news site / newspaper produced in Wales, excluding BBC, ITV and S4C (e.g. Wales Online / Nation.Cymru / North Wales Live / The South Wales Argus)

Very frequently	8	6	10	9	20	5	11	9	5	9	8	16	7	9	7
Fairly frequently	21	14	23	24	32	17	16	24	14	19	22	34	23	20	13
TOTAL VERY / FAIRLY FREQUENTLY	29	20	33	32	52	22	27	33	20	28	30	50	30	29	19
Not very frequently	33	31	35	35	24	41	23	34	34	36	30	25	35	35	31
Never	38	49	32	33	24	37	50	33	47	36	41	26	35	36	49
TOTAL NOT VERY FREQUENTLY / NEVER	71	80	67	68	48	78	73	67	81	72	70	50	70	71	81

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

ITV News Wales website / social media

Very frequently	2	4	4	3	4	4	4	2	4	2	4
Fairly frequently	14	10	10	14	9	13	14	10	19	11	11
TOTAL VERY / FAIRLY FREQUENTLY	16	14	14	18	12	16	18	12	23	13	15
Not very frequently	31	30	35	25	31	37	35	30	30	38	30
Never	53	56	51	57	57	47	48	58	47	49	56
TOTAL NOT VERY FREQUENTLY / NEVER	84	86	86	82	88	84	83	89	78	87	85

S4C News Wales website / social media

Very frequently	1	1	2	2	3	1	1	0	8	1	0
Fairly frequently	5	4	4	4	6	7	3	4	15	8	2
TOTAL VERY / FAIRLY FREQUENTLY	6	5	6	6	9	8	3	4	23	9	2
Not very frequently	18	19	18	16	18	16	25	15	26	25	14
Never	75	76	76	78	73	76	72	81	52	66	84
TOTAL NOT VERY FREQUENTLY / NEVER	94	95	94	94	91	93	97	96	77	91	98

An English-based news site / newspaper (e.g. The Times / Guardian / Daily Mail / Sun / Mirror)

Very frequently	23	15	10	19	14	17	13	14	20	11	17
Fairly frequently	23	12	12	16	13	19	20	16	16	21	16
TOTAL VERY / FAIRLY FREQUENTLY	47	26	22	35	27	36	34	30	37	32	32
Not very frequently	26	34	30	25	32	33	35	22	23	34	29
Never	28	39	48	40	40	31	31	48	41	34	39
TOTAL NOT VERY FREQUENTLY / NEVER	53	74	78	65	73	64	66	70	63	68	68

Any news site / newspaper produced in Wales, excluding BBC, ITV and S4C (e.g. Wales Online / Nation.Cymru / North Wales Live / The South Wales Argus)

Very frequently	11	7	6	8	6	10	11	7	19	9	7
Fairly frequently	26	18	13	18	21	24	24	14	32	23	18
TOTAL VERY / FAIRLY FREQUENTLY	36	25	19	26	27	34	35	21	51	32	24
Not very frequently	34	31	34	28	29	38	35	33	23	37	32
Never	30	44	47	46	44	28	30	46	26	31	43
TOTAL NOT VERY FREQUENTLY / NEVER	64	75	81	74	73	66	65	79	49	68	76

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A Welsh-language publication (e.g. Golwg 360)

Very frequently	1	0	1	0	1	0	0	0	0	1	0	0	2	1	0
Fairly frequently	2	1	2	0	9	3	1	2	2	2	2	5	3	1	1
TOTAL VERY / FAIRLY FREQUENTLY	3	1	2	0	10	3	1	3	2	3	3	5	5	2	1
Not very frequently	12	8	12	13	21	6	11	14	7	12	11	22	16	8	5
Never	86	91	85	87	69	91	88	83	92	85	86	72	80	90	95
TOTAL NOT VERY FREQUENTLY / NEVER	97	100	98	100	90	97	99	97	98	97	97	95	95	98	99

How frequently, if at all, do you watch the following TV news bulletins?

