

METHODOLOGY REPORT

Ofcom Post-Election Survey 2026

ABOUT THIS RESEARCH

Savanta conducted an online survey on behalf of Ofcom following the May 2026 elections held across England, Scotland and Wales.

The research was designed to understand how people across Great Britain accessed news and information about the elections; the sources they used and trusted; their awareness of, and exposure to, AI-generated or potentially misleading content; and their broader interest in, and sense of being informed about, current affairs.

METHOD

- The online survey was programmed by Savanta.
- The questionnaire was conducted in English.
- Demographic and political profiling questions were included.
- Quality checks were conducted throughout fieldwork to remove bots and unreliable/inconsistent responses.

FIELDWORK

Fieldwork was conducted between the **9th - 24th May 2026**, immediately following the local council elections in England, the Senedd/Welsh Parliament election in Wales, and the Scottish Parliament election in Scotland, all held on 7 May 2026.

Commissioned by: Ofcom

Conducted by: Savanta

Conducted in accordance with the MRS Code of Conduct and applicable data protection legislation.

SAMPLE PROFILE

A total of **6,190** adults were surveyed across England, Scotland and Wales. The table below summarises the achieved sample by key demographics.

TOTAL RESPONDENTS	N=6,190
England	N=4,122
Scotland	N=1,041
Wales	N=1,027

Gender	Age	Social Grade	Ethnicity
Male: 2,985 Female: 3,173	16–34: 1,793 35–54: 2,041 55+: 2,386	ABC1: 3,513 C2DE: 2,677	White: 4,989 Ethnic minority: 1,167

QUOTAS AND WEIGHTING

The survey used interlocked quotas to achieve nationally representative samples in each of the three nations.

For England, the sample was drawn exclusively from areas holding elections in May 2026. Respondents were screened by region and then Local Authority to confirm electoral eligibility.

Quotas were set per nation for: age and gender (interlocked), region, social grade (SEG), and ethnicity. Following data collection, all three national samples were post-weighted to nationally representative population targets for each of these variables.

Note on English sample eligibility: Respondents in England were routed through successive questions to identify their region and then their local authority. Those living in areas not holding elections were screened out. In some cases, respondents may appear to be located in a district not holding elections (e.g., Broadland), but are eligible because they reside within a county that is (e.g., Norfolk County Council). Eligibility was determined at county or unitary authority level as appropriate.

ENGLAND (Target n=6000)	SCOTLAND (target n=1000)	WALES (target n=1000)
Gender Male: 0.493 Female: 0.507	Gender Male: 0.481 Female: 0.519	Gender Male: 0.485 Female: 0.515
Age 18–24: 0.095 25–34: 0.182 35–44: 0.176 45–54: 0.166 55–64: 0.145 65+: 0.237	Age 18–24: 0.128 25–34: 0.153 35–44: 0.150 45–54: 0.158 55–64: 0.172 65+: 0.240	Age 18–24: 0.129 25–34: 0.150 35–44: 0.141 45–54: 0.157 55–64: 0.165 65+: 0.259
Social Grade AB: 0.278 C1: 0.308 C2: 0.198 DE: 0.216	Social Grade AB: 0.243 C1: 0.302 C2: 0.206 DE: 0.249	Social Grade AB: 0.205 C1: 0.308 C2: 0.227 DE: 0.260
Ethnicity White British: 0.743 Asian/Asian British: 0.133 Black/Black British: 0.064 Mixed: 0.033 Other: 0.027	Ethnicity White: 0.938 Asian: 0.036 Black: 0.010 Mixed: 0.008 Other: 0.008	Ethnicity White: 0.946 Asian: 0.027 Black: 0.008 Mixed: 0.011 Other: 0.008
Region London: 0.286 Southeast: 0.155 Northwest: 0.142 West Midlands: 0.118 Yorks & Humber: 0.125 East of England: 0.103 Northeast: 0.041 Southwest: 0.027 East Midlands: 0.003	Region West Central: 0.282 East Central: 0.197 Southern: 0.173 Eastern: 0.169 Highlands & Islands: 0.090 NE Scotland: 0.090	Region South Wales Central: 0.236 North Wales: 0.221 South Wales East: 0.205 Mid & West Wales: 0.169 Southwest Wales: 0.169