



The sources of political information in Hungary

The state of the media structure in the time before and after its transformation

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The survey research aimed at identifying the sources of political and public affairs information was conducted by the Medián Public Opinion and Market Research Institute on a commission by Mérték Media Monitor. The data were collected by personal interviews on a sample of 1,200 respondents, which reflects the composition of the Hungarian adult population by sex, age and qualification.

The survey replicated in part the questions asked in earlier surveys in the fall of 2014 and in the spring of 2015, this is why the presentation of the findings is focused on the changes.

The research was conducted before the suspension of the publication of the left-wing daily Népszabadság, thus the impact of the termination of the highest circulation political daily newspaper cannot yet be detected from the findings.

Transformation of media structure

- One of the key conclusions drawn from the research was that the information sources and the media consumption habits are more or less permanent, even the changes in the media structure, ownership and thus, the subject matter exert hardly any effect on consumption in such a short term. The recent changes exerted hardly any effect on getting informed from the television, the number of TV2 viewers is essentially unchanged, and although the “public service” channels have lost 5% of their viewers, they also won nearly the same percentage.
- Due to the changes, the right-wing daily Magyar Nemzet has lost one quarter of its readers but due to the rather low number of readers of this political daily paper, all in all, this change is hardly visible in view of the total population (1 percent).
- HírTV has also lost a detectable number of viewers: 3 percent of the respondents stated that they had earlier watched this channel but the rate of the current viewers is 5 percentage points lower than the figures measured in 2014-15.
- The decreasing significance of the printed press, especially that of political daily papers in obtaining information on public affairs seems to be a more important (and faster) process than the impact of changed ownership. The rate of the readers of county daily papers has fallen from 34 to 24 percent in the past year. In summary, in the recent years it was 47 percent of the population that informed themselves with some frequency from political daily papers and county daily papers (including the earlier Metropol and the new Lokál), now this proportion is a mere 33 percent. Besides the reduction in the number of the readers of county daily papers, the termination of Metropol also plays a role in this process but the continuous decrease in the circulation of the other daily newspapers, which is difficult to detect in such a short term, is also a contributing factor.
- The daily Magyar Idők entered the market of political daily newspapers with an extraordinarily low number of readers, so it was not able to exert a meaningful effect on these processes.
- The readership of county papers also obtains information from some of the national media at least on a weekly basis. It turns out from the responses that the readers of the county papers do not show a meaningful difference as compared to the average news consumption habits in the consumption of other media products. Thus, it cannot be claimed that the readership of the county papers is defenseless from potentially one-sided information provided by the county papers.

Obtaining information on politics and public affairs

- Political interests, just like the overall picture of media consumption habits, have shown a rather stable tendency in recent years: there is a small minority of the population below 10 percent that shows a very high level of interest in public affairs, nearly two thirds show medium or low interest, while some one third of the population keeps a distance from these topics.
- The vast majority (82 percent) of the adult population deems the time that they spend informing themselves too little and 40 percent of them think that this amount of time has even decreased in the past few years.
- Considering the fact that one third of the adult population said that they were not interested in politics, the number of those who do not inform themselves at all, according to the responses that they gave during the survey, can be regarded rather low, a mere 8 percent. A further 14 percent said that they did not regularly obtain information from any source at all. It is worth mentioning that the rate of those who do not at all, or do not regularly inform themselves is high in the age group below 30 (a total 32 percent). The aversion of, or the distance kept by young people from public affairs has been detectable for many years.
- Not surprisingly, there is a much higher proportion of those who do not spend time on informing themselves about political or public affairs events among those who do not have party preferences and those who claim that they are not at all, or only slightly interested in politics.

Sources of seeking information on public affairs

- The dominance of television in seeking information in public affairs is unchanged but the internet has already overtaken the printed press and the radio in this area for some time. The significance of the internet approaches but does not reach that of the television in the age group between 18 and 29 years: the internet is used for obtaining information in a higher than average proportion (44%), while television is used for the same purpose in a lower than average proportion (53%).
- The outstanding role of television is also typical among the internet users: in this group, television is used for seeking information by 88 percent of the respondents, while the internet is used by 75 percent, with some frequency.
- The exclusivity of television as a source of obtaining information on politics or public affairs is a common phenomenon among the elderly (those who are over 60 years of age) and among those respondents who have a maximum of 8 years of primary school education (18 and 24 percent in the individual groups, respectively).
- There are very few people who only seek information on the internet, they mostly represent the youngest generation, i.e. those below 30 years of age (6 percent).
- Based on the role of television as a source of information, it is no surprise that most of the respondents would find it the hardest to part with this type of medium but the proportion of those who think that the internet would prove to be the most important source if only one type of source was left is very high.

