

Ofcom Post-Election Survey 2026

Survey Questionnaire

This survey was conducted by Savanta on behalf of Ofcom. It was carried out online in May 2026, 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. The survey was conducted in accordance with the MRS Code of Conduct and applicable data protection legislation.

DEMOGRAPHIC QUESTIONS

UK_REGION | Where do you live?

Please select one option

1. Scotland
2. North-West
3. North-East
4. Yorkshire & Humberside
5. Wales
6. West Midlands
7. East Midlands
8. South-West
9. South-East
10. Eastern
11. London

Depending on the region selected, respondents were then asked which local authority/council area they live in. If their area was not an election area (England only), they did not progress through the survey.

GENDER | In which of the following ways do you identify?

Please select one option

1. Male
2. Female
3. I identify in another way
96. Prefer not to say

AGE | How old are you?

Please move the slider until it shows your age

Answer options: 16–100 (Scotland/Wales); 18–100 (England)

ETHNICITY | What is your ethnic group?

Please select one option

White

1. English / Welsh / Scottish / Northern Irish / British
2. Irish
3. Gypsy or Irish Traveller
4. Any other White background

Mixed / Multiple ethnic groups

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other Mixed / Multiple ethnic background

Asian / Asian British

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background

Black / African / Caribbean / Black British

- 14. African
- 15. Caribbean
- 16. Any other Black / African / Caribbean background

Other ethnic group

- 17. Arab
- 18. Any other ethnic group
- 96. Prefer not to say

OCCUPATION | Which of the following best describes the profession of the chief income earner in your household?

Please select one option

- 1. High managerial, administrative or professional (e.g. doctor, lawyer, company director)
- 2. Intermediate managerial, administrative or professional (e.g. teacher, manager, accountant)
- 3. Supervisor, administrative or professional (e.g. police officer, nurse, secretary, self-employed)
- 4. Skilled manual worker (e.g. mechanic, plumber, electrician, lorry driver)
- 5. Semi-skilled or unskilled manual worker (e.g. waiter, factory worker, receptionist, labourer)
- 6. House-wife / house-husband
- 7. Unemployed
- 8. Student
- 9. Retired

MAIN QUESTIONS

Q1 | News and information sources

In general, which of the following sources, if any, do you tend to use for news and current affairs?

Please select all that apply

- 1. BBC main TV news programmes (e.g. Six O'Clock News)
- 2. BBC regional current affairs / politics programmes (e.g. Sunday Politics)
- 3. BBC regional TV news programmes (e.g. BBC Look North; BBC Spotlight) *[England only]*
- 4. BBC Reporting Scotland *[Scotland only]*
- 5. BBC Wales Today *[Wales only]*
- 6. ITV main TV news programmes (e.g. ITV News at Ten)
- 7. ITV regional news programmes (e.g. ITV News Anglia)
- 8. ITV Cymru Wales *[Wales only]*
- 9. STV News *[Scotland only]*
- 10. Channel 4 News
- 11. Channel 5 News
- 12. S4C News *[Wales only]*
- 13. Sky News
- 14. GB News
- 15. International news channels (e.g. Al Jazeera or CNN)
- 16. A UK-wide BBC radio station (e.g. BBC Radio 2, BBC Five Live)
- 17. A BBC radio station for your region (e.g. BBC Radio Manchester, BBC London) *[England only]*
- 18. BBC Radio Wales *[Wales only]*
- 19. BBC Radio Cymru *[Wales only]*
- 20. UK-wide commercial radio
- 21. Local commercial radio
- 22. A community radio station
- 23. Podcasts
- 24. UK-wide newspapers (printed or online)
- 25. Local/regional newspapers (printed or online)
- 26. Any Scottish newspaper (printed or online) *[Scotland only]*
- 27. Any Welsh newspaper (printed or online) *[Wales only]*
- 28. BBC News online (website or app)
- 29. Social media (e.g. Instagram / Facebook), online video platforms (e.g. YouTube / TikTok) or online forums (e.g. Reddit)
- 30. Search engines (e.g. Google or Bing)
- 31. Online news websites
- 32. Government / Local government (e.g. NHS, Gov.UK, council website)

- 33. AI programmes (e.g. ChatGPT) or AI summaries (e.g. Google search AI summary)
- 34. Any Welsh language social media posts *[Wales only]*
- 35. Any other Welsh language online news source *[Wales only]*
- 36. Talking with friends and family or people in your local area
- 97. Don't know
- 98. Other (please specify)

Q2 | Election awareness

Were you aware of the elections that took place on the 7th of May?

Please select one option — asked separately for: local council / London Borough Mayoral elections *[England]*; Senedd or Welsh Parliament election *[Wales]*; Scottish Parliament election *[Scotland]*

- 1. Yes, I was aware that this was taking place
- 2. No, I was not aware that this was taking place

Q2A asked of those who were aware of the election (Q2 = Yes)

Q3A | Election news sources

Thinking about the weeks leading up to the election, through which of the following sources, if any, did you see news and information about the election?

Please select all that apply — sources shown are those selected at Q1, plus the additional options below

- 50. Political leaflets or flyers received in the post
- 51. Online political ads
- 97. Don't know
- 98. Other (please specify)

Q3B asked of those who selected social media at Q3A

Q3B | Social media and online video sources

Which social media (e.g. Facebook / Instagram / Snapchat), online video sharing (e.g. YouTube / TikTok) or online forum sources have you used in the last weeks for news and information on the election?

Open-ended response

Q3C asked of those who selected online news websites at Q3A

Q3C | Online news websites

Which online news websites have you used in the last weeks for news and information on the election?

