



Sources of political information in Hungary

Trends, 2015-18

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Friedrich Ebert Stiftung.



Büro Budapest

The data of the research were recorded by
and analyzed in cooperation with
Medián Opinion and Market Research Institute



Mérték Media Monitor

2018. november

Table of contents

Methodology	page 3
How Hungarians inform themselves	page 4
The role of individual news sources in political information	page 20
Information clusters	page 42
Political information and Facebook	page 52
Different ways in which people inform themselves	page 70
Assessment of the media situation	page 93

Methodology

- This survey was commissioned by **Mérték Media Monitor** and performed by the **Medián Közvélemény- és Piackutató Intézet** by conducting personal interviews on a sample of 1,200 persons.
- With the proper weighting, the sample is representative of the Hungarian population over 18
- **Time of data collection:** 13-19 September 2018
- Part of the survey includes questions already surveyed in 2015-2015 and then in 2016.
- **Margin of error:** for the sample overall, it is +/-3 percentage points, for specific subsegments that figure may be higher.

How Hungarians inform themselves

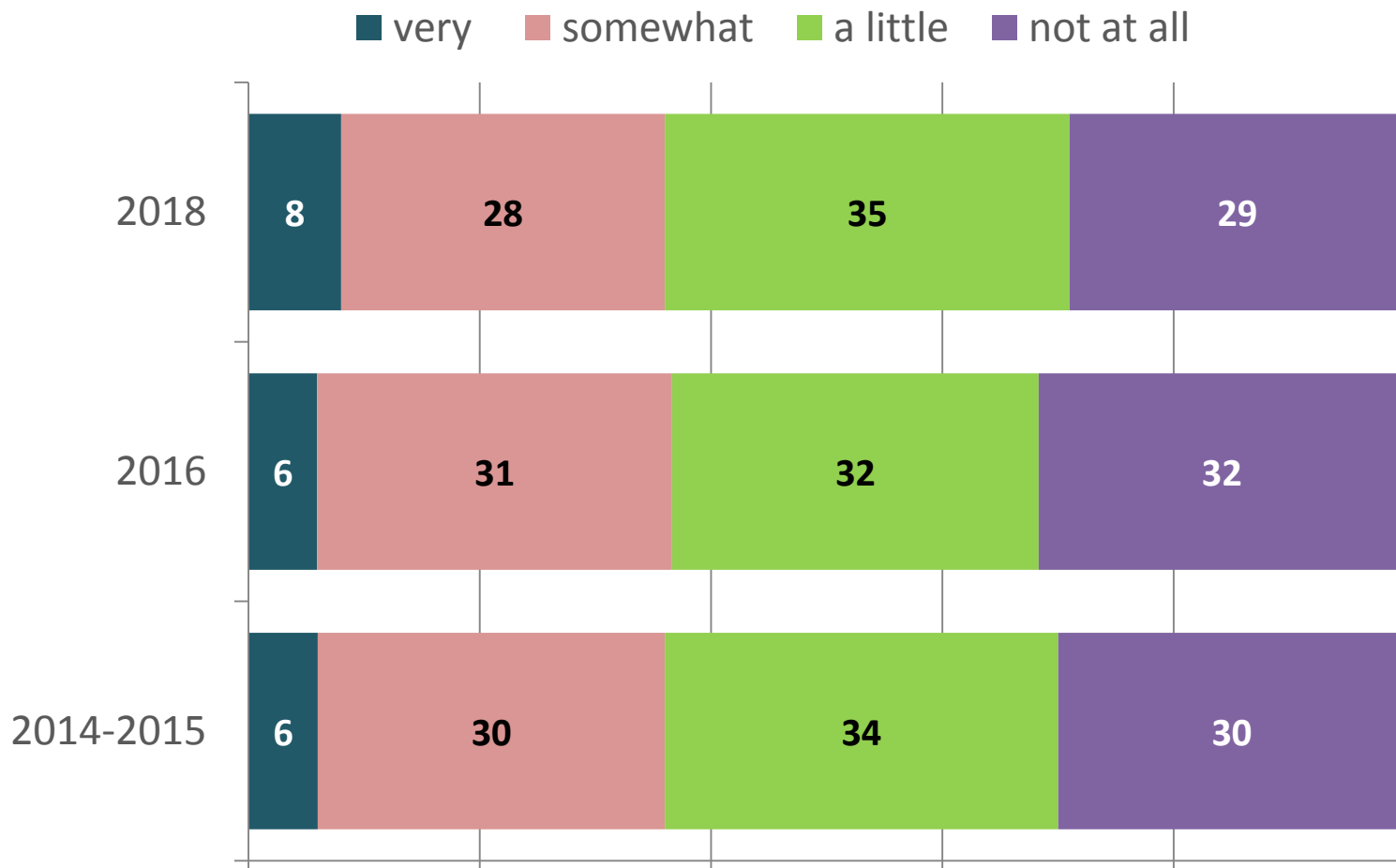
How Hungarians inform themselves

Summary of the results

- There has been no change in the share of the population who professed an interest in politics. The time devoted to obtaining information (based on the subjective assessment of the respondent) shows a very slight level of growth when compared to 2016. There is a more clearly discernible growth in the ratio of those who report spending more time on informing themselves about politics/public life than four years go.
- The ratio of those who feel that they spend a lot of time informing themselves about politics – in fact that they are informing themselves more than in previous years – was highest among the supporters of the governing party. Among opposition voters, the prevailing attitude is one of turning away from public affairs, to inform themselves less intensely than before.
- Television continues to be the most important source of information when it comes to political and public affairs issues. The internet and then radio follow at a considerably distance. Print publications play a comparatively small role, only 15% of respondents regularly read daily newspapers and 4% read weeklies.
- Even among internet users, television is considered a more important source of news than the internet.
- Interest in politics and the willingness to inform oneself correlate significantly with age. 41% of 18-29-year-olds are not interested at all in politics; 10% do not follow politics at all, while another 21% do not inform themselves regularly.

How interested are you in politics?

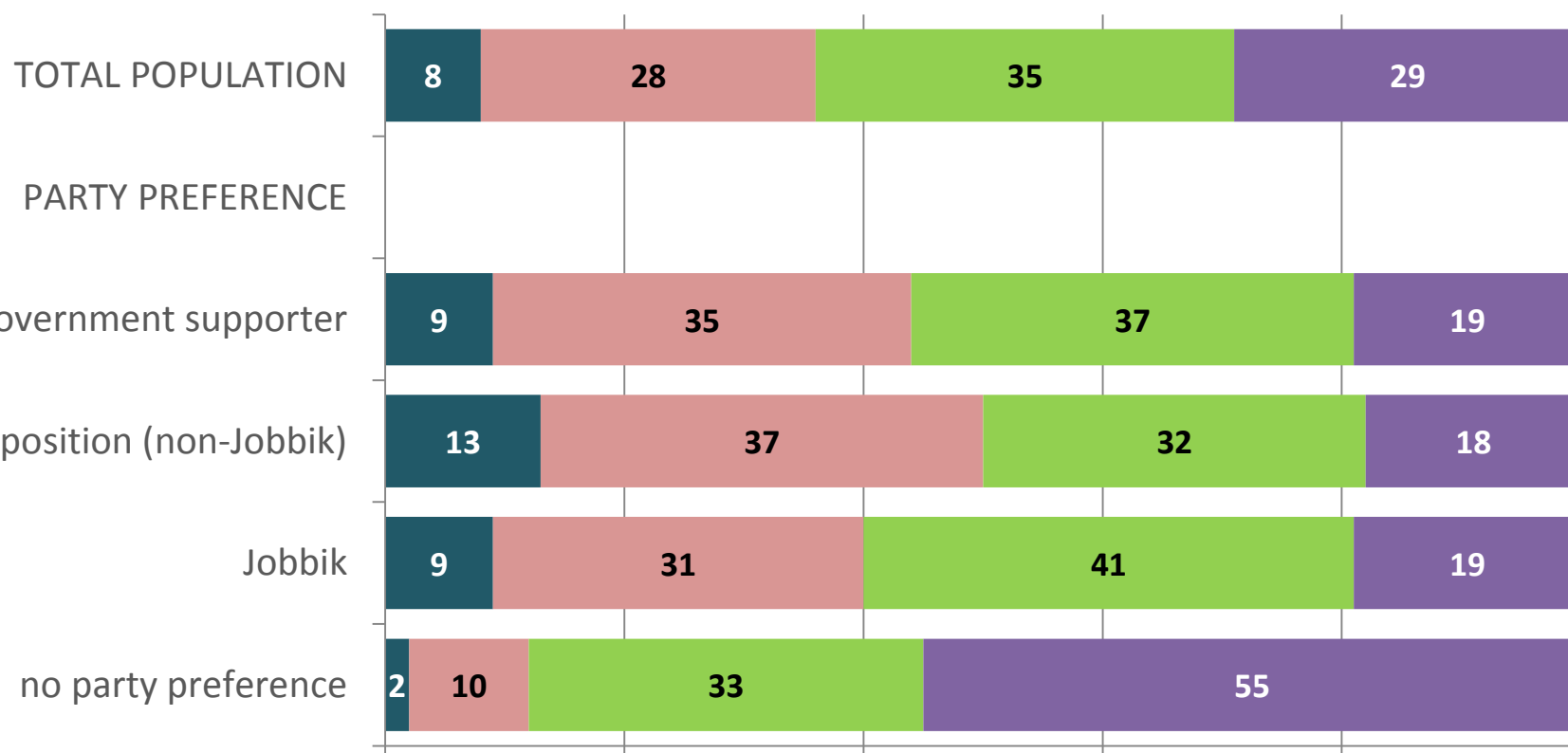
As a percentage of the total population



How interested are you in politics?

percentage

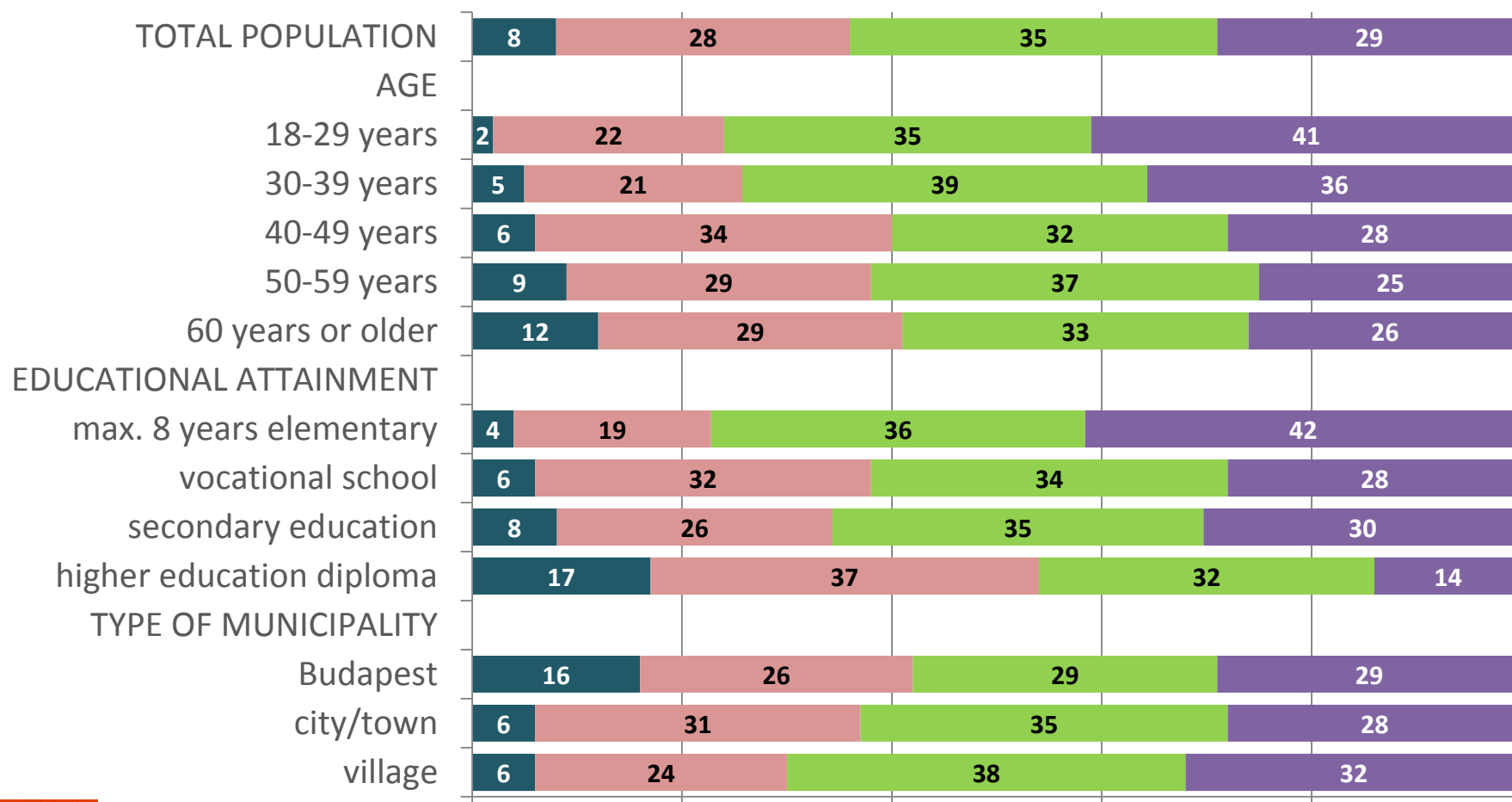
very somewhat a little not at all



How interested are you in politics?

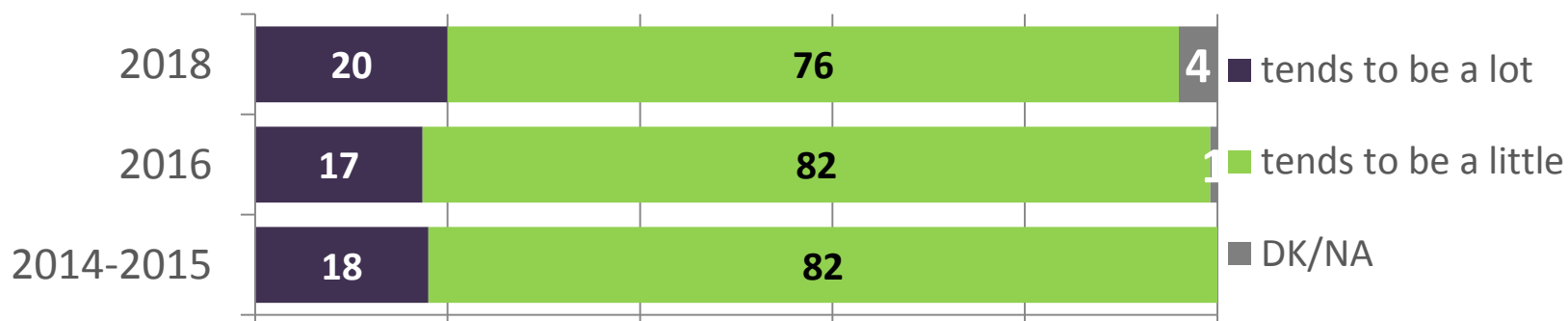
percentage

■ very ■ somewhat ■ a little ■ not at all



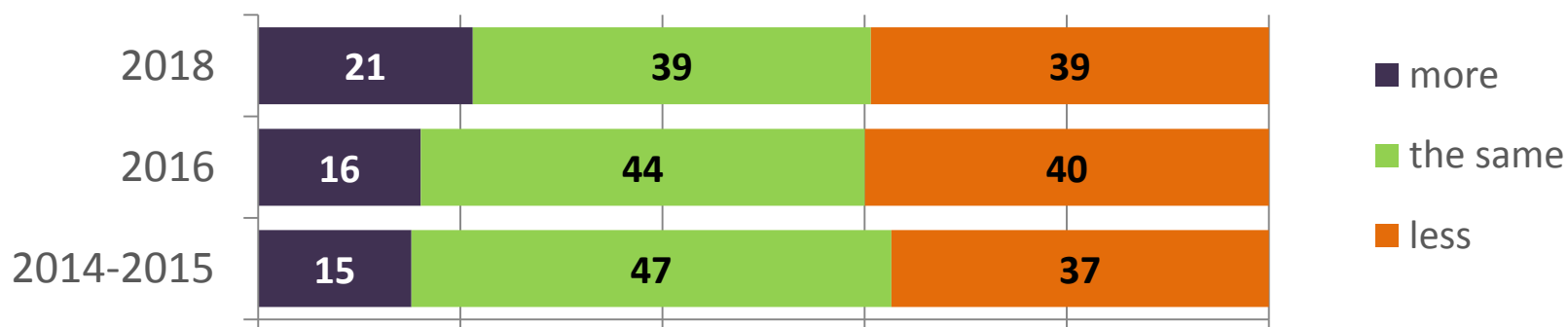
How much time do you spend on informing yourself about politics/public affairs?

As a percentage of the total population



Compared to a few years ago * how much time do you spend on informing yourself about politics/public affairs?

As a percentage of the total population

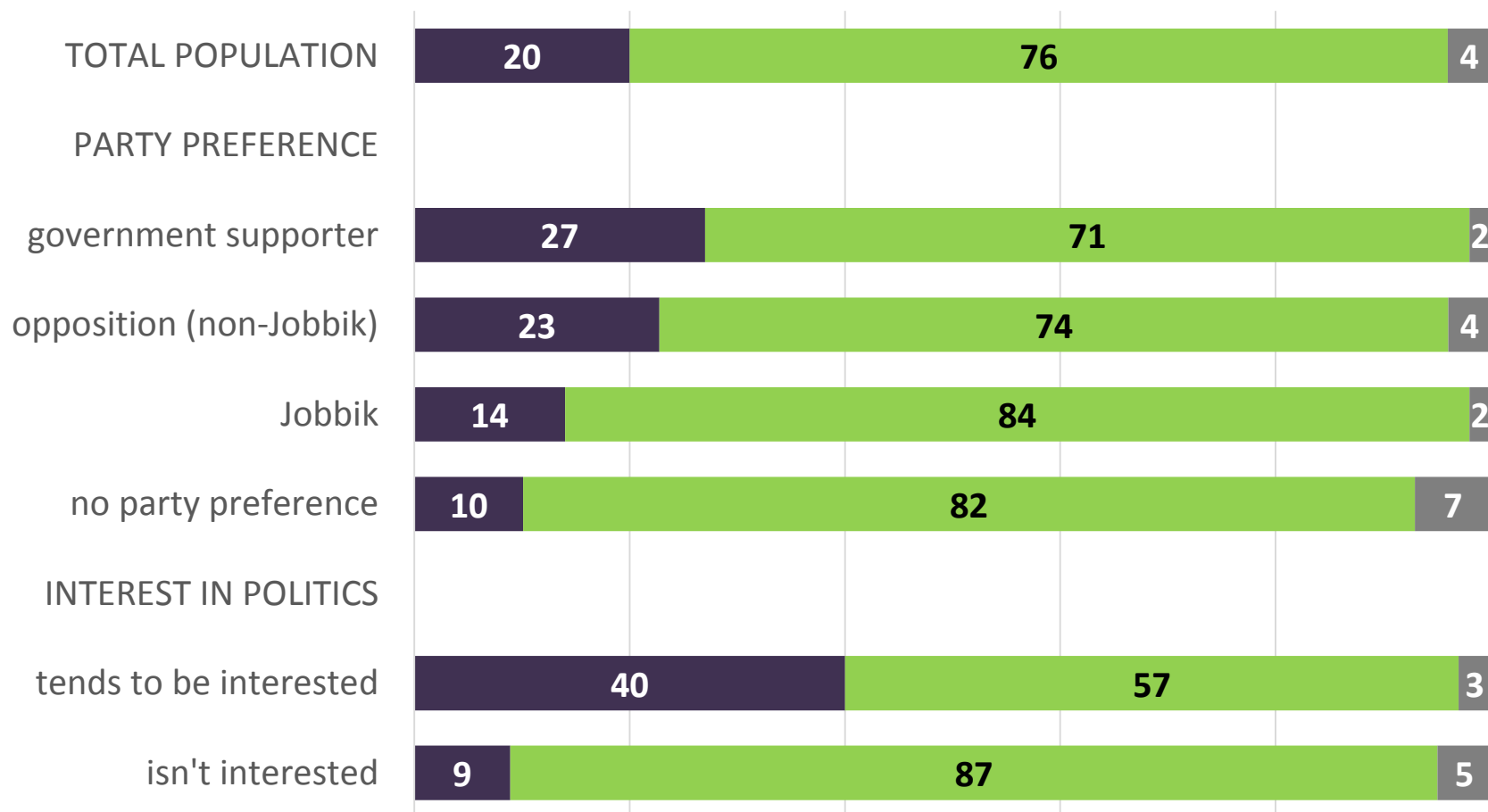


*In 2014/15: "Compared to five years ago..."

How much time do you spend on informing yourself about politics/public affairs?

percentage

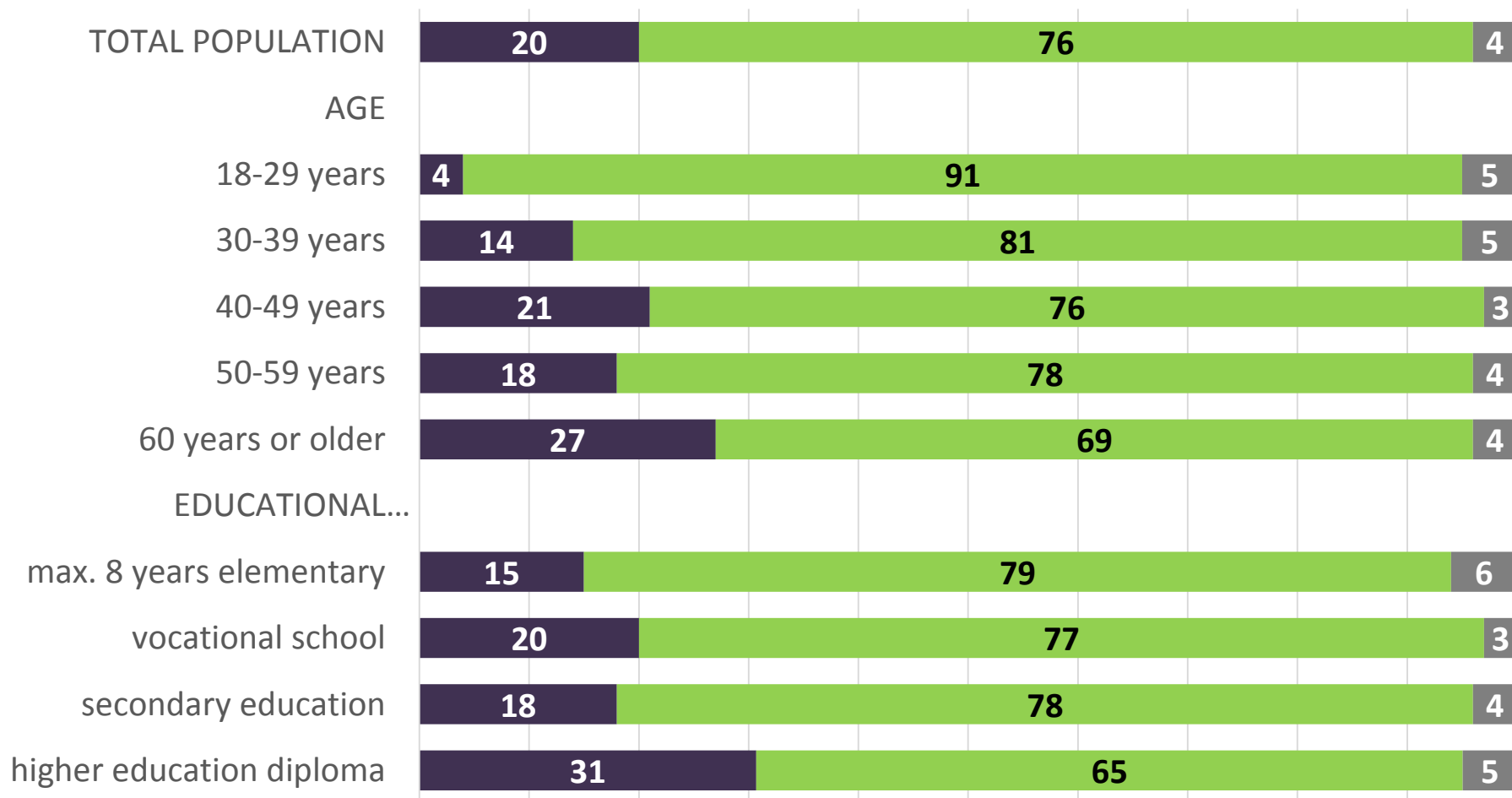
■ tends to be a lot ■ tends to be a little ■ DK/NA



How much time do you spend on informing yourself about politics/public affairs?

percentage

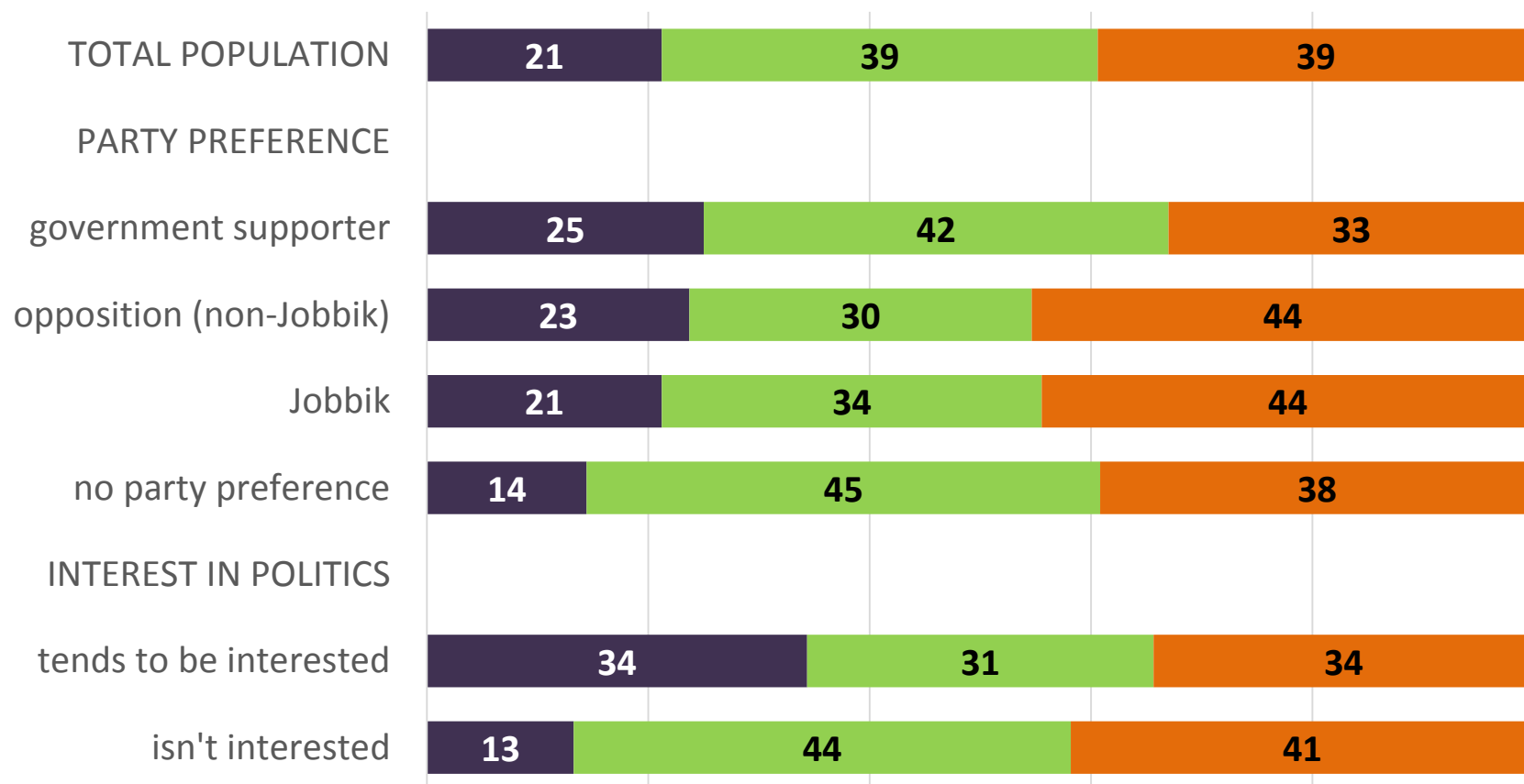
■ tends to be a lot ■ tends to be a little ■ DK/NA



Compared to a few years ago, how much time do you spend on informing yourself about politics/public affairs?

percentage

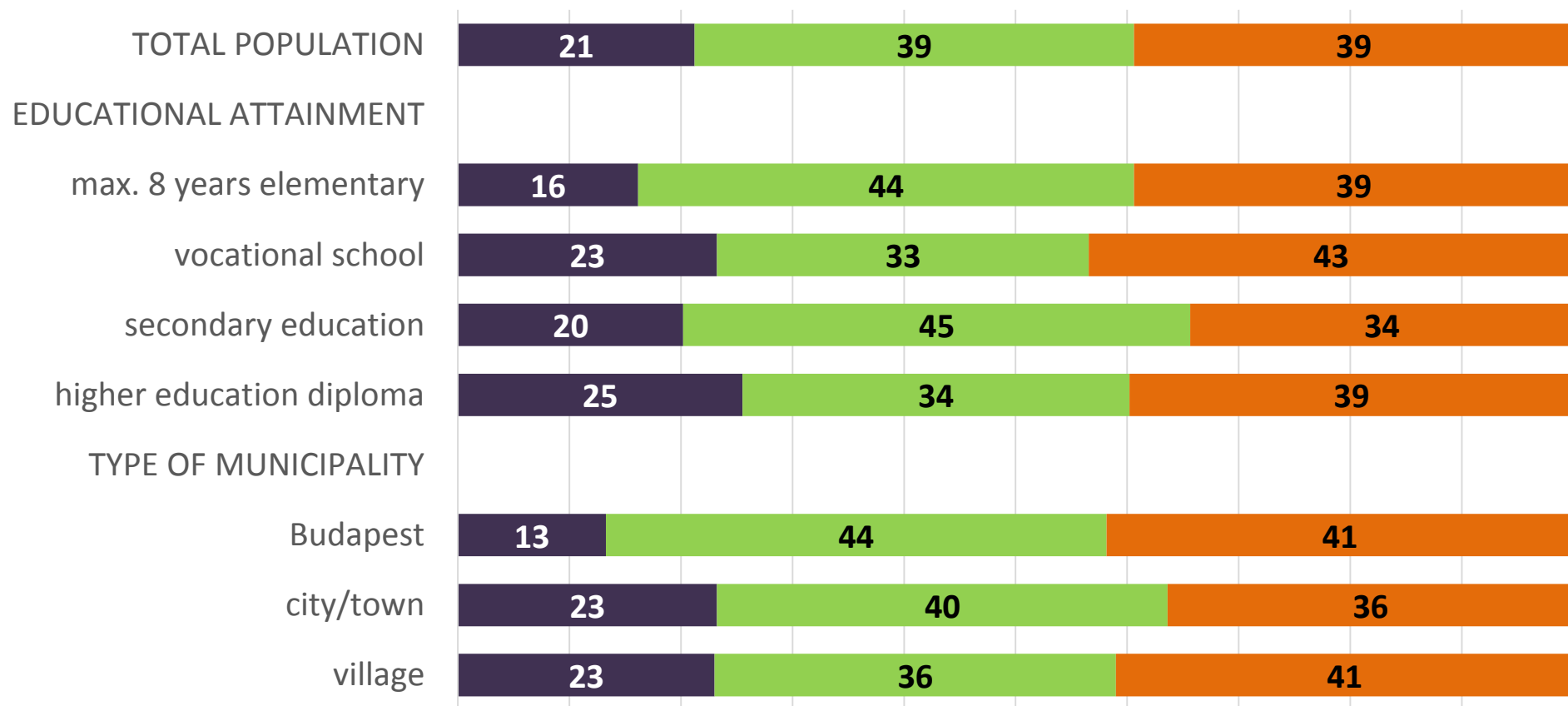
■ more ■ the same ■ less



Compared to a few years ago, how much time do you spend on informing yourself about politics/public affairs?

percentage

■ more ■ the same ■ less



When you inform yourself about politics/public affairs, what news sources do you consult regularly?

as a percentage of the total population

■ regularly ■ occasionally ■ never

2014-2015

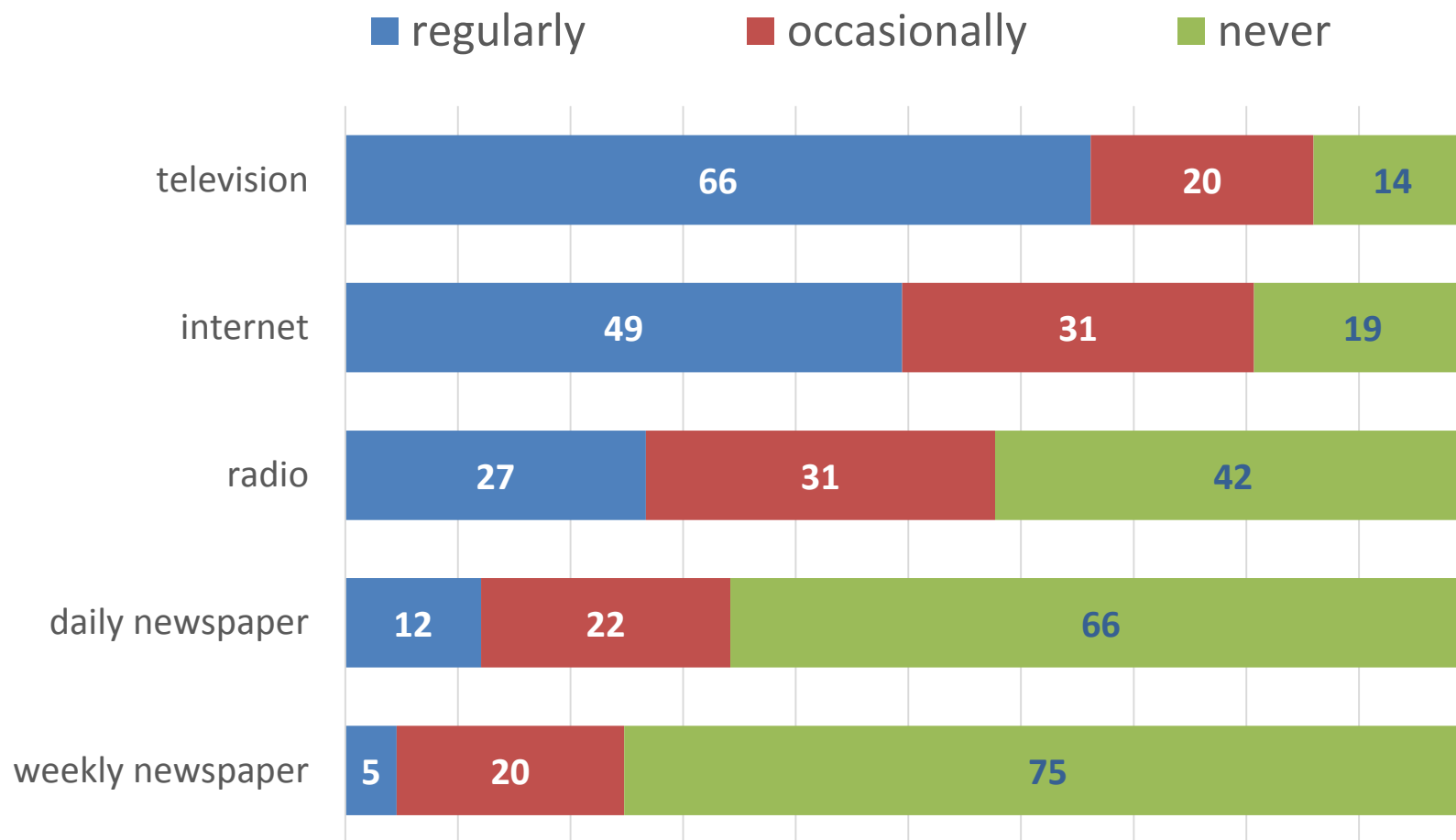
2016

2018



When you inform yourself about politics/public affairs, what news sources do you consult regularly?

