

YouGov / Wales Internal Results

Sample Size: 1312 adults in Wales (18+)

Fieldwork: 13th - 20th January 2025

	Vote in 2024 GE						2016 EU Ref		Gender		Age				Social Grade		Region in Wales					Language	
	Total	Con	Lab	Lib Dem	Plaid	Reform	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Mid and West	North	Cardiff and South Central	South East	South West	Non-Welsh speaking	Welsh speaking
Weighted Sample	1312	169	343	60	138	156	453	491	638	674	135	491	337	349	656	656	251	272	293	272	226	1112	200
Unweighted Sample	1312	161	380	69	156	168	542	507	552	760	81	435	359	437	691	621	335	250	255	282	190	1122	190
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Can you understand, speak, read or write Welsh? Tick all that apply.

Understand spoken Welsh	21	17	20	18	52	14	27	17	22	20	29	25	16	17	24	18	34	28	17	11	17	10	86
Speak Welsh	15	11	12	11	47	11	18	13	15	15	24	20	11	10	20	11	22	21	13	7	14	0	100
Read Welsh	19	13	17	20	57	11	24	14	20	19	32	25	15	11	24	15	26	24	18	10	20	6	92
Write Welsh	14	9	13	10	45	7	18	10	15	14	27	18	9	8	18	10	20	19	14	6	14	2	83
None of the above	73	78	75	72	35	79	68	78	73	73	63	68	79	78	69	77	59	67	80	83	76	86	0

How often, if ever, do you watch or listen to the following kinds of content in the Welsh language? Longer format content (e.g. TV shows, movies, podcasts or radio programmes)

Never	71	82	72	63	35	84	67	77	70	72	52	66	75	81	69	73	64	71	73	72	72	79	23
Less often than once a year	5	6	7	7	3	3	5	4	5	4	2	5	6	3	4	5	6	5	3	5	5	4	6
Once a year	1	2	2	2	0	1	1	1	1	1	1	1	1	1	1	1	2	2	0	0	1	1	2
Once or twice a year	4	1	5	5	9	2	6	2	3	5	7	4	4	3	5	3	4	2	4	5	5	3	11
Once every 2-3 months	4	2	3	7	12	2	6	3	4	4	3	7	3	3	5	4	5	4	4	4	4	3	13
Once or a twice a month	4	3	4	6	10	2	4	4	4	3	6	4	4	2	4	3	4	6	4	4	1	2	12
Once a week	2	2	2	2	5	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	6
Several times a week	5	2	3	8	15	3	4	4	6	3	14	5	2	3	6	4	7	5	3	3	5	2	17
Daily	2	0	2	1	4	2	2	1	1	2	2	2	2	1	2	1	3	1	1	2	1	1	5
Don't know	4	0	2	0	7	1	3	2	4	4	12	5	1	2	3	5	2	3	5	4	5	4	6

Shorter format content (e.g. short video or audio content on social media)

Never	70	81	69	69	33	81	65	77	70	69	51	64	74	80	68	71	65	72	69	73	69	78	26
Less often than once a year	4	7	5	9	4	3	5	5	4	5	2	4	6	4	4	5	7	3	4	4	5	4	7
Once a year	1	0	1	6	1	0	1	0	1	1	1	1	1	0	1	1	1	1	1	0	1	0	4
Once or twice a year	2	2	3	0	6	2	4	2	1	3	1	2	3	3	3	2	3	2	2	2	2	2	3
Once every 2-3 months	4	1	5	4	9	3	4	3	4	3	9	4	2	2	4	4	6	3	2	4	3	2	10
Once or a twice a month	4	3	4	0	13	2	6	3	5	4	5	6	3	3	6	3	4	6	3	4	5	3	13
Once a week	2	2	2	0	5	3	2	2	2	3	3	3	3	1	3	2	3	2	1	4	2	1	8
Several times a week	5	2	7	9	14	5	8	4	7	4	7	7	4	4	6	5	8	3	9	3	4	4	16
Daily	3	2	4	3	6	2	2	2	4	2	10	3	2	0	4	2	1	3	4	4	3	2	7
Don't know	4	0	2	1	8	1	2	2	3	5	12	6	2	2	3	6	3	5	6	4	5	4	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important, if at all, do you think it is for school children in Wales to learn Welsh?

Very important	42	21	44	43	79	31	46	37	41	43	56	44	40	37	44	40	46	49	43	32	41	36	77
Somewhat important	30	33	36	37	17	23	32	30	29	31	26	29	29	32	29	30	31	29	28	30	30	32	15
TOTAL IMPORTANT	72	54	80	80	96	54	78	67	70	74	82	73	69	69	73	70	77	78	71	62	71	68	92
Not very important	13	23	11	10	2	20	13	16	12	14	5	12	17	14	13	13	9	9	16	18	13	14	6
Not important at all	12	24	7	8	1	23	8	15	16	8	12	10	11	15	12	11	12	11	10	15	11	13	2
TOTAL NOT VERY / NOT IMPORTANT AT ALL	25	47	18	18	3	43	21	31	28	22	17	22	28	29	25	24	21	20	26	33	24	27	8
Don't know	4	0	3	3	1	3	1	3	3	4	2	5	4	2	1	6	3	3	3	5	5	4	0

Do you think it is more important for children to learn Welsh, or a foreign language?

