

Cardiff/YouGov Survey 28/11/25-10/12/25

Table 1: Senedd Cymru / Welsh Parliament vote intention (weighted)

Vote Intention	Freq.	Percent
Welsh Conservative	173	7.02
Welsh Labour	183	7.44
Welsh Liberal Democrat	99	4.00
Plaid Cymru	580	23.57
Some other party	46	1.88
Would not vote	295	11.97
Don't know	405	16.45
Reform UK	524	21.28
Wales Green	157	6.38
Total	2,462	100

Table 2: Senedd Cymru / Welsh Parliament vote intention with Don't Knows and Would not Vote excluded (weighted)

Vote Intention	Percent
Welsh Conservative	9.81
Welsh Labour	10.39
Welsh Liberal Democrat	5.59
Plaid Cymru	32.94
Some other party	2.62
Reform UK	29.73
Wales Green	8.91
Total	100
N	1,891

Table 3: Senedd Cymru / Welsh Parliament vote intention by gender

Gender	Male	Female
Would not vote	9.66	14.18
Welsh Conservative	7.51	6.55
Welsh Labour	7.95	6.96
Welsh Liberal Democrats	4.45	3.58
Plaid Cymru	25.72	21.53
Wales Green	6.27	6.49
Other	2.51	1.27
Reform UK	24.77	17.96
Don't know	11.16	21.49

Table 4: Senedd Cymru / Welsh Parliament vote intention by age group

Age Group	18-24	25-34	35-44	45-54	55-64	65-74	74+
Would not vote	15.25	16.73	15.12	12.20	11.40	7.68	5.33
Welsh Conservative	1.35	4.33	6.26	4.89	5.62	9.70	21.00
Welsh Labour	1.50	7.96	5.95	7.40	8.78	10.42	9.68
Welsh Liberal Democrats	4.17	2.35	2.92	5.70	3.74	4.27	4.59
Plaid Cymru	37.11	31.03	24.06	24.19	20.06	15.95	16.10
Wales Green	17.12	11.70	6.02	7.71	1.36	1.90	2.47
Other	5.56	1.42	0.59	0.67	2.06	1.50	2.02
Reform UK	4.96	10.48	19.03	19.53	31.15	29.60	27.41
Don't know	12.97	14.00	20.05	17.71	15.82	18.97	11.39

Table 5: Senedd Cymru / Welsh Parliament vote intention by education

Education	No qualifications	Below GCSE	GCSE	A-Level	Undergraduate	Postgraduate
Would not vote	28.32	13.78	15.23	14.21	7.47	3.81
Welsh Conservative	8.59	13.33	6.93	6.52	7.08	4.84
Welsh Labour	7.01	7.34	6.33	4.37	10.20	8.70
Welsh Liberal Democrats	3.20	3.60	3.52	3.29	3.47	6.59
Plaid Cymru	15.84	15.73	23.83	22.06	28.34	31.78
Wales Green	0.34	4.80	3.14	9.59	6.97	8.35
Other	0.00	0.00	2.56	2.47	0.95	1.83
Reform UK	22.57	24.56	26.23	22.16	17.66	12.67
Don't know	14.14	16.84	12.24	15.32	17.87	21.43

Table 6: Senedd Cymru / Welsh Parliament vote intention by social grade

Social Grade	A	B	C1	C2	D	E
Would not vote	10.61	3.26	9.89	12.36	18.48	17.70
Welsh Conservative	9.74	7.20	7.28	5.74	7.38	6.83
Welsh Labour	9.83	8.67	7.29	7.14	5.40	8.39
Welsh Liberal Democrats	3.03	3.67	4.53	4.49	3.02	3.24
Plaid Cymru	30.05	29.73	23.43	21.88	24.03	16.39
Wales Green	4.73	6.38	8.07	6.79	4.25	3.65
Other	0.66	3.41	0.90	1.92	2.77	1.49
Reform UK	17.77	22.10	20.44	20.58	19.58	28.09
Don't know	13.59	15.57	18.15	19.11	15.09	14.21

Table 7: Plaid Cymru vote intention motivation question

	plaidMotivation	Percent
There's no real difference between the other parties	1	2.96
Rhun ap Iorwerth is the only leader who understands ordinary people's problems	2	6.17
Devolution is at risk unless we keep the pressure up	3	4.37
They're the only party serious about standing up for Wales	4	48.77
At least it's something new and they can't make a worse mess than anyone else	5	9.55
They are best placed to stop Reform UK	6	20.56
Some other reason	7	4.58
Don't know	8	3.03

Table 8: Reform UK vote intention motivation question

	reformMotivation	Percent
There's no real difference between the other parties	1	7.00
Nigel Farage is the only leader who understands ordinary people's problems	2	18.61
Brexit is at risk unless we keep the pressure up	3	1.31
They're the only party serious about tackling immigration	4	42.08
At least it's something new and they can't make a worse mess than anyone else	5	21.20
They are best placed to stop Plaid Cymru	6	5.03
Some other reason	7	3.15
Don't know	8	1.61