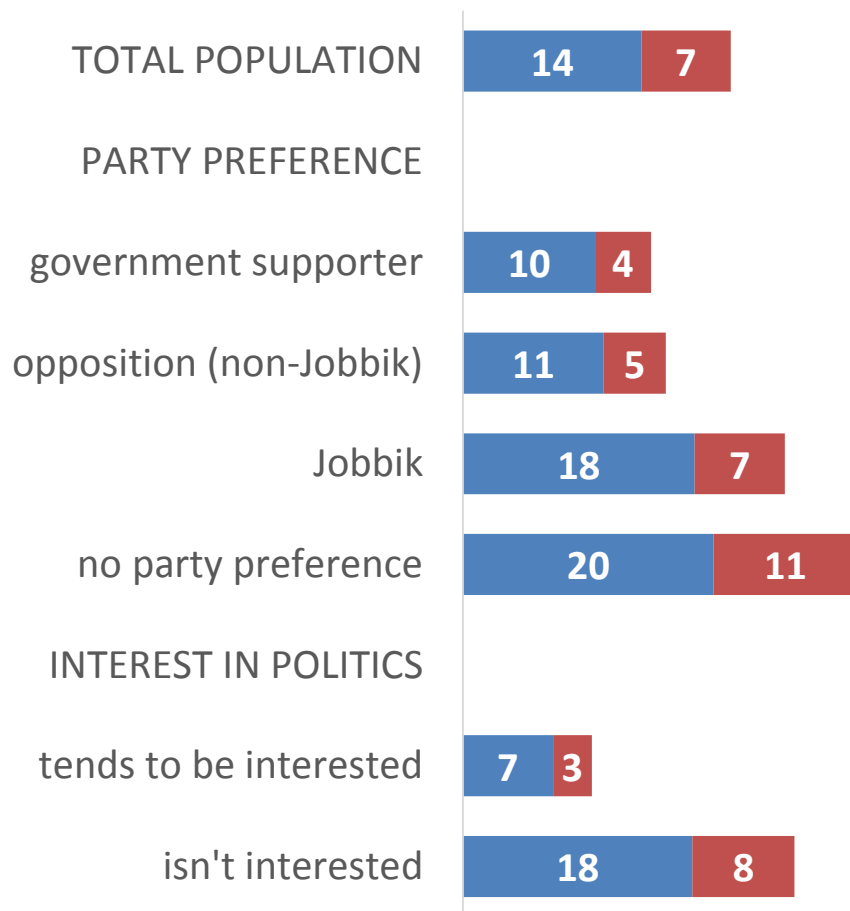
as a percentage of internet users (N=816)



The share of those who don't inform themselves by party preference and political interest

percentage

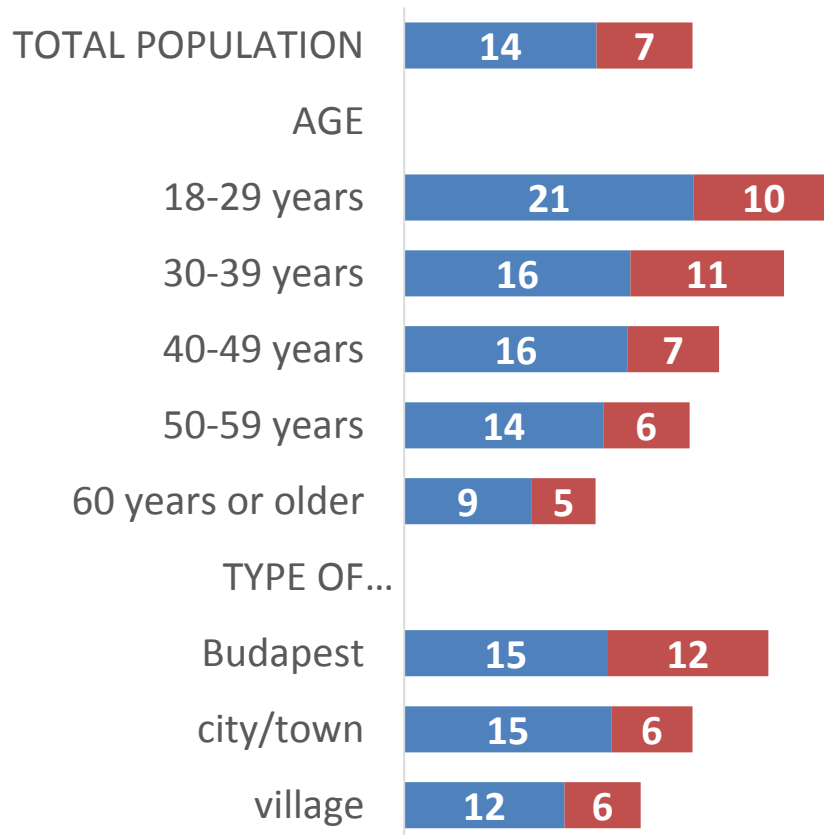
■ doesn't regularly inform him/herself ■ doesn't inform him/herself at all



The share of those who don't inform themselves by age and place of residence

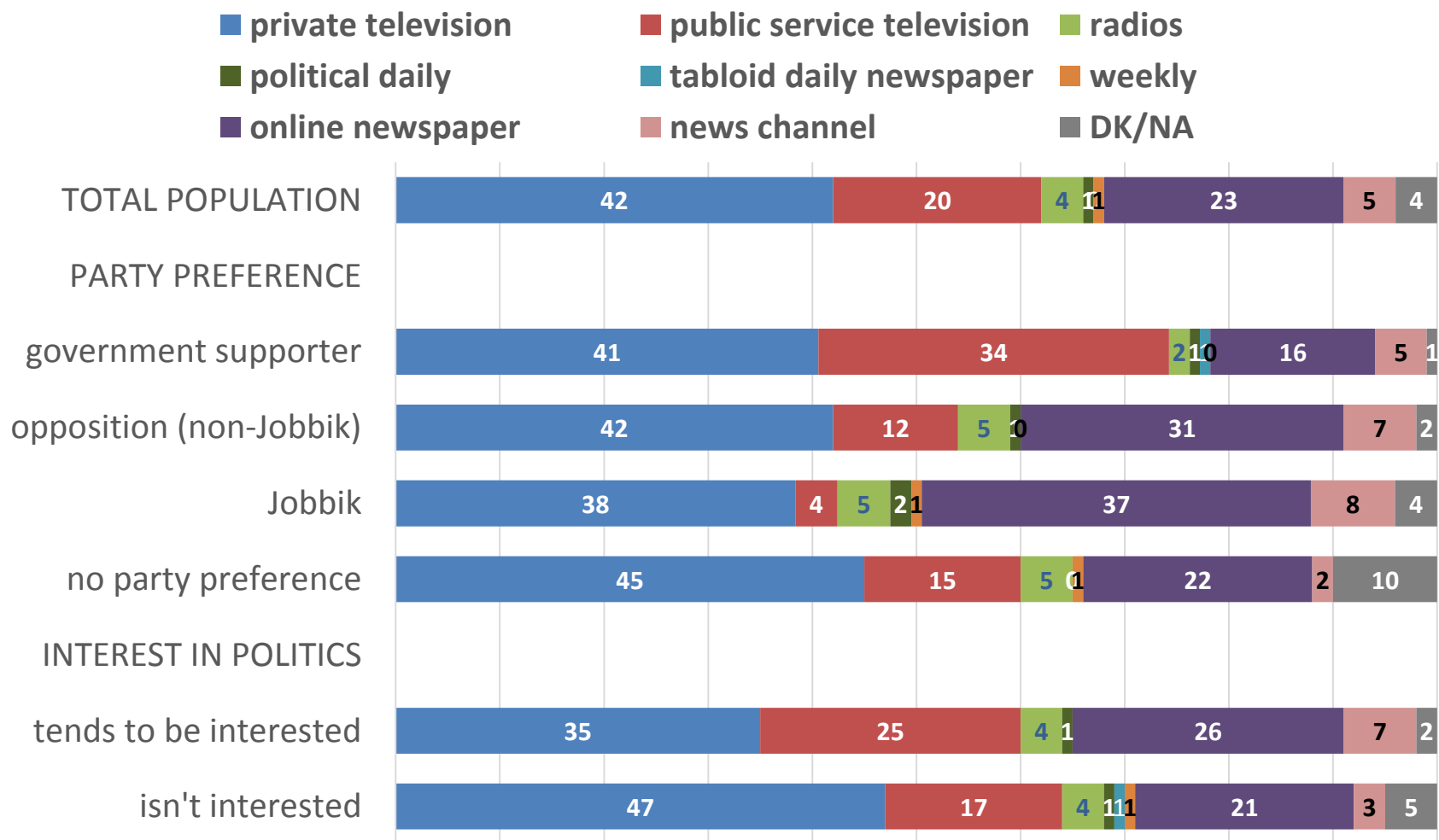
percentage

■ doesn't regularly inform him/herself ■ doesn't inform him/herself at all



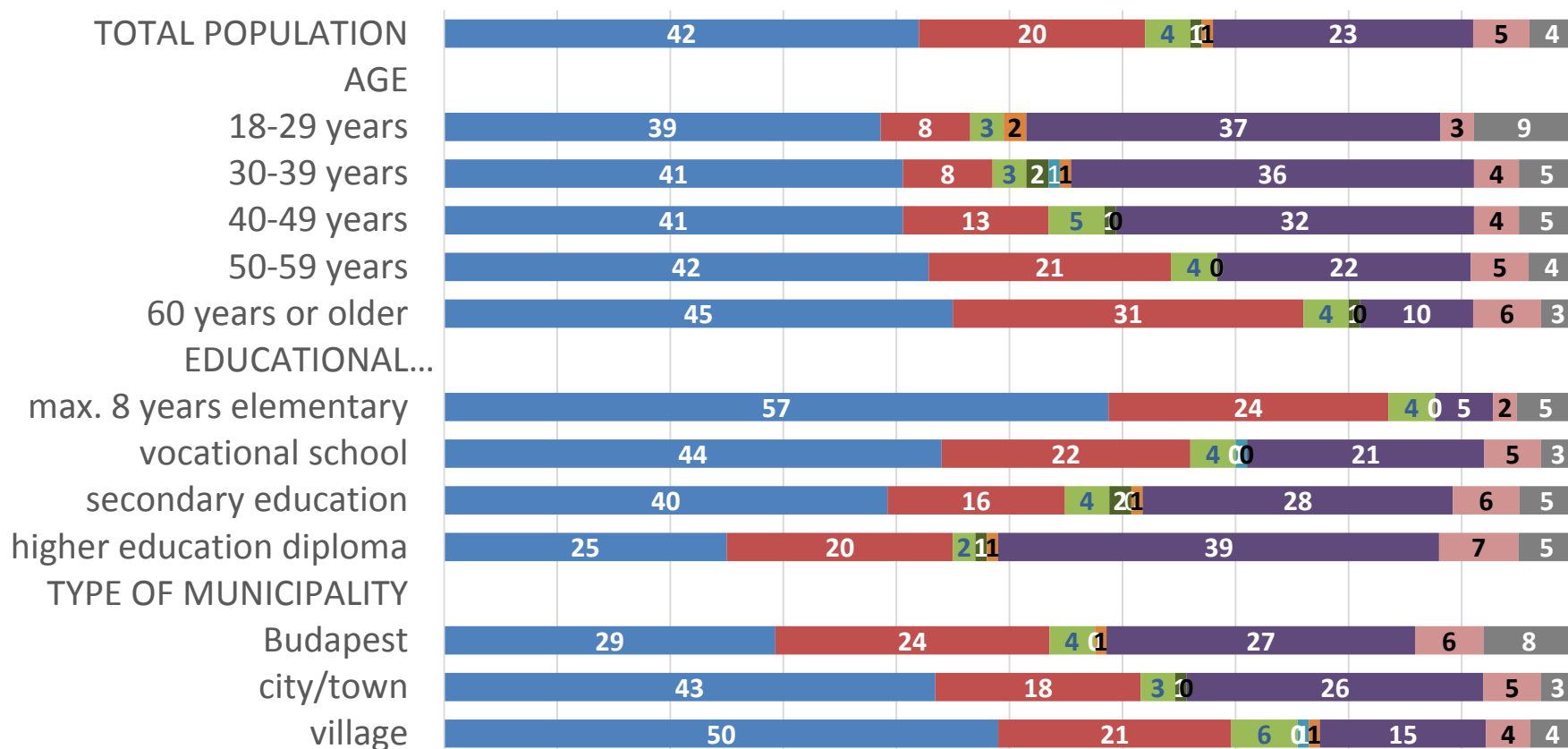
If for any reason you could only inform yourself from one type of media, which one of those listed on these cards would you choose?

percentage



If for any reason you could only inform yourself from one type of media, which one of those listed on these cards would you choose?

percentage



The role of individual news sources in political information

The role of individual news sources in political information

Summary of the results

Daily newspapers

- The major changes seen in the market for daily newspapers did not exert a substantial impact on media consumption. The newly published dailies (Magyar Idők, Ripost) reach 1-2% of the population. As compared to 2014/2015, slightly fewer people read county newspapers and the largest tabloid, Blikk, while the readership of the other major tabloid, Bors, has not changed.
- The free newspaper Lokál was alone in slightly increasing its readership. It is read regularly by 4% and occasionally by 9%.
- County daily newspapers are read regularly by a quarter of respondents outside Budapest and surrounding Pest County (county newspaper is not available in this area). The choice of news source correlates more strongly with age than with party preference: within individual age groups, there are no significant differences between the party choices of readers and non-readers.

Television

- The changes in television consumption habits were minor, too: there was a slight growth in the proportion of those who regularly inform themselves from TV2, public service television and ATV.
- A peculiar and new phenomenon in television as a source of information is the genre of one-minute news shows. It was because of the novelty factor that we were once again curious to find out what share of the public watches these and what they think about them.
- As compared to 2016, there has been a substantial drop in the share of those who encounter one-minute news while watching sports events (the last survey was performed after the Olympic Games in 2016).
- Roughly a third of respondents find these news annoying, and there has been a slight increase in the share of those who do not see them as a problem. The ratio of respondents who are annoyed is especially low among government party supporters, but those who are not upset constituted a majority in all voter segments.

The role of individual news sources in political information

Summary of the results

Radios

- There was no major change in the role played by radios that have been operating continuously throughout the past years. The new national commercial station Retro Radio had fairly high ratings (22% regularly get information from this station). 11% of the adult public listen at least once a week to Rádió 1 network to get political information.

Weeklies

- Weeklies play a very marginal role: even HVG, which reaches the highest share of the public among the weeklies, is read by fewer than 10% of the entire adult population; and only 4% read it regularly, i.e. at least once a month. Apart from 168 óra, the free weekly Lokál Extra is the other only significant weekly (a total of 7%, with 3% regular readers).

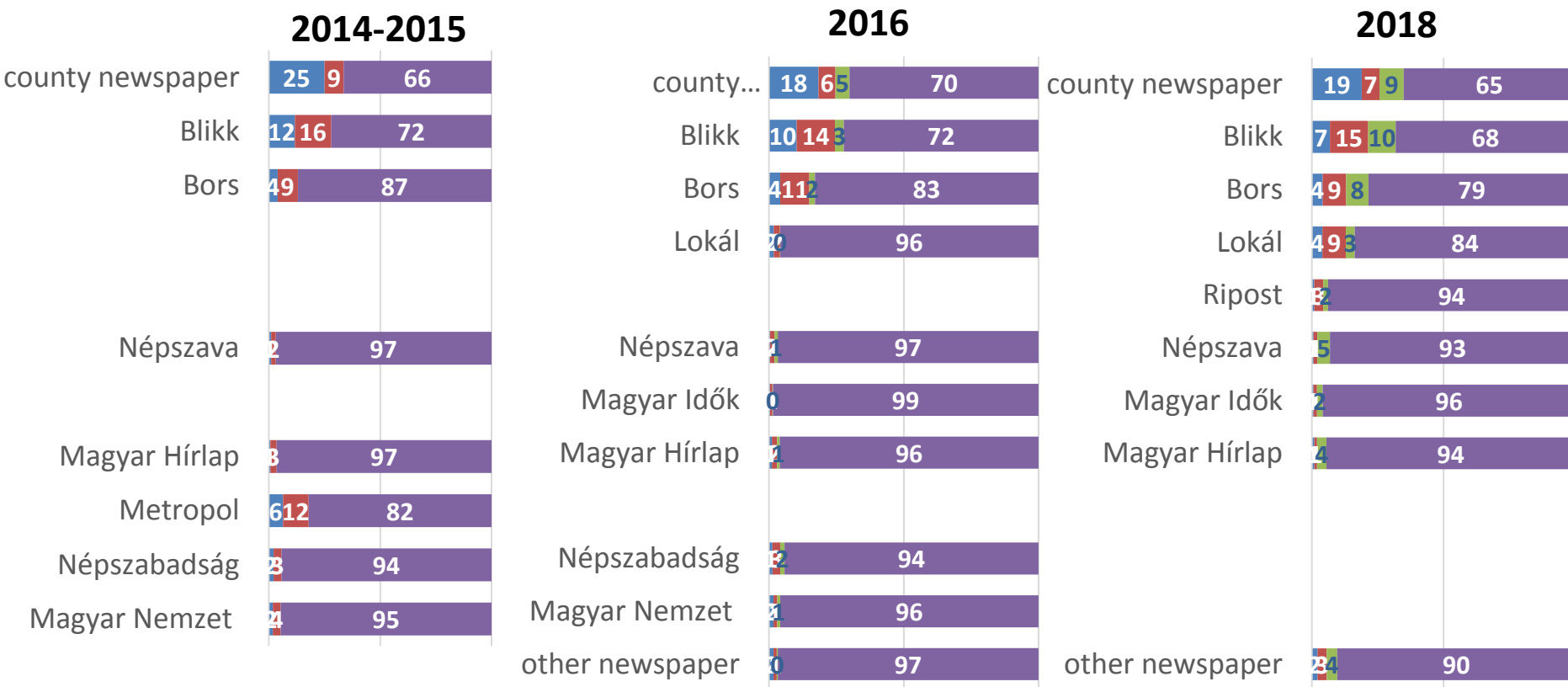
Online newspapers

- Based on their roles as sources of information, Origo and Index continue to lead the rankings of online newspapers. Another significant source is 24.hu, and the share of regular readers is over 10% in the case of hvg.hu and 444, too.
- The only discernible change is in Origo's readership: the share of those who consult the site for political information at least once a week has dropped from 26% in 2016 to 19% today.
- Blogs play a relatively minor role in political information. 10% read them regularly and 30% do so occasionally. For Jobbik voters this particular genre is more important than for other segments.

Information about politics/public affairs from newspapers

As a percentage of the total population

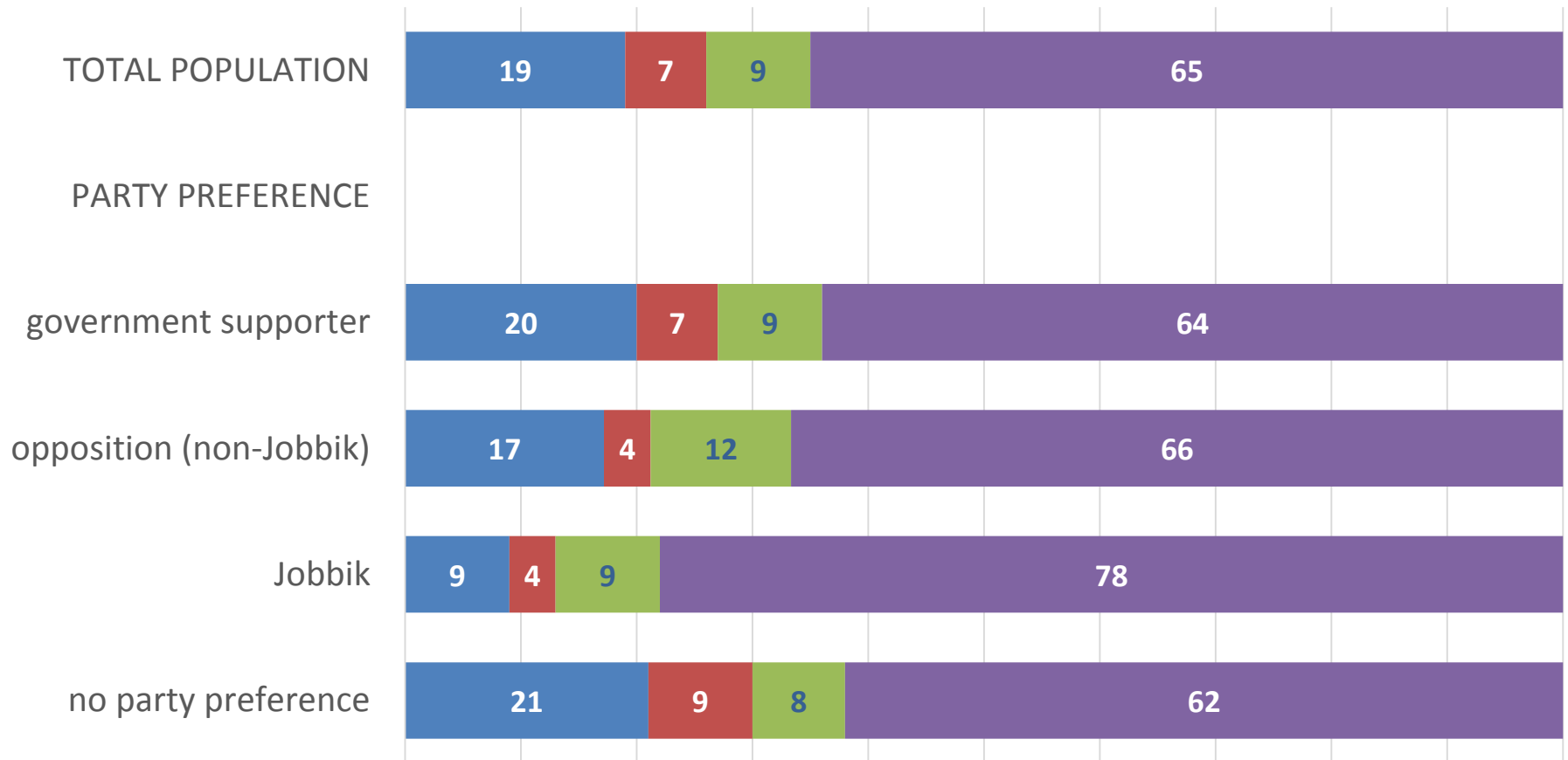
■ at least once a week ■ at least once a month ■ used to read but no longer does ■ never



Information about politics/public affairs from county daily newspapers

percentage

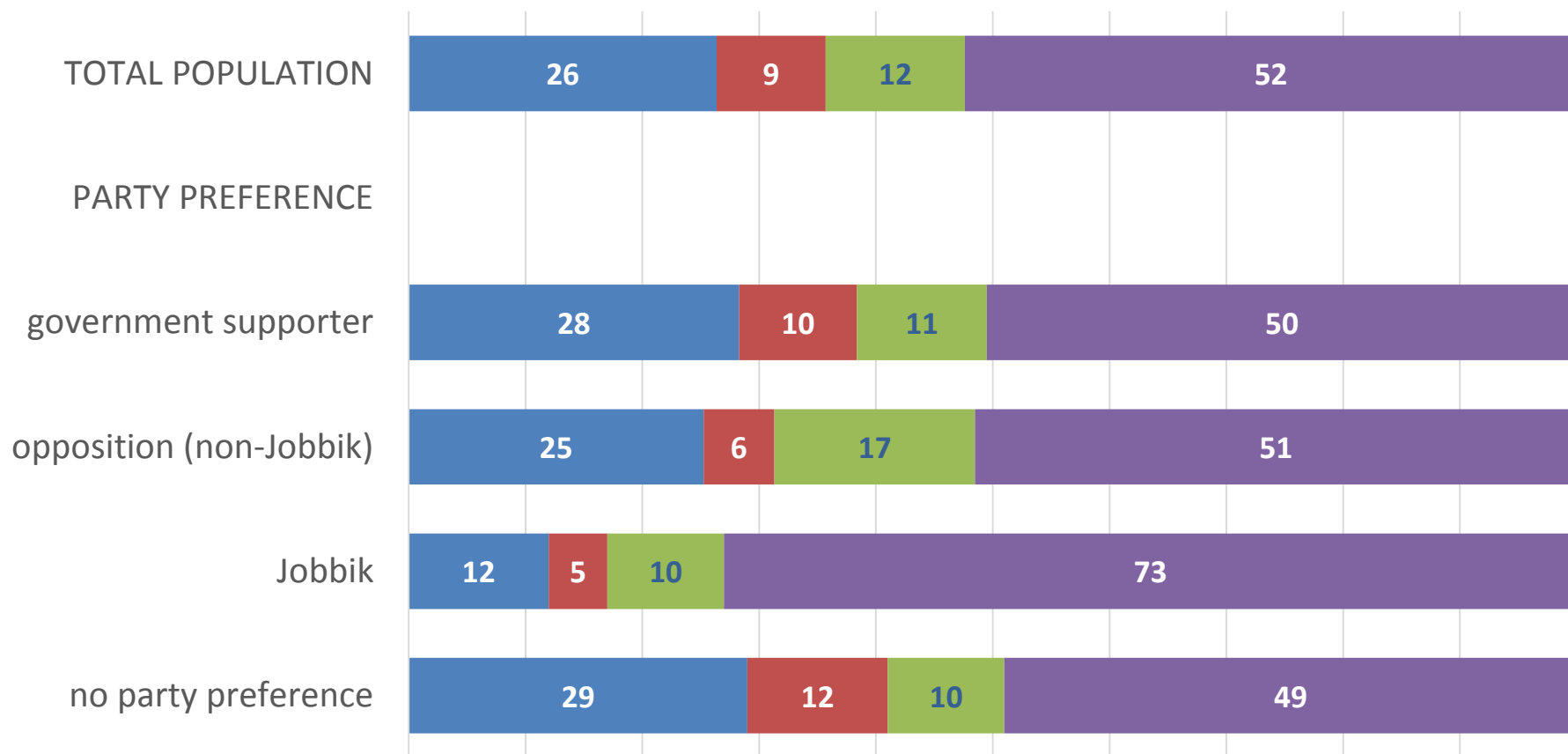
■ at least once a week ■ at least once a month ■ used to read but no longer does ■ never



Information about politics/public affairs from county daily newspapers

As a percentage of the population outside Budapest and Pest County (N=860)

■ at least once a week ■ at least once a month ■ used to read but no longer does ■ never



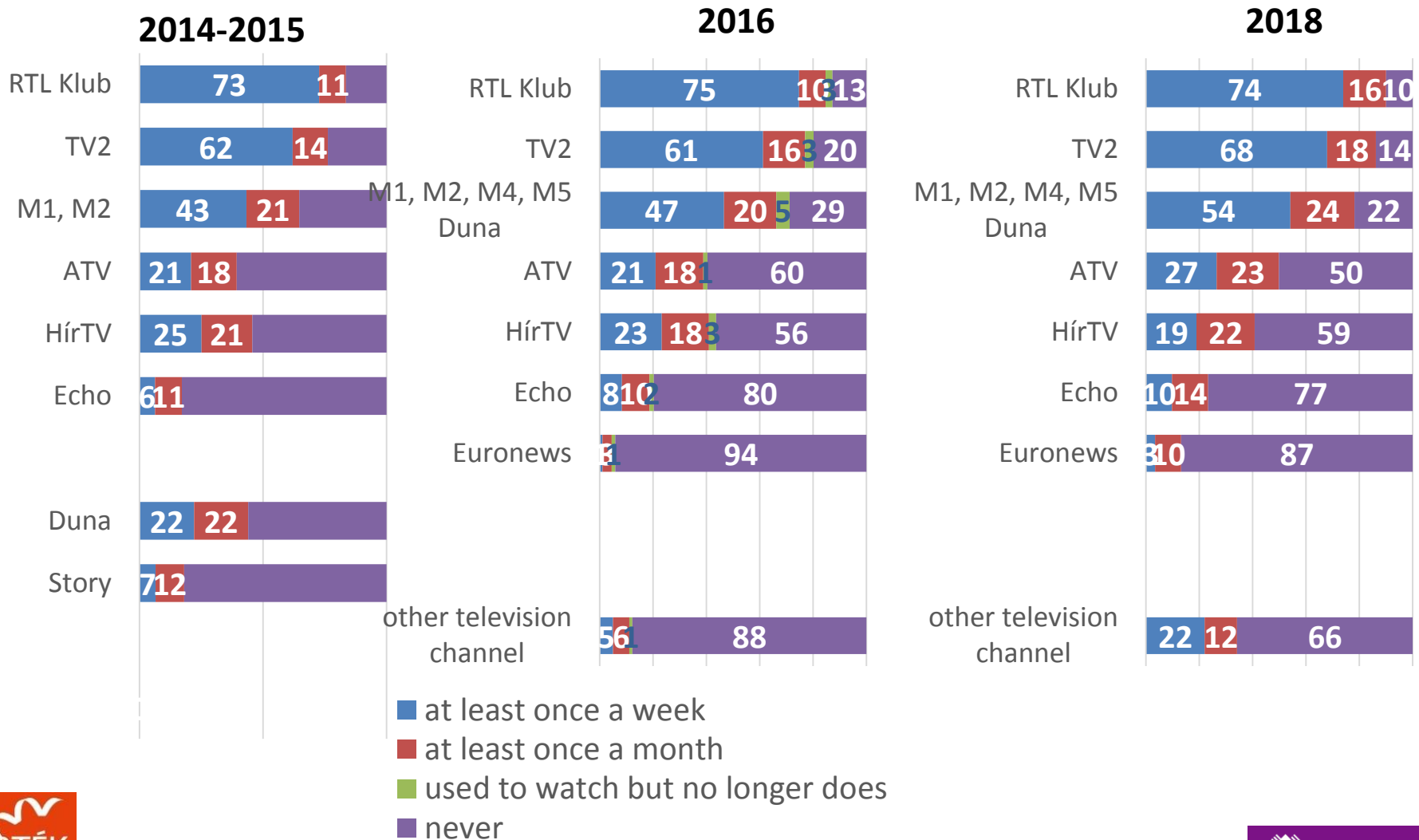
Information about politics/public affairs from daily newspapers

Share of those who read the newspaper at least occasionally, by party preference

	total population	government supporter	opposition supporter (without Jobbik)	Jobbik	no party preference
county daily newspaper	26%	28%	22%	13%	30%
Blikk	21%	23%	23%	18%	18%
Bors	13%	15%	13%	11%	12%
Lokál	13%	14%	11%	8%	14%
Ripost	4%	6%	4%	3%	3%
Népszava	2%	1%	3%	3%	2%
Magyar Idők	2%	3%	1%	4%	1%
Magyar Hírlap	2%	3%	2%	1%	1%

Information about politics/public affairs from television

As a percentage of the total population



Information about politics/public affairs from television

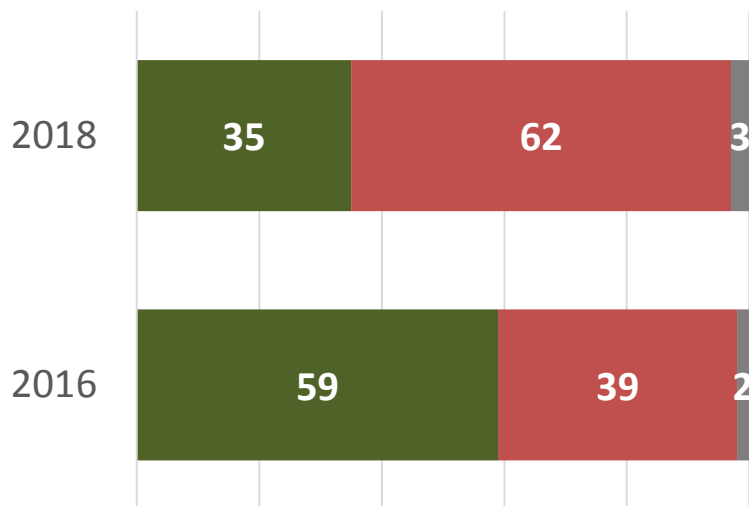
Share of those who watch the channel at least occasionally, by party

	total population	government supporter	opposition supporter (without Jobbik)	Jobbik	no party preference
RTL Klub	90%	88%	95%	88%	89%
TV2	86%	90%	85%	83%	83%
M1, M2, M4, M5, Duna TV	78%	85%	75%	67%	75%
ATV	50%	45%	63%	48%	45%
HírTV	41%	43%	41%	44%	37%
Echo TV	23%	28%	21%	27%	18%
Euronews	13%	11%	16%	19%	11%

One-minute news shows

Do you tend to see one-minute news shows on the sports channels during the coverage of sports events?

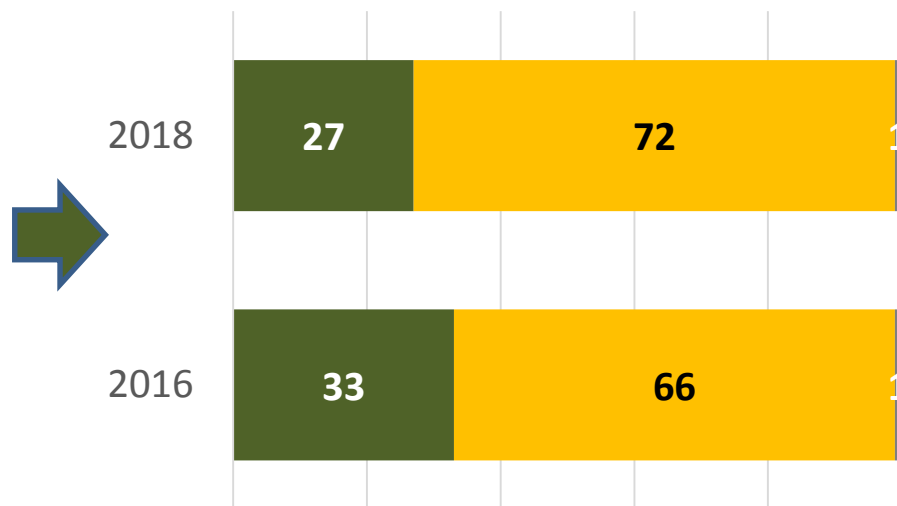
As a percentage of the total population



■ yes ■ no ■ DK/NA

Do these one-minute news shows tend to bother you or not?

Among those who tend to see one-minute news shows (N=422)

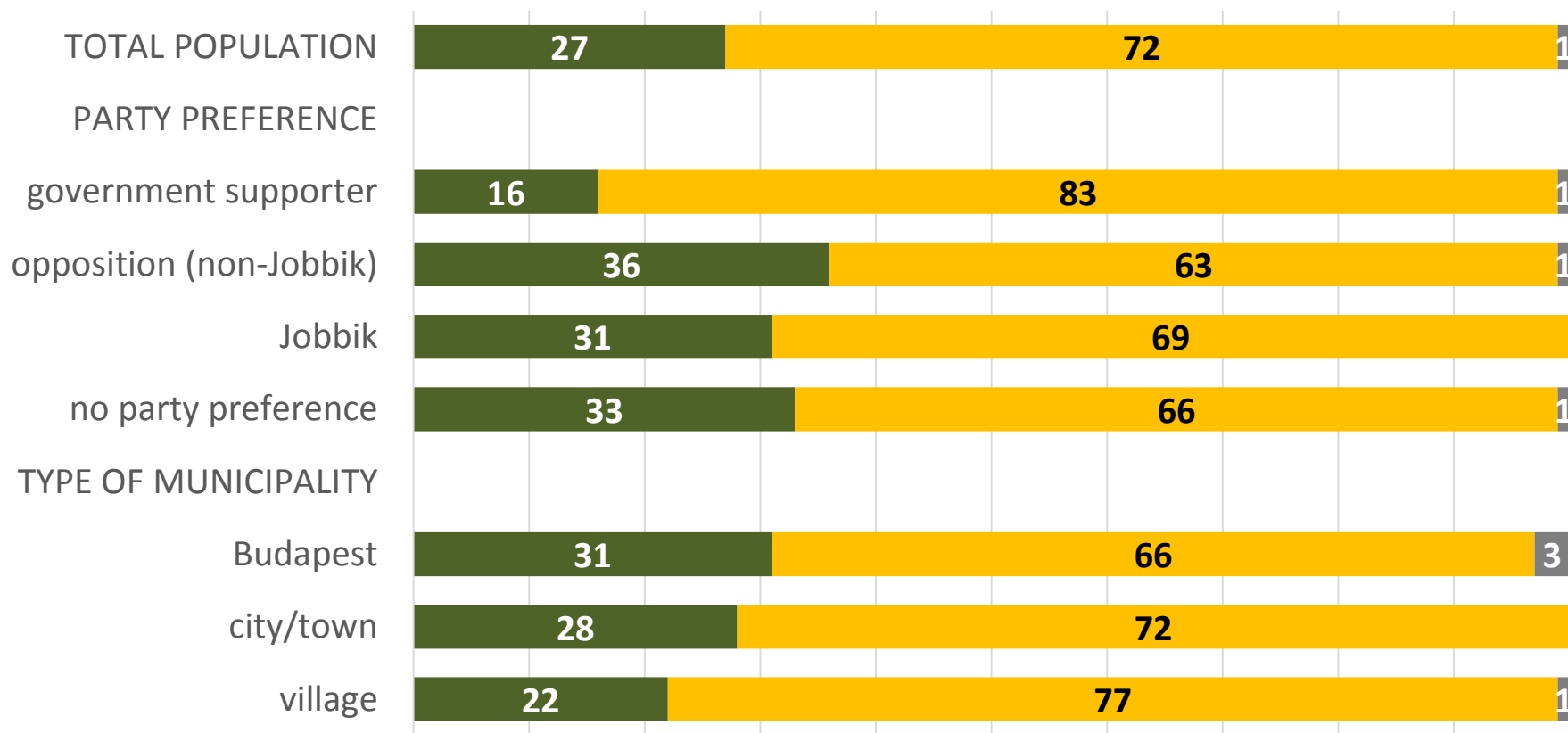


■ tends to mind
■ doesn't tend to mind
■ DK/NA

Do these one-minute news shows tend to annoy you or not?