Open-ended response

Q4 asked of those who selected social media at Q3A

Q4 | Types of social media content seen

Within the last weeks, which of the following, if any, have you seen on these social media, online video or online forum platforms?

Please select all that apply

- 1. Adverts from political parties
- 2. Information from official sources such as Government
- 3. News and information from traditional TV or press news sources (e.g. BBC, The Guardian, The Daily Mail)
- 4. News and information from online news providers (e.g. BuzzFeed, Huffpost, Vice)
- 5. Opinions from a person you know
- 6. Facts forwarded/posted/shared from a person you know
- 7. Opinions from a person you don't know
- 8. Facts forwarded/posted/shared from a person you don't know
- 9. I don't notice where the information is coming from
- 97. Don't know
- 98. Other (please specify)

Q5 | Source ratings

Using a scale from 1 to 5, where 1 is Not at all and 5 is Completely, to what extent do you think each of the following statements applies to the sources you used for election news?

Please rate each source on all six statements — sources shown are those selected at Q3A

Statements rated:

- a. Is accurate
- b. Is trustworthy

- c. Is impartial
- d. Has a depth of analysis and content not available elsewhere
- e. Makes me think twice

Scale: 1 = Not at all / 2 / 3 / 4 / 5 = Completely / Don't know

Q6 asked for each source selected at Q3A

Q6 | Level of election news coverage used

You said you used [source] for news about the election. Which of these did you use for information about different levels of stories affecting the election?

Please select all that apply — asked separately for each source used

- 1. News and information about what is happening in my local area
- 2. News and information about what is happening in my region / county
- 3. News and information about what is happening in my nation
- 4. News and information about what is happening across the UK
- 99. None of these
- 97. Don't know

Q7 | Interest in news and current affairs

How interested, if at all, are you in the news and current affairs?

Please rate on a scale from 0 (Not at all interested) to 5 (Highly interested) — rated for: (a) in general; (b) during this recent election period [asked only of those aware of election]

Scale: 0 = Not at all interested / 1 / 2 / 3 / 4 / 5 = Highly interested / Don't know

Q7B asked of those who scored 0, 1 or 2 at Q7

Q7B | Reasons for low interest in news

Which of the following, if any, best describe your reasons for not being very interested in the news and current affairs?

Please select all that apply

- 1. The news isn't relevant to my life
- 2. I find it depressing
- 3. I don't think anything will change
- 4. I don't think politicians can be trusted
- 5. I don't have time in my day
- 6. I don't understand the issues
- 99. None of these
- 97. Don't know
- 98. Other (please specify)

Q8 | Feeling informed about news and current affairs

How well-informed, if at all, do you feel about the news and current affairs?

Please rate on a scale from 0 (Not at all informed) to 5 (Completely informed) — rated for: (a) in general; (b) during this recent election period [asked only of those aware of election]

Scale: 0 = Not at all informed / 1 / 2 / 3 / 4 / 5 = Completely informed / Don't know

Q9 asked of those who were aware of the election

Q9 | Knowledge of party policies

How much, if anything, did you feel you knew about the policies of the different political parties or those standing for election?

Please select one option

- 1. A great deal
- 2. A fair amount
- 3. Not very much
- 4. Nothing at all

Q10 asked of those who were aware of the election

Q10 | Attitudes towards election news

For each pair of statements below, please indicate where your own view lies on a sliding scale.

Dragging to the left means you completely agree with Statement A; dragging to the right means you completely agree with Statement B. You can position the slider anywhere in between.

#	Statement A	Statement B
1	It is important to engage with lots of different sources for election news	It is better to 'stick with what you know'
2	I trust the accuracy of news about the election	I don't trust the accuracy of news about the election
4	I often change my mind on topics to do with the election	I rarely change my mind
5	I prefer to get election news in short form (e.g. TikTok videos, Instagram reels)	I prefer to get election news in long form (e.g. news bulletins on TV, print articles)

Q11 | Confidence in identifying AI-generated content

On a scale of 1 to 10, how confident, if at all, are you that you could identify AI-generated audio, images, videos or text if you saw them online?

Please select one option

Scale: 1 = Not at all confident / 2 – 9 / 10 = Very confident / Don't know

Q12 asked of those who were aware of the election

Q12 | Exposure to AI-generated misleading election content

In the last weeks, how often have you come across content about the election that you believe was misleading or designed to misinform?

Please select one option

1. Never
2. Less than once a week
3. Once to twice a week
4. Several times a week
5. Once a day
6. Several times a day
97. Don't know

Q12a asked of those who reported seeing misleading content at Q12

Q12a | Was misleading content AI-generated?

You said you have seen content about the election that you believe was designed to mislead or misinform. Was this content generated or otherwise manipulated with AI?

Please select one option

1. Yes
2. No
97. I don't know

Q13 asked of those who confirmed AI-generated misleading content at Q12a

Q13 | Actions taken in response to AI-generated misleading content

When you came across misleading election content you felt may have been AI-generated, which of the following actions did you take, if any?

Please select all that apply

1. Forwarded/shared it with people I know
2. Scrolled past or ignored it
3. Checked whether it is AI-generated with other people
4. Asked the person who forwarded/shared it with me whether it is AI-generated
5. Blocked it or reported it to a social media platform
99. None of the above
98. Other (please specify)

Q14 asked of those who confirmed AI-generated misleading content at Q12a

Q14 | Emotional response to AI-generated misleading content

When you came across misleading election content you felt may have been AI-generated, which of the following statements, if any, describe your response?

Please select all that apply

- 1. I felt upset / anxious / worried
- 2. I felt annoyed or angry
- 3. I thought it was entertaining
- 4. No strong feelings / neutral
- 5. I didn't think about it at all
- 98. Other (please specify)

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Savanta, 2026