BBC News at 6pm / 10pm

Very frequently	15	28	16	17	20	13	18	17	20	17	14	4	5	17	33
Fairly frequently	18	20	21	29	24	14	17	22	17	19	18	20	15	17	23
TOTAL VERY / FAIRLY FREQUENTLY	34	48	37	47	43	27	35	39	37	36	32	24	21	33	56
Not very frequently	29	23	32	29	31	22	26	32	25	27	31	34	29	31	24
Never	38	29	31	25	26	51	39	29	38	38	37	43	50	35	20
TOTAL NOT VERY FREQUENTLY / NEVER	66	52	63	54	57	73	65	61	63	64	68	76	79	67	44

BBC Wales at 6:30pm / 10:30pm

Very frequently	12	20	12	9	21	9	13	12	16	13	10	6	5	12	24
Fairly frequently	18	19	23	20	23	12	23	22	17	18	18	22	13	18	23
TOTAL VERY / FAIRLY FREQUENTLY	30	39	35	28	44	21	36	34	33	31	29	27	18	30	48
Not very frequently	31	30	34	35	29	27	26	36	28	30	31	30	30	34	29
Never	39	31	31	37	27	52	38	30	40	39	40	43	52	36	24
TOTAL NOT VERY FREQUENTLY / NEVER	70	61	66	72	56	79	64	66	68	69	71	73	82	70	53

ITV News at 6:30pm / 10pm

Very frequently	5	8	6	4	3	4	3	5	7	4	5	0	2	6	9
Fairly frequently	12	13	14	12	13	14	7	11	14	11	13	6	9	13	17
TOTAL VERY / FAIRLY FREQUENTLY	17	21	21	16	16	18	9	16	21	15	18	6	11	20	27
Not very frequently	36	38	38	46	44	30	36	41	34	39	34	37	33	39	39
Never	47	41	41	38	40	52	55	43	45	46	48	57	57	42	34
TOTAL NOT VERY FREQUENTLY / NEVER	83	79	80	84	84	82	91	84	80	85	82	94	89	81	73

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

A Welsh-language publication (e.g. Golwg 360)

Very frequently	0	0	2	1	2	0	0	0	5	0	0
Fairly frequently	3	2	2	1	3	3	3	1	10	3	1
TOTAL VERY / FAIRLY FREQUENTLY	3	2	4	3	5	3	3	1	15	3	1
Not very frequently	12	11	9	14	11	13	10	8	33	19	5
Never	85	87	88	84	84	84	87	91	52	77	94
TOTAL NOT VERY FREQUENTLY / NEVER	97	98	96	98	95	97	97	99	85	97	99

How frequently, if at all, do you watch the following TV news bulletins?

BBC News at 6pm / 10pm

Very frequently	21	13	16	17	16	13	17	14	11	15	16
Fairly frequently	24	15	16	19	15	18	19	20	23	17	18
TOTAL VERY / FAIRLY FREQUENTLY	45	28	31	36	31	32	36	34	34	32	34
Not very frequently	23	31	31	34	31	28	27	25	32	33	27
Never	32	41	37	30	38	41	37	42	35	35	39
TOTAL NOT VERY FREQUENTLY / NEVER	55	72	69	64	69	69	64	66	66	68	66

BBC Wales at 6:30pm / 10:30pm

Very frequently	15	9	13	11	11	11	15	13	12	12	12
Fairly frequently	25	21	13	22	17	15	18	19	22	21	16
TOTAL VERY / FAIRLY FREQUENTLY	40	30	26	33	28	26	33	32	34	32	28
Not very frequently	25	30	34	34	32	32	30	24	35	31	30
Never	35	40	40	34	40	42	37	44	31	37	42
TOTAL NOT VERY FREQUENTLY / NEVER	60	70	74	67	72	74	68	68	66	68	72

ITV News at 6:30pm / 10pm

Very frequently	5	4	6	4	5	5	4	6	2	4	5
Fairly frequently	15	8	14	10	14	11	12	14	11	10	13
TOTAL VERY / FAIRLY FREQUENTLY	19	13	19	14	19	16	16	19	13	14	18
Not very frequently	37	34	39	42	34	33	40	34	41	38	35
Never	44	53	42	44	47	51	45	47	46	48	47
TOTAL NOT VERY FREQUENTLY / NEVER	81	87	81	86	81	84	84	81	87	86	82