Among those who tend to see one-minute news shows (N=422)

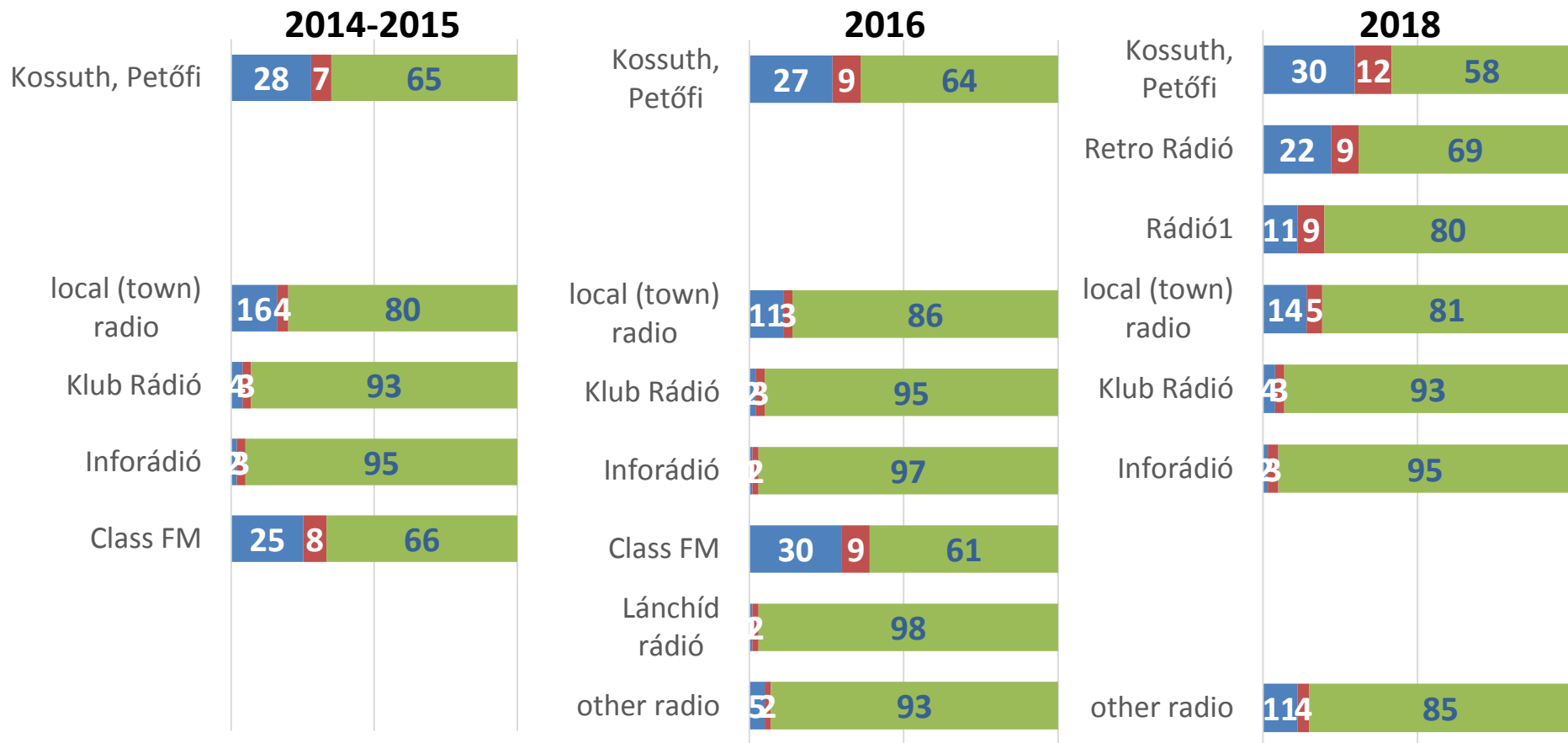
■ tends to mind ■ doesn't tend to mind ■ DK/NA



Information about politics/public affairs from radio

As a percentage of the total population

■ at least once a week ■ less often ■ never



Information about politics/public affairs from radio

Share of those who listen to the radio station at least occasionally, by party

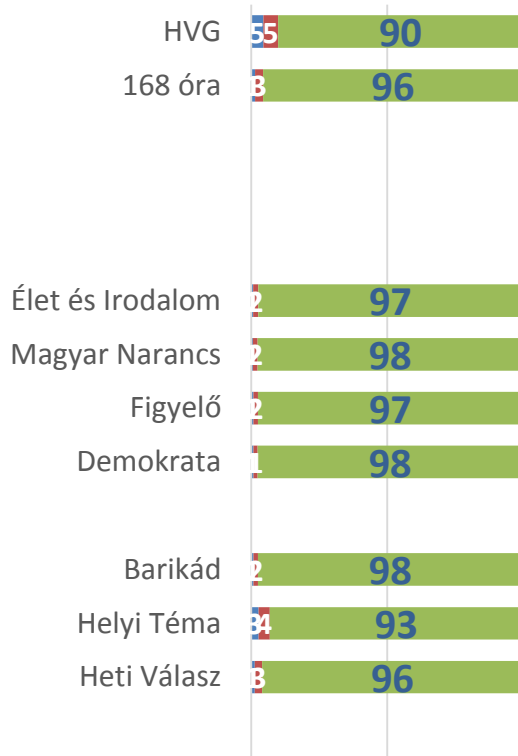
	total population	government supporter	opposition supporter (without Jobbik)	Jobbik	no party preference
Kossuth, Petőfi	42%	53%	39%	28%	34%
Retro Rádió	31%	32%	32%	37%	28%
Rádió1	20%	19%	19%	24%	20%
Klubrádió	7%	5%	11%	4%	7%
Inforádió	5%	6%	4%	6%	5%

Readers of weeklies

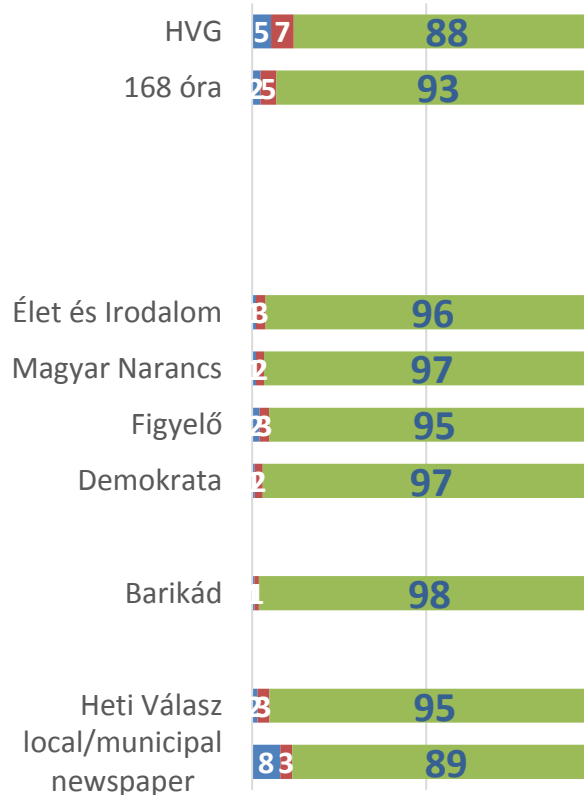
As a percentage of the total population

■ at least once a month ■ less frequently ■ never

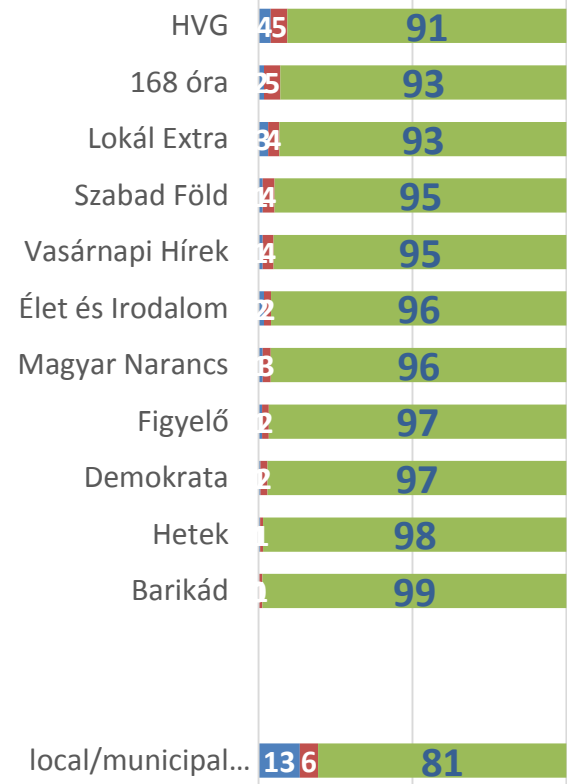
2014-2015



2016



2018



Information about politics/public affairs from weeklies

Share of those who read the weekly at least occasionally, by party

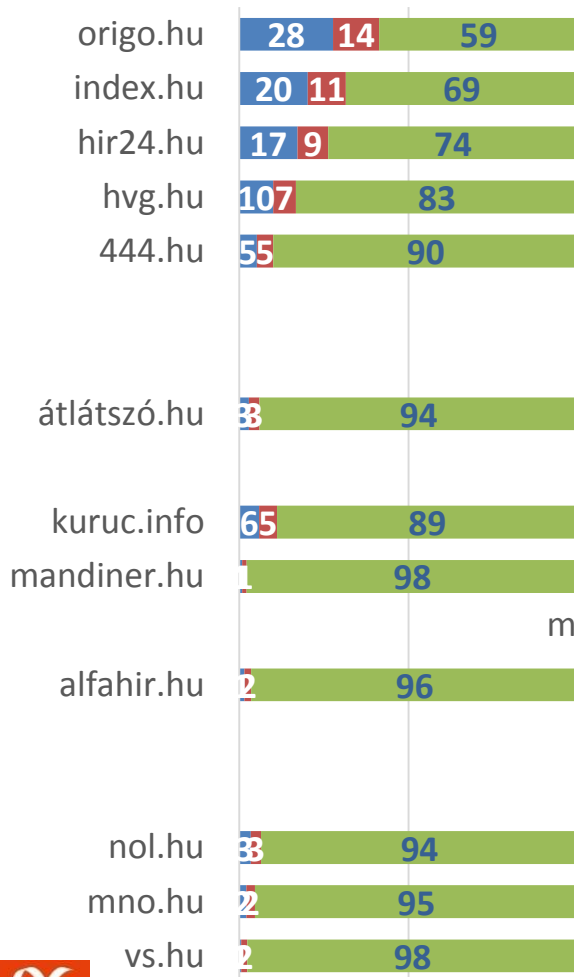
	total population	government supporter	opposition supporter (without Jobbik)	Jobbik	no party preference
HVG	9%	9%	12%	9%	7%
168 óra	7%	7%	8%	7%	6%
Lokál Extra	7%	7%	6%	4%	8%
Szabad Föld	5%	6%	5%	7%	4%
Vasárnapi Hírek	5%	5%	7%	4%	3%
Élet és Irodalom	4%	3%	7%	4%	3%
Magyar Narancs	4%	5%	5%	1%	3%
Figyelő	3%	4%	5%	2%	2%
Demokrata	3%	4%	2%	5%	1%
Hetek	2%	1%	3%	3%	1%
Barikád	1%	1%	2%	1%	1%

Readers of online newspapers

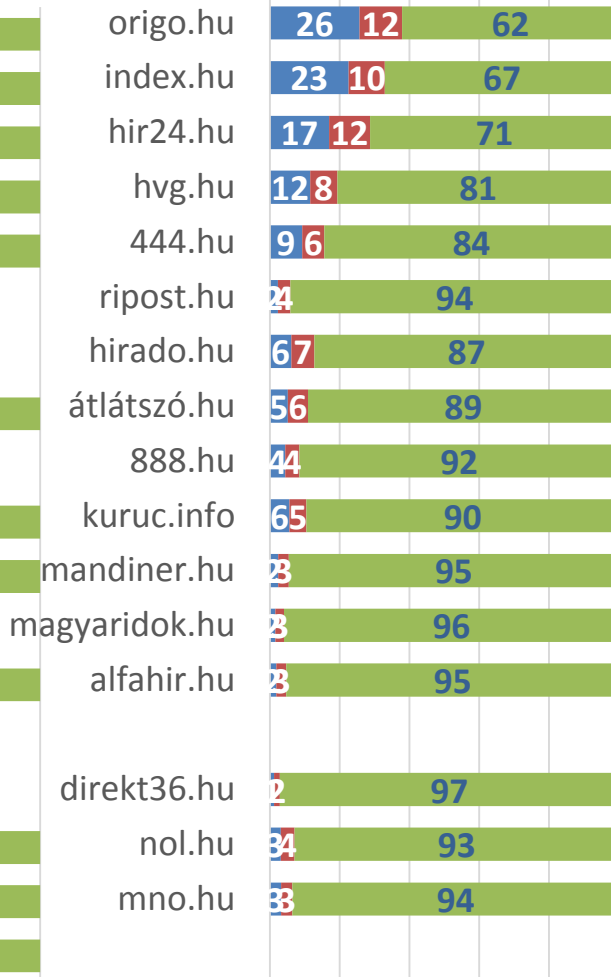
As a percentage of the total population

■ at least once a week ■ less frequently ■ never

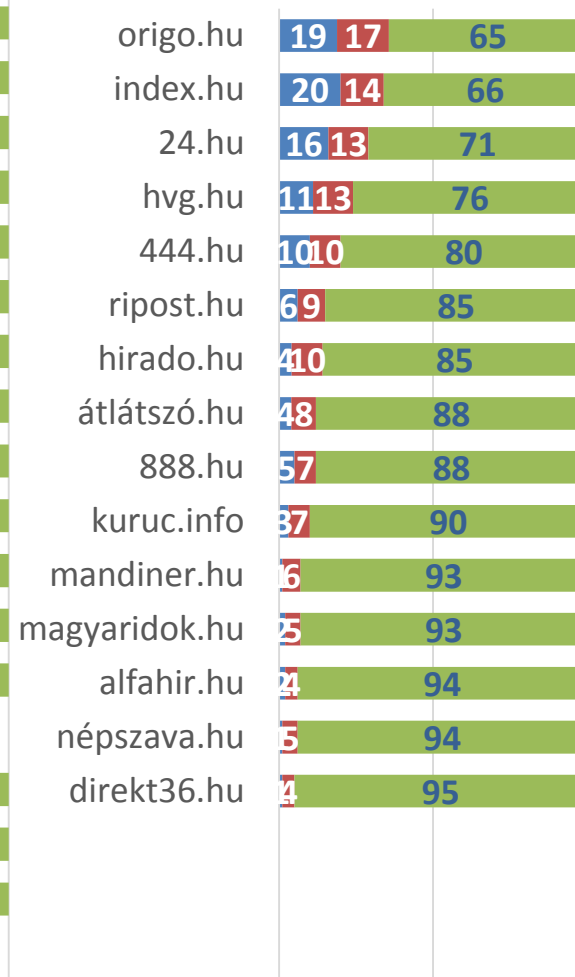
2014-2015



2016



2018



Information about politics/public affairs from online newspapers

Share of those who watch the visit the website at least occasionally, by party

	total population	government supporter	opposition supporter (without Jobbik)	Jobbik	no party preference
origo.hu	35%	36%	38%	47%	29%
index.hu	34%	31%	42%	42%	28%
24.hu	29%	28%	37%	32%	23%
hvg.hu	24%	18%	34%	29%	19%
444.hu	20%	18%	26%	22%	17%
ripost.hu	15%	15%	17%	19%	13%
hirado.hu	15%	14%	16%	15%	13%
atlatszo.hu	12%	11%	17%	10%	10%
888.hu	12%	13%	11%	15%	10%
kuruc.info	10%	9%	9%	23%	8%
mandiner.hu	7%	6%	7%	8%	7%
magyaridok.hu	7%	8%	7%	7%	7%
alfahir.hu	7%	5%	7%	13%	6%
népszava.hu	6%	5%	10%	3%	5%
direkt36.hu	5%	5%	6%	9%	4%

News sources that can be associated with a political side based on media consumption patterns

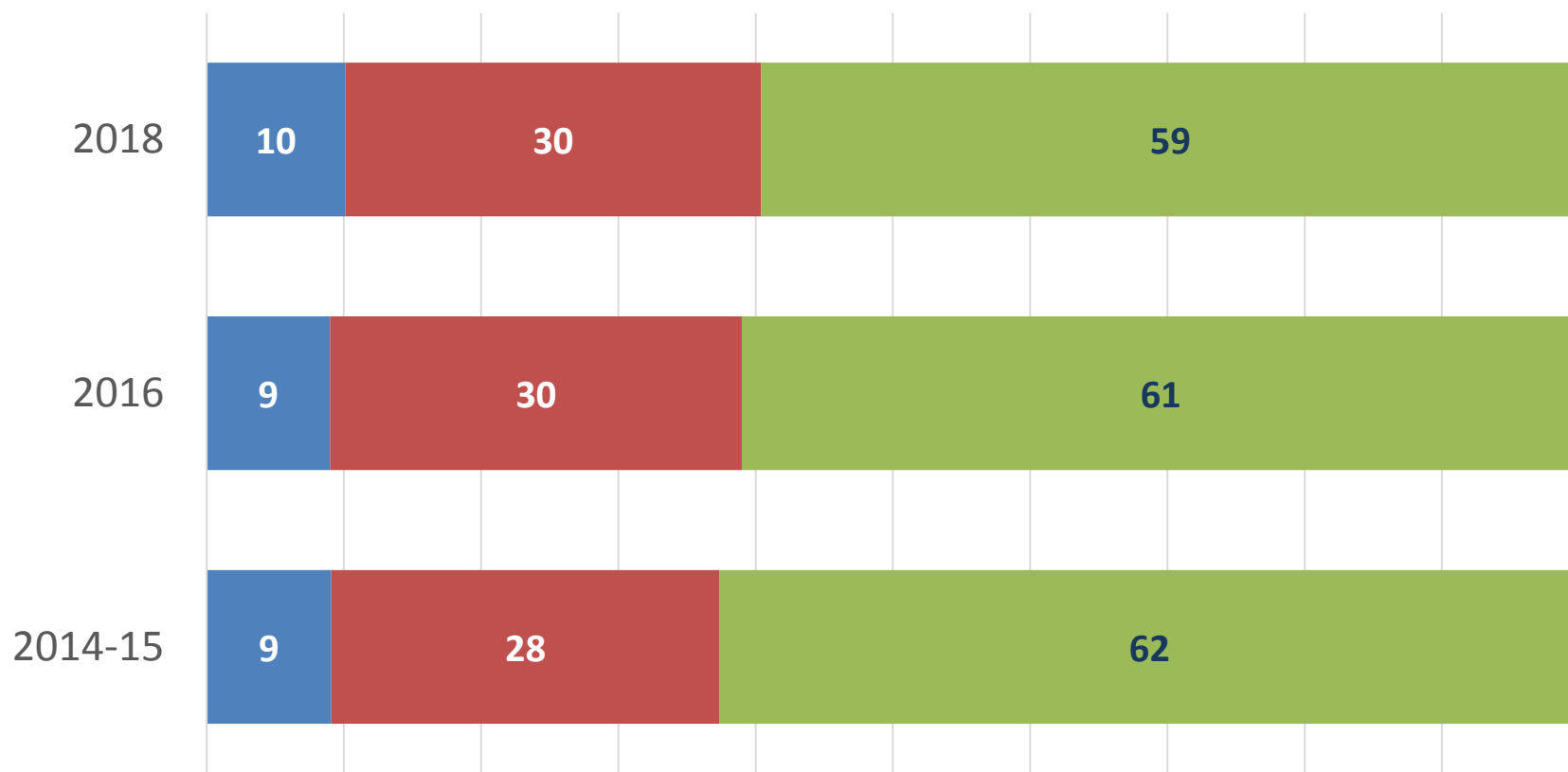
- Pro-government media based on media consumption pattern:
 - TV2
 - m1, m2, m4, m5, Duna
 - Echo TV
 - Kossuth, Petőfi rádió
 - Origo
 - Ripost
 - Demokrata
- Media associated with Jobbik based on consumption pattern:
 - alfahir.hu
 - kuruc.info
- The following are especially often consumed by non-Jobbik opposition voters:
 - RTL Klub
 - ATV
 - Klub Rádió
 - 168 óra
 - Élet és Irodalom
 - 444.hu
 - atlatszo.hu
 - 24.hu
 - hvg.hu
 - Index
 - nepszava.hu

Media highlighted with red are those where we observed a significant correlation between party preference and consumption of the given media, while controlling for age, municipality size and educational attainment.

How often do you read political/public life-themed blogs on the internet?

As a percentage of the total population

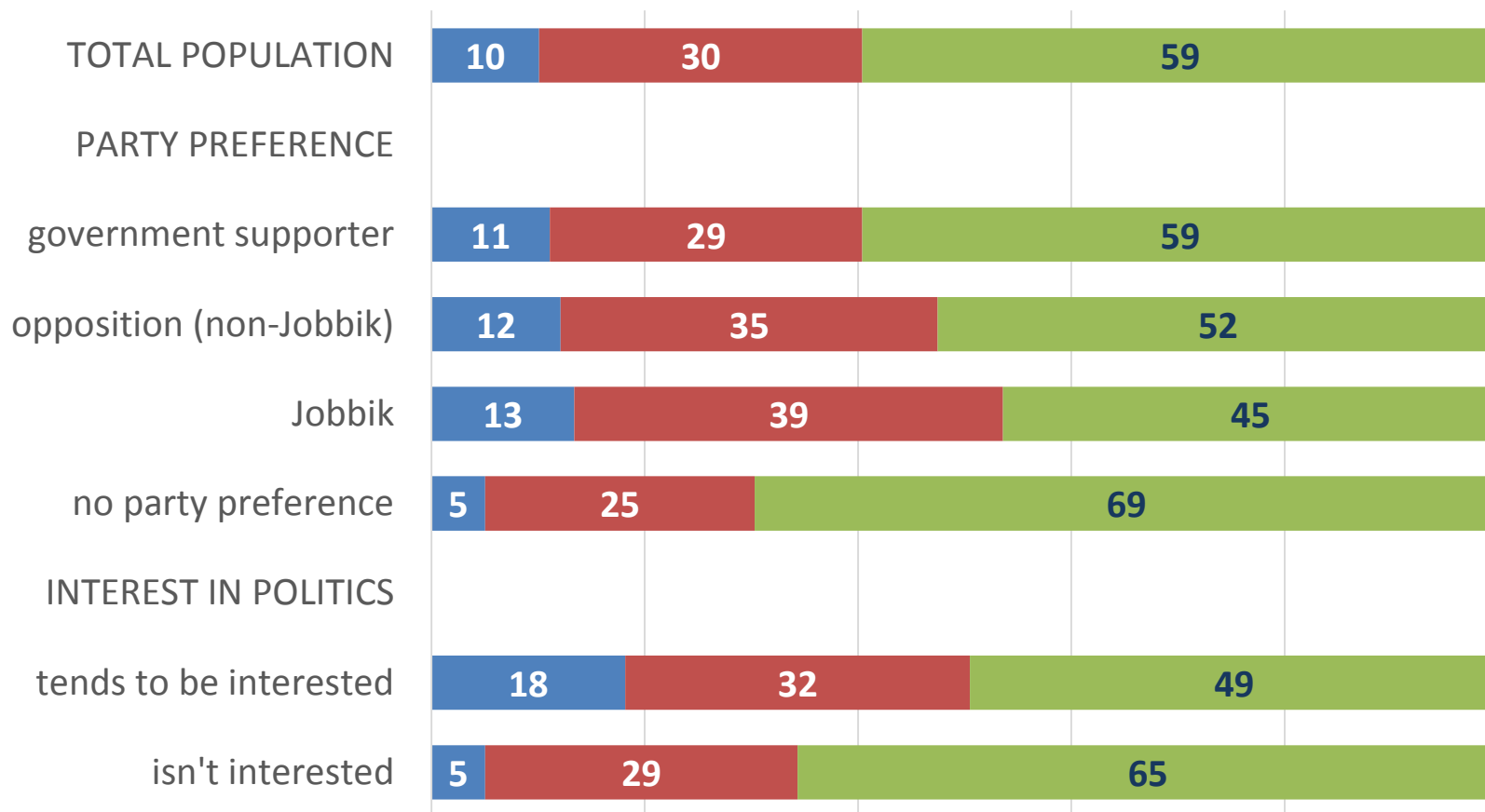
■ often ■ rarely ■ never



How often do you read political/public life-themed blogs on the internet?

percentage

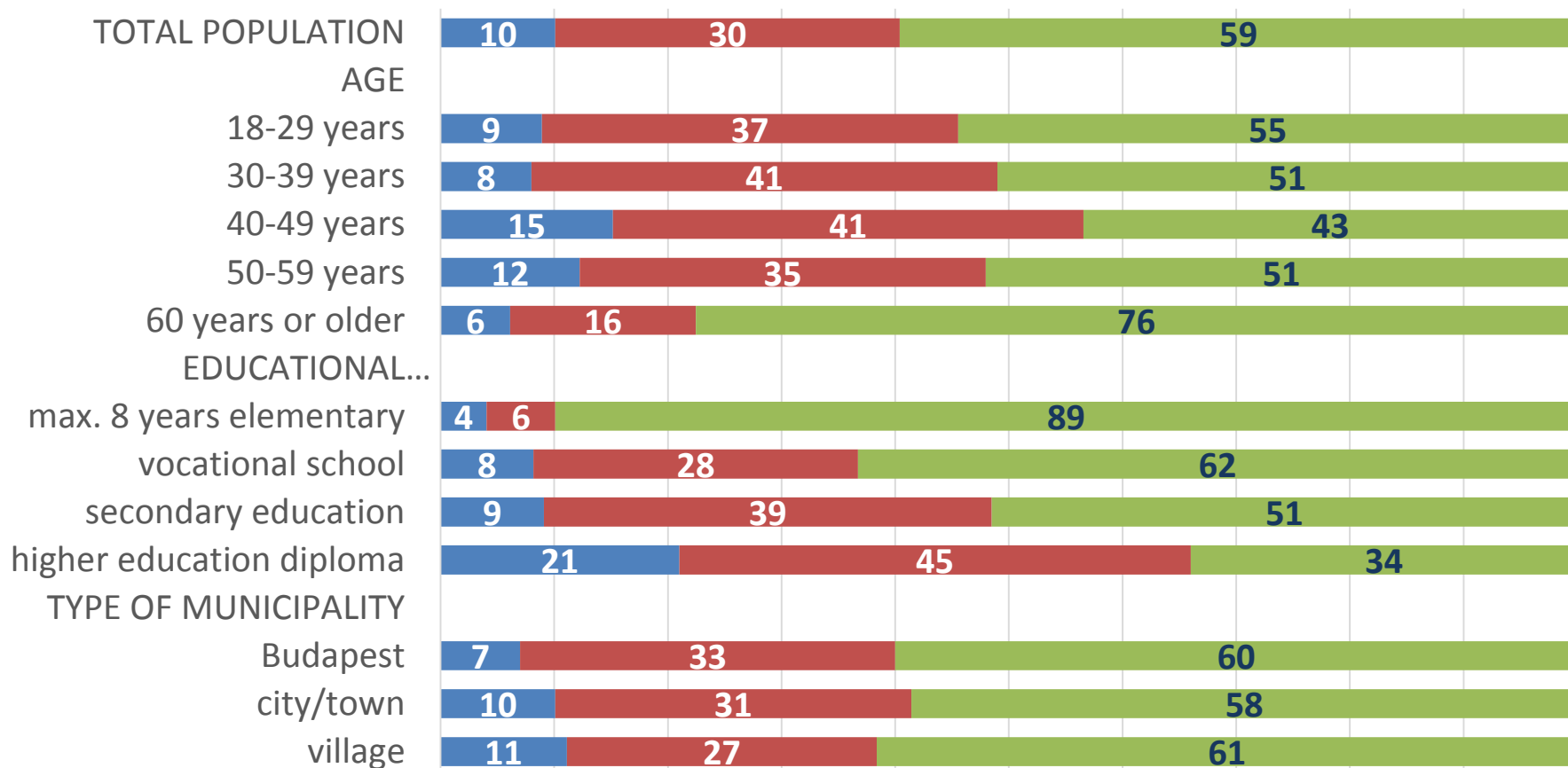
■ often ■ rarely ■ never



How often do you read political/public life-themed blogs on the internet?

percentage

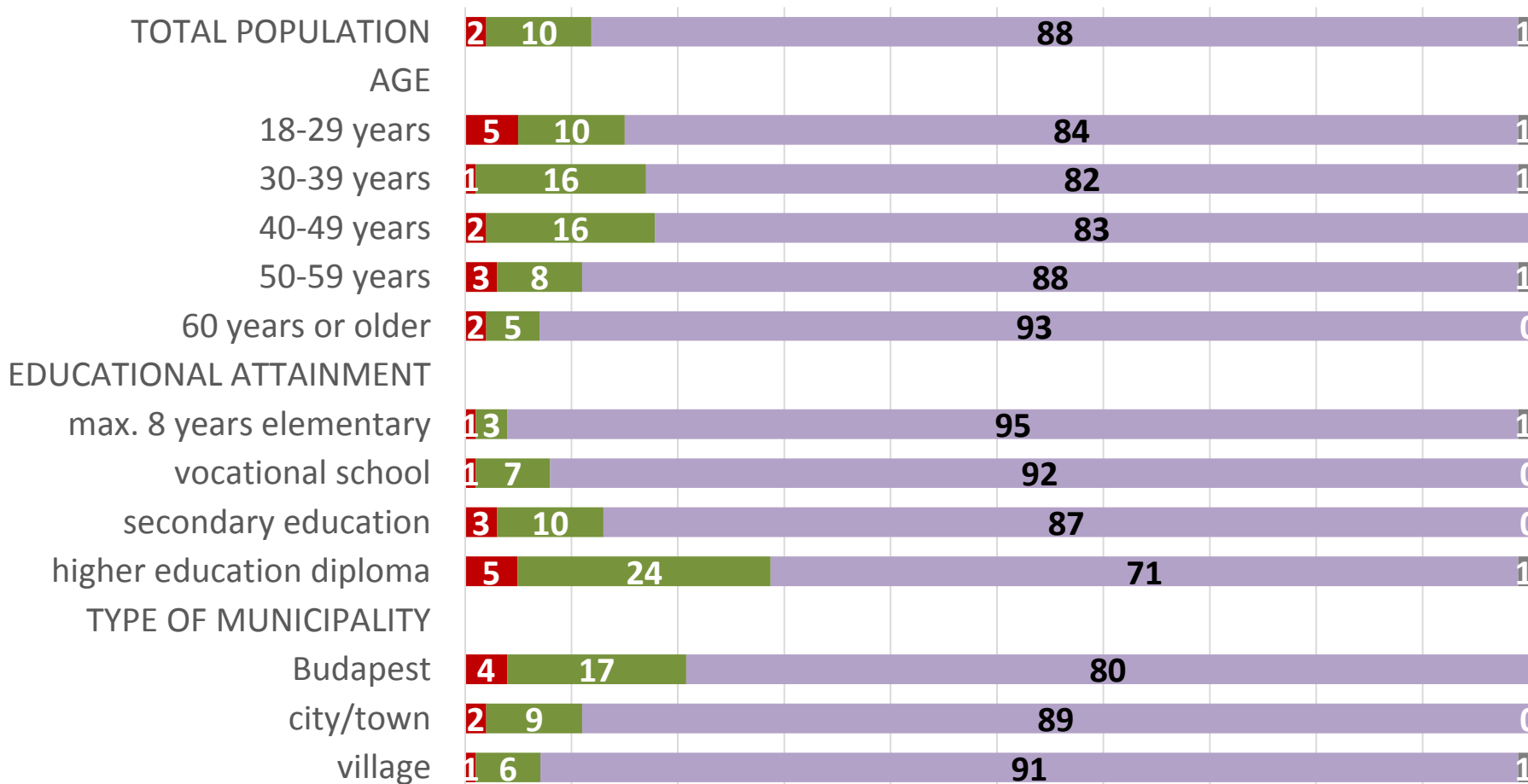
■ often ■ rarely ■ never



Information from foreign news sources

percentage

regularly occasionally never DK/NA



Information clusters

Information clusters I.

Summary of the results

- We created clusters based on the role specific types of media play in their political information. In the process, we first created patterns of information and then used these to create consumer clusters with the help of cluster analysis.
- The clustering by media types reveals that an overwhelming majority (90%) get information from commercial television, although the public service channels also have a very high proportion of viewers (78%).
- As we saw above, the role of public service television channels has increased since 2016.
- A majority of 56% in the adult population watch some news channel.
- The major online newspapers reach 47%.
- Overall, the role of smaller online newspapers is also fairly important (36%).
- Public service radio reach 42%, while commercial stations are listened to by 39%. The role of news radios is relatively minor, however, they are even outperformed by some of the print media outlets.
- County newspapers play the biggest role among the print outlets. They are followed by print tabloids (23%) and weeklies (18%).
- Political dailies are less relevant than any other type of media, but they are nevertheless associated with such a distinct consumption pattern that they give rise to their own information clusters.

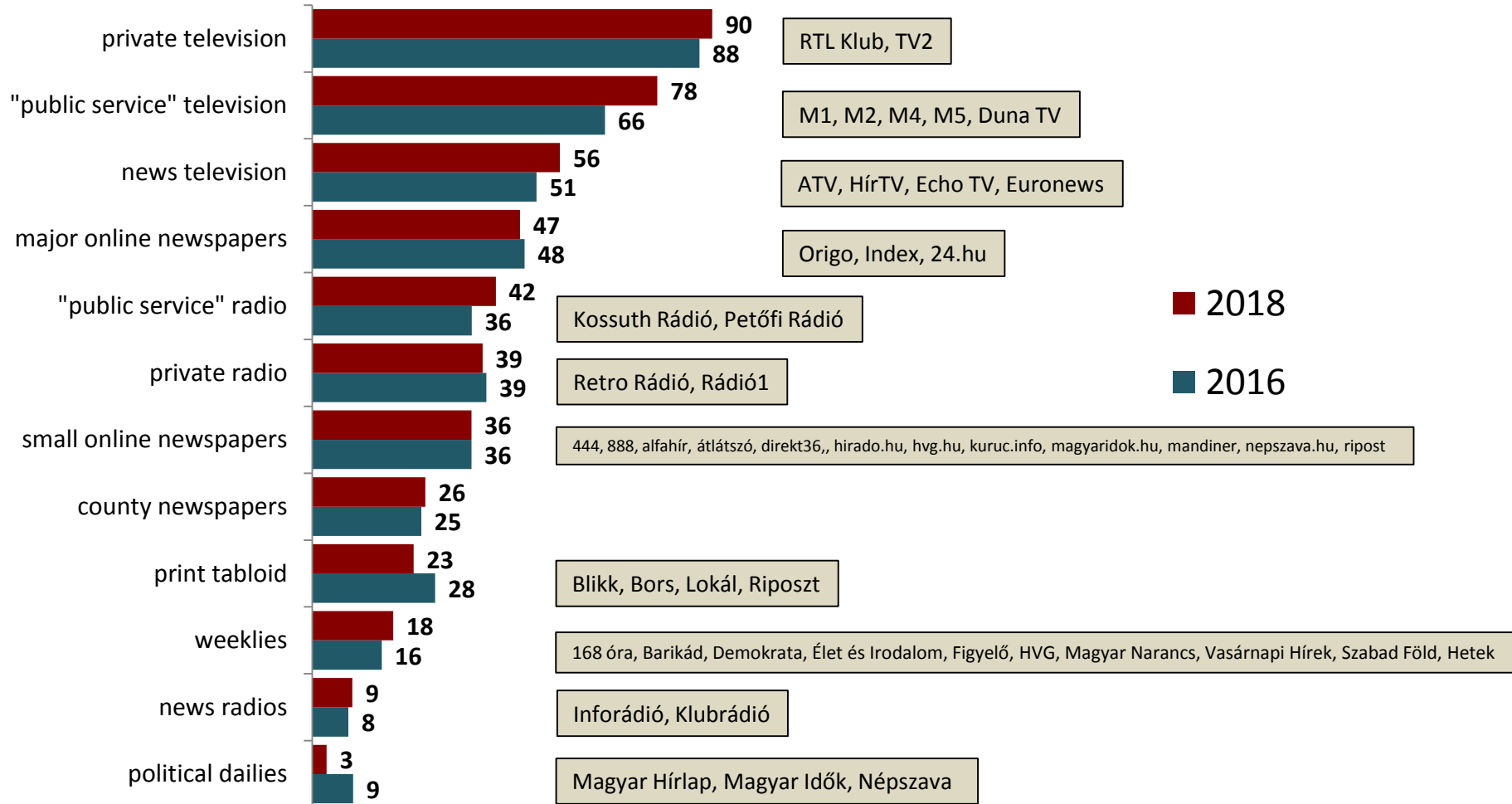
Information clusters II

Summary of the results

- Of the three information clusters we created, the most populous was the one comprising those who inform themselves narrowly, mostly from television (43%).
- Roughly a third, 31% of the public inform themselves from a wide variety of sources, with an internet-centred approach (but not exclusively from the internet).
- 3% belong to the cluster of persons who inform themselves extensively, and political dailies play a vital role in their basket of media sources.
- 23% of the public do not inform themselves regularly or did not respond to the question concerning where they get their information from and hence they played no role in the creation of the information clusters.
- Government party supporters are more likely than the average respondent to belong to the cluster of persons who primarily inform themselves from television, while opposition voters are more likely to be among those who inform themselves more actively and with a focus on internet-based sources. The cluster with persons who primarily draw on television as a source of information includes a high share of elderly respondents, of persons with low educational attainment and a high share of people who live in small rural municipalities.

