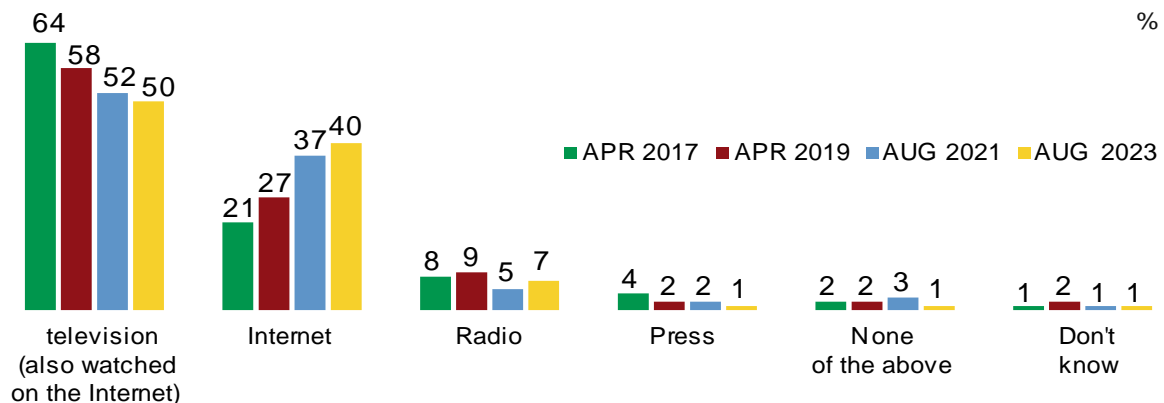


The perception of the media

For the plurality of Poles (50%), television is still the main source of information about current events in the country and around the world. However, it can be noted that its reach has been decreasing over the years: since 2017, this group has decreased by 14 percentage points, while the importance of the Internet is strengthening, and now it is the primary source of information for two fifths of Poles (40%, a 3-point increase since the previous measurement in 2021, and an increase of 19 points since the measurement six years ago). Radio (7%) or the press (1%) are the main source of information far less often.

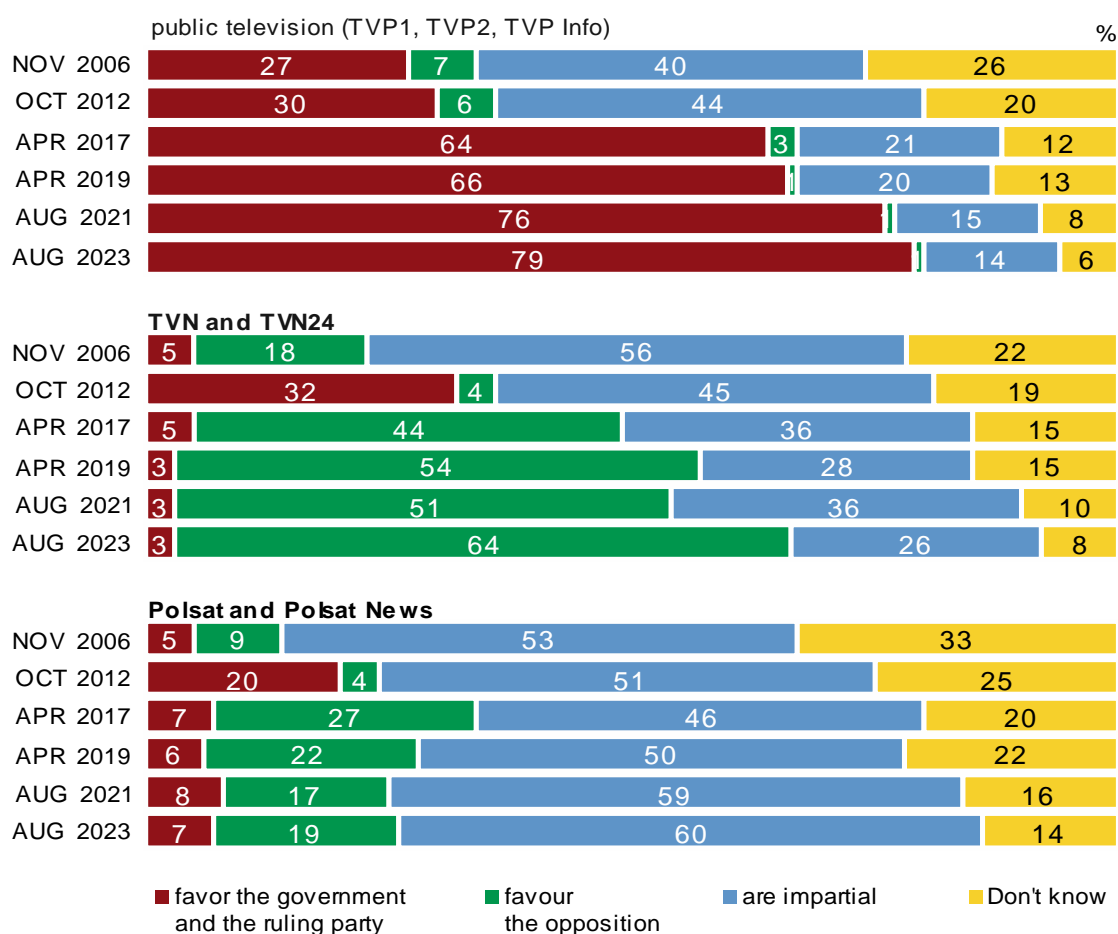
What is your main source of information about events in Poland and around the world?



Responses show that the main sources of daily information on television are, on the one hand, public TV programs (for a total of 29% of respondents), and on the other hand, TVN and TVN24 programs (27%). Polsat and Polsat News programs were mentioned in this context by slightly fewer people (16%).

Polish politics has been an area of sharp and uncompromising confrontation between two opposing camps for over a decade. It spills over into society and is reflected in the media. In recent years, the position of public television as an impartial broadcaster of news programs has clearly weakened. The opinion that it is a station favourable to the government and the ruling party was expressed by 30% of respondents in 2012, and by 79% in 2023. The breakthrough occurred between 2012 and 2017, undoubtedly after the 2015 elections and PiS taking power. TVN and TVN24 news programs followed a similar path to TVP, but in a different direction. After the 2015 elections, the belief that this television's programs serve the opposition became stronger. This confrontation of the two main broadcasters created vacuum: the needs of the audience that looks for objectivity or impartiality in media coverage were not met. This vacuum was filled by Polsat. The impartiality rate for this broadcaster is similar throughout the entire research period and is between 50% and 60%.

How would you describe the political attitude of news and current affairs programs of public television (TVP1, TVP2, TVP Info)/ TVN and TVN24/ Polsat and Polsat News? Do they usually:



Responses of people watching news and current affairs programs of the listed television stations

More information about this topic can be found in CBOS report in Polish: "Media Perception", October 2023. Fieldwork dates for the sample: August 2023, N=1024, mixed-mode interviews. The random sample is representative for adult population of Poland.