- Among the television channels, the respondents are more attached to the commercial ones than to the public service ones (48 vs. 8 percent, respectively).
- The one-minute news broadcasts on sports channels are a new source of getting informed from television, which we focused on in our research survey because sports events can reach out to extremely wide masses of people (during the football World Cup or the Olympic Games). The survey findings have shown that as high as 59 percent of the adult population watches one-minute news broadcasts on sports channels. Among them, there is one third of those who are bothered by these news spots and two thirds are OK with them. It is the voters of the government party that are the least bothered by these news shows but there is a relatively low sensitivity among those voting for the opposition as well.
- Starting out from the consumption habits found out during the research survey, we identified some groups or clusters of information sources among those who seek information on politics and public affairs. The conclusion drawn from this was that there is a wide spectrum of the group of respondents which obtains their information from an extraordinarily narrow source, which makes up as many as 46 percent of the people who seek information, in the media consumption of which television plays the key role. Also, a relatively wide stratum of respondents seeks their information from the internet (36 percent). Almost 10 percent obtains their information from an extraordinarily wide scope of sources but mostly from the radio, presumably in the car, or as a background activity while doing something else, and there is a group of similar size whose information is primarily obtained from the political daily papers.
- It is an extremely large proportion of the elderly and lowly qualified respondents that belongs to the first group with narrow sources of information (66 and 74 percent, respectively), i.e. this is exactly the group which is characterized by lower than average interest in getting informed, as a start.
- Internet-focused information sources are very typical of the young but the lagging behind of the oldest age group (those who are over 60 years of age) is more conspicuous than the difference between the middle-aged and the young respondents. High qualifications also involve a higher dependence on the internet in obtaining information, those who belong to this group are mostly respondents holding higher education degrees (52 percent).
- Those who seek information from a wide scope of sources but mostly from the radio and the political daily papers are also mostly respondents holding higher education degrees.
- The party preferences of the respondents are correlated with the groups of the users of different information sources in that the average age of the voters of the various parties is very different, so the impact of age is obvious in the differences: the voters of the right-wing Jobbik party, for instance, represent themselves in a higher than average proportion in the internet-focused group of respondents. It should also be highlighted that 60 percent of party-neutral respondents belongs to the group which seeks information from a narrow scope of sources, mostly from television.

Alternative channels of seeking information on the internet: facebook, blogs

- The proportion of Facebook users has not changed considerably in the past year: the two percentage point increase cannot be regarded as significant. It is still typical that presence in the social media is very strongly determined by age and to a slightly lesser extent but still strongly, by qualification.
- There was a slight increase in the ratio of persons within the general population who use Facebook to find political information. As a result today 36% of the total population and 74% of Facebook users use Facebook as a source of information to some extent. From among the groups of voters, Facebook presence has been outstanding in the past few years among the voters of the party Jobbik. This difference has basically disappeared by now. The Facebook presence of Jobbik voters is not outstanding any more within the different age groups either, so the change cannot be put down to a potential restructuring of the voter group. What may explain the situation, however, is that Jobbik is less and less squeezed out from the major media, it is less and less compelled to use Facebook.
- Just like in the very use of Facebook, it is also obvious in obtaining information on Facebook that the activity of Jobbik voters does not significantly exceed that of the other groups of voters, as opposed to the recent years. At the moment, it generally holds true for the voters of the opposition that a higher percentage of them seeks information on Facebook than those who vote for the government party, or who are party neutral.
- The rate of those reading blogs of political and public affairs topics has not changed in the past one year. Reading blogs is characteristic of the elderly and the lowly qualified respondents in an extent much lower than average, in correlation with the rate of internet use in general. If the same issue is assessed among the internet users, the disadvantage of these two groups is a lot less conspicuous but it still exists, i.e. the genre itself attracts the young and the highly qualified with more intensity.