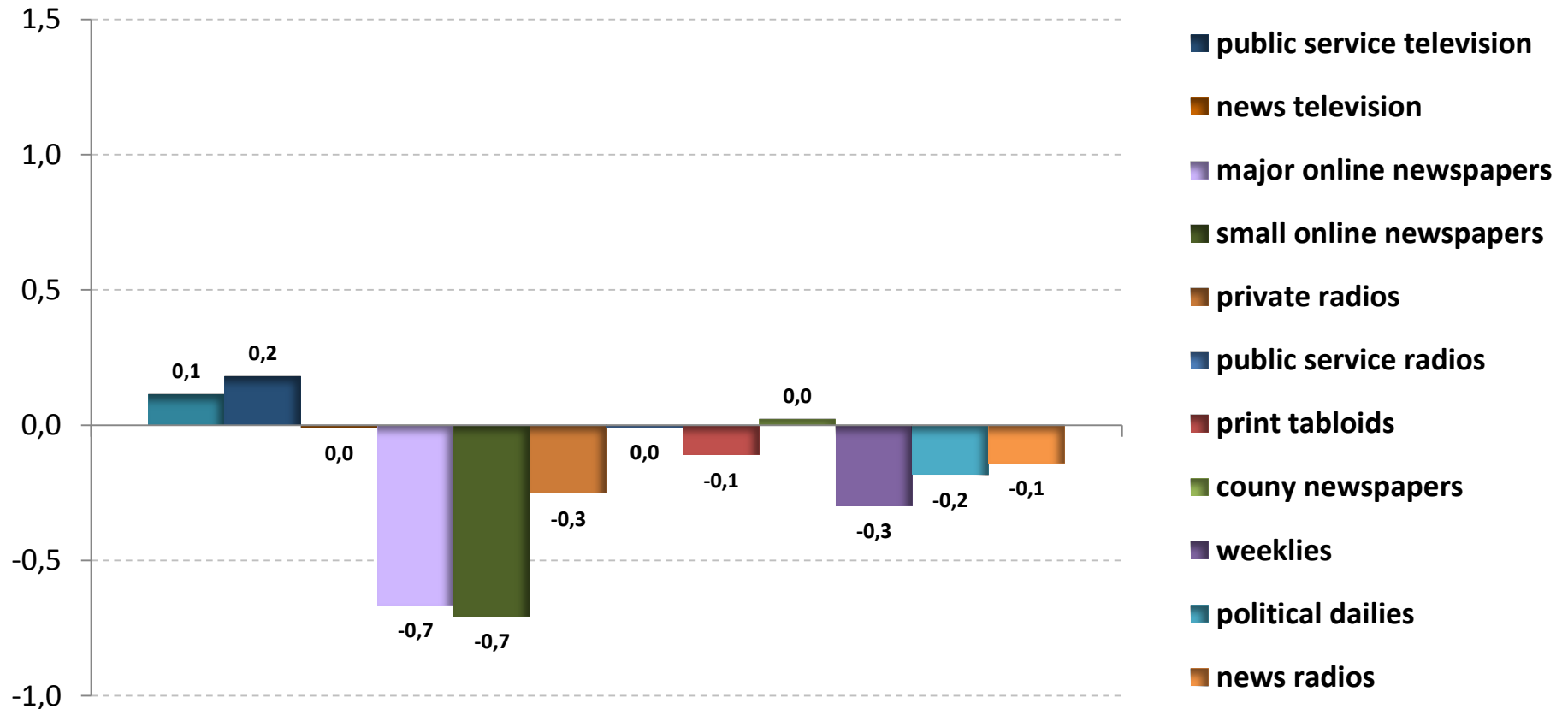
Consumption patterns – types of media

The share of those who inform themselves from one of these sources at least occasionally



Clusters of information about public life

narrow range, predominantly television (56%)

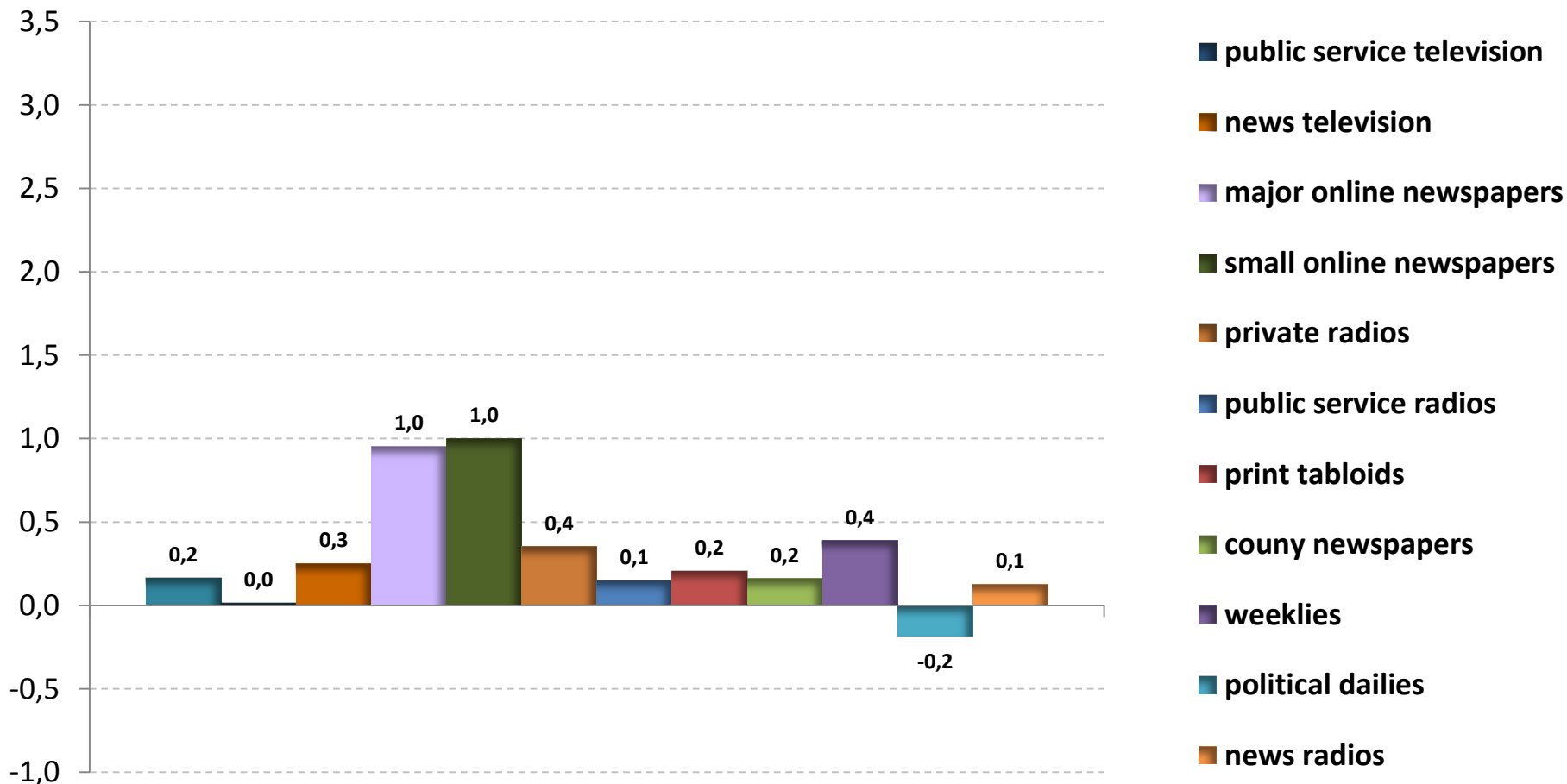


We created these clusters within the larger group of persons who regularly inform themselves about public affairs: N=949

The clusters we reviewed are consumer groups created with statistical methods (cluster analysis). The figure presents how typical specific types of media are as sources information for each of the groups. High positive values indicate that those in the given group are likely to inform themselves from the given type of media, while a high negative value means that they are highly unlikely to do so.

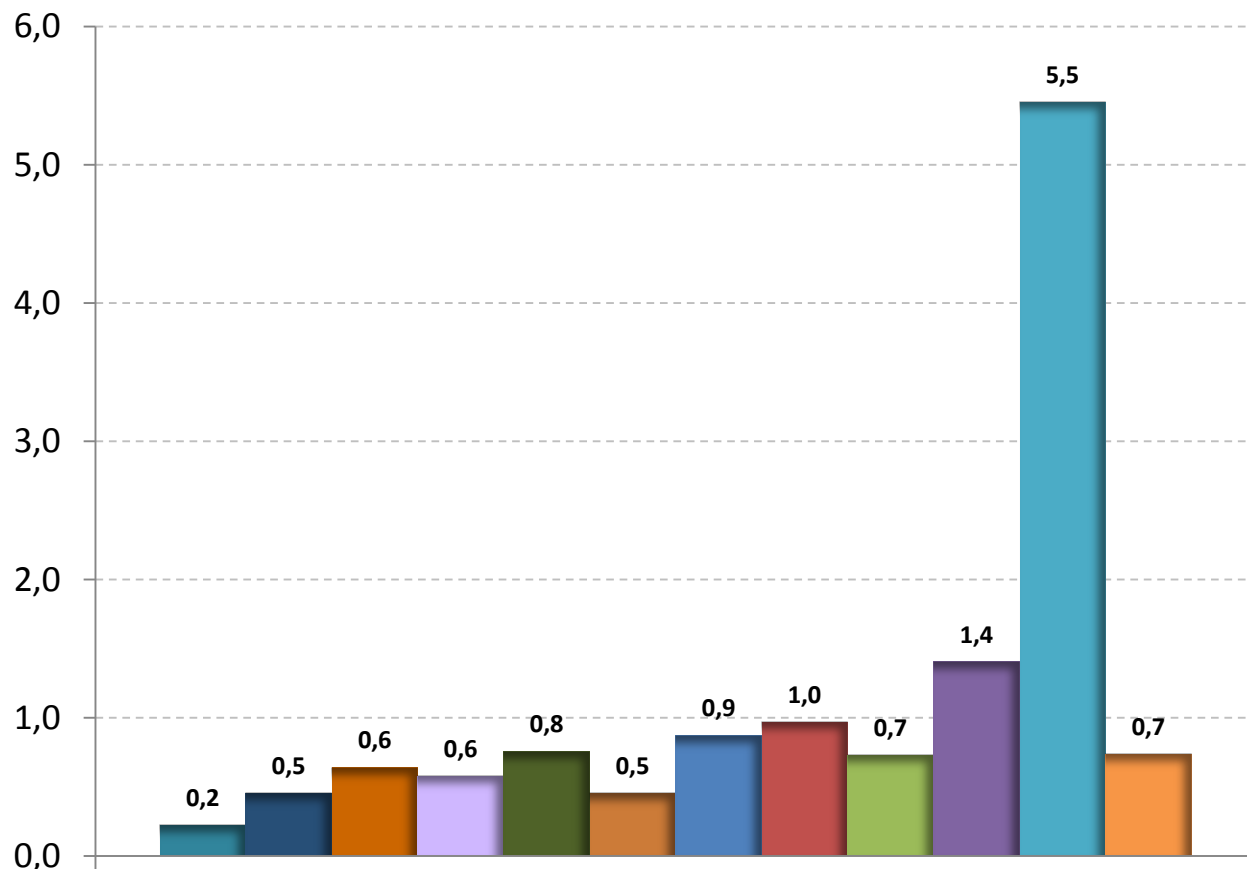
Clusters of information about public life

internet-centred (41%)



Clusters of information about public life

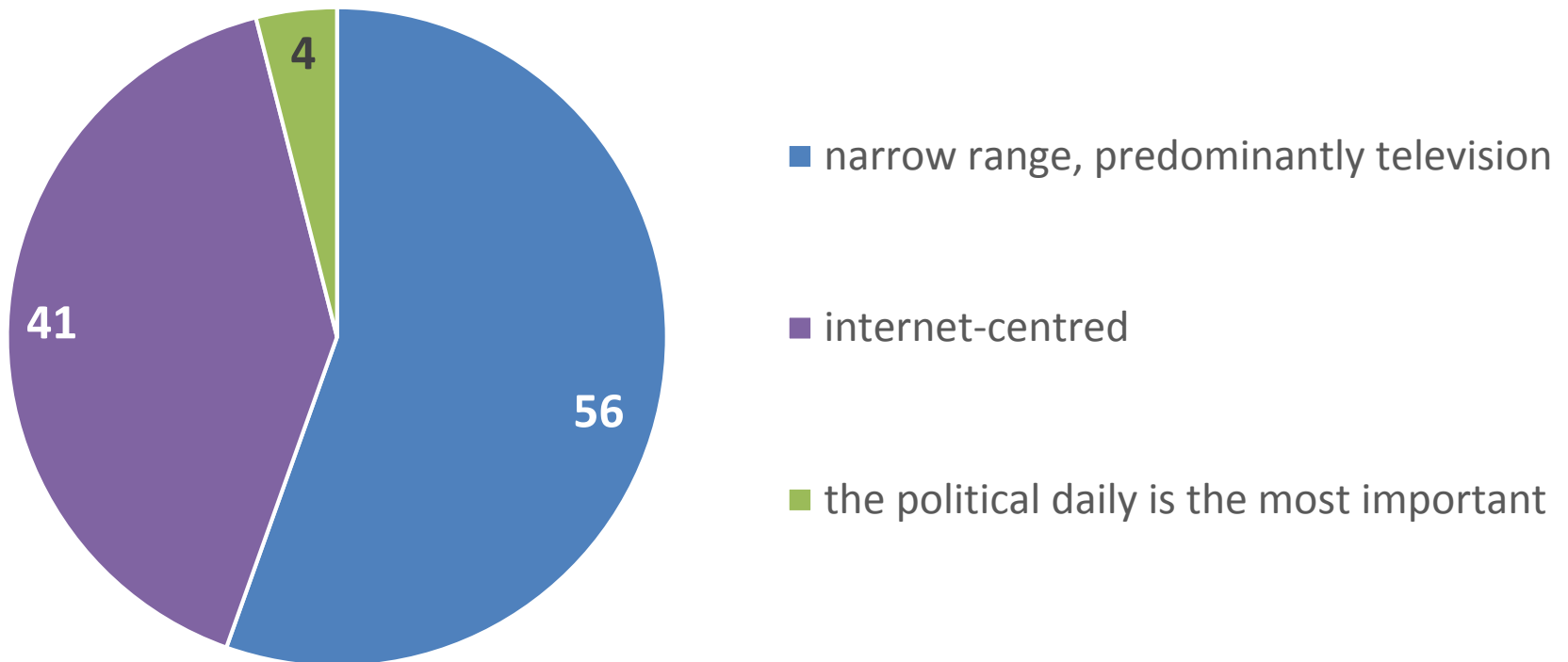
"The political daily is the most important" cluster (4%)



- private television
- public service television
- news television
- major online newspapers
- small online newspapers
- private radios
- public service radios
- print tabloids
- county newspapers
- weeklies
- political dailies
- news radios

Clusters of information about public life

among those who regularly inform themselves (N=949)



Clusters of information about public life

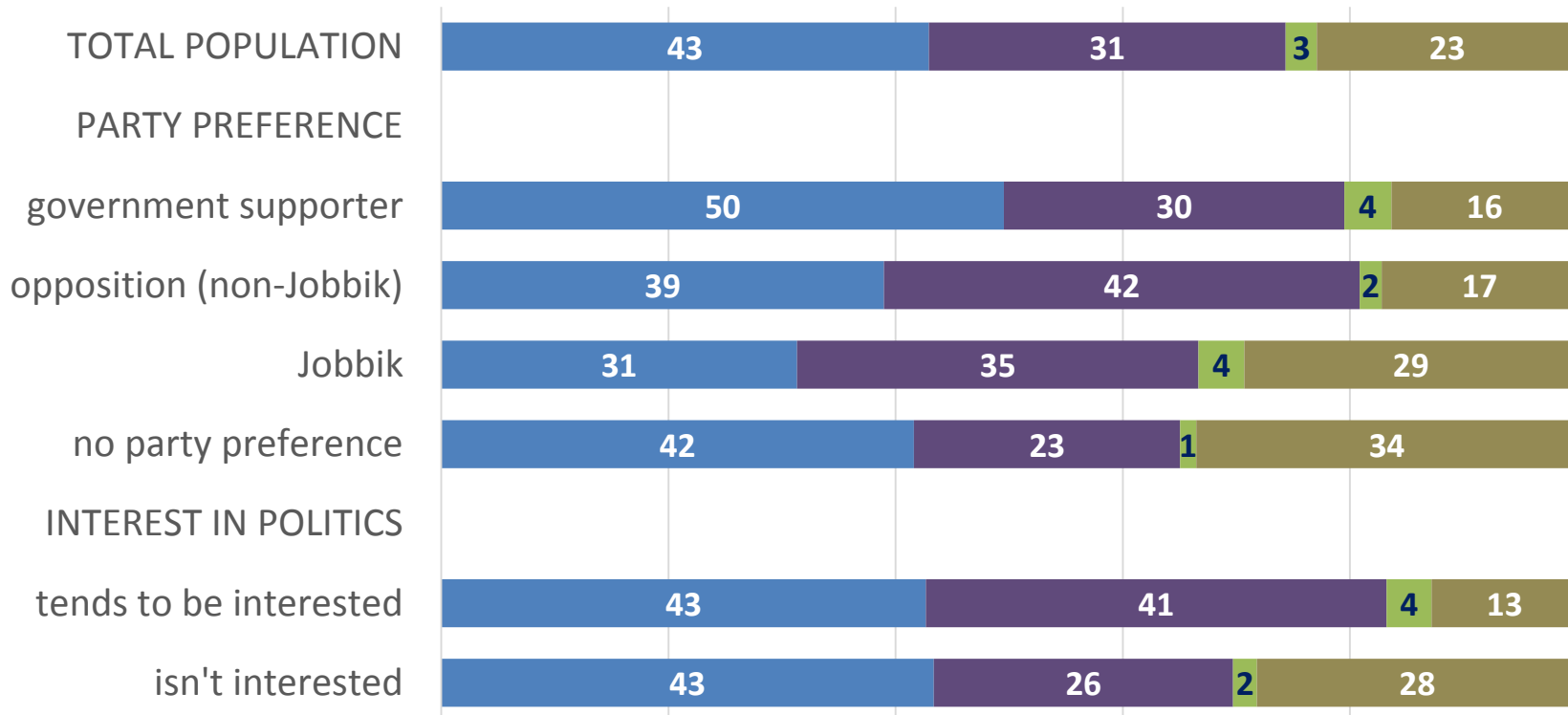
as a percentage of the total population

■ narrow range, predominantly television

■ internet centred

■ the political daily is the most important

■ doesn't inform him/herself or no answer



Clusters of information about public life

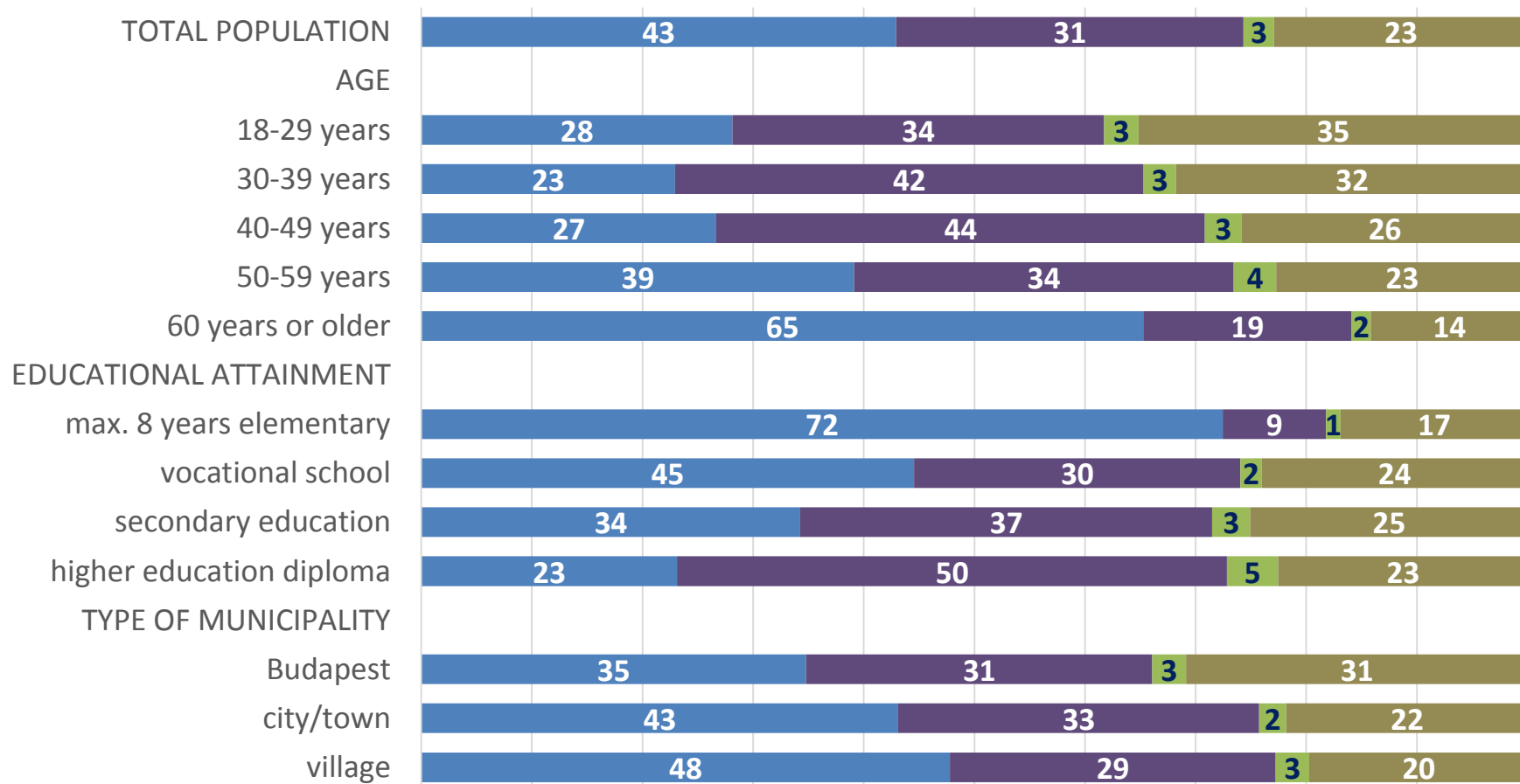
as a percentage of the total population

■ narrow range, predominantly television

■ internet-centred

■ the political daily is the most important

■ doesn't inform him/herself or no answer



Political information and Facebook

Political information and Facebook

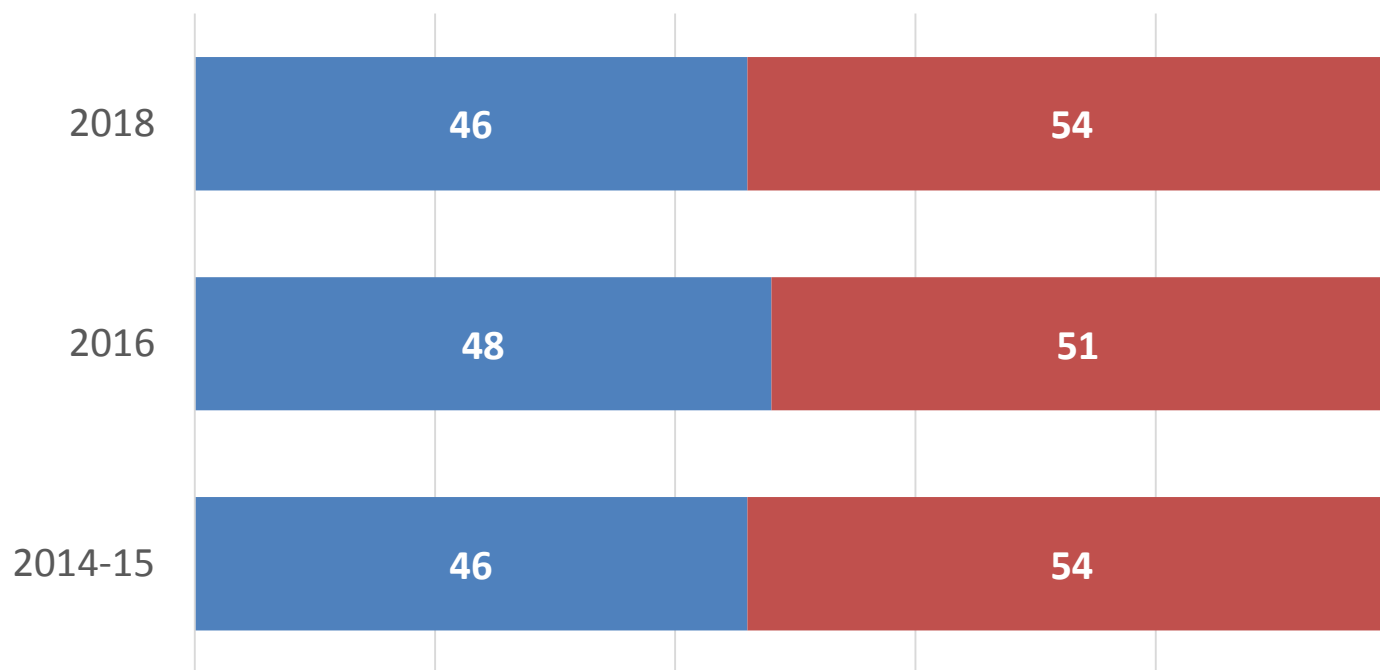
Summary of the results

- Since 2014, there has been no increase in the share of Facebook users in the Hungarian adult population. The social media page appears to play an important role in public information since a quarter of users encounter posts with public affairs content every day, while another 21% see such Facebook posts every week.
- The social media page also supports the process of informing oneself from a broader variety of sources, in that 88% of users also encounter contents which convey views emphatically differ from their own.
- Among those who only encounter pro-government contents, Facebook plays a minor role in their media consumption: three-quarters of them do not use the social media network.
- An important insight is that the majority of those who encounter political contents on Facebook (60%) tend to be to some extent annoyed by what's being shared with them, and many indicate that they'd prefer for the social network to play a different role in their lives. However, contents that are different from their own opinions do not tend to annoy them substantially.
- A fraction of Facebook users regularly likes or shares articles on politics (4-5%), although once in a while a quarter of users does do

Facebook usage

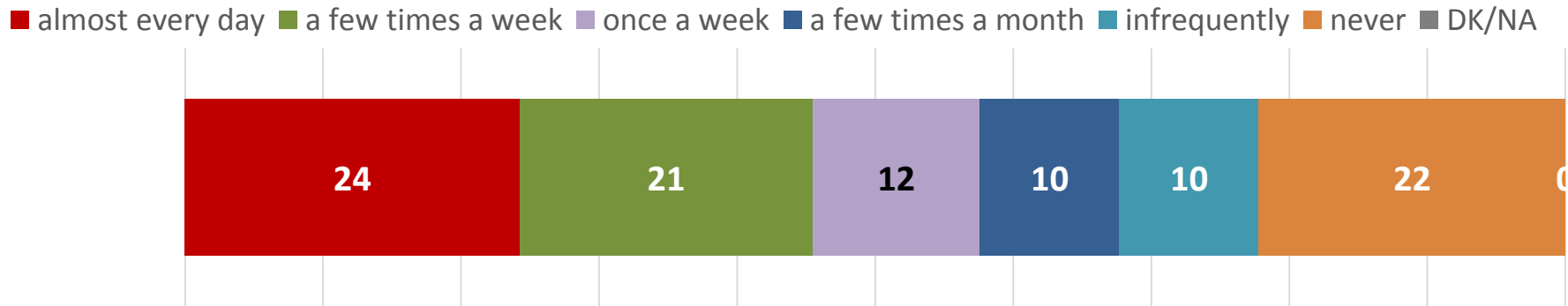
As a percentage of the total population

■ is on Facebook ■ isn't on Facebook ■ no answer



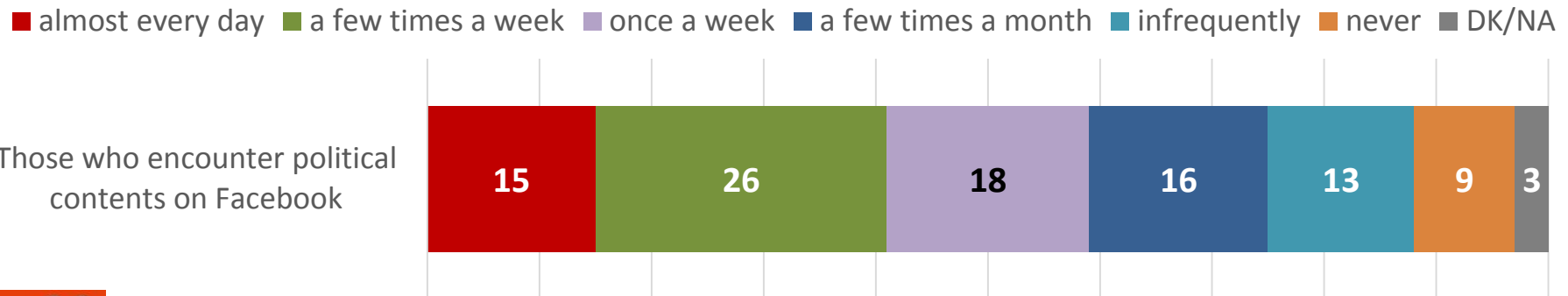
How often do you encounter political/public affairs-themed articles and contents on Facebook?

Among Facebook users (N=552)



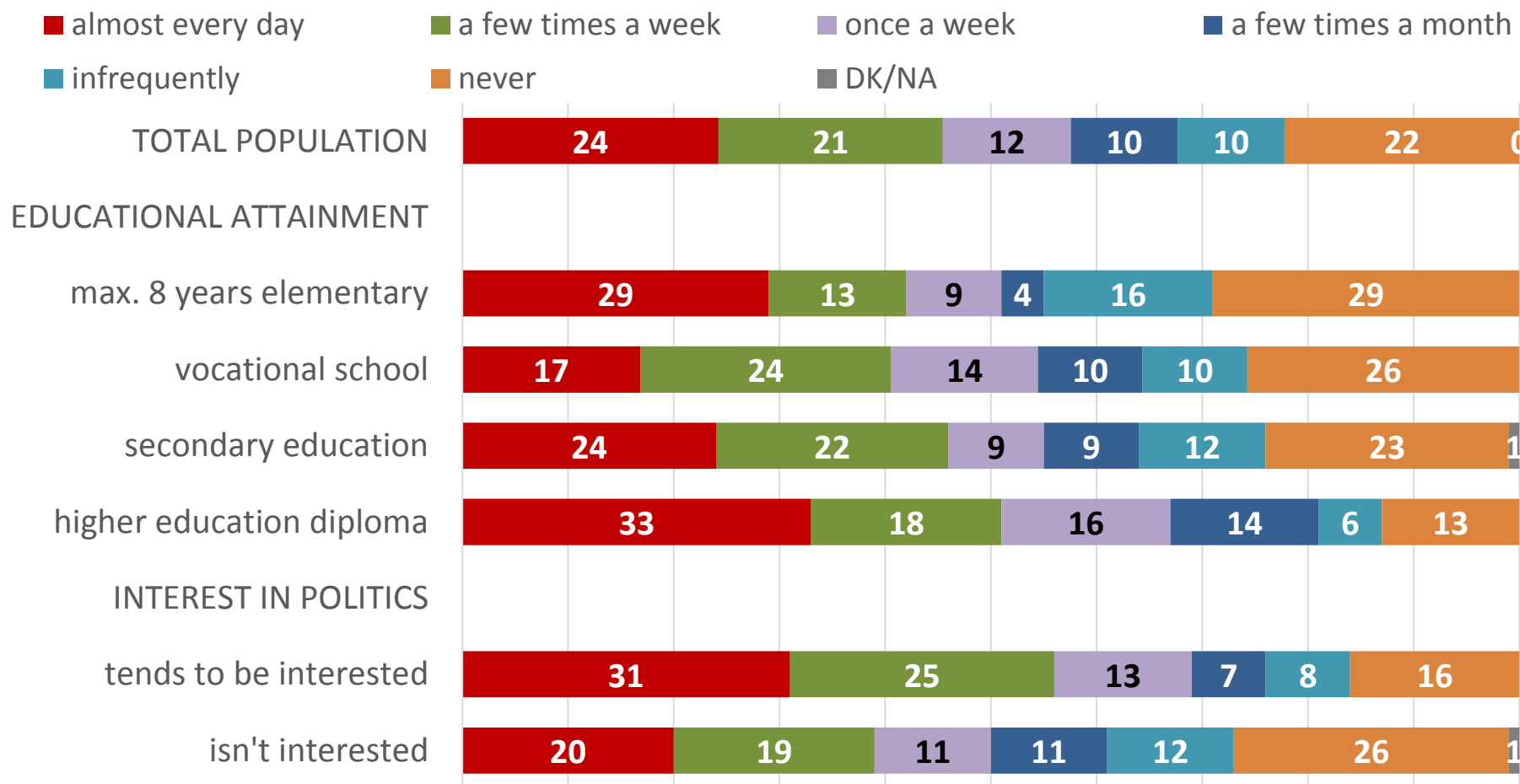
And how often do you encounter political contents on Facebook that emphatically differ from your own?

Among those who tend to encounter political contents on Facebook (N=428)



How often do you encounter political/public affairs-themed articles and contents on Facebook?

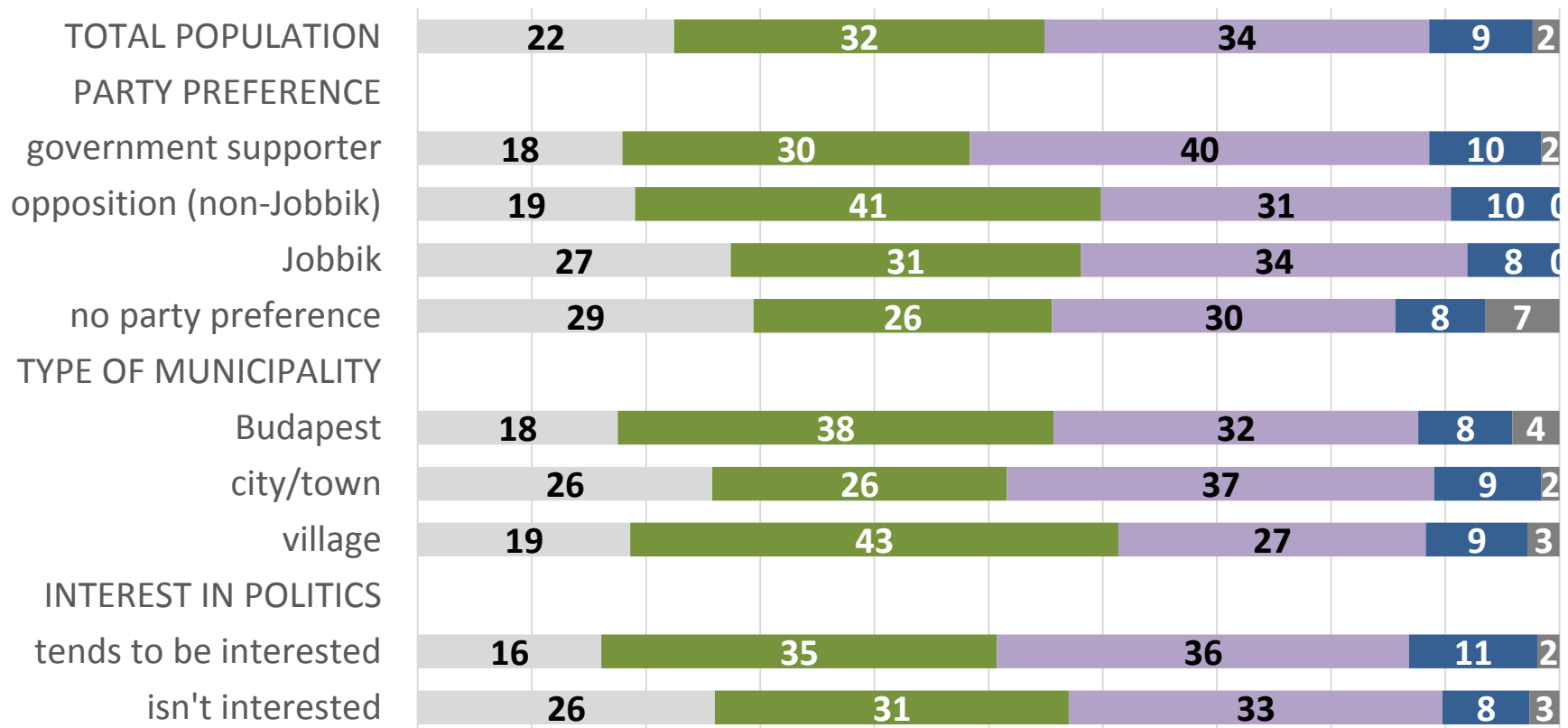
Among Facebook users (N=552)



Facebook and politics

Among Facebook users (N=552)

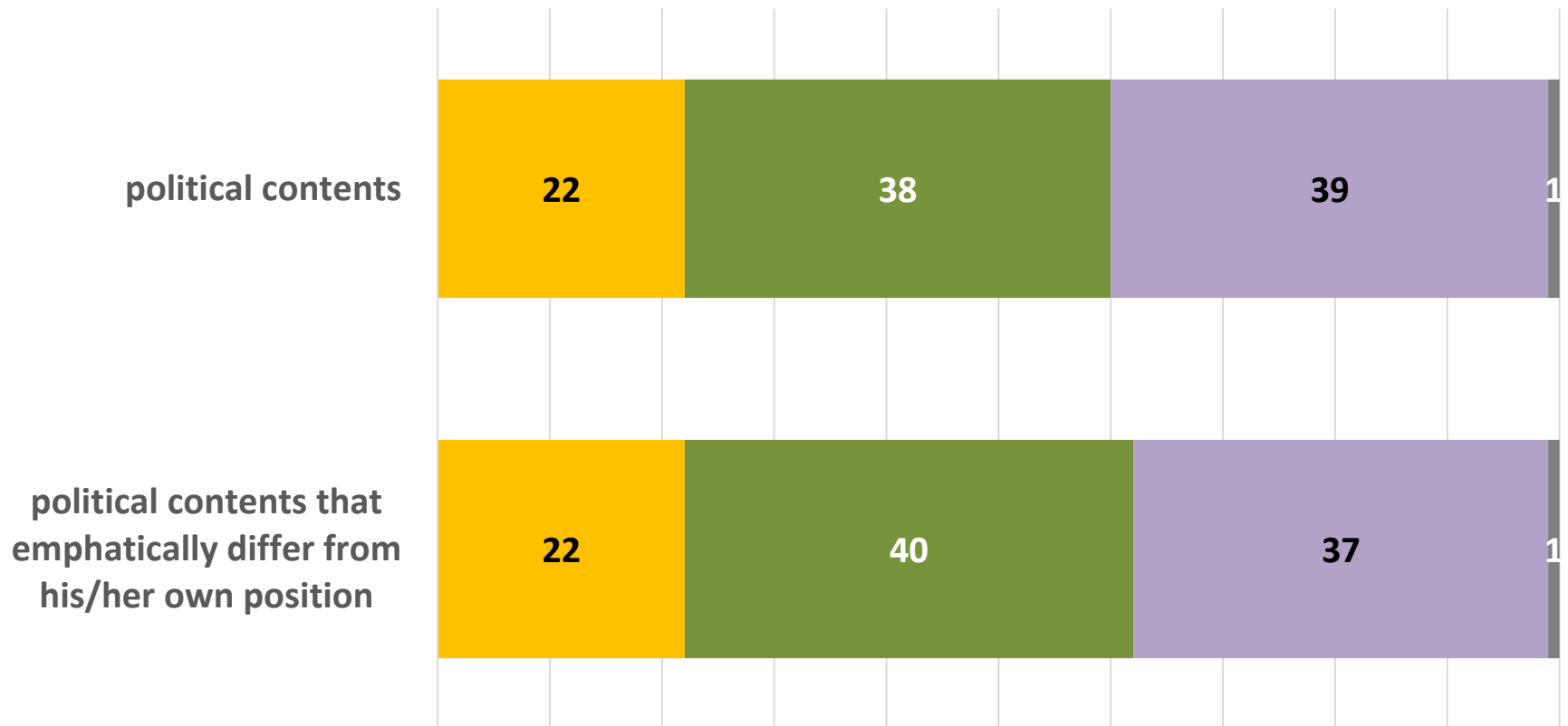
- doesn't encounter political contents on Facebook
- tends to encounter contents that are close to his/her position
- tends to encounter both contents close to his/her position and contents that differ from his/hers
- tends to encounter contents on Facebook that differ from his/her own position
- DK/NA



How annoyed are you when you see the following on Facebook...

