

Distance to media coverage

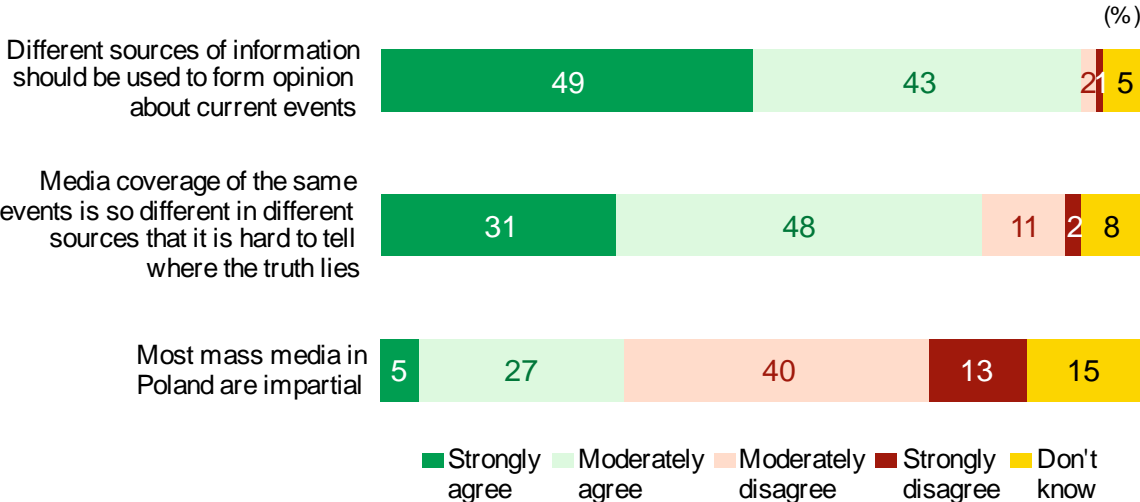
Poles usually draw information about events inland and in the world from television (64%), and secondly from the internet (about a third as frequently as TV, at 21%). Radio is the main source of information for relatively few (8%), and printed press serves this purpose for even smaller group of respondents (4%). According to CBOS research, news and commentary of the largest television broadcasters have recently lost credibility, are less likely to be seen as impartial, and more often as either supporting the government or the opposition. Online news sources are a little more reliable than television, in public opinion.

Generally speaking, Poles are quite sceptical about the content of media reports. Approximately one in three respondents (32%) is of the opinion that most media in Poland are impartial, while more than half (53%) disagree. The better educated, younger respondents living in large cities are relatively critical in their assessments. Importantly, generalized opinions on media objectivity are in essence independent of political views, measured on the left-centre-right scale. Taking into account the main sources of information, it can be said that distrust to the media is most often reported by internet users, and least often by people whose primary sources are television and radio.

Almost all respondents (92%) believe that different sources of information should be used to form their opinion about current events. A vast majority (79%) claim that the media

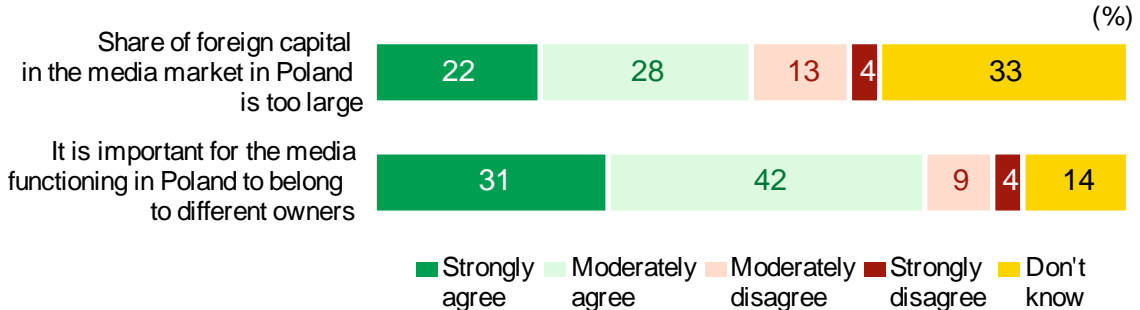
coverage of the same events is so different in different sources that it is hard to tell where the truth lies.

Do you agree with the following statements?



The Ministry of Culture and National Heritage is working on a bill on the ownership of media in Poland. The intended purpose of the proposed legislation is to increase the pluralism of opinion by reducing the concentration of capital in the media. This is supposed to contribute to partial repolonisation of the media. It seems that the proposed legislation largely meets the public expectations. A vast majority of respondents (73%) believe that it is important for the media functioning in Poland to belong to different owners. In addition, half (50%) believe that the share of foreign capital in the media market in Poland is too large, while a much smaller group (17%) express the opposite view.

Do you agree with the following statements?



More information about this topic can be found in CBOS report in Polish: "Detachment from the Media Coverage", June 2017. Fieldwork for national sample: April 2017, N=1075. The random address sample is representative for adult population of Poland.