Confidence, authenticity

- The majority of the adult population (57 percent) is dissatisfied with the sources of obtaining information, as they think that the standpoints of one of the political parties always receive more attention. This, in turn, leads to the excessive presence of the standpoints of the governing party Fidesz, as is claimed by two thirds of the respondents at the moment. It is noteworthy that even among the voters of the government party, there is a majority who claims that Fidesz currently has a greater influence in the media. Instead of the “left-wing liberal dominance”, which can still be heard in public speech from time to time, the respondents clearly sense a government party media dominance.
- It is only among the voters of the government party that there is a majority who is satisfied with the available sources of information but even among them, the rate of these respondents does not exceed 56 percent. The voters of the opponent parties are very critical: the media are biased in the opinion of 77 percent of the voters of the opposition without Jobbik, while this rate is 70 percent of the voters of Jobbik.
- Despite the high level of dissatisfaction, it can be declared that the authenticity of the “public service” televisions is still rather high among the respondents. It was spontaneously mentioned as the most reliable authentic source by 33 percent of all the respondents, and 44 percent of those respondents who seek information from a wide scope of sources. The

appreciation of the public media as a source of information is relatively high even among the supporters of the opposition. It seems that the “public service” character is a factor that considerably increases credibility even despite the harsh criticism of the information services that they provide and also, that television as a medium has a rather strong power to increase authenticity.

- In the total population, the list of authenticity is led by the TV channel RTL Klub. This is not a surprise because the question of authenticity is closely related to the role fulfilled in providing information: a significant majority of the respondents indicated those sources which are used by them as authentic and RTL Klub is the most widely used source of information. RTL Klub has recently taken a conscious effort to increase their role in providing information on public affairs. However, it is rather interesting that TV2 is significantly lagging behind RTL and it is also overtaken by the “public service” channels.

Openness in seeking information

- One quarter of the population acknowledges that they tend to seek news sources and opinions that are close to their own political beliefs when they try to find information. The responses suggest that the majority does read and listen to the news and opinions of the other side as well. The proportion of those who said that they only obtained one-sided information has decreased in the past year: it was 31 percent in 2014-15.
- The voters of the government party are less attached to the standpoints of their own side, as it turns out from their responses. It is the most typical of the Jobbik supporters that they seek content that confirms their ideology and views.
- The available data allow us to check whether the majority in fact obtains information from a wide range of sources. The media that we reviewed during the research survey were classified according to political affiliations by applying a statistical method. For this, what we checked was whether one or the other group of voters consumes the products of a certain medium in a significantly higher proportion. Then we set out to assess what political side is represented by the contents that the respondents consume. The conclusion drawn from this was that it was only in the case of a total 31 percent of the respondents that it could be detected that they seek information from media that belong to different political sides: 9 percent sought information from the government party’s media, the left-wing/liberal media and the radical right-wing media alike; 20 percent obtained information from the government party’s media and the left-wing/liberal media; while 2 percent informed themselves from both the government party’s media and the radical right-wing media. Thus, it is a mere 9 percent of the population that follows the views of all sides, as it turned out from our investigations into the specific media.
- More than one fifth of the adult population is characterized by obtaining information only from the sources of the governing party, and this is the largest group besides the one that seeks no information at all from the sources under review. The group of the respondents who obtain information only from the media sources of the governing party is probably so large because the public media was identified in our research as a medium of the government party, so those strata of the society whose members have their primary access to this source of information are necessarily those who are one-sidedly informed.

- We could see that the Fidesz voters say that they are more open than the supporters of the opposition. However, the sources of information that were in fact read, listened to or watched confute this correlation. It seems like a very high proportion of government party supporters (36 percent) only seeks information from a source affiliated with the governing party, while there is a mere 14 percent of left-wing opposition supporters who limit their sources of information to the sources on their side, and only 7 percent of the Jobbik voters seek for information and opinions one-sidedly in the radical right-wing media.
- The research also checked which the most popular contents are from among the news, reports and opinions. This part of the research has shown that opinions as such are preferred by a very small proportion of the population (5 percent); the majority seeks for news and reports (48 percent), or both types of contents (42 percent). The respondents are not different in this respect either by socio-demographic features or party preferences. There is, however, a significant difference between those who belong to different age groups. The young and the elderly show a higher preference for news than for opinions, as compared to the middle-aged.

In summary, the research has found that the news consumption habits are relatively inflexible regarding the changes in the media environment, the ownership relations and even the quality of news services. Television is still the outstandingly most important channel for reaching out to the public, which is also regarded by the audience as the most authentic medium, irrespective of whether it is a commercial or a public service channel. The printed press keeps losing its significance as a source of information, as the online media secured their place as the second most important source of news. The county papers, which came to be in the focus of attention due to the acquisition of Mediaworks, continue to be the highest access news sources within the printed press but their consumers use other sources of information, which are not less wide than average. Perhaps the most surprising finding of the research survey is the significant role and relatively high level of authenticity of the public service media among the sources of news, which is not confirmed by the content analyses of the information services provided by the public service media