Among those who encounter these (N=428; N=379)

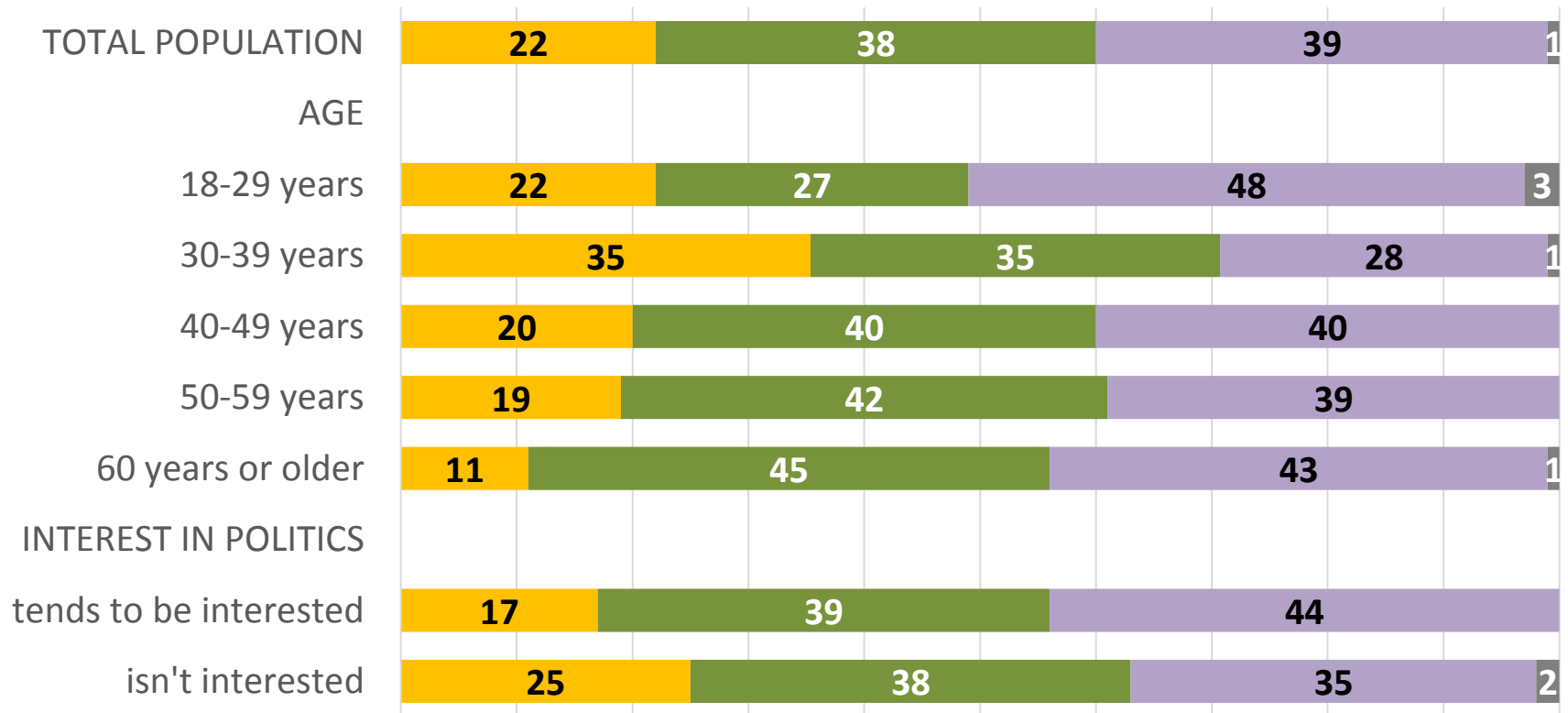
■ bothers him/her a lot ■ bothers him/her a little ■ isn't bother by it ■ DK/NA



How annoyed are you by politically-themed articles on Facebook?

Among those who encounter politically-themed articles on Facebook (N=428)

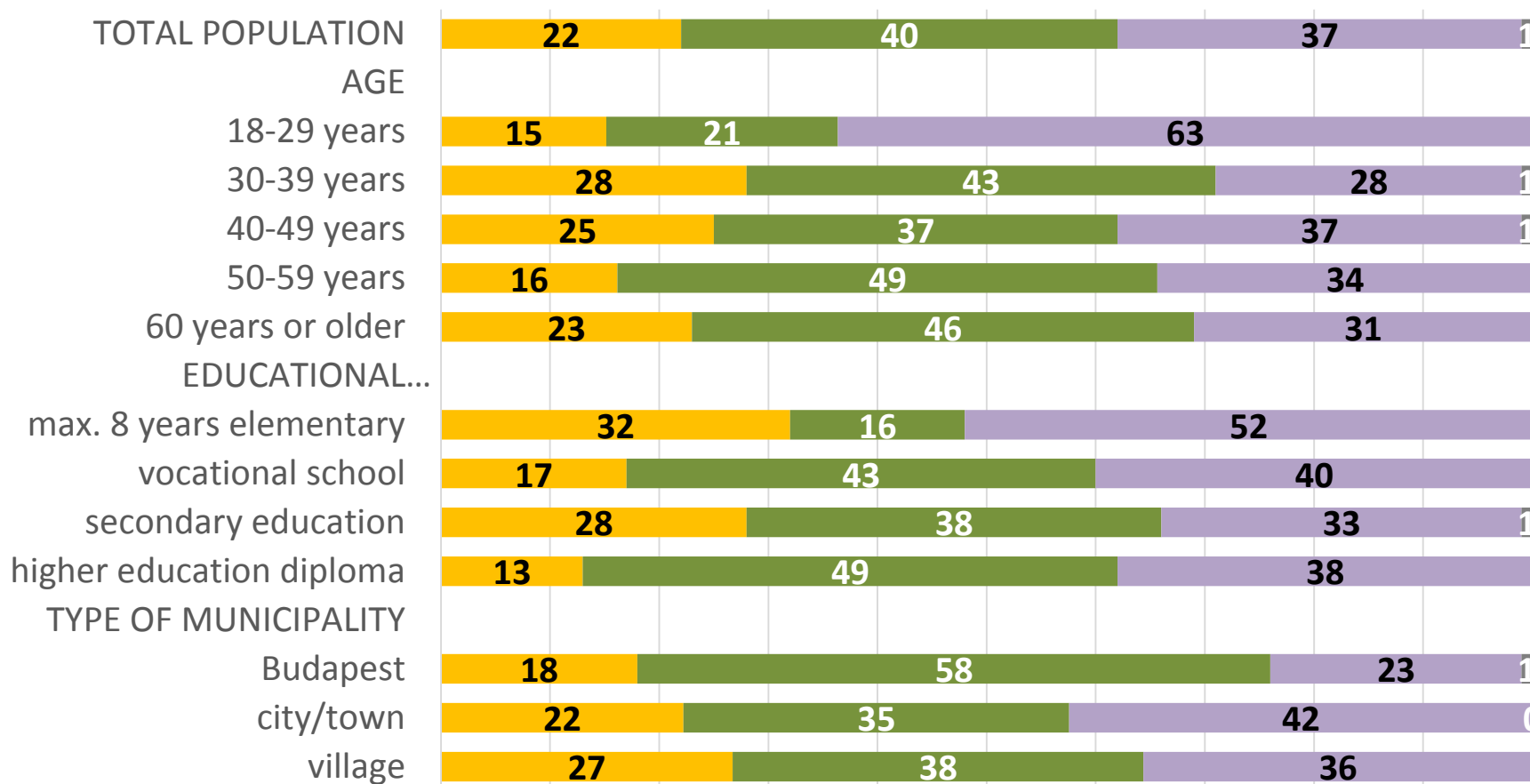
■ bothers him/her a lot ■ bothers him/her a little ■ isn't bother by it ■ DK/NA



How annoyed are you by politically-themed articles on Facebook that project an opinion that is emphatically different from yours?

Among those who encounter contents that differ from their own opinions
(N=379)

■ bothers him/her a lot
 ■ bothers him/her a little
 ■ isn't bother by it
 ■ DK/NA



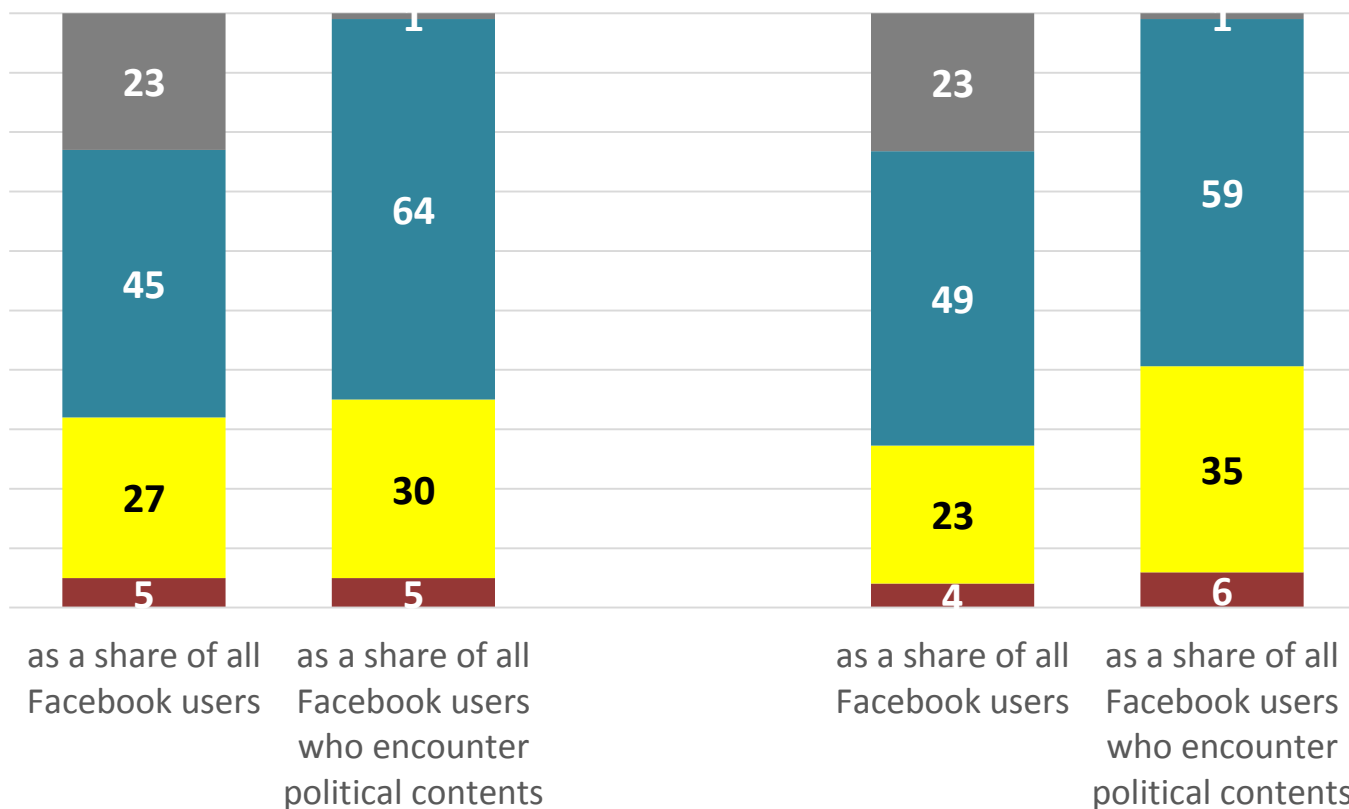
How often does it happen that when you see politically-themed articles on Facebook you...

%

... like it

...share it

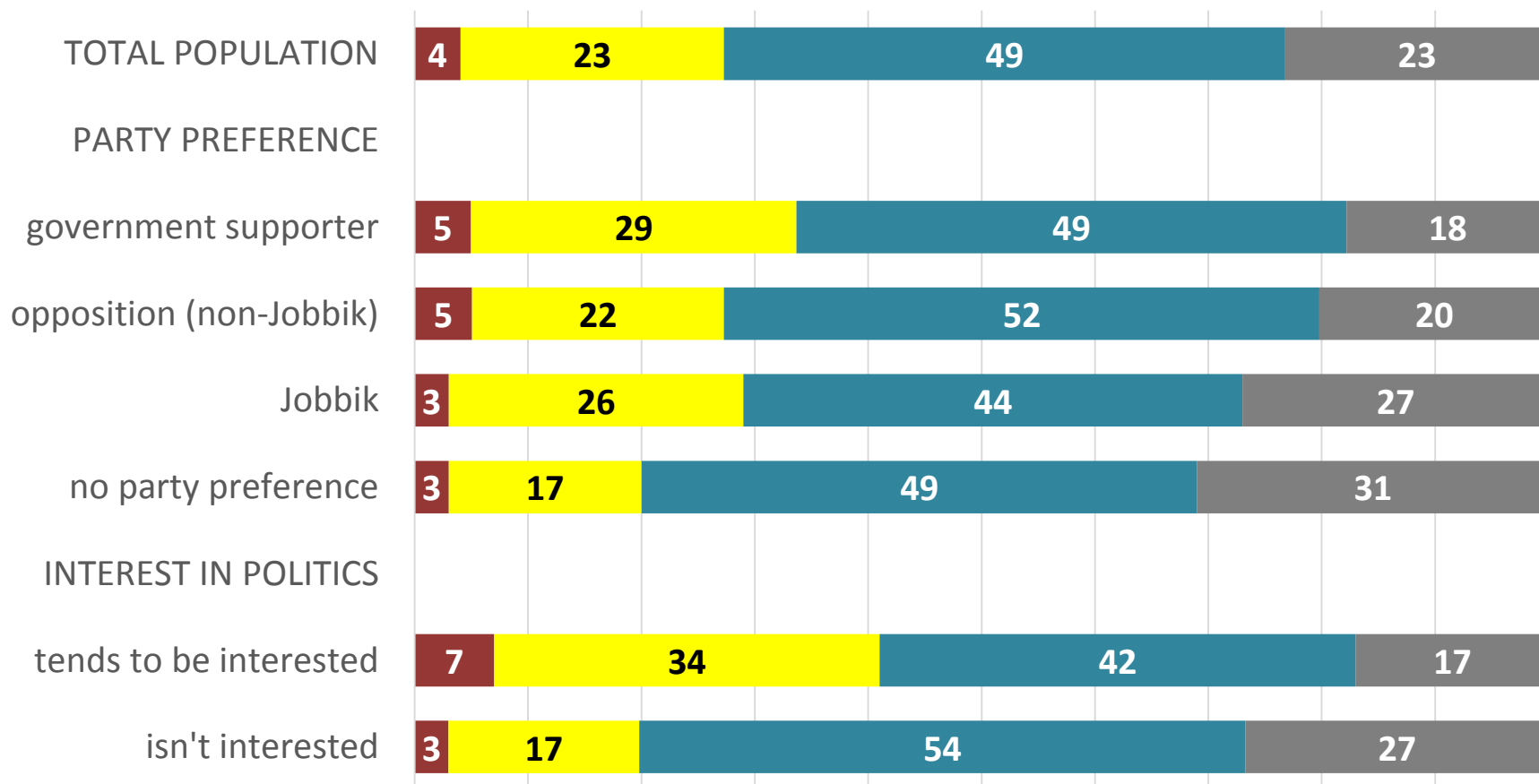
■ regularly
■ sometimes
■ never
■ DK/NA/doesn't pertain



How often does it happen that you share politically-themed articles on Facebook?

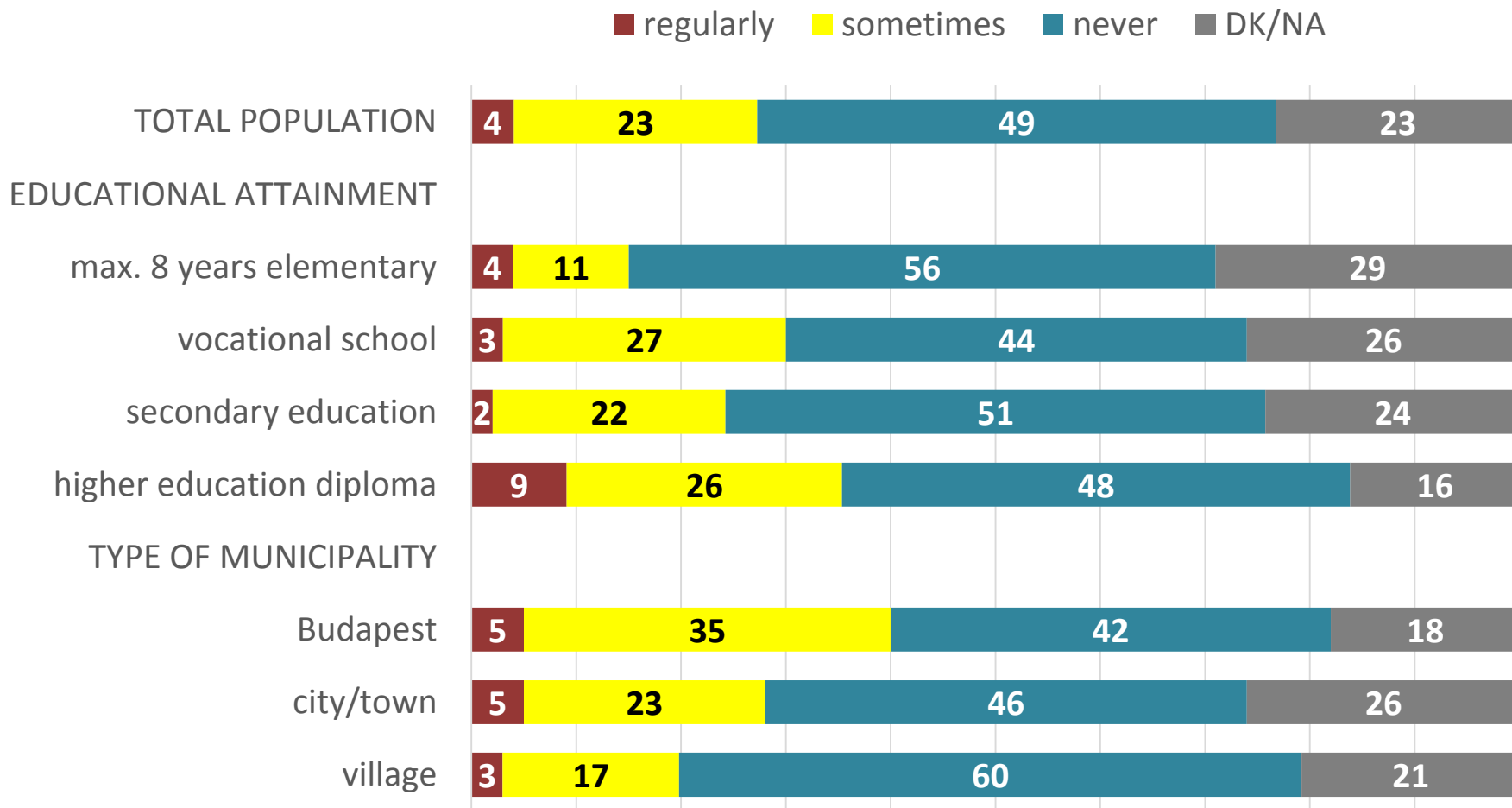
Among Facebook users (N=552)

■ regularly ■ sometimes ■ never ■ DK/NA



How often does it happen that you share politically-themed articles on Facebook?

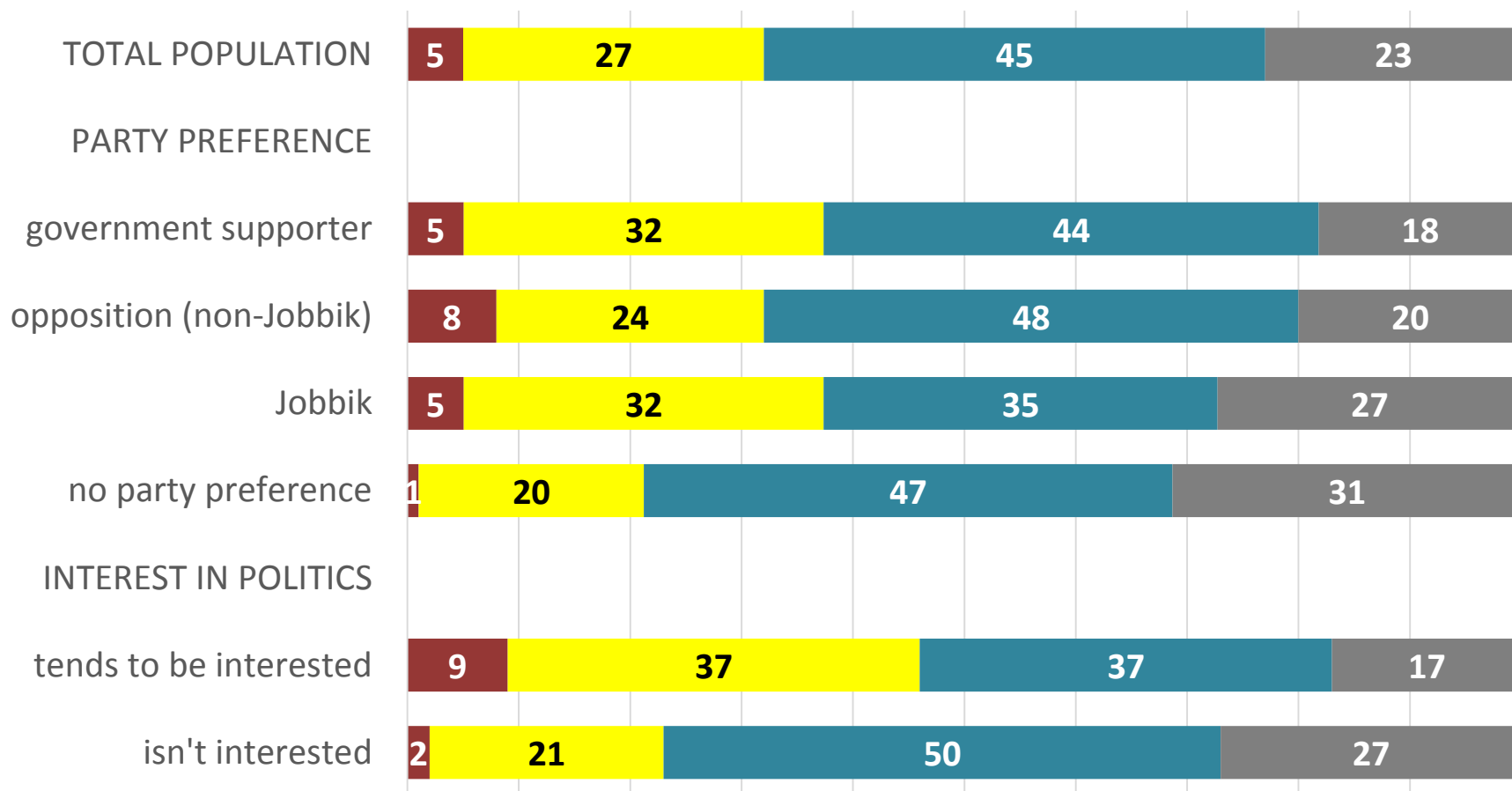
Among Facebook users(N=552)



How often does it happen that you share politically-themed articles on Facebook?

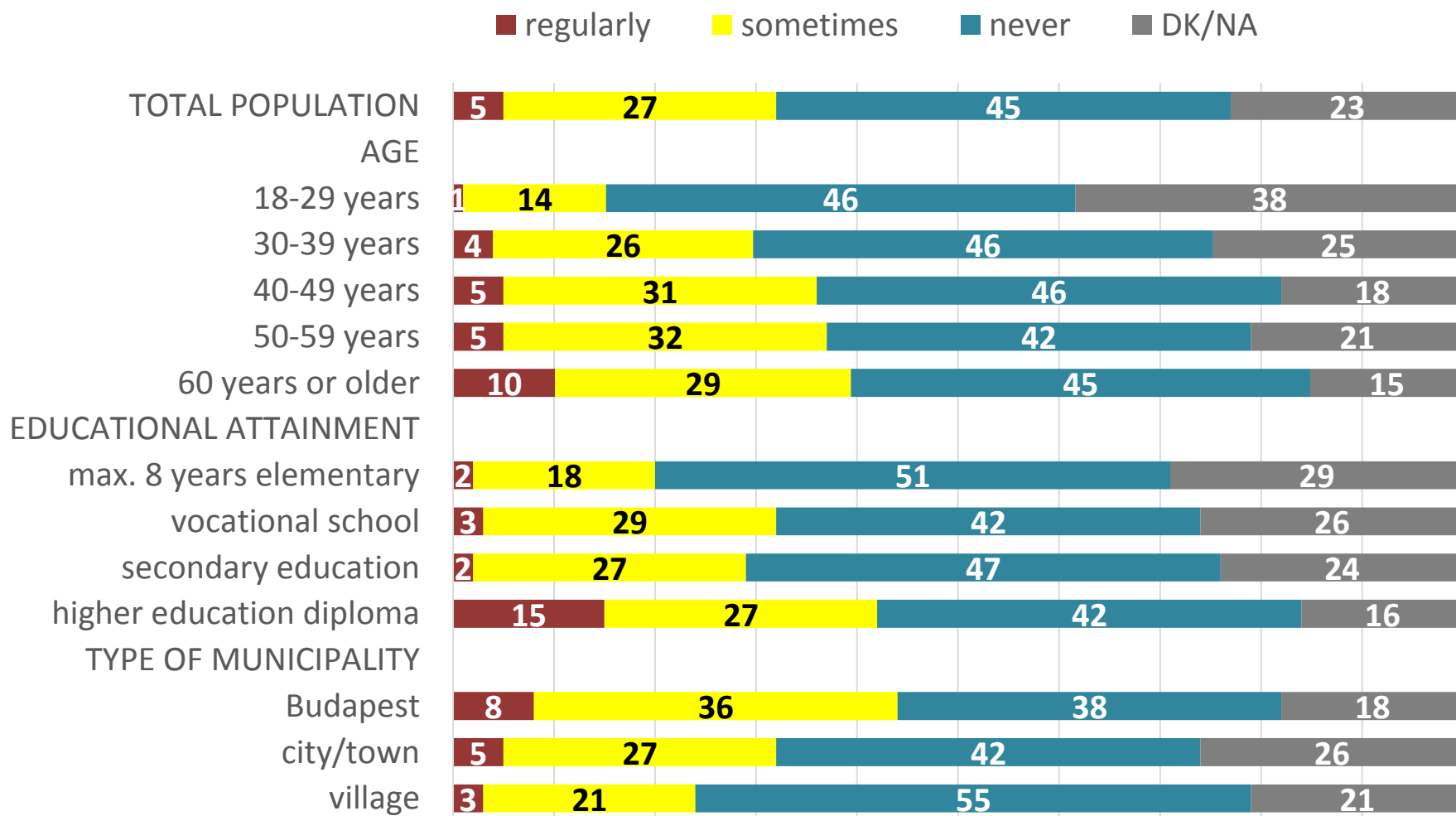
Among Facebook users (N=552)

■ regularly ■ sometimes ■ never ■ DK/NA



How often does it happen that you share politically-themed articles on Facebook?

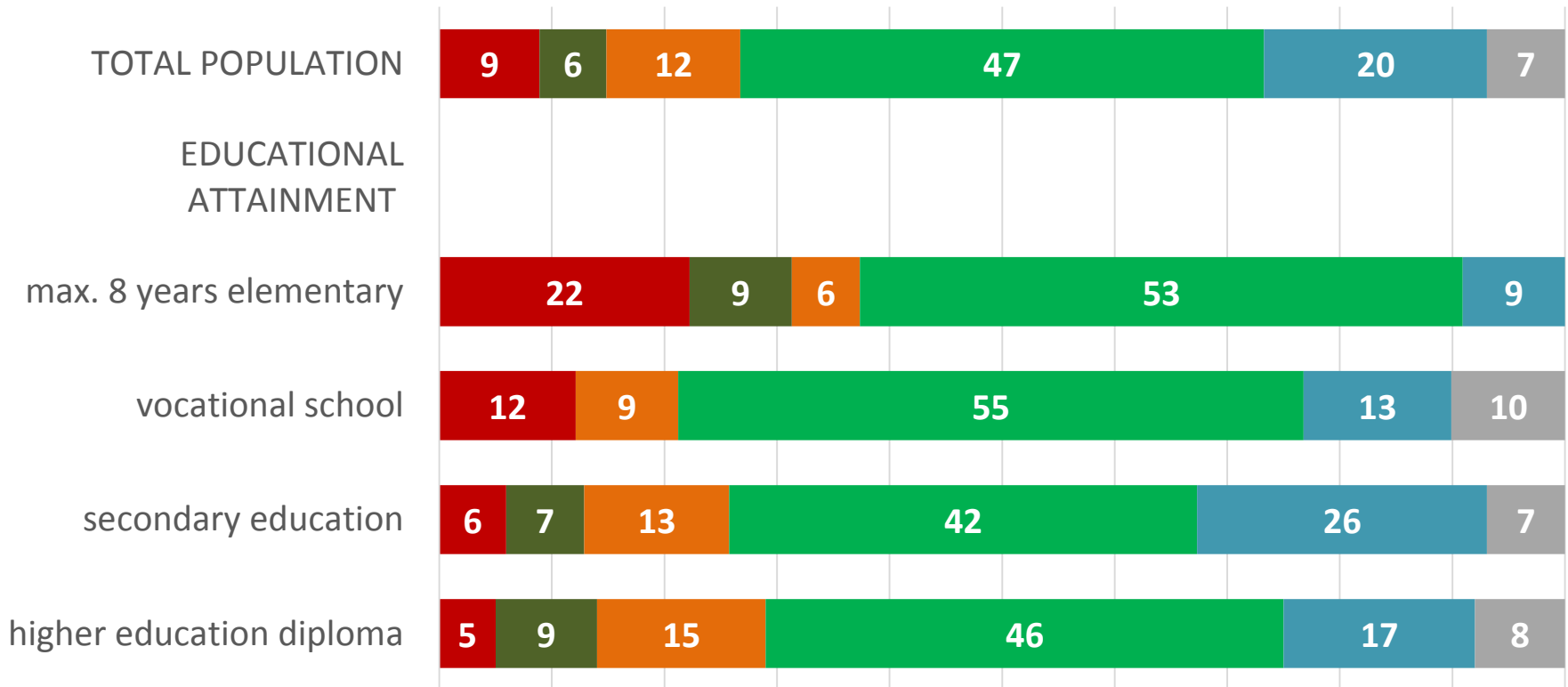
Among Facebook users (N=552)



Among all the political contents that you encounter on Facebook, how often do you encounter contents that present views emphatically different from yours?

Among those who tend to encounter political contents on Facebook (N=428)

■ 0% ■ 10% or lower ■ 11-25% ■ 26-50% ■ over 50% ■ DK/NA

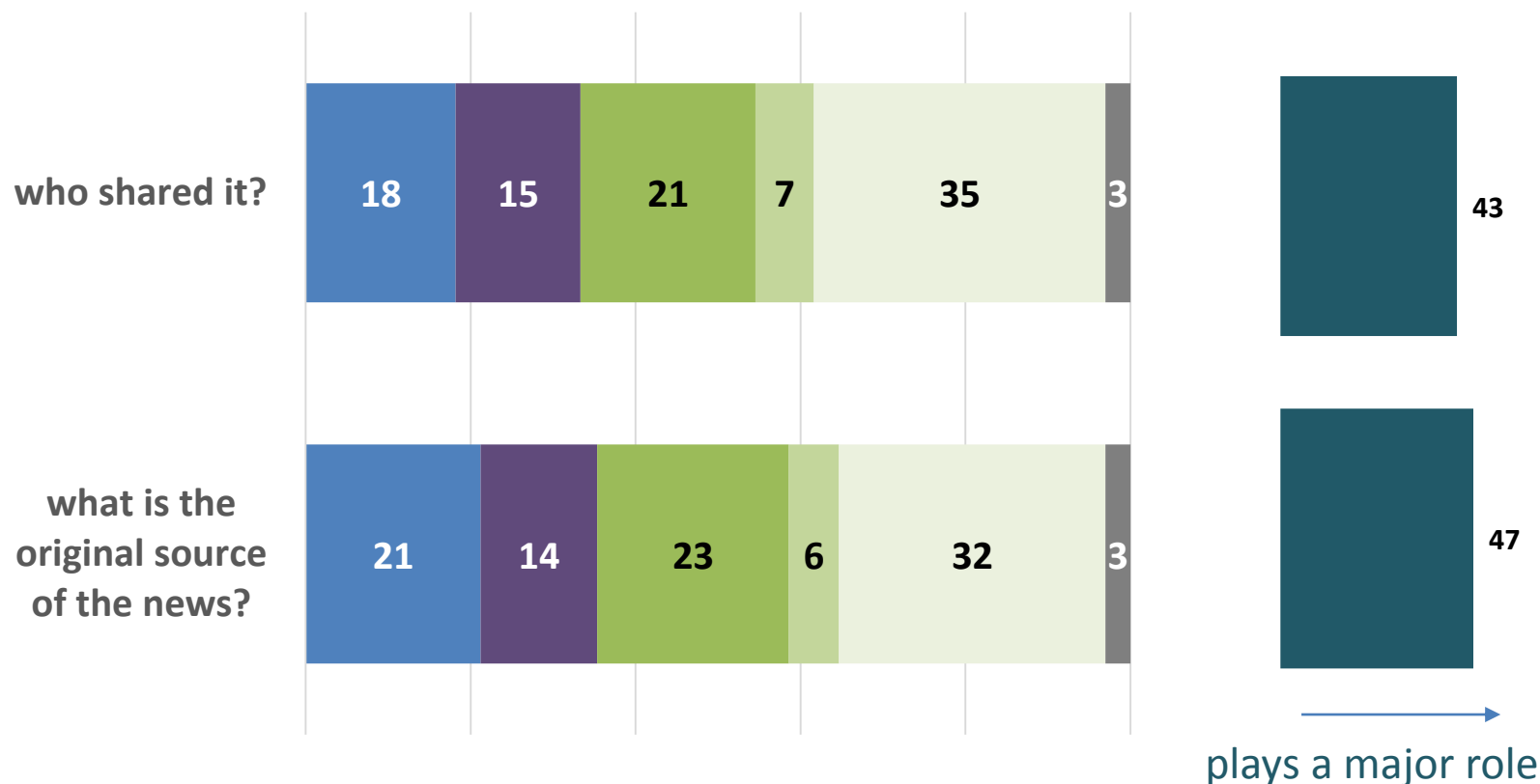


When you decide to look at a politically-themed post or article on Facebook, how much of a role do the following play...