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

ITV News Wales at 6pm / 10pm

Very frequently	5	8	7	3	4	5	1	4	7	5	5	1	2	5	10
Fairly frequently	12	12	14	9	16	9	3	11	13	11	13	12	9	14	15
TOTAL VERY / FAIRLY FREQUENTLY	17	20	20	12	20	14	4	15	20	16	18	13	11	19	24
Not very frequently	36	38	39	45	45	33	33	42	35	39	33	33	32	40	40
Never	47	42	41	43	36	53	62	43	45	45	49	54	57	41	36
TOTAL NOT VERY FREQUENTLY / NEVER	83	80	80	88	80	86	96	85	80	84	82	88	89	81	76

When consuming news online, do you think you generally use more UK-wide news sources, or more news sources produced in Wales?

UK-wide news sites (e.g. BBC / ITV / Channel 4 / Channel 5 / Sky News)	53	68	61	70	43	52	63	63	48	59	47	54	54	52	53
News sources produced in Wales (e.g., BBC Wales / ITV Wales / S4C)	14	9	13	8	34	8	9	14	11	13	15	20	16	13	11
I don't generally use UK-wide or Wales-specific news sites	21	19	18	16	15	30	23	14	30	18	24	12	16	27	26
Don't know	12	5	8	6	8	10	6	9	11	10	14	14	14	9	11

Generally speaking, do you think that UK-wide media sources do a good job or a bad job at reporting on Welsh politics?

A very good job	2	6	2	0	1	0	1	2	1	3	1	1	2	2	3
A fairly good job	26	33	31	26	24	21	14	30	29	31	22	13	22	29	35
TOTAL GOOD JOB	28	39	33	26	25	21	15	32	30	34	23	14	24	31	38
A fairly bad job	32	30	34	46	35	34	45	38	26	31	34	42	36	30	26
A very bad job	13	7	12	7	26	21	13	11	14	16	11	20	15	13	10
TOTAL BAD JOB	46	37	46	52	61	55	58	50	41	47	45	61	50	44	36
Don't know / unsure	26	24	21	22	14	24	27	19	29	20	32	25	26	25	27

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

ITV News Wales at 6pm / 10pm

Very frequently	4	3	7	3	5	5	4	6	2	5	5
Fairly frequently	12	10	14	11	13	12	12	13	18	10	12
TOTAL VERY / FAIRLY FREQUENTLY	17	14	21	14	18	17	17	19	20	15	17
Not very frequently	37	37	37	43	35	32	37	36	42	39	34
Never	47	49	42	43	48	51	47	45	37	46	49
TOTAL NOT VERY FREQUENTLY / NEVER	83	86	80	86	82	83	83	81	80	85	83

When consuming news online, do you think you generally use more UK-wide news sources, or more news sources produced in Wales?

UK-wide news sites (e.g. BBC / ITV / Channel 4 / Channel 5 / Sky News)	67	51	44	54	50	57	56	46	50	46	57
News sources produced in Wales (e.g., BBC Wales / ITV Wales / S4C)	13	15	14	10	12	15	16	16	22	23	9
I don't generally use UK-wide or Wales-specific news sites	14	23	25	24	24	18	18	23	13	21	23
Don't know	7	11	17	12	13	10	11	15	15	11	12

Generally speaking, do you think that UK-wide media sources do a good job or a bad job at reporting on Welsh politics?

A very good job	2	0	3	2	3	1	3	2	4	2	2
A fairly good job	26	24	30	29	23	27	25	28	20	25	28
TOTAL GOOD JOB	28	24	34	31	25	28	27	30	24	27	30
A fairly bad job	40	33	23	31	31	35	36	28	36	40	29
A very bad job	13	14	11	13	14	16	11	13	26	15	11
TOTAL BAD JOB	53	47	34	44	45	51	47	41	61	55	39
Don't know / unsure	19	29	32	25	30	21	26	28	15	18	31

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You just told us that you think UK-wide media sources do a ****good job**** at reporting on Welsh politics. Briefly, and in your own words, please explain the biggest reason why you think this.