The sources of political information in Hungary

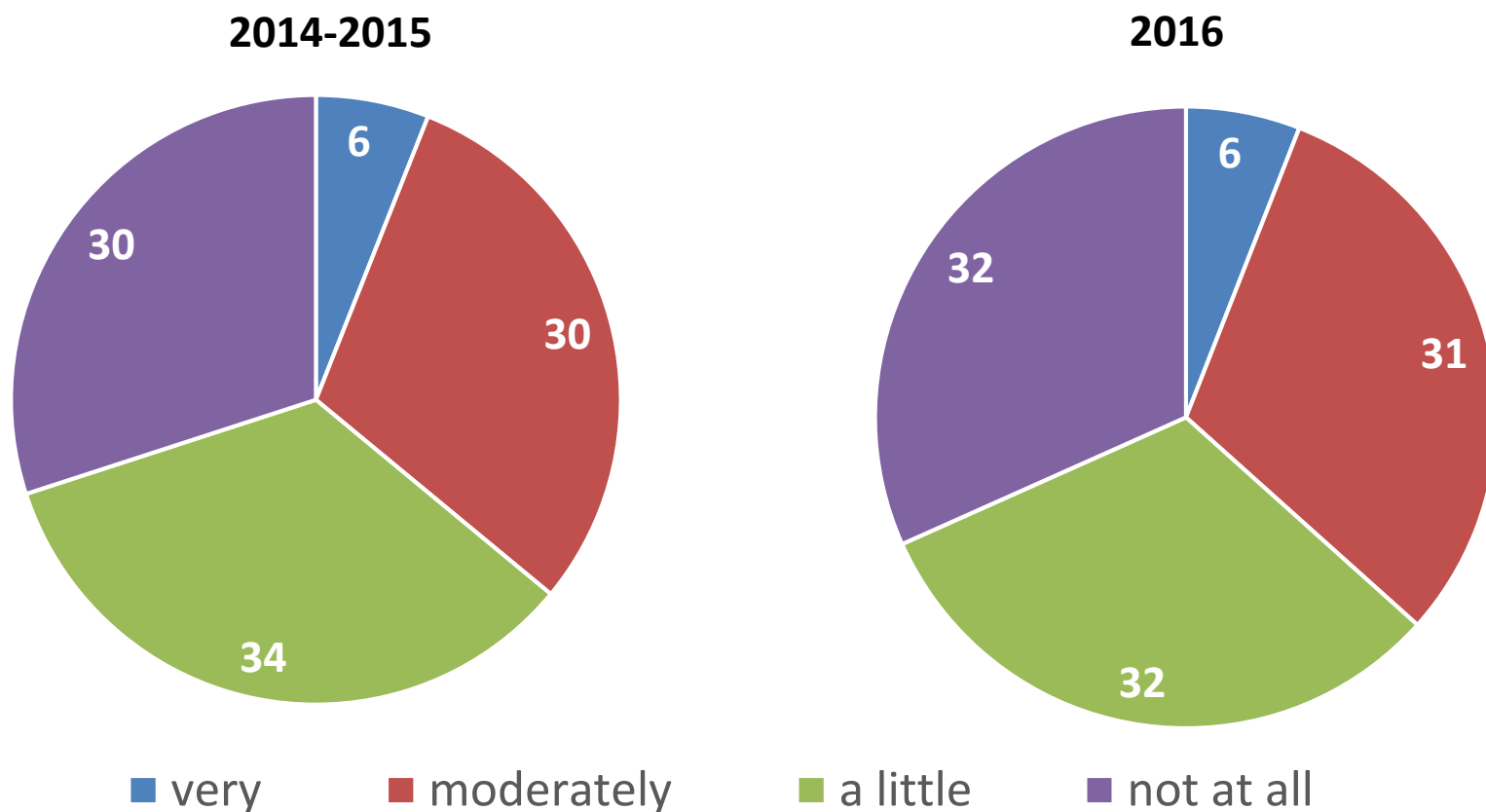
The state of the media structure in the time before
and after its transformation

25 november 2016

Methodology

- The survey was conducted by the **Medián Public Opinion and Market Research Institute** on a sample of 1,200 respondents who were interviewed in person. The sample has been weighted to reflect the composition of the Hungarian population aged 18 or older.
- **Date of data collection:** 9-13 September 2016.
- The survey replicated in part the questions asked in earlier surveys in 2014 and 2015.
- **Margin of error:** +/-3 percentage points for the sample overall, larger for individual subsamples.