Among those who encounter political contents on Facebook (N=428)

%, averages on a scale from 0 to 100

■ plays a major role ■ 4 ■ 3 ■ 2 ■ doesn't matter ■ don't know

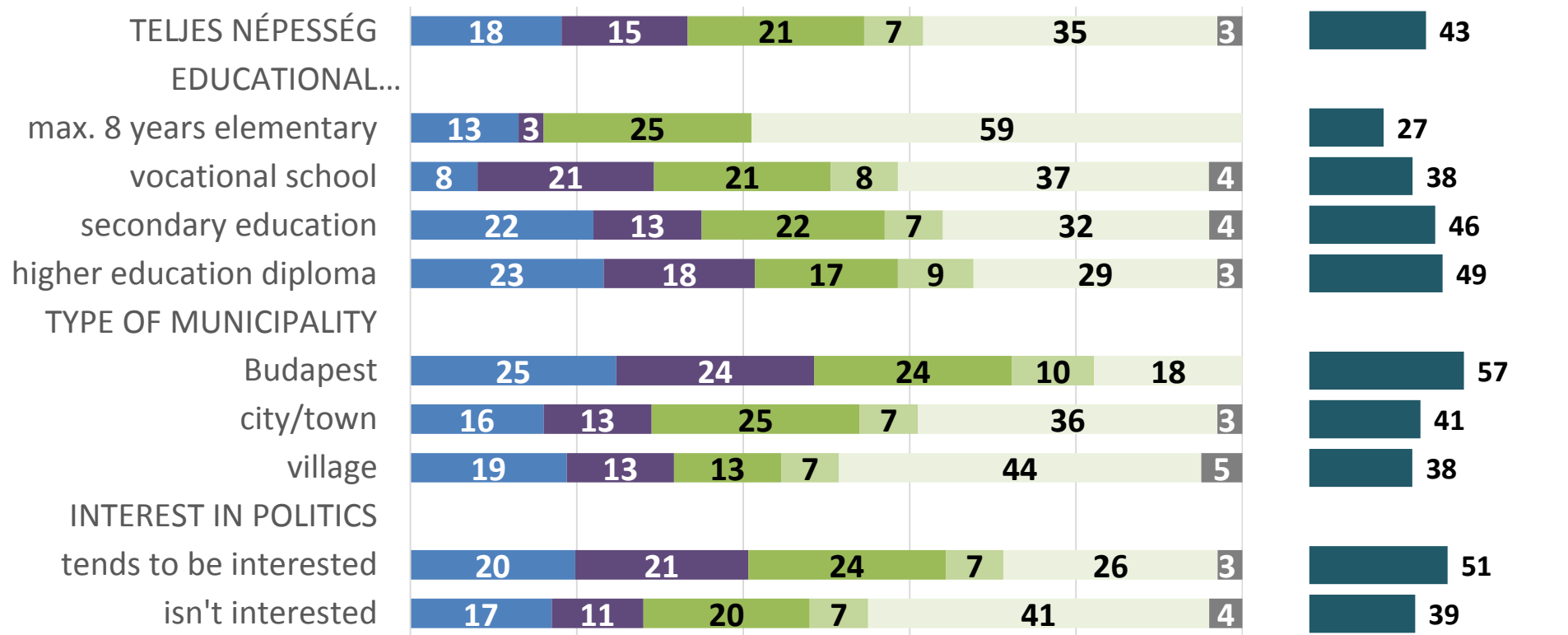


When you decide to look at a politically-themed post or article on Facebook, how much of a role does it play who shared it?

Among those who encounter political contents on Facebook (N=428)

%, average values on a scale from 0-100

■ plays a major role ■ 4 ■ 3 ■ 2 ■ doesn't matter ■ DK/NA

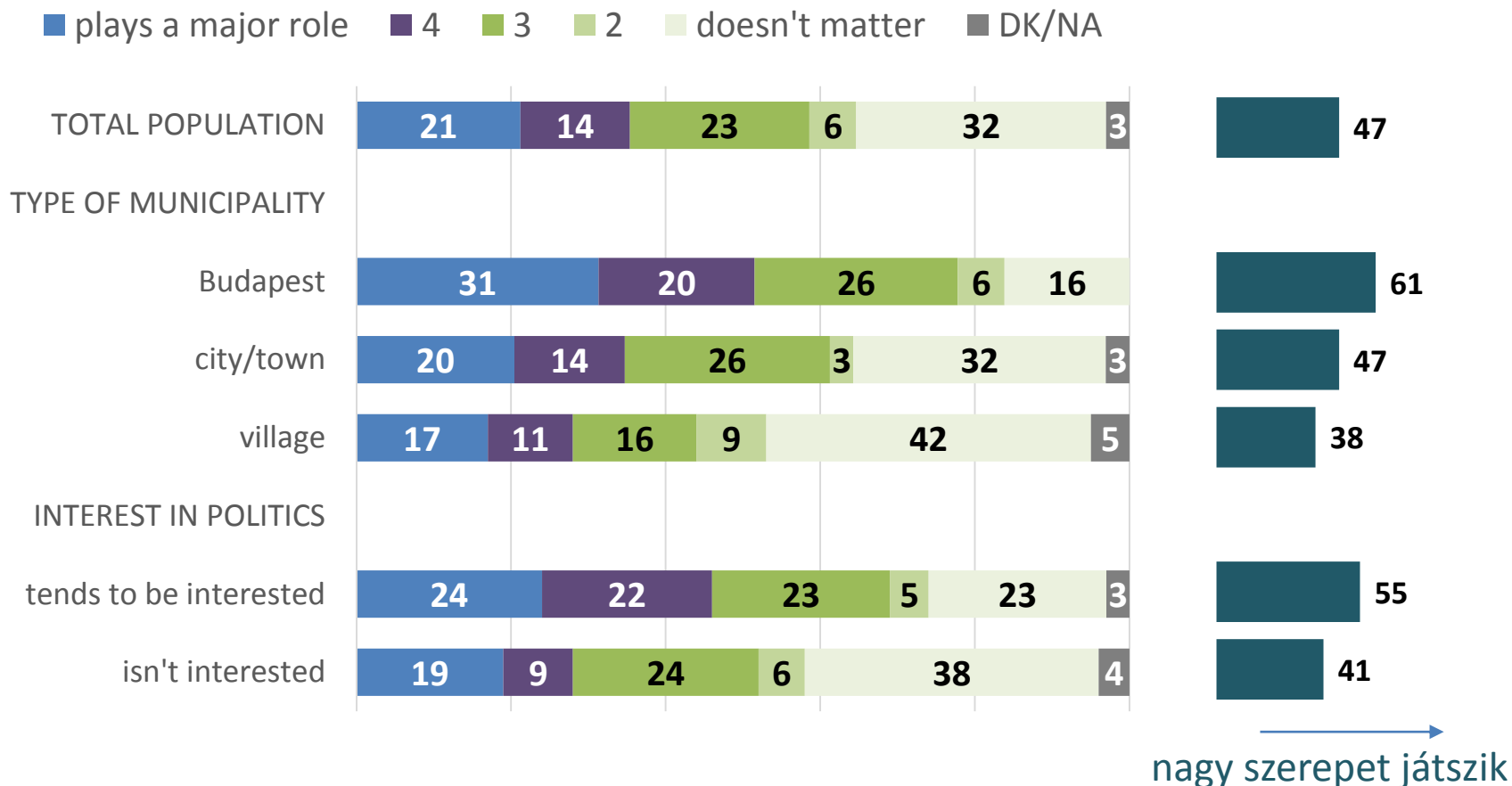


→ nagy szerepet játszik

When you decide to look at a politically-themed post or article on Facebook, how much of a role does it play what the original news source was?

Among those who encounter political contents on Facebook (N=428)

%, average values on a scale from 0-100



Different ways in which people
inform themselves

Modes of information I

Summary of the results

- When they inform themselves about political issues, 42% of the public tend to prefer news and reports, while 10% are more curious about opinions, comments. A significant portion, 41%, are interested in both.
- 60% of respondents claim to read or listen to news, and even opinions, from the other side.
- Only a relatively small subset (7%) of the adult population can be said to receive all their information exclusively from pro-government news sources. It is important to stress, however, that among the elderly and those with less education the share of those whose media consumption pattern is narrow is above average.

Modes of information II

Summary of the results

- A more objective picture of the respondents' news consumption pattern emerges when we examine what ratio of them regularly consult news sources that they assume will disseminate the views of the other side. Since the notion of “the other side” applies only to those with a party preference, those without such a preference were left out of this questions. The research suggests that 53% of respondents regularly consults media that they know belongs to the other side.*
- Commercial channels and public service media play a significant role in the consumption of media outlets “affiliated with the other political side”.
- When looking at the percentage of Hungarians who inform themselves from news sources that belong to the other side politically and that they simultaneously also regard as lacking in credibility, the ratio is far lower: 15%. The difference between the two figures shows that the categories of news sources that ‘convey the position of the other side’ and of news sources that ‘lack credibility’ do not at all completely overlap.
- In the entire public, RTL Klub is seen as the most credible source of news, followed by ATV and HVG, and then m1. Regional county-level dailies are seen as least credible, this type of news source is seen as fully reliable by only 4% of the public.

* The analysis assumes the regular use of the following media outlets:: 24.hu, ATV, Echo TV, Hír TV, HVG, index.hu, Kossuth Rádió, m1, county newspapers, origo.hu, RTL Klub, TV2

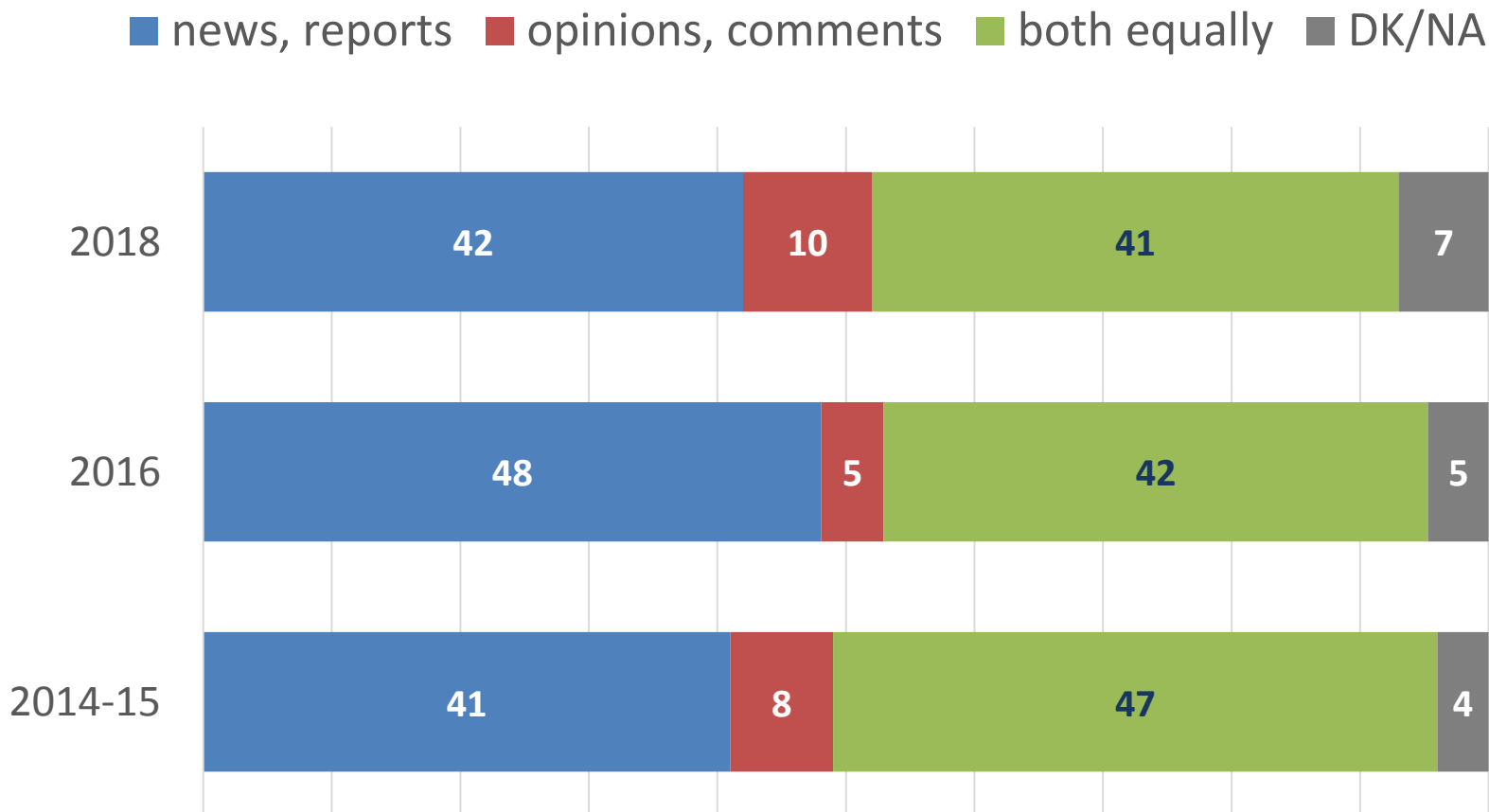
Modes of information III

Summary of the results

- A substantial majority encounter contents that report about Fidesz corruption or present contents that are critical of the Fidesz government's work. Government party supporters are less likely to see such news on a daily basis, but with some regularity the persons in this segment, too, encounter such news.
- That is why it is interesting to consider how voters process and react to such information. The research shows that when someone encounters news about a corruption scandal involving their preferred party, then the most typical reaction is that of disappointment. Another typical reaction is that the news source becomes seen as lacking in credibility in this situation, people just disbelieve these news because they think these are used to discredit their parties.
- Another impediment to the strong impact of negative news about the preferred party is that when they encounter embarrassing news for their party, many voters will nevertheless conclude the party still has more accomplishments than flaws.
- The strategy of total avoidance and of shutting out other views is also relatively widespread: 29% said that they try to filter out such news, and 25% (also) said that they try to avoid news sources that report about corruption involving their preferred political player.
- On the whole, the respective responses of persons with varying party backgrounds do not differ massively, but it is apparent that when it comes to government party supporters, they are far less likely to feel disappointed about contents that reveal transgressions of their own party than opposition supporters, with the exception of Jobbik voters. In other words, government party supporters are more likely to deflect such news and to focus on their party's accomplishments.

When you inform yourself about politics/public affairs issues, which one of the following are you more interested in?

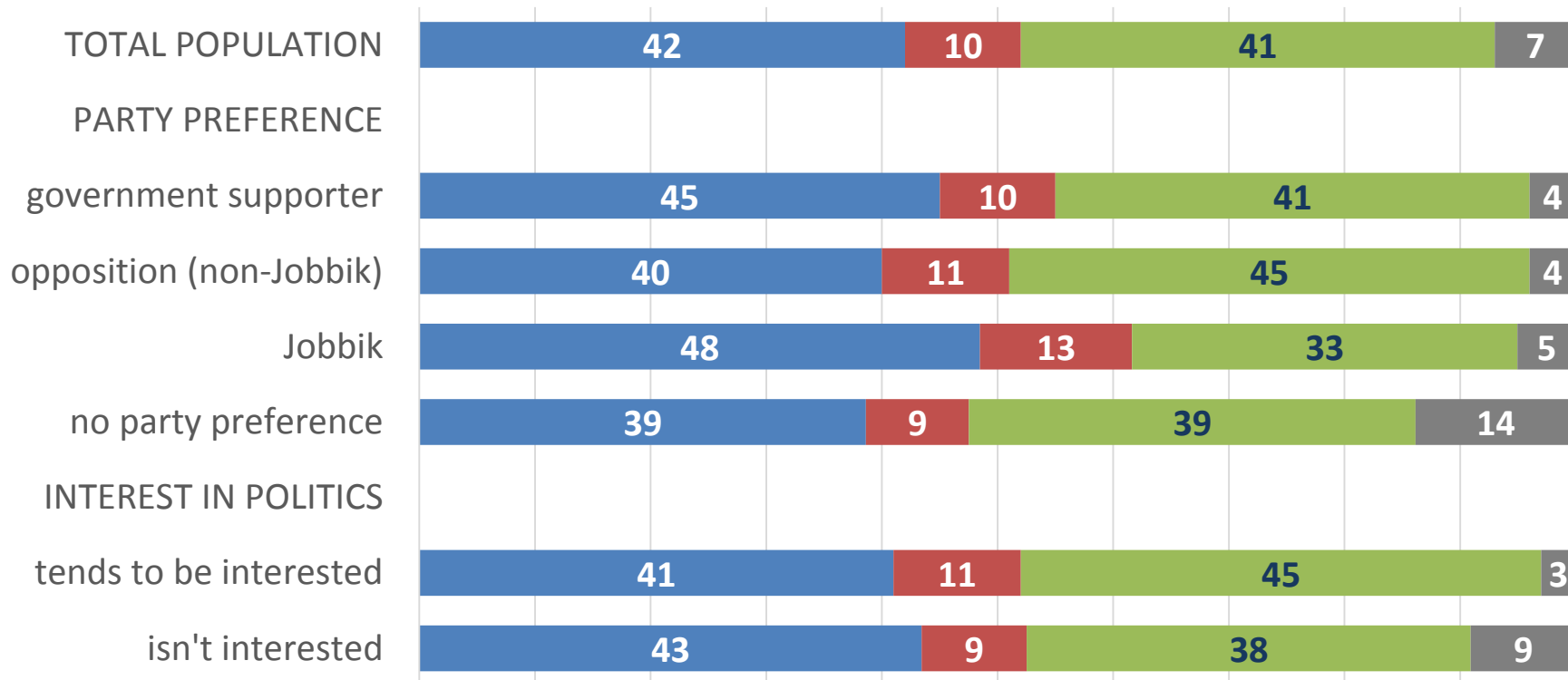
As a percentage of the total population



When you inform yourself about politics/public affairs issues, which one of the following are you more interested in?

percentage

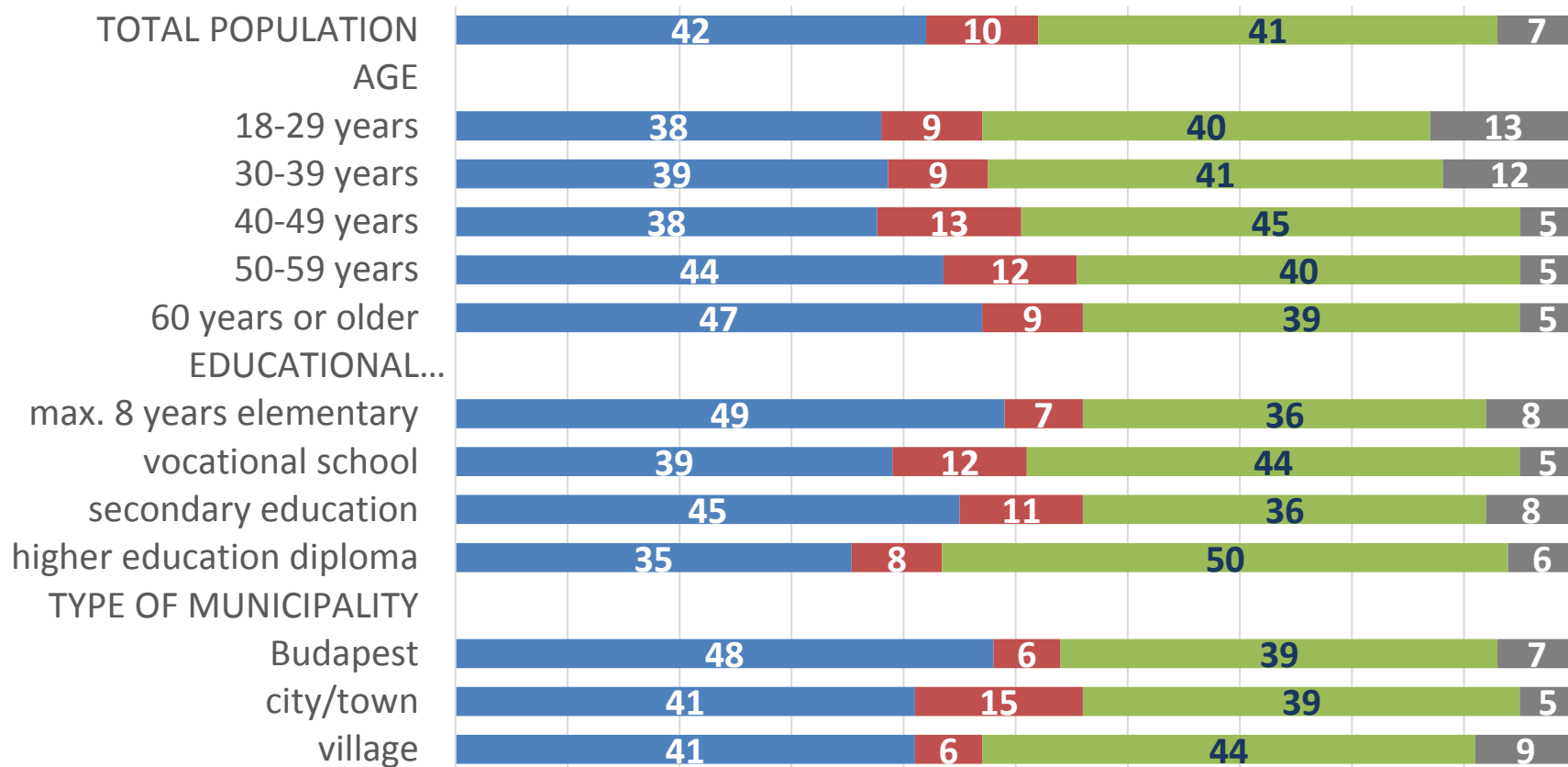
■ news, reports ■ opinions, comments ■ both equally ■ DK/NA



When you inform yourself about political/public affairs issues, what are you most interested in?

percentage

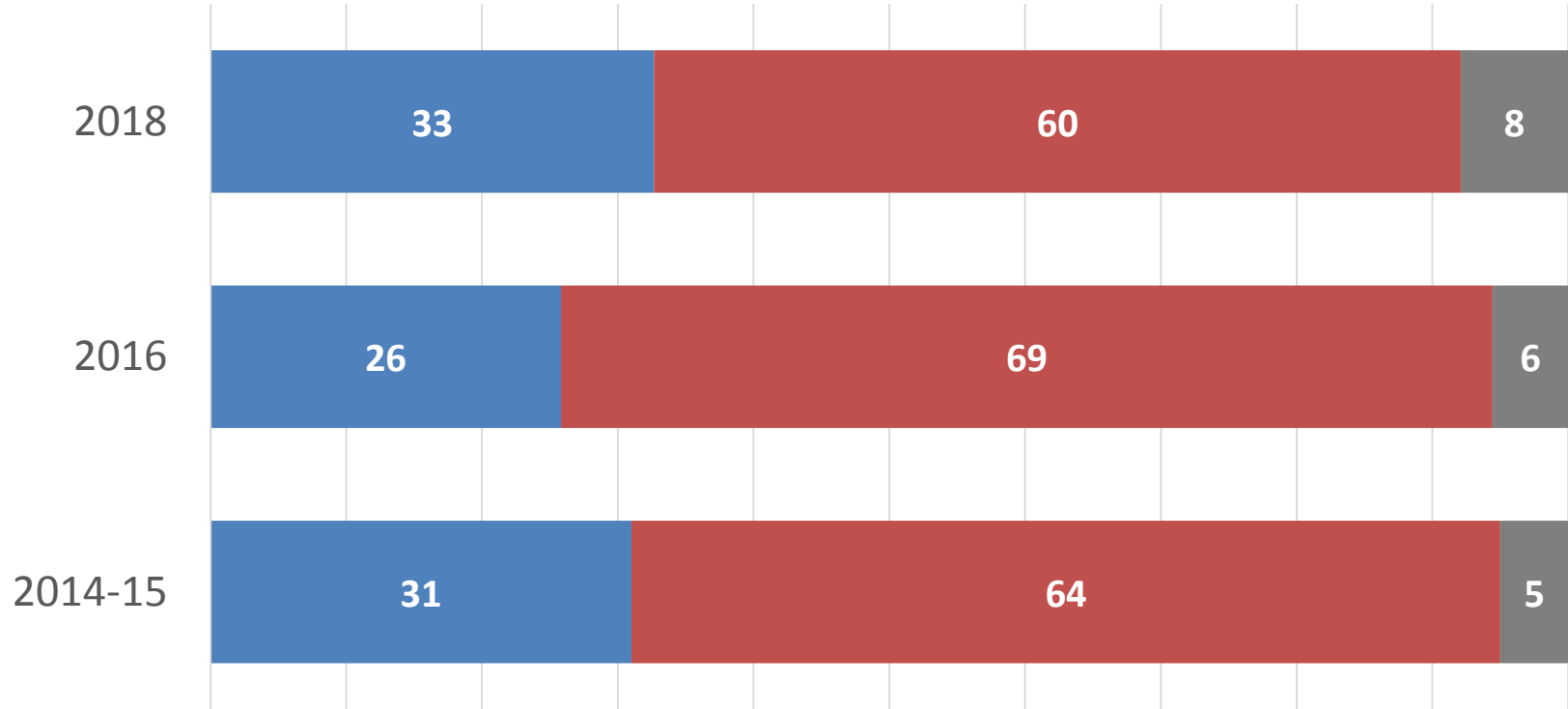
■ news, reports ■ opinions, comments ■ both equally ■ DK/NA



When you inform yourself about political/public affairs issues...

As a percentage of the total population

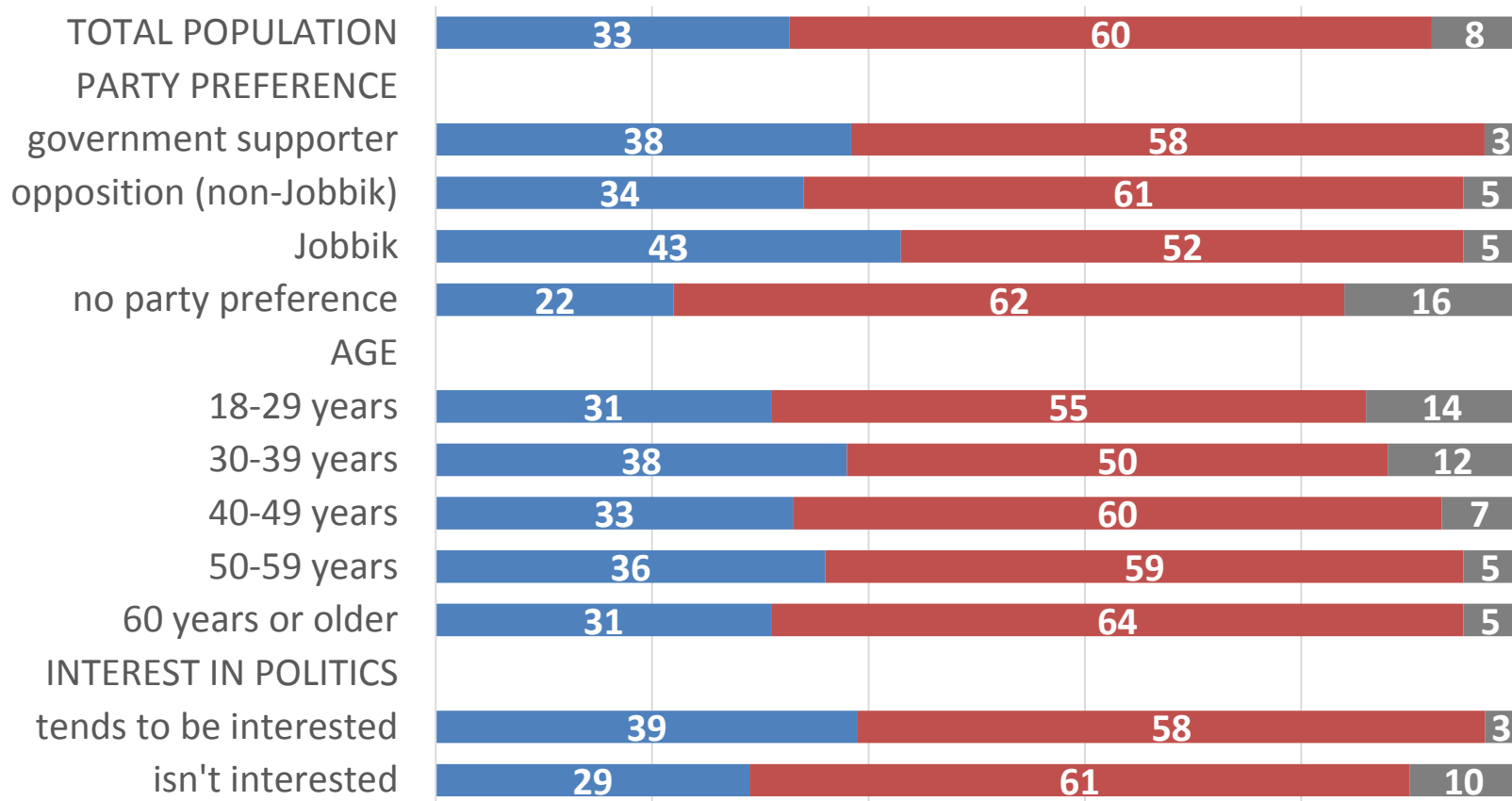
- looks for news sources and opinions that are close to their own views
- is just as willing to read or listen to news and opinions from the other side
- DK/NA



When you inform yourself about political/public affairs issues...

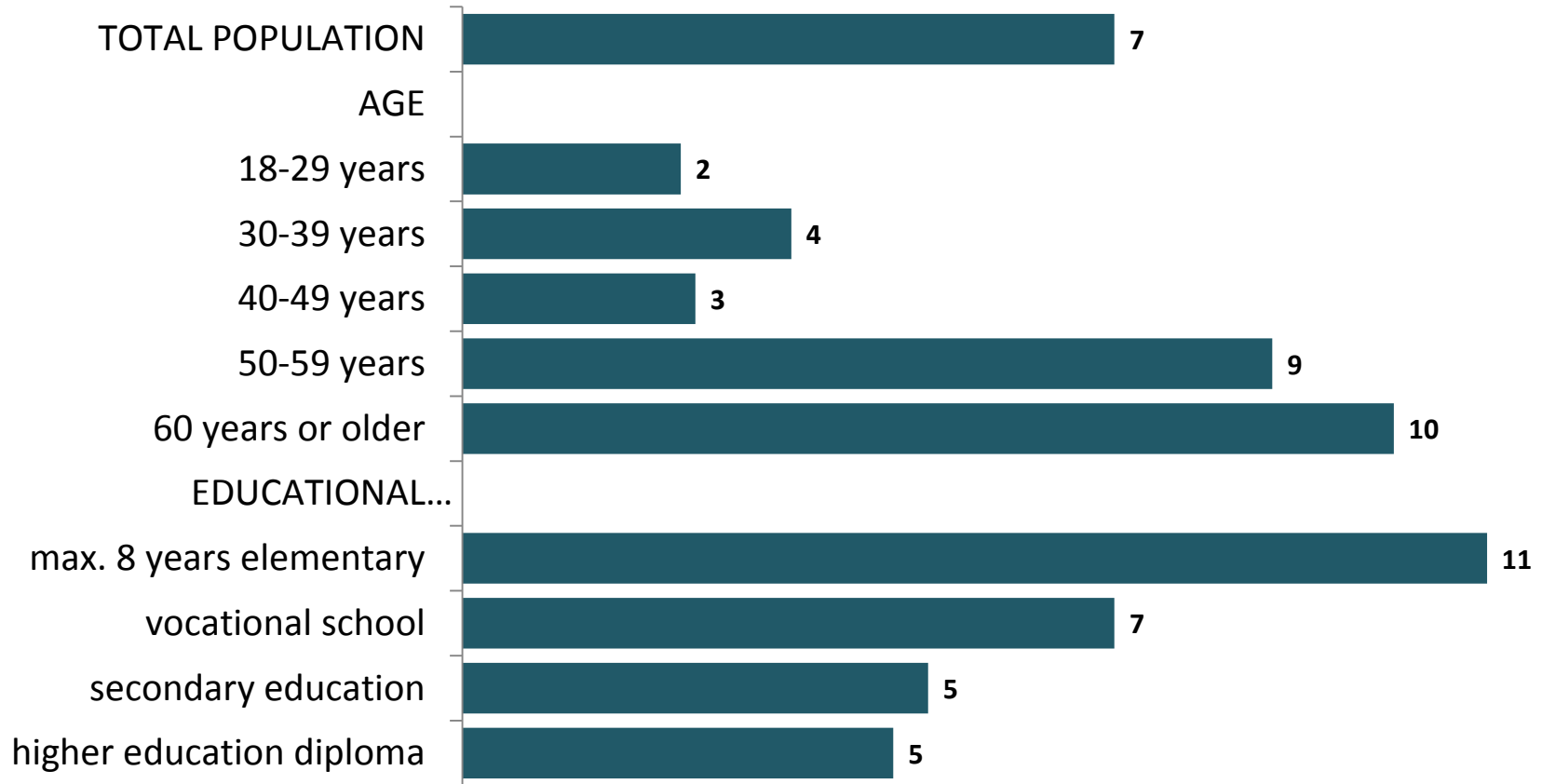
percentage

- looks for news sources and opinions that are close to their own views
- is just as willing to read or listen to news and opinions from the other side
- DK/NA



Those who inform themselves exclusively from pro-government* media

percentage

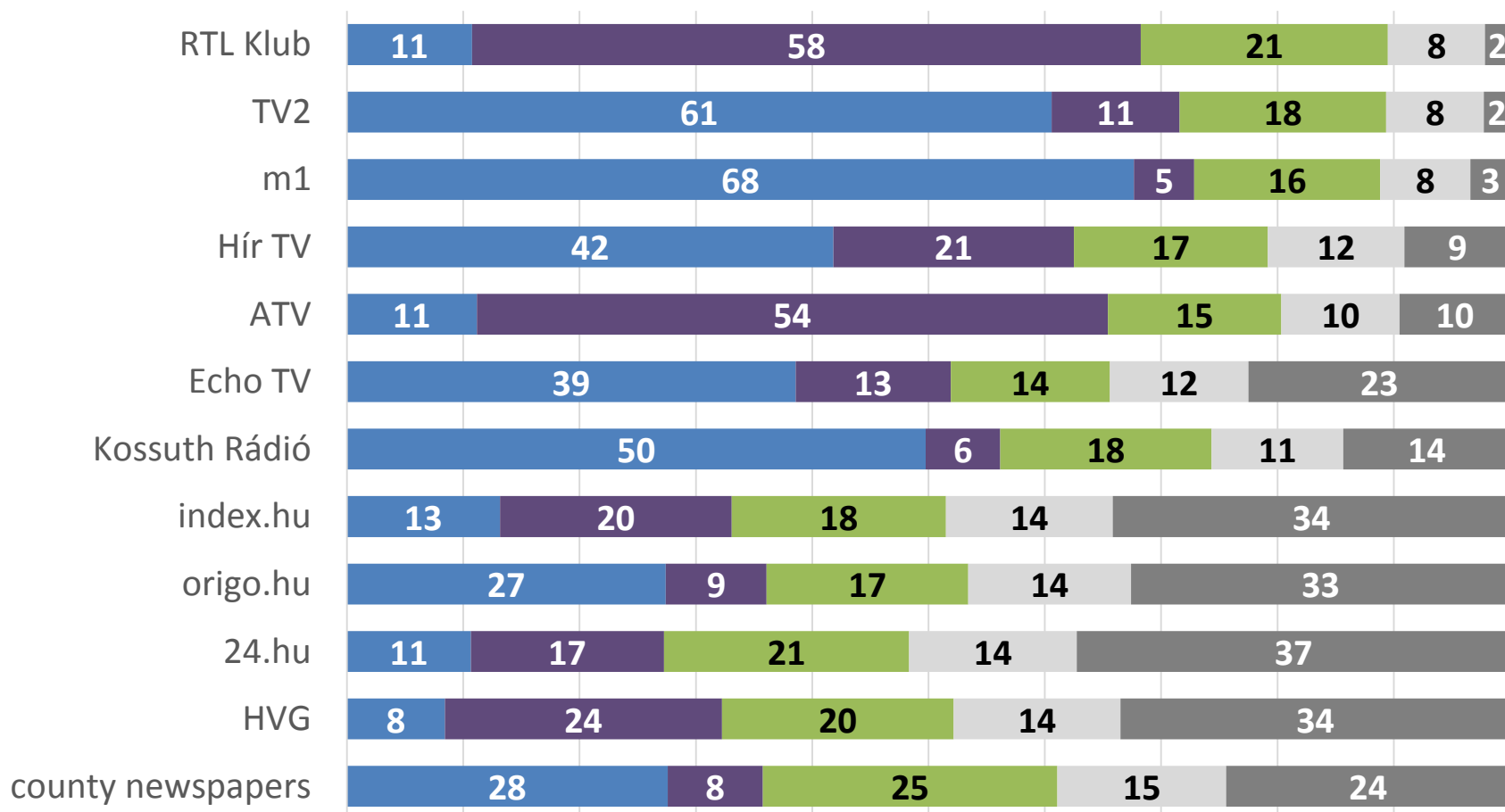


The following media are categorized as **pro-government media**: TV2, m1, Echo TV, Kossuth Rádió, Petőfi Rádió, Lokál, Magyar Hírlap, Magyar Idők, Ripost, megyei napilapok, Demokrata, Figyelő, Lokál Extra, 888.hu, hirado.hu, magyaridok.hu, origo.hu, ripost.hu