[Shown only to respondents who previously said UK-wide media does a 'good job' at reporting on Welsh politics; n = 445]

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

Appropriate coverage	13	15	16	12	9	13	0	17	12	12	13	6	13	13	14
They report important news items	10	3	12	10	11	21	20	11	9	10	10	10	7	13	10
Unbiased	6	8	5	7	8	2	8	6	3	6	7	25	6	4	6
Praise of a specific news source	6	9	6	11	2	4	18	7	6	7	4	7	2	8	7
Good / accurate reporting	5	5	3	5	4	2	0	4	4	4	6	8	5	4	4
Local coverage	4	6	2	17	8	6	0	4	6	4	5	0	4	4	6
Good overview / summary	4	3	3	9	4	5	0	5	3	4	4	19	5	3	2
Informative	4	6	4	0	10	3	15	5	5	3	6	0	4	4	5
Dedicated programmes / sections	3	1	7	5	4	1	8	6	3	5	1	0	3	6	2
Up to date / regular	3	1	2	4	0	5	0	1	1	3	2	0	7	2	1
Decent / acceptable quality	2	1	2	0	5	0	0	1	3	2	3	6	4	1	1
Truthful	1	4	1	3	0	0	0	2	1	0	3	3	0	0	3
Local reporters	1	2	2	0	0	1	0	2	1	2	1	0	2	2	1
Personal experience / opinion	1	1	2	3	2	0	0	1	2	2	1	0	0	2	2
Interesting	1	3	0	5	0	0	0	1	1	1	0	0	1	0	2
Good job [general]	1	0	1	0	3	0	0	1	1	1	1	0	1	0	1
Other	19	15	18	10	11	22	16	15	20	20	17	16	22	19	15
Don't know / not applicable	15	20	12	0	21	15	15	13	18	14	16	0	14	14	18

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

You just told us that you think UK-wide media sources do a ****good job**** at reporting on Welsh politics. Briefly, and in your own words, please explain the biggest reason why you think this.

[Shown only to respondents who previously said UK-wide media does a 'good job' at reporting on Welsh politics; n = 445]

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

Appropriate coverage	19	11	8	13	13	12	12	14	17	8	14
They report important news items	10	12	9	9	8	10	15	7	2	9	11
Unbiased	9	5	6	7	6	11	5	3	4	8	6
Praise of a specific news source	6	8	5	5	6	5	7	7	7	5	6
Good / accurate reporting	5	4	3	6	4	6	2	4	7	3	5
Local coverage	4	3	4	7	5	6	1	3	0	5	5
Good overview / summary	7	6	2	3	6	6	4	3	5	4	4
Informative	2	6	5	7	4	1	4	4	12	4	3
Dedicated programmes / sections	2	6	3	4	5	2	4	2	2	6	2
Up to date / regular	1	0	7	3	1	1	0	9	0	9	1
Decent / acceptable quality	2	1	3	3	3	1	2	3	6	3	2
Truthful	2	0	1	1	2	0	1	3	0	0	2
Local reporters	3	2	0	1	2	2	1	1	8	2	0
Personal experience / opinion	1	3	1	2	1	1	2	2	0	0	2
Interesting	2	1	1	1	0	3	0	0	0	1	1
Good job [general]	1	0	1	0	1	1	0	1	0	2	0
Other	16	17	21	21	18	16	19	20	24	17	18
Don't know / not applicable	7	15	21	8	15	16	22	14	7	13	16

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You just told us that you think UK-wide media sources do a ****bad job**** at reporting on Welsh politics. Briefly, and in your own words, please explain the biggest reason why you think this.