Welsh	45	28	45	39	82	34	45	43	42	47	61	44	43	40	44	45	50	52	43	36	42	39	76
A foreign language	35	54	35	45	12	45	35	39	38	32	26	31	35	45	39	31	34	28	36	39	38	39	14
Neither	8	12	5	5	1	15	5	9	9	7	9	9	7	7	8	8	6	8	6	12	8	9	3
Don't know	13	6	15	11	6	7	15	10	11	14	5	16	15	8	9	16	10	12	15	13	12	13	7

Thinking of the following types of information, do you think *in Wales* they should always be in English only, should always be in Welsh only, or should always be in both English and Welsh?

Road signs																							
Should always be in English only	20	45	12	12	2	37	14	27	24	16	8	14	23	29	19	21	19	16	20	25	18	23	4
Should always be in Welsh only	3	0	1	1	14	3	3	3	3	3	4	3	4	2	3	3	6	3	1	2	2	1	11
Should always be in both English and Welsh	75	54	84	86	84	59	79	68	70	79	87	78	72	68	76	73	73	80	74	68	78	73	85
Don't know	3	2	3	1	0	1	4	2	3	3	1	5	2	1	2	4	2	1	4	5	2	3	1
Council publications (such as leaflets, letters)																							
Should always be in English only	19	43	12	13	2	35	13	26	20	17	8	13	22	28	17	21	19	13	18	25	18	21	5
Should always be in Welsh only	1	0	0	0	6	0	1	1	1	1	0	1	1	0	1	1	1	2	0	1	1	0	4
Should always be in both English and Welsh	76	55	84	86	91	63	81	70	75	78	87	80	75	70	80	73	78	84	75	68	78	74	91
Don't know	4	2	5	1	1	2	5	4	4	4	6	7	2	2	3	6	3	1	7	7	3	5	1
Signs in shops																							
Should always be in English only	20	42	12	23	2	33	13	27	23	16	10	16	20	27	20	20	17	14	18	26	23	22	4
Should always be in Welsh only	2	1	1	2	8	1	3	2	2	2	0	2	2	2	2	1	4	2	1	1	1	1	7
Should always be in both English and Welsh	73	54	80	68	88	62	78	66	69	78	88	74	73	67	74	73	73	80	75	66	74	71	86
Don't know	5	4	7	6	2	4	7	6	6	5	2	8	5	4	5	6	7	3	6	7	3	6	3
Announcements on public transport																							
Should always be in English only	20	45	13	14	3	38	15	27	23	17	9	14	23	29	19	21	20	15	20	26	19	23	4
Should always be in Welsh only	1	0	0	0	6	1	1	1	1	1	1	1	1	0	1	1	1	2	0	0	1	0	5
Should always be in both English and Welsh	76	53	83	87	91	60	80	70	73	79	87	78	75	69	78	74	77	82	76	68	77	73	91
Don't know	3	2	4	0	1	1	4	2	3	3	3	6	1	2	3	4	2	1	4	6	3	4	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you approve or disapprove of efforts to increase the usage of the Welsh language in Wales?

Strongly approve	36	16	41	40	74	25	42	29	37	36	49	41	32	30	39	34	39	46	36	29	32	30	73
Somewhat approve	31	29	32	32	21	27	32	33	28	33	27	29	33	32	30	31	31	22	31	33	36	33	19
TOTAL APPROVE	67	45	73	72	95	52	74	62	65	69	76	70	65	62	69	65	70	68	67	62	68	63	92
Somewhat disapprove	10	24	9	6	2	14	10	12	11	10	7	7	12	15	12	9	10	9	12	10	11	12	2
Strongly disapprove	10	24	5	10	1	20	7	14	13	7	5	8	9	15	11	9	13	9	8	12	8	11	4
TOTAL DISAPPROVE	20	48	14	16	3	34	17	26	24	17	12	15	21	30	23	18	23	18	20	22	19	23	6
Don't know	13	7	13	13	2	14	9	13	12	14	13	16	14	9	9	18	8	14	14	16	12	15	2

Overall, do you think that the promotion of the Welsh language has gone too far, not gone far enough or is about right?

Gone too far	21	48	15	15	3	39	18	28	24	18	11	16	22	31	22	20	25	19	22	22	17	24	6
Not gone far enough	32	11	30	28	68	25	31	29	36	28	46	37	26	23	31	32	31	35	27	28	39	27	60
About right	36	38	44	50	26	28	42	34	31	40	30	32	38	41	39	33	37	36	34	37	35	36	32
Don't know	12	3	11	7	3	8	9	10	9	14	13	14	14	6	9	15	7	10	18	14	10	13	3

*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.