The political placement of various news sources by the respondents

As a percentage of the total population

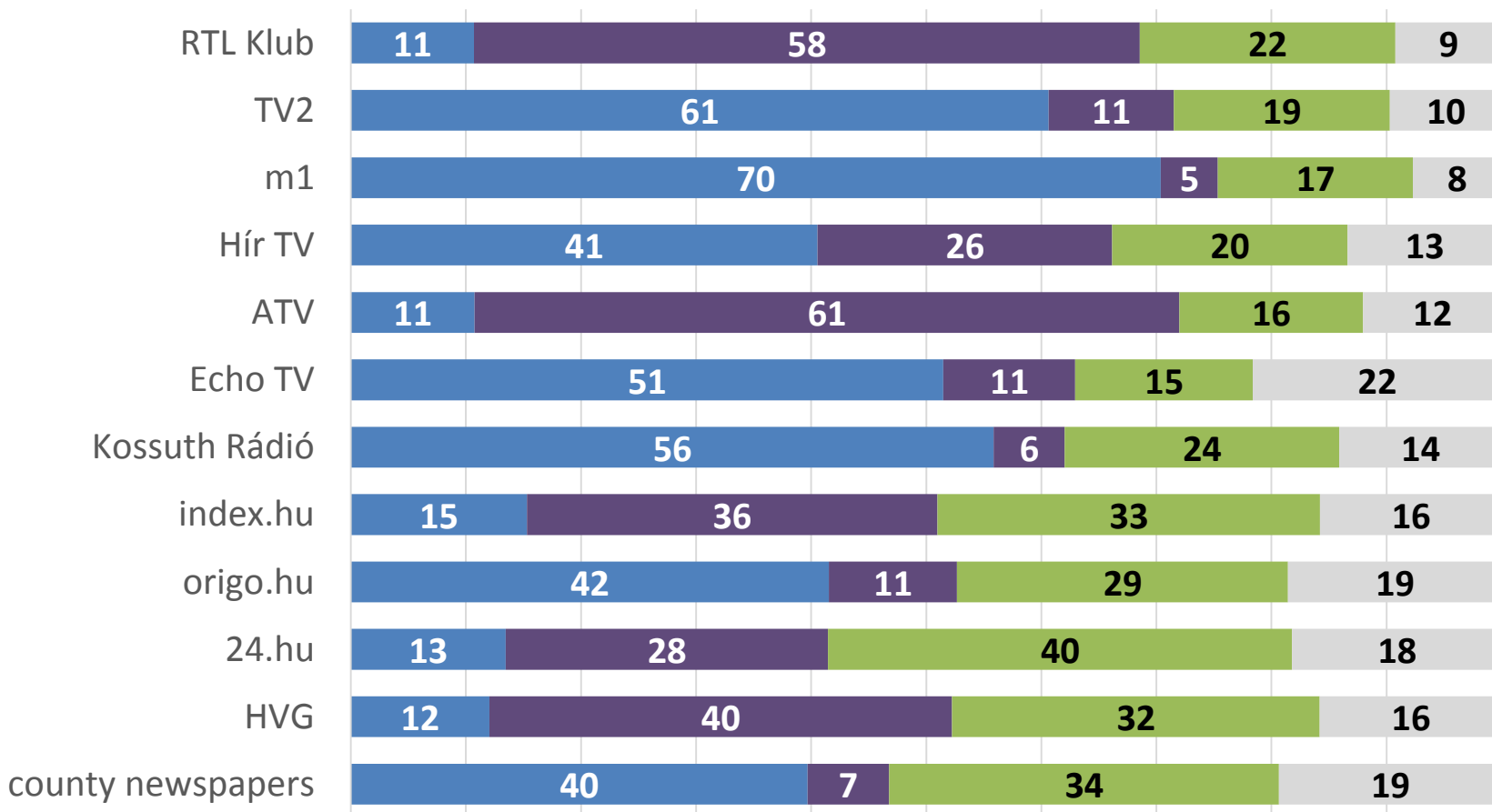
■ pro-government ■ critical of the government ■ neutral/balanced ■ DK/NA ■ never heard



The political placement of various news sources by the respondents

Among the consumers of the given media outlet

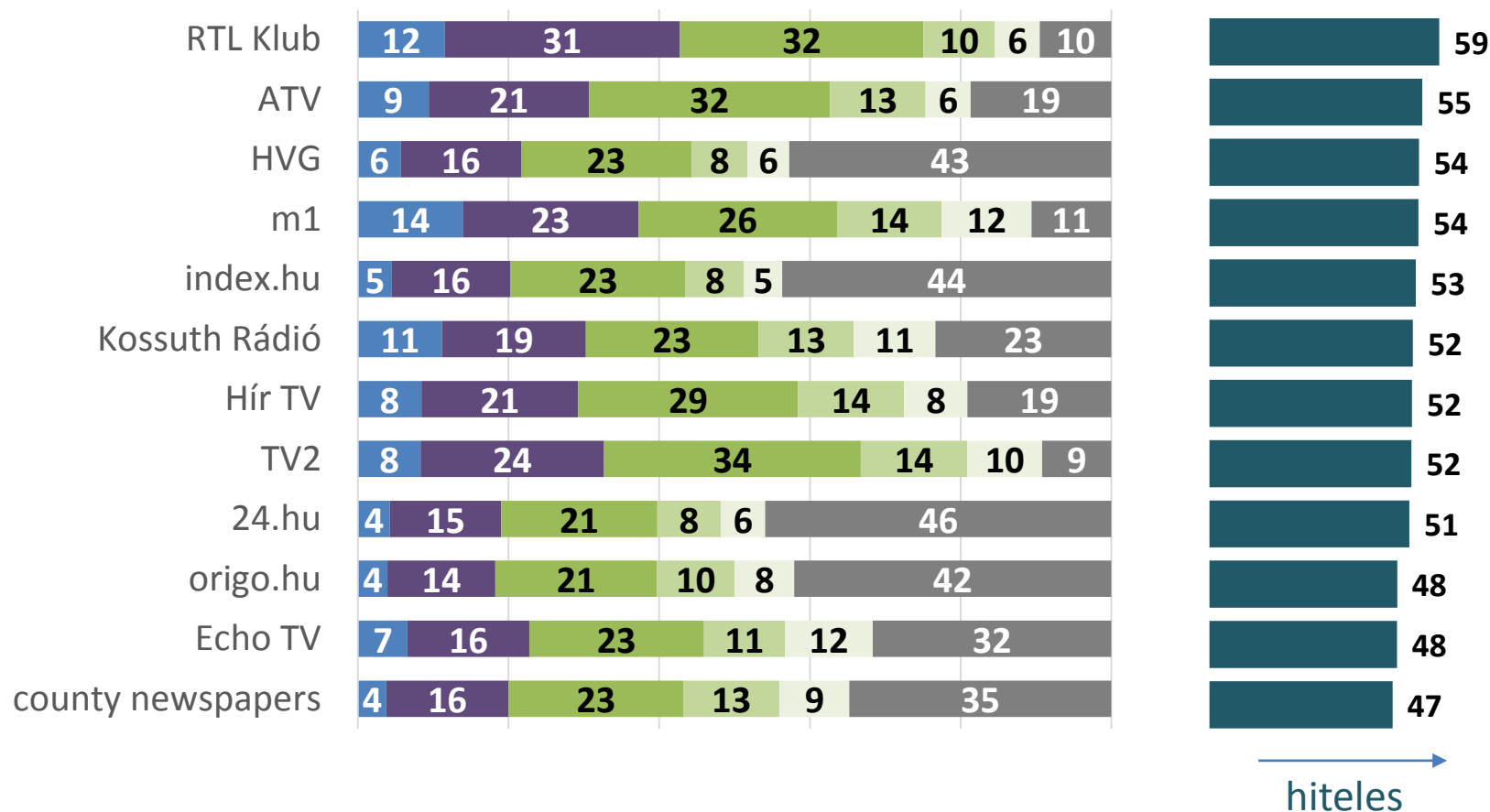
■ pro-government ■ critical of the government ■ neutral/balanced ■ DK/NA



The credibility of news sources

As a percentage of the total population
%, average values on a scale from 0-100

■ completely credible ■ 4 ■ 3 ■ 2 ■ 1 ■ can't judge



The credibility of news sources

by party preference, average values on a scale from 0-100

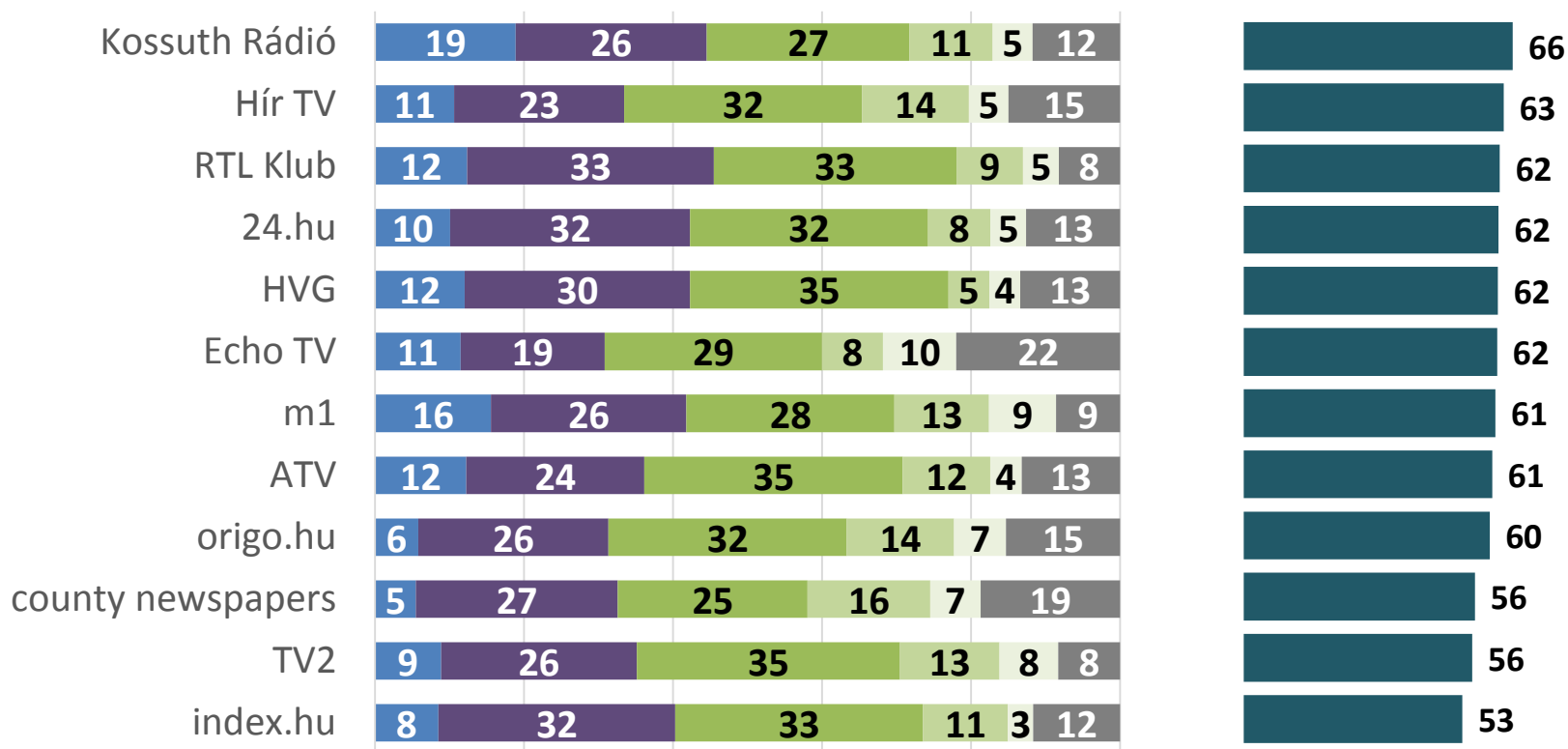
	total population	government supporter	opposition (without Jobbik)	Jobbik	no party preference
RTL Klub	59	53	68	62	57
ATV	55	52	60	53	54
HVG	54	53	59	52	49
m1	54	71	40	41	48
index.hu	53	56	53	55	48
Kossuth Rádió	52	69	40	40	45
Hír TV	52	63	45	46	48
TV2	52	64	42	44	47
24.hu	51	54	54	52	45
origo.hu	48	60	40	45	42
Echo TV	48	63	38	42	41
County newspapers	47	59	38	42	43

The credibility of news sources

Among the consumers of the given media outlet

%, average values on a scale from 0-100

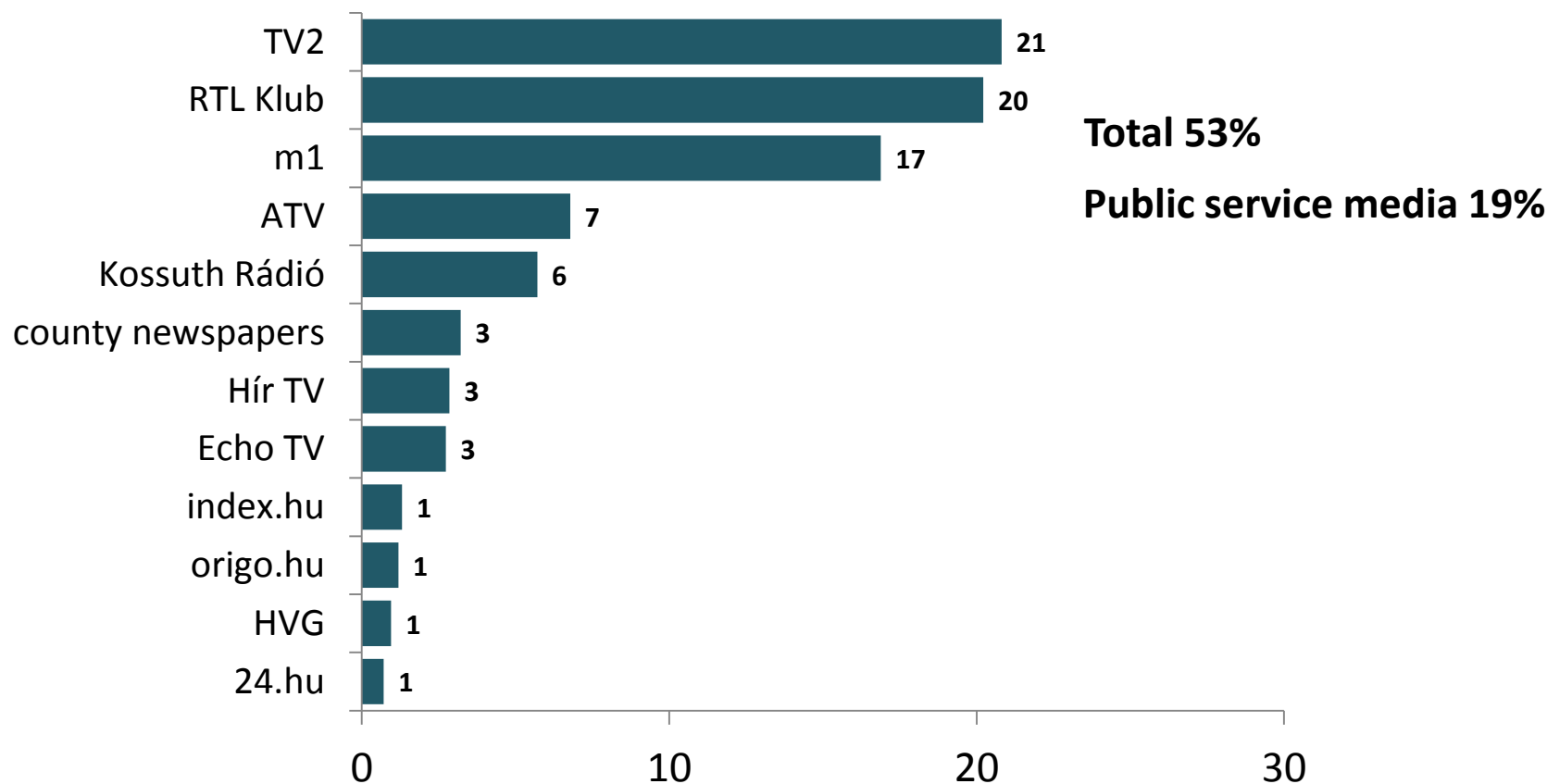
■ fully credible ■ 4 ■ 3 ■ 2 ■ 1 ■ can't judge



→ hiteles

Consumption of news sources that are seen as being affiliated with the other side* politically

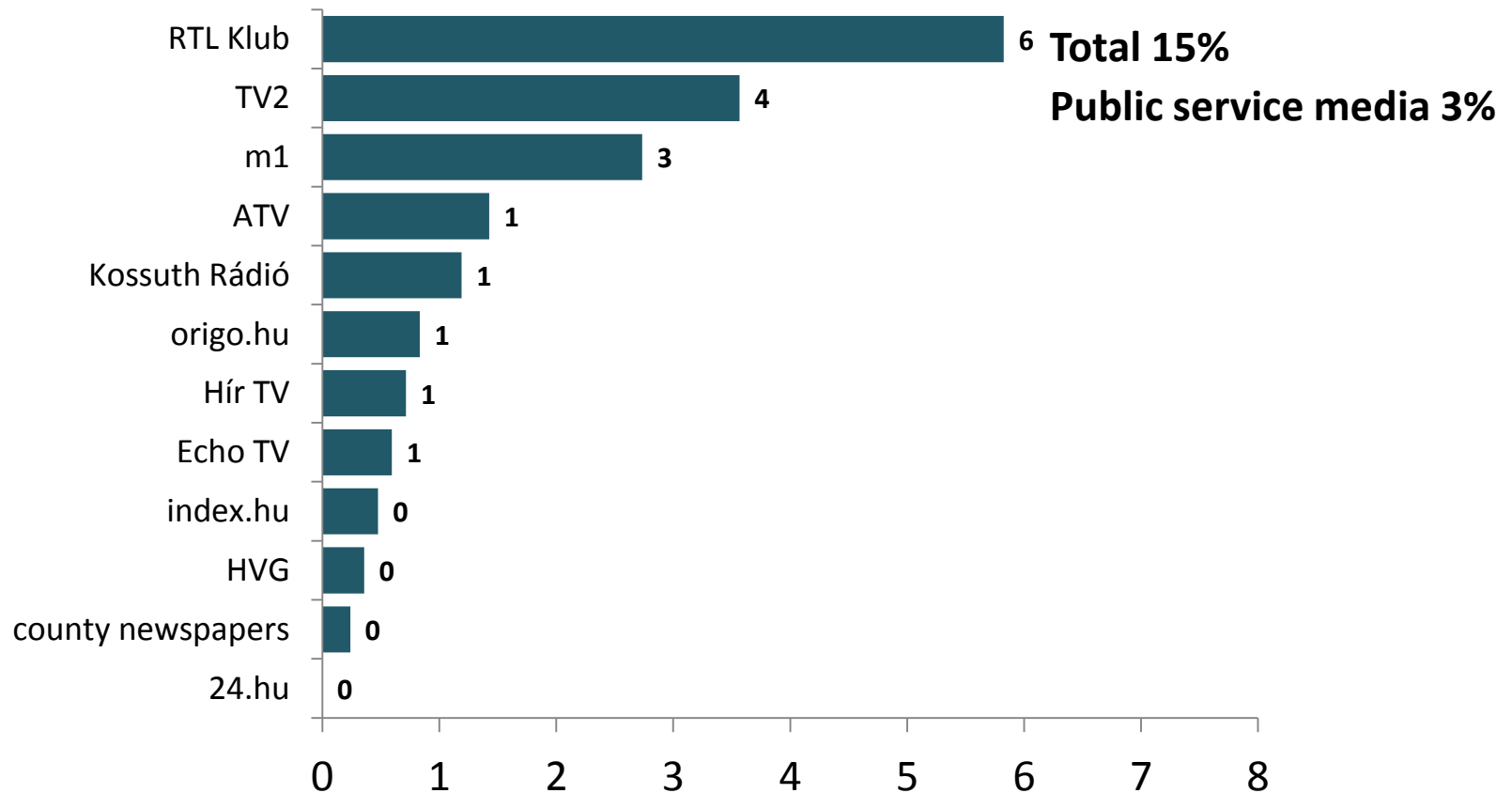
The share of those who regularly inform themselves from the given news source among respondents with a party preference (N=841)



*For the sake of simplicity, we started from the assumption that our respondents were either pro-government or non-government supporting respondents, who classify the news sources as either pro-government or critical of the government

Consumption of news sources that are seen as being affiliated with the other side* politically **which are seen as lacking credibility**

The share of those who regularly inform themselves from the given news source among **respondents with a party preference(N=841)**

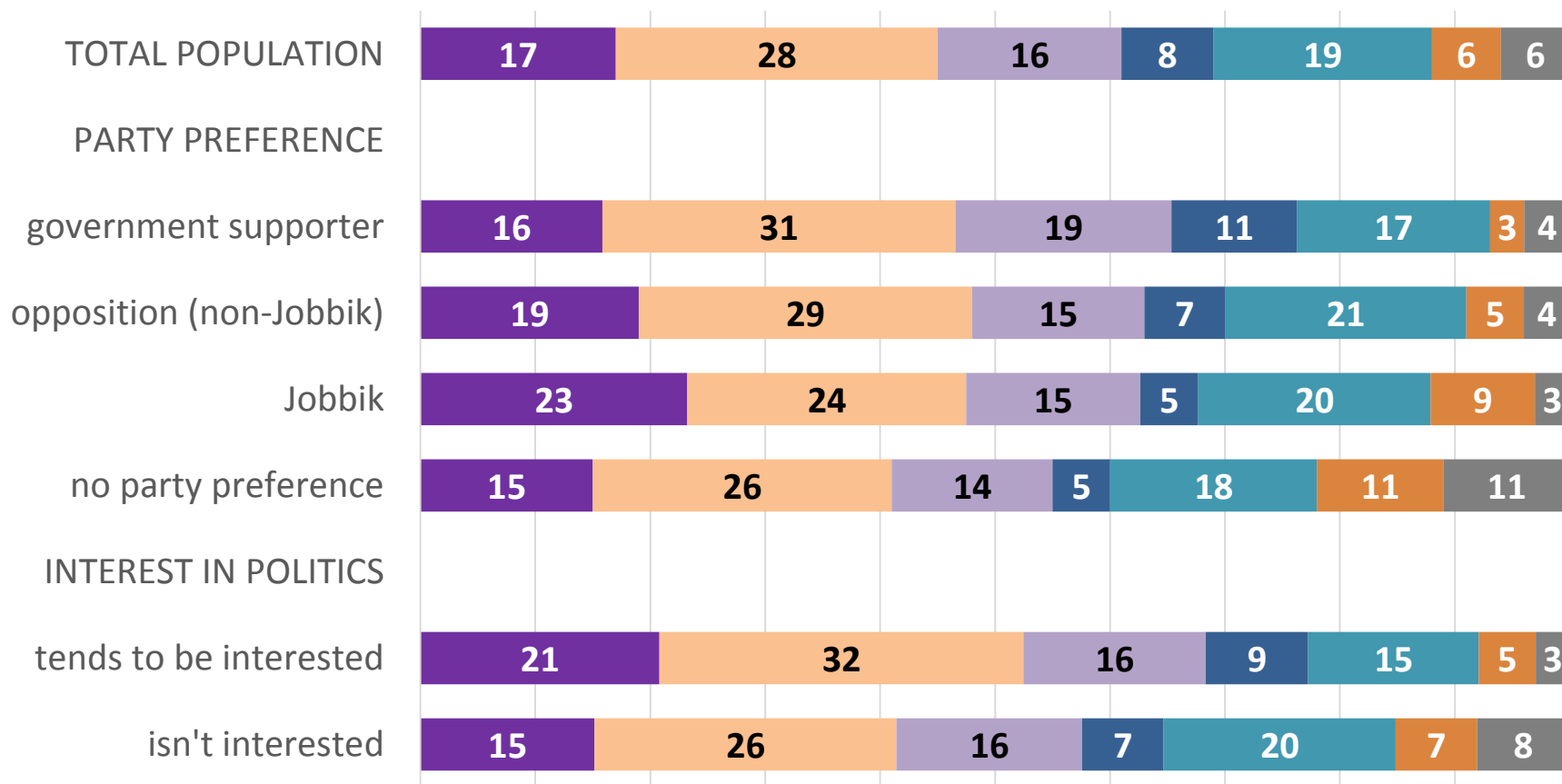


For the sake of simplicity, we based this on respondents who identified as either pro-government or critical of the government and evaluated news sources as being either pro-government or critical of the government.

How often do you encounter information in the press that criticises the work of the government or reports about corruption scandals involving Fidesz?

As a percentage of the total population

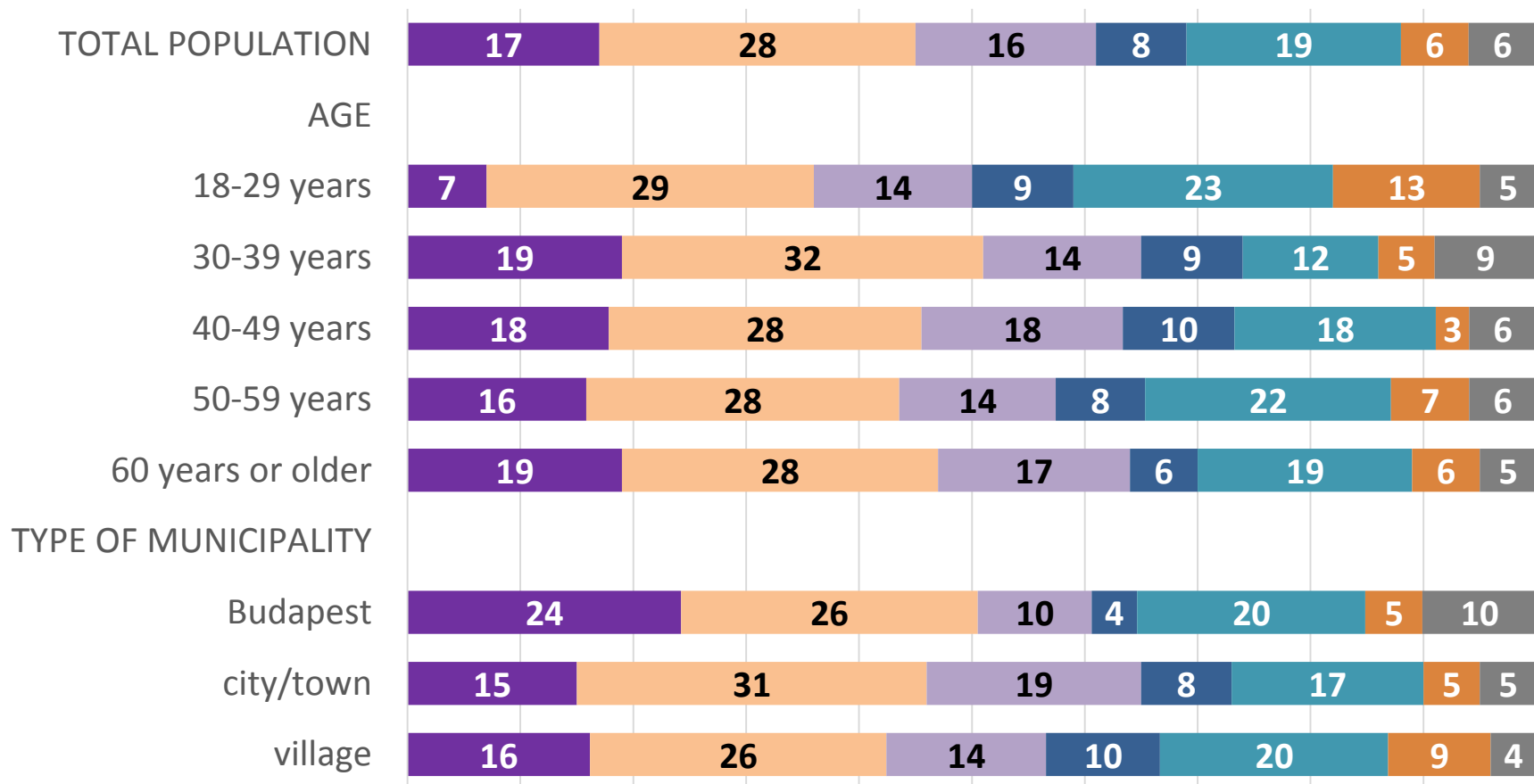
■ daily ■ weekly or more often ■ every few weeks ■ monthly ■ less frequently ■ never ■ DK/NA



How often do you encounter information in the press that criticises the work of the government or reports about corruption scandals involving Fidesz?

As a percentage of the total population

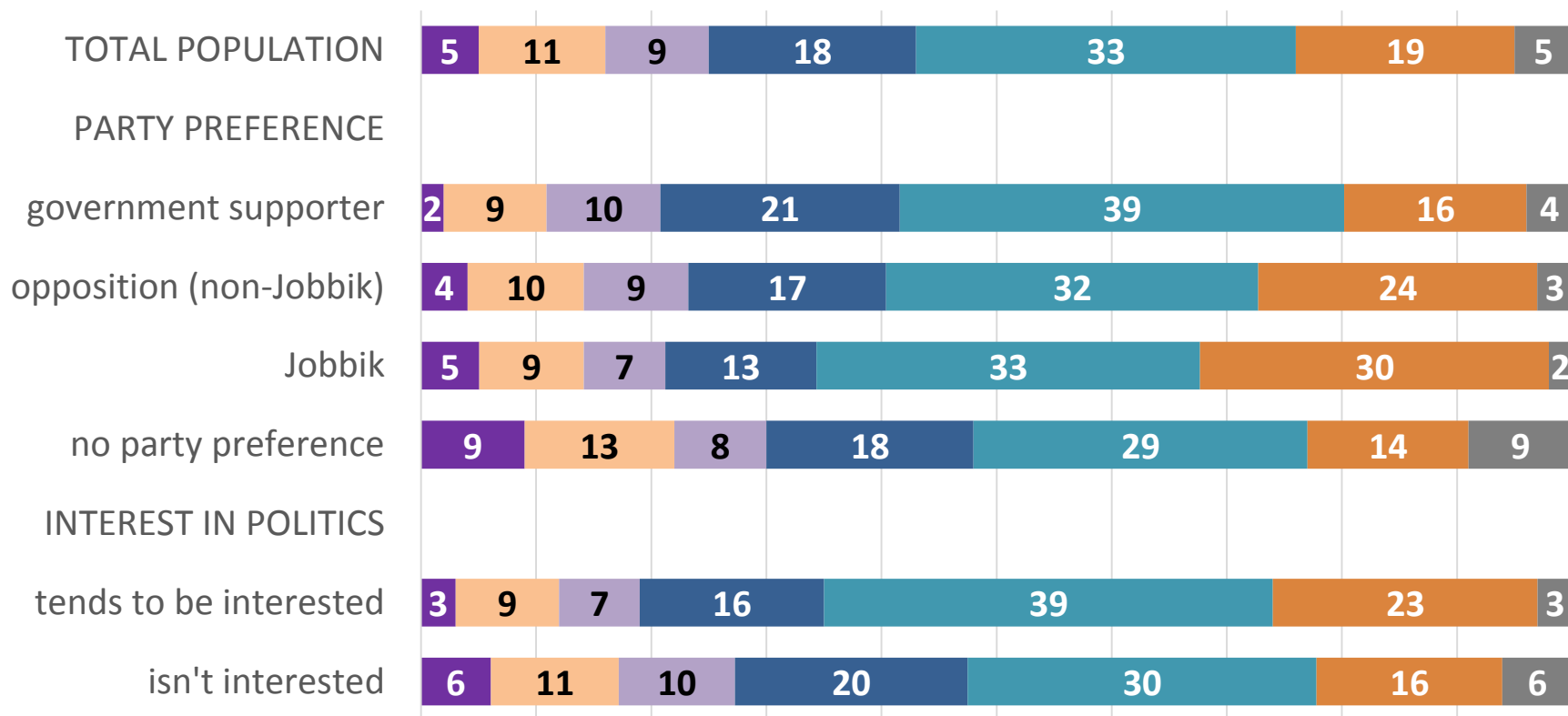
■ daily ■ weekly or more often ■ every few weeks ■ monthly ■ less frequently ■ never ■ DK/NA



And how often do you encounter information in the press that criticises the work of any of the opposition parties or reports about corruption scandals involving them?

As a percentage of the total population

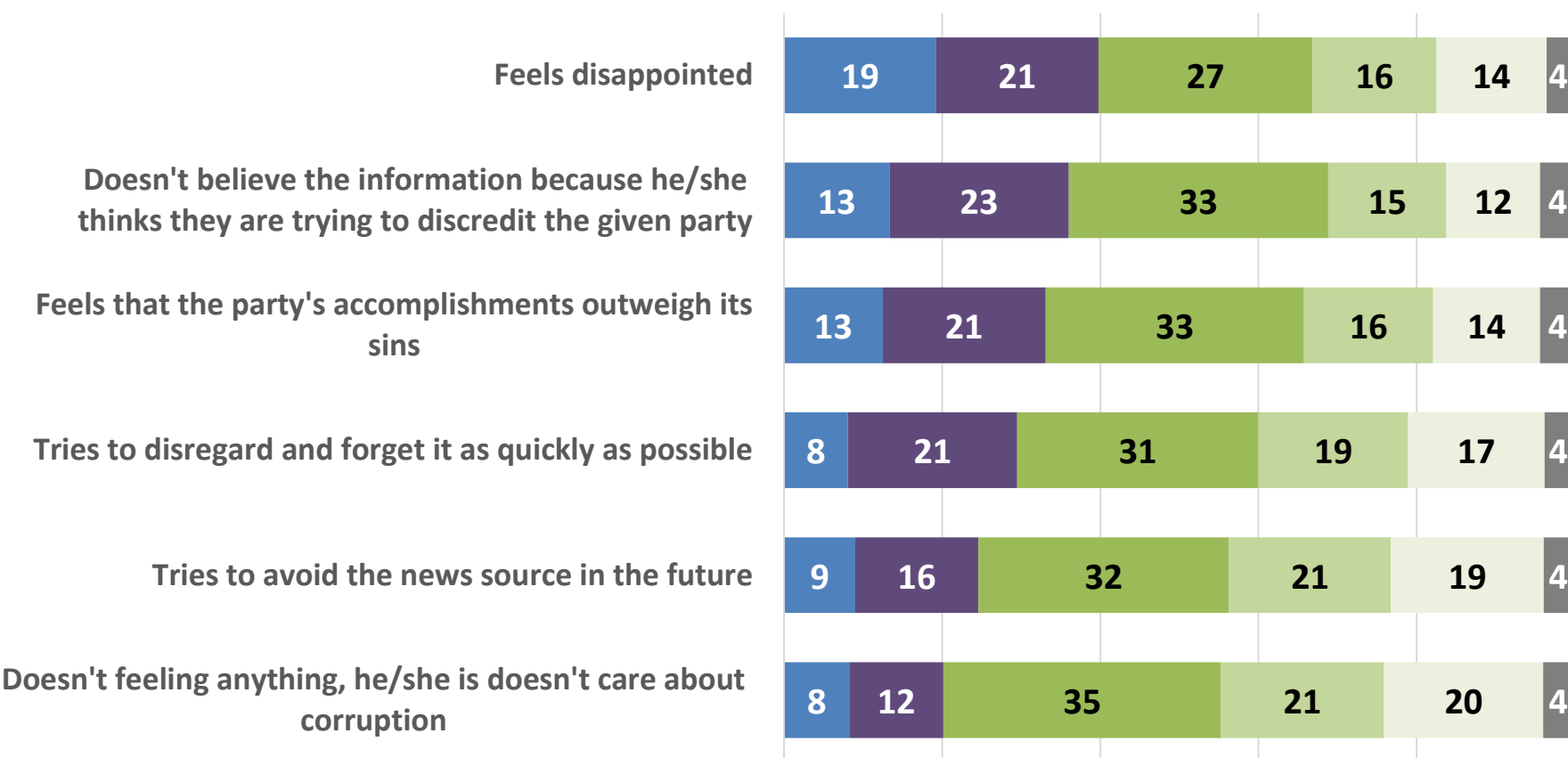
■ daily ■ weekly or more often ■ every few weeks ■ monthly ■ less frequently ■ never ■ DK/NA



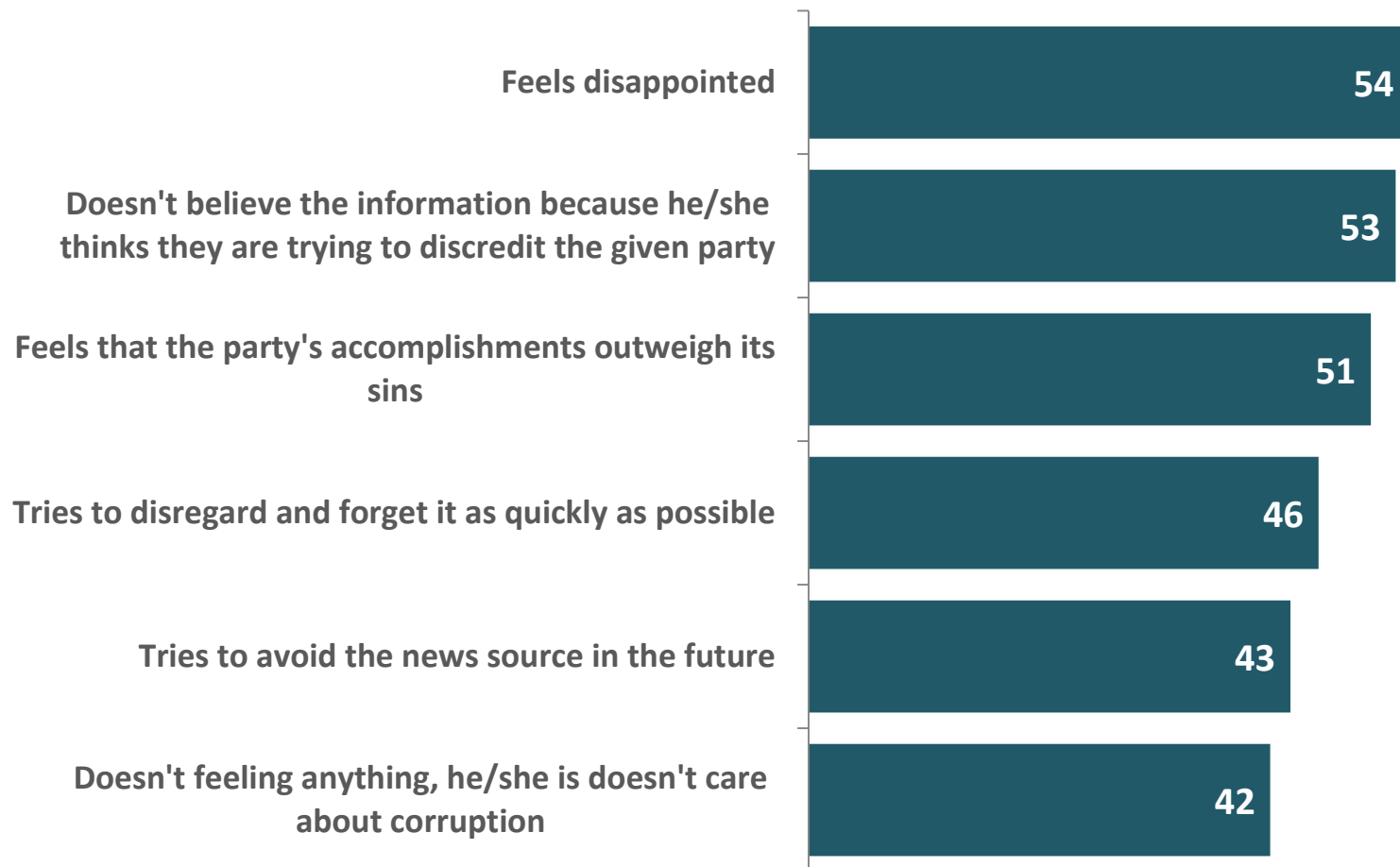
Please recall a situation when the press reported about a corruption scandal involving the political camp that you support or at least find somewhat appealing? What are your feelings and thoughts when that happens?