[Shown only to respondents who previously said UK-wide media does a 'bad job' at reporting on Welsh politics; n = 733]

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

England / Westminster / non-Wales -centric	19	16	20	19	26	13	8	21	16	19	20	25	19	19	16
Not enough coverage / focus	18	18	17	25	18	16	24	13	16	17	19	24	20	12	17
Biased	13	21	7	16	4	22	13	11	18	12	13	2	14	16	13
Seen as irrelevant / uninteresting	9	12	14	3	10	3	2	11	8	10	8	10	8	6	13
Never see it on the news	5	4	5	3	2	5	9	4	3	5	5	10	5	2	3
Lack of understanding	3	1	3	0	4	2	7	5	2	3	3	1	2	4	4
Wales is ignored	3	2	1	3	6	6	3	3	3	2	3	1	3	2	5
Not enough detail	3	0	3	5	3	3	2	3	2	2	3	3	3	3	2
Lack of regional news	2	3	2	9	1	2	0	1	3	2	2	1	2	2	2
Seen as unimportant	2	2	2	2	3	3	3	1	2	3	1	3	1	2	2
Not treated as separate nation / culture	1	1	3	0	1	1	5	3	1	1	2	2	1	2	1
Seen as an afterthought / secondary	1	0	2	0	2	1	2	2	1	2	1	0	2	1	1
Inaccurate reporting	1	1	1	0	1	0	9	1	2	1	2	2	1	2	2
Lying	1	3	0	0	0	2	0	0	3	1	1	0	0	3	2
Too much focus on South Wales	1	1	1	0	0	3	0	2	1	1	1	0	1	2	1
Small part of UK	1	1	1	0	1	1	0	0	1	1	1	2	1	1	0
Too negative	1	1	2	0	2	0	0	2	0	1	0	1	2	0	0
Criticism of a specific news source	1	0	1	0	1	1	2	2	1	1	1	0	0	3	1
Other	10	9	8	12	6	11	8	9	12	10	9	10	9	11	9
Don't know / not applicable	6	4	7	4	7	5	4	7	5	7	6	2	8	6	6

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

You just told us that you think UK-wide media sources do a **bad job**** at reporting on Welsh politics. Briefly, and in your own words, please explain the biggest reason why you think this.**

[Shown only to respondents who previously said UK-wide media does a 'bad job' at reporting on Welsh politics; n = 733]

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

England / Westminster / non-Wales -centric	21	19	12	20	23	20	13	20	16	24	17
Not enough coverage / focus	20	17	17	15	17	19	21	15	25	15	17
Biased	7	13	22	12	11	11	16	13	15	11	13
Seen as irrelevant / uninteresting	8	10	12	5	9	9	11	8	7	11	8
Never see it on the news	4	4	4	4	6	6	2	3	5	3	5
Lack of understanding	5	3	1	4	2	3	3	3	2	3	3
Wales is ignored	2	3	2	4	4	1	1	5	4	3	2
Not enough detail	1	3	3	4	1	4	1	4	0	3	3
Lack of regional news	2	3	1	1	2	4	1	1	2	1	2
Seen as unimportant	3	2	1	2	3	2	1	1	2	1	2
Not treated as separate nation / culture	3	1	0	1	2	2	1	1	1	1	2
Seen as an afterthought / secondary	3	0	0	1	1	1	2	1	3	1	1
Inaccurate reporting	2	1	0	1	1	1	2	2	0	1	1
Lying	1	1	2	3	1	0	1	1	0	1	1
Too much focus on South Wales	2	2	1	2	2	1	0	1	0	1	2
Small part of UK	1	2	1	2	0	0	0	3	0	1	1
Too negative	2	0	1	1	1	1	1	0	1	1	1
Criticism of a specific news source	1	2	1	2	0	0	2	1	1	0	1
Other	9	8	10	11	7	9	15	7	9	10	10
Don't know / not applicable	3	7	9	6	6	6	5	11	6	6	7

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

"Doctor strike during flu outbreak would be 'reckless', says Starmer"

To the best of your knowledge, does the content of this story apply to...

	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	EU Ref 2016	Gender	Age					
Doctors across the UK	48	45	44	42	47	51	40	45	47	52	44	62	51	45	41
Doctors in England	41	49	49	52	44	41	51	48	42	39	43	26	36	45	50
Doctors in Scotland	0	0	0	0	0	0	0	0	1	1	0	0	1	0	0
Don't know / unsure	11	7	7	7	9	8	9	8	10	8	13	12	12	10	9

23 - 30
Apr 25

12 - 25
Feb 26

Thinking about the Senedd (Welsh Parliament), which of these statements comes closest to your view?

	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	EU Ref 2016	Gender	Age						
There should be no devolved government in Wales	22	21	58	11	13	5	50	4	14	38	26	17	4	13	26	36
The Senedd (Welsh Parliament) should have fewer powers	8	7	13	5	8	5	10	13	7	10	7	7	2	8	7	9
We should leave things as they are now	18	19	19	26	31	12	18	11	23	20	20	18	12	16	24	22
The Senedd (Welsh Parliament) should have more powers	19	21	7	33	18	29	7	28	28	11	19	23	32	25	18	15
Wales should become independent, separate from the UK	16	16	1	14	15	41	4	29	19	8	18	13	31	19	13	8
Don't know	16	13	3	9	15	5	10	11	8	12	8	18	15	16	12	10
Refused	2	2	0	2	0	3	1	5	1	2	2	3	4	4	0	2

At the Senedd / Welsh Parliament elections in May 2026, to the best of your knowledge, which voting system will be used?

	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	EU Ref 2016	Gender	Age					
First past the post	18	22	22	23	19	23	19	19	21	20	17	19	17	18	20
Additional member system	13	14	15	21	23	13	11	15	13	17	9	12	10	12	18
Single transferrable vote	4	5	5	7	5	4	5	7	2	5	3	7	3	5	5
Closed List	7	7	7	5	13	7	7	8	5	9	4	12	6	5	8
Don't know / unsure	58	52	51	44	42	54	60	52	59	48	67	50	64	61	50

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

"Doctor strike during flu outbreak would be 'reckless', says Starmer"

To the best of your knowledge, does the content of this story apply to...

Doctors across the UK	49	46	47	51	53	49	44	43	57	50	46
Doctors in England	47	42	38	37	37	44	44	43	33	43	42
Doctors in Scotland	0	0	1	1	0	0	0	0	0	0	0
Don't know / unsure	4	12	15	11	10	7	12	15	11	7	12

23 - 30
Apr 25

Thinking about the Senedd (Welsh Parliament), which of these statements comes closest to your view?

There should be no devolved government in Wales	22	25	21	22	24	20	16	25	23	12	17	25
The Senedd (Welsh Parliament) should have fewer powers	8	9	5	8	7	8	6	8	7	5	6	8
We should leave things as they are now	18	20	21	17	19	21	22	16	17	11	17	21
The Senedd (Welsh Parliament) should have more powers	19	25	20	16	19	22	21	19	25	25	30	17
Wales should become independent, separate from the UK	16	14	16	15	14	15	21	14	13	36	20	10
Don't know	16	6	15	19	14	13	12	14	15	9	8	16
Refused	2	2	2	3	3	2	3	3	1	3	2	3

At the Senedd / Welsh Parliament elections in May 2026, to the best of your knowledge, which voting system will be used?

First past the post	22	18	15	22	18	20	16	17	17	21	18
Additional member system	18	12	10	16	11	12	13	13	11	16	12
Single transferrable vote	5	4	2	3	5	5	3	5	5	5	4
Closed List	10	7	3	7	5	9	7	6	14	7	6
Don't know / unsure	45	59	70	54	61	55	60	61	54	52	61

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				
	Total	Con	Lab	Lib Dem	Plaid	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+
Weighted Sample	1544	199	403	71	162	184	51	533	577	750	794	159	577	397	411
Unweighted Sample	1544	186	450	83	190	209	62	668	544	723	821	116	533	411	484
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your own words, what is the ONE thing you think would improve news coverage of Welsh politics in UK-wide news sources the MOST.

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

More coverage / airtime	14	12	10	14	10	15	8	11	14	12	15	13	14	15	12
Dedicated slot / channel to Welsh news	5	7	5	4	4	6	4	4	6	4	5	2	4	5	6
Less bias	4	5	3	5	3	5	5	3	7	5	4	3	3	6	4
Distinction between Wales and rest of UK	4	3	4	8	4	3	3	4	2	4	4	5	5	2	3
More local / Welsh reporters	3	4	3	1	5	4	2	3	2	4	2	3	3	3	3
Honesty	3	1	3	3	2	3	2	3	2	2	3	0	3	3	3
Fault of current politicians / parties	2	3	3	1	4	1	0	2	2	2	2	4	2	2	2
More regional Welsh news [particularly news not about South Wales]	2	2	2	2	1	1	0	2	2	2	2	0	3	2	1
Making it easier to understand / educate people	1	0	1	1	0	0	4	2	0	2	0	4	1	1	1
Interest [particularly from the rest of the UK]	1	1	0	0	3	1	3	1	1	1	1	3	0	2	0
More relevant stories	1	0	1	3	1	2	0	1	1	1	1	2	1	1	0
Report on Welsh stories more relevant to rest of UK	1	1	1	1	0	2	3	0	2	1	1	0	1	1	1
Independent media	1	0	1	1	1	0	2	2	0	1	1	2	1	1	1
Welsh independence	1	0	1	0	0	0	0	1	0	1	0	0	2	0	0
Abolish the Senedd	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1
Senedd should have more power	1	0	1	0	1	0	3	1	1	0	1	0	1	1	0
Social media	0	1	0	0	2	0	0	1	1	0	1	0	0	1	1
Other	12	12	10	12	17	15	27	14	11	14	10	16	13	10	11
Don't know	40	37	44	39	36	36	33	39	41	38	42	38	38	38	43
Not applicable - there is nothing	5	7	6	6	6	3	2	6	5	5	5	5	5	4	6

*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.

Sample Size: 1544 Welsh adults (16+)
Fieldwork: 12th - 25th February 2026

	Socio-economic status (NS-SEC)			Region in Wales				Welsh speaking ability			
	Higher	Intermediate	Routine	Mid and West	North	Cardiff and South Central	South East	South West	Yes, fluently	Yes, but not fluently	No
Weighted Sample	471	344	514	295	320	344	320	266	159	405	980
Unweighted Sample	562	357	416	305	321	320	321	277	139	391	1014
	%	%	%	%	%	%	%	%	%	%	%

In your own words, what is the ONE thing you think would improve news coverage of Welsh politics in UK-wide news sources the MOST.

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

More coverage / airtime	10	15	16	14	19	9	11	15	15	11	14
Dedicated slot / channel to Welsh news	5	6	4	4	5	6	3	7	3	5	5
Less bias	4	3	4	5	5	2	4	5	1	5	4
Distinction between Wales and rest of UK	5	5	2	4	3	4	4	3	5	4	3
More local / Welsh reporters	4	5	1	2	3	4	3	2	2	3	3
Honesty	1	3	4	1	2	3	4	4	2	2	3
Fault of current politicians / parties	2	2	2	3	2	2	1	3	4	3	1
More regional Welsh news [particularly news not about South Wales]	2	2	2	1	2	1	4	1	2	2	2
Making it easier to understand / educate people	1	0	1	1	0	3	1	1	0	1	1
Interest [particularly from the rest of the UK]	1	1	1	1	1	1	0	1	0	1	1
More relevant stories	1	1	1	0	1	2	1	1	0	1	1
Report on Welsh stories more relevant to rest of UK	1	2	1	1	1	1	0	1	0	1	1
Independent media	1	1	0	0	0	2	2	1	0	1	1
Welsh independence	1	0	1	1	0	0	1	2	0	2	0
Abolish the Senedd	1	1	0	1	1	1	1	0	2	1	1
Senedd should have more power	1	1	1	1	1	0	0	0	0	1	0
Social media	0	0	1	1	0	0	1	0	0	1	0
Other	15	8	9	12	15	13	10	8	33	10	9
Don't know	37	39	43	42	33	42	44	37	27	39	42
Not applicable - there is nothing	6	3	4	5	4	5	4	7	3	5	5

*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.