As a percentage of the total population

■ Totally typical ■ 4 ■ 3 ■ 2 ■ not typical at all ■ DK/NA



Please recall a situation when the press reported about a corruption scandal involving the political camp that you support or at least find somewhat appealing? What are your feelings and thoughts when that happens?
Average values on a scale from 0-100 among those who give a substantial answer



Please recall a situation when the press reported about a corruption scandal involving the political camp that you support or at least find somewhat appealing? What are your feelings and thoughts when that happens?

By party preferences, average values on a scale from 1-5

	total population	government supporter	opposition (without Jobbik)	Jobbik	no party preference
Feels disappointed	54	51	60	55	52
Doesn't believe the information because he/she thinks they are trying to discredit the given party	53	58	54	52	45
Feels that the party's accomplishment outweigh its sins	51	56	50	51	43
Tries to disregard and forget it as quickly as possible	46	47	45	45	45
Tries to avoid the news source in the future	43	45	44	42	41
Doesn't feeling anything, he/she is doesn't care about corruption	42	42	36	39	47

Assessment of the media situation

Assessment of the media situation I

Summary of the results

- According to 19% of the public, the biggest problem with the Hungarian media is the lack of balance, the Fidesz dominance. This was the most frequently mentioned answer when we asked an open-ended question. The second most frequently mentioned problem is that one cannot believe the contents (12%). This is followed by problems that are mentioned far less frequently, only a small portion of which concern the issue of political information; this includes the notion that there is too much politics (1%) and that the migrant issue is being over-emphasised by the media (1%)
- The majority of the Hungarian adult public (61%) believe that the Hungarian press is biased, and as a result one cannot be well-informed since the position of one side or the other will always be more dominant. A narrow majority (53%) of the governing party supporters have a different take – they assess that one can get decent information; the overwhelming majority of the rest of the population are dissatisfied with the present situation, however.
- Roughly-three quarters of respondents perceive that Fidesz has a greater influence in the media than the opposition, and only 3% perceive that opposition media are dominant.

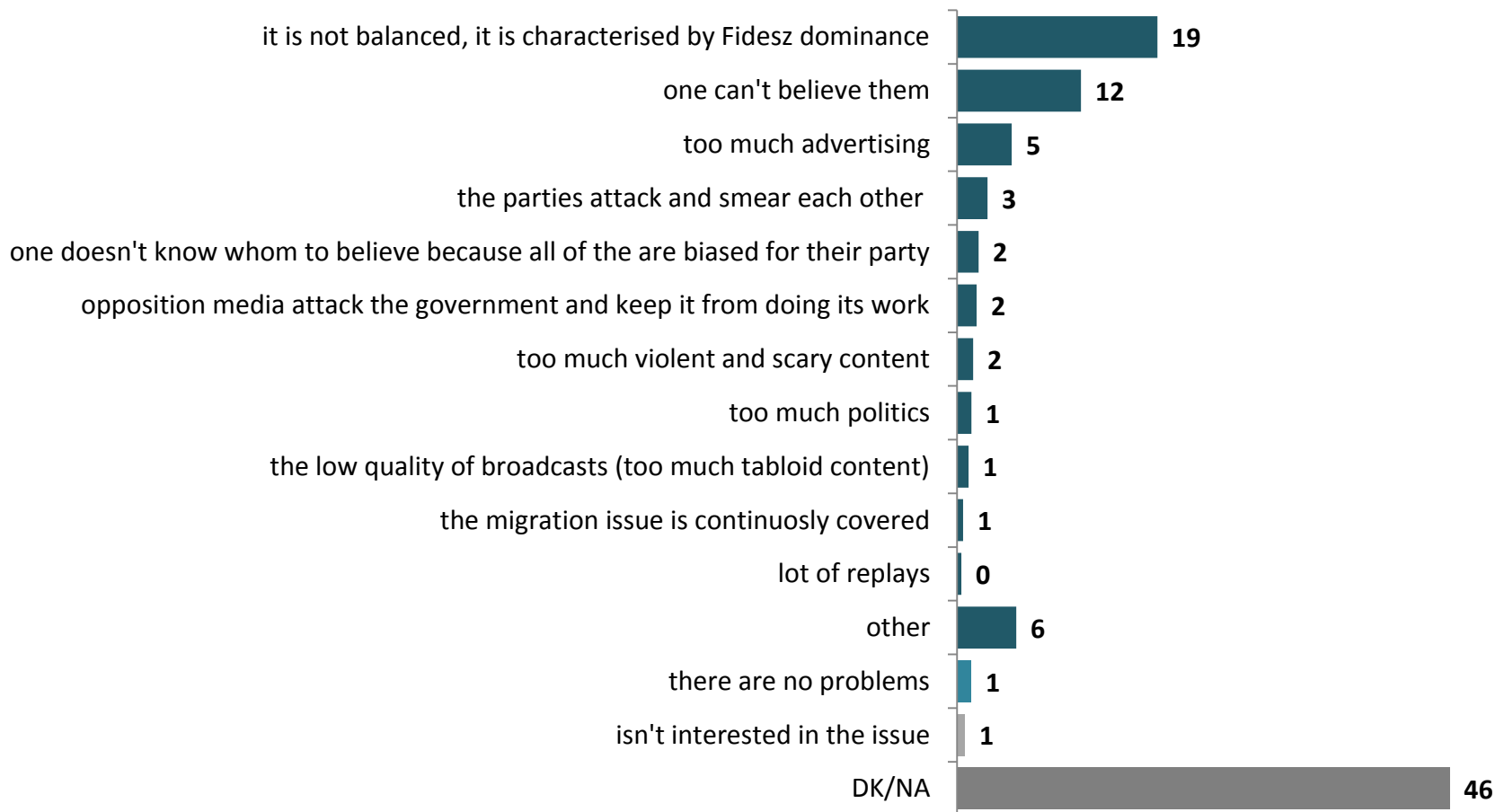
Assessment of the media situation II

Summary of the results

- The majority expect the press to uncover abuses in politics, and they think it is vital that press outlets which report critically about the government reach the public. There is also fairly widespread agreement with the statement that “the continuous growth in the segment of the media controlled by Fidesz is disconcerting”.
- However, the proportion of those who are annoyed by the many outlets where information is published that casts the government or Fidesz in a negative light is also substantial (31%).
- Another vital result concerning the way information is processed is that two-thirds of Fidesz voters perceive that the opposition press routinely tries to discredit the government with false claims.

Is there something in the Hungarian media that you consider a problem, that disturbs you for some reason?

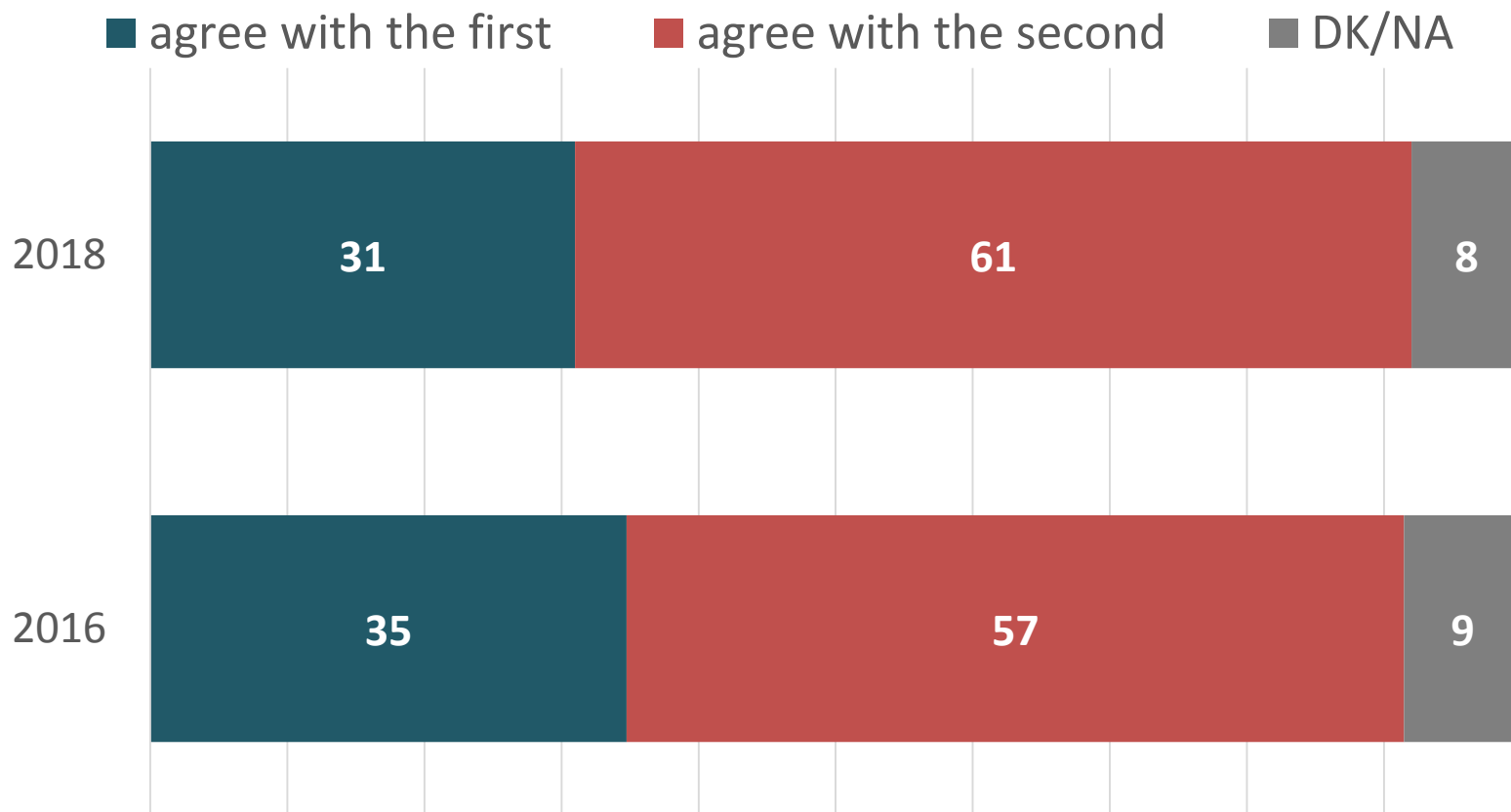
As a percentage of the total population



There are those who say either 1) that one can inform themselves properly from the Hungarian media, one can learn what the reality is, while still others say that 2) or that the Hungarian media are biased, and that the views of one side can get greater coverage than the views of the other.

Which view do you tend to agree with?

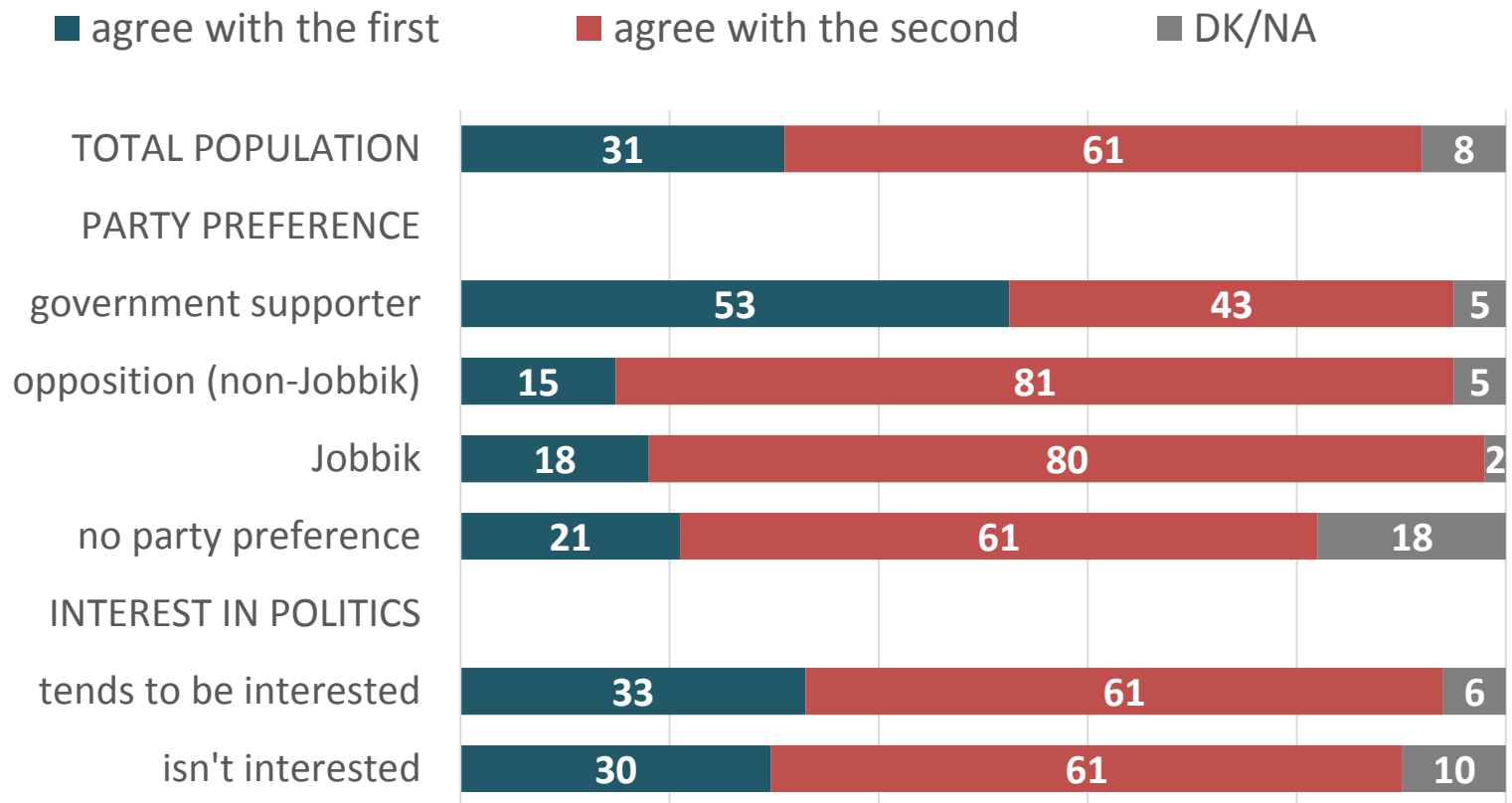
As a percentage of the total population



There are those who say either 1) that one can inform themselves properly from the Hungarian media, one can learn what the reality is, while still others say that 2) or that the Hungarian media are biased, and that the views of one side can greater coverage than the views of the other.

Which view do you tend to agree with?

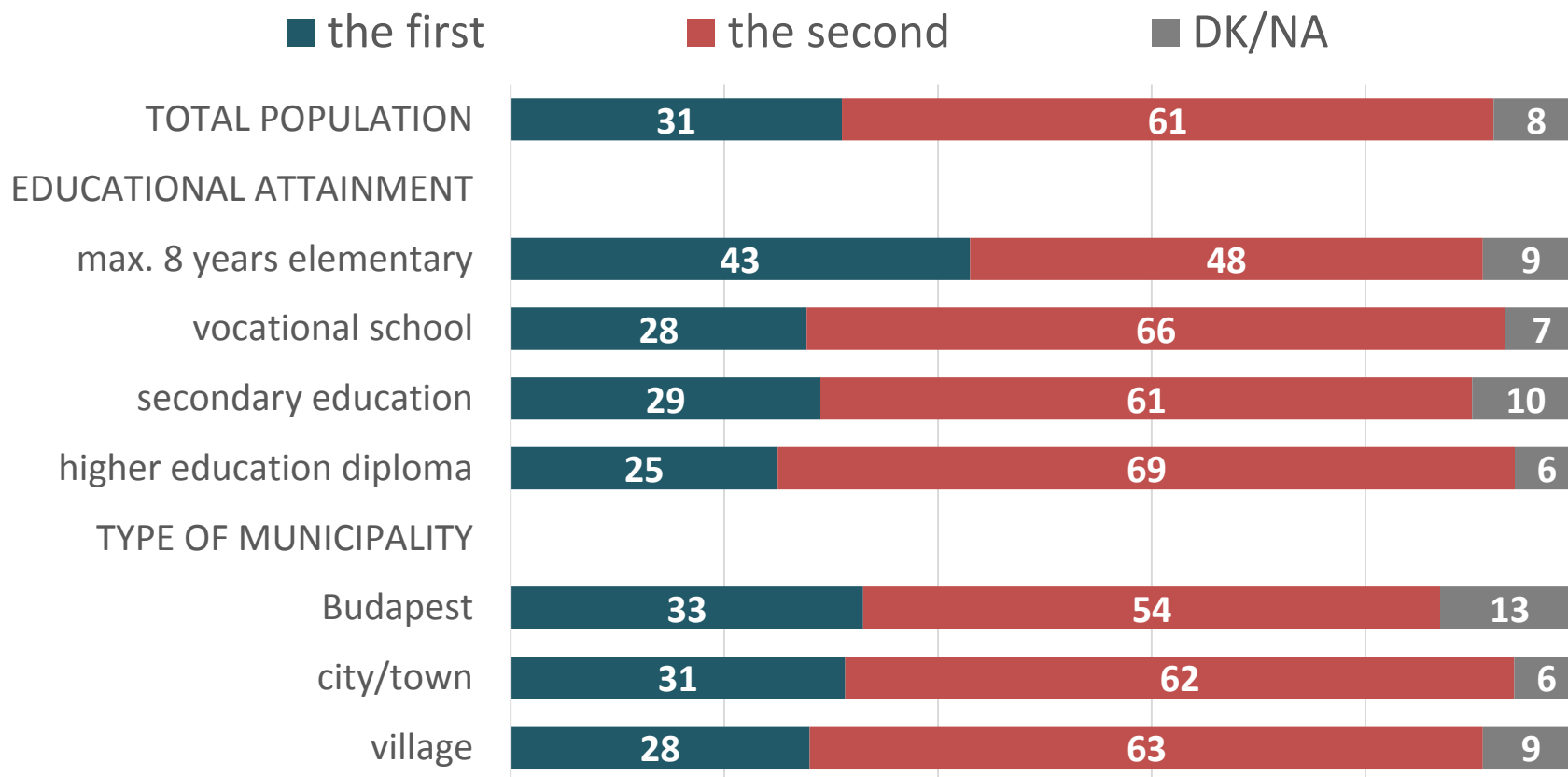
As a percentage of the total population



There are those who say either 1) that one can inform themselves properly from the Hungarian media, one can learn what the reality is, while still others say that 2) or that the Hungarian media are biased, and that the views of one side can get greater coverage than the views of the other.

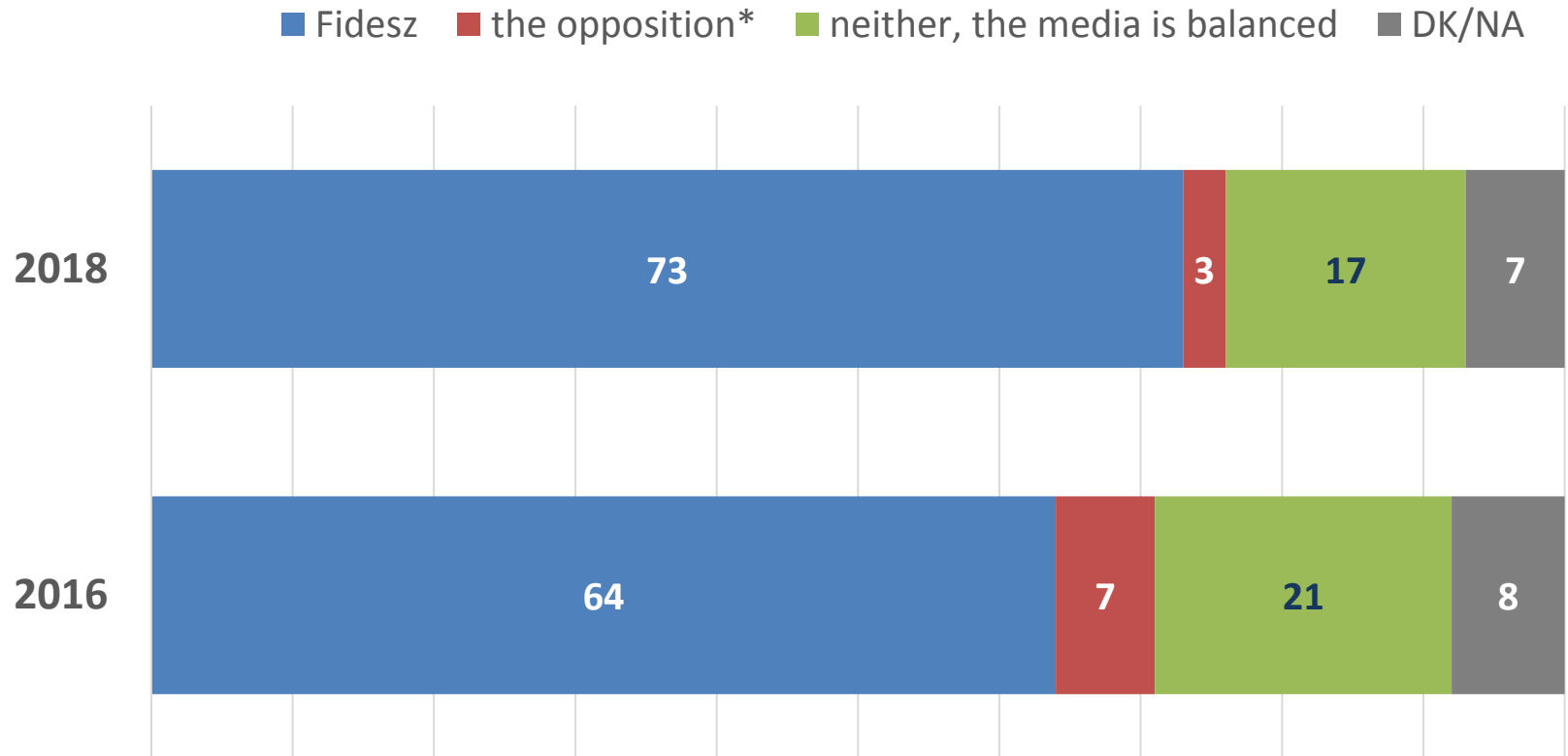
Which view do you tend to agree with?

As a percentage of the total population



In your opinion, which political side/party has a great influence in the Hungarian media?

As a percentage of the entire population

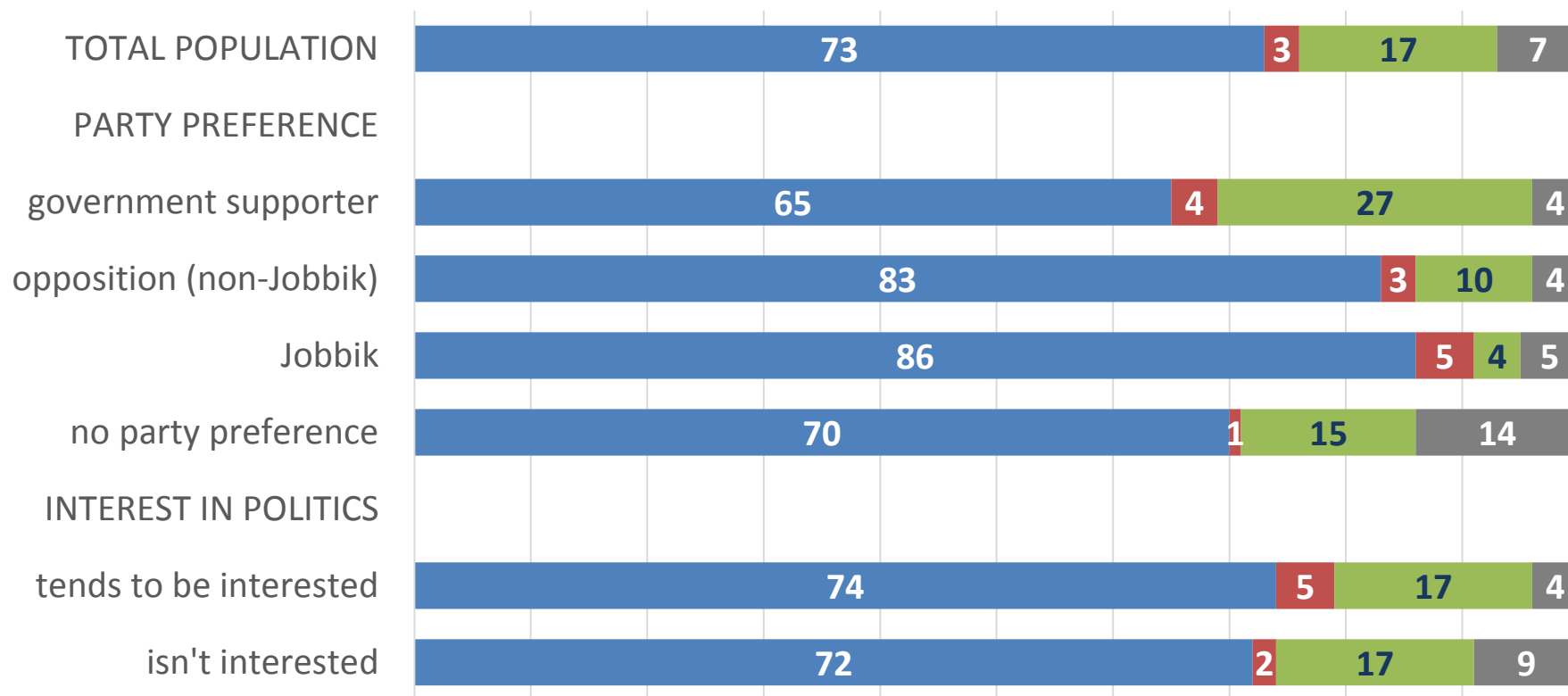


*In 2016 the options were as follows: Fidesz; the left; neither, the media is balanced.

In your opinion, which political side/party has a great influence in the Hungarian media?

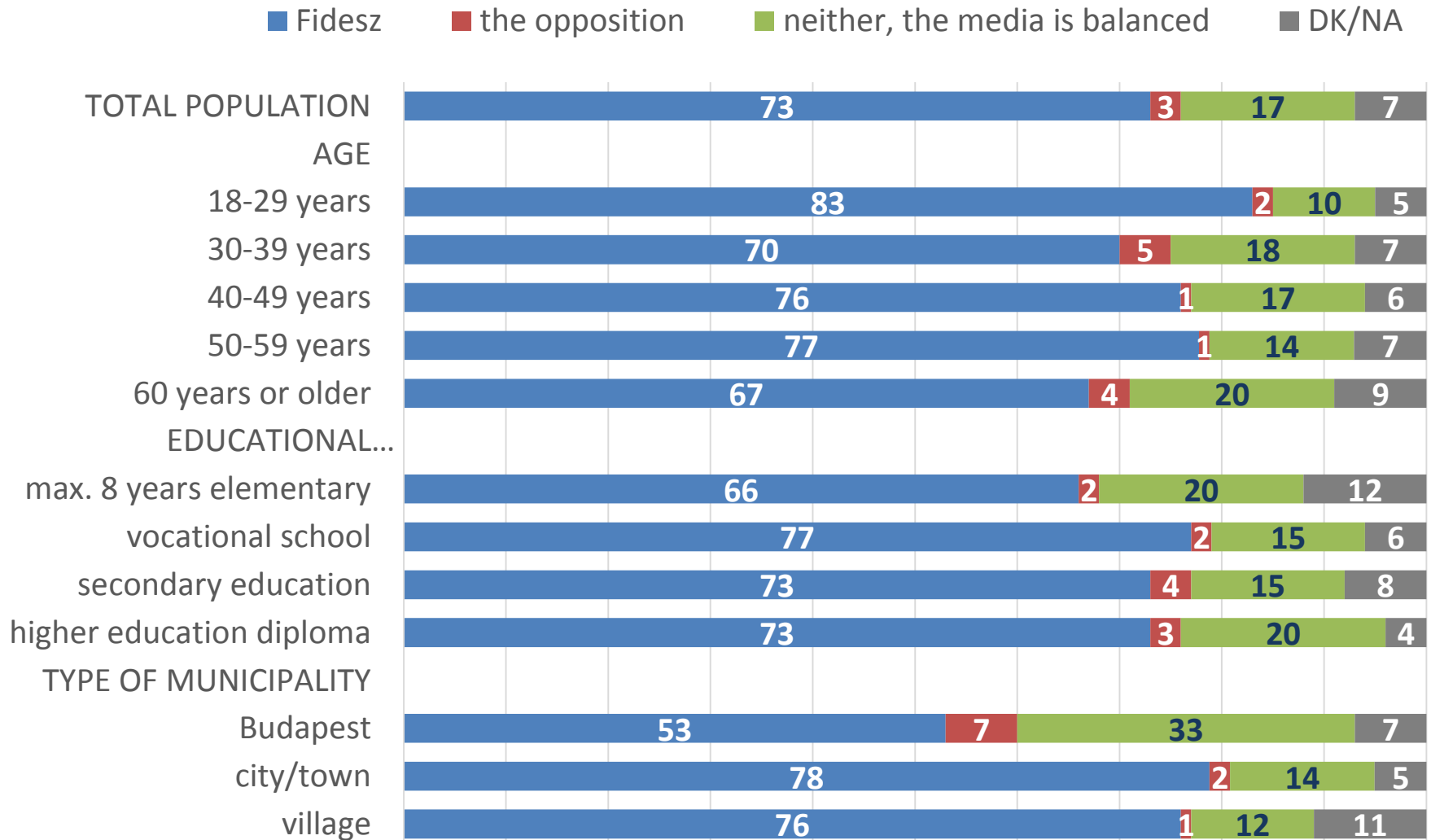
percentage

■ Fidesz ■ the opposition ■ neither, the media is balanced ■ DK/NA



In your opinion, which political side/party has a great influence in the Hungarian media?

percentage



Opinions about the media

As a percentage of the total population

■ fully agrees ■ 4 ■ 3 ■ 2 ■ doesn't agree at all ■ DK/NA

The role of the press is to uncover abuses in politics



It is important that audience has an access to press products that critically cover the activities of the government and of the politicians, entrepreneurs affiliated with the government



It is natural that those in government seek to ensure that only their position reaches the public while that of the opposition doesn't



It is disconcerting that the media is increasingly in Fidesz's hands



The opposition press typically uses untrue statements to discredit the government

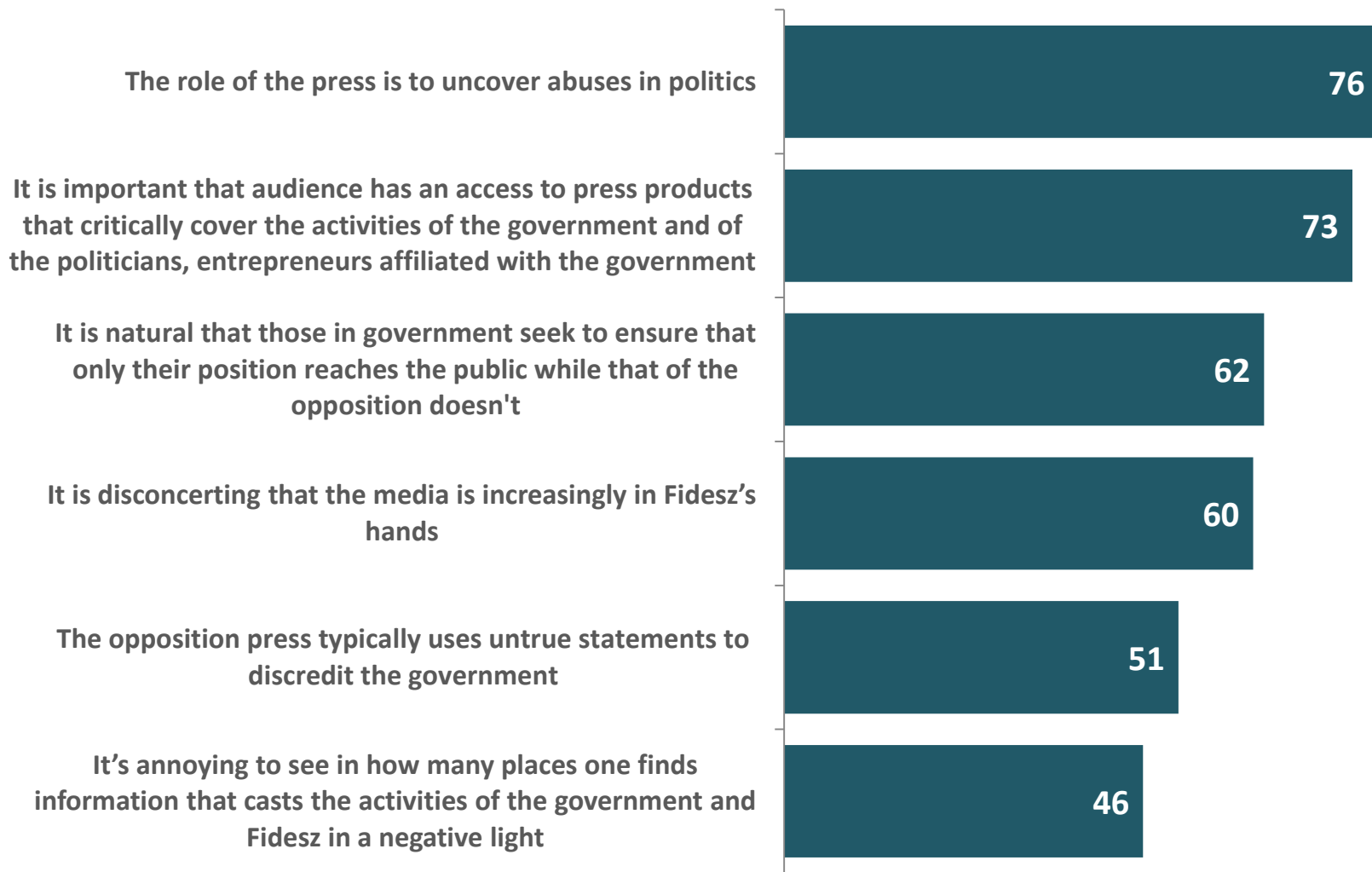


It's annoying to see in how many places one finds information that casts the activities of the government and Fidesz in a negative light



Opinions about the media

Average values on a scale from 0-100



Opinions about the media

Average values on a scale from 0-100, by party preference

	total population	government supporters	opposition (without Jobbik)	Jobbik	no party preference
The role of the press is to uncover abuses in politics	76	71	81	77	78
It is important that audience has an access to press products that critically cover the activities of the government and of the politicians, entrepreneurs affiliated with the government	73	66	80	77	75
It is natural that those in government seek to ensure that only their position reaches the public while that of the opposition doesn't	62	70	56	57	58
It is disconcerting that the media is increasingly in Fidesz's hands	60	30	85	81	71
The opposition press typically uses untrue statements to discredit the government	51	67	36	43	45
It's annoying to see in how many places one finds information that casts the activities of the government and Fidesz in a negative light	46	60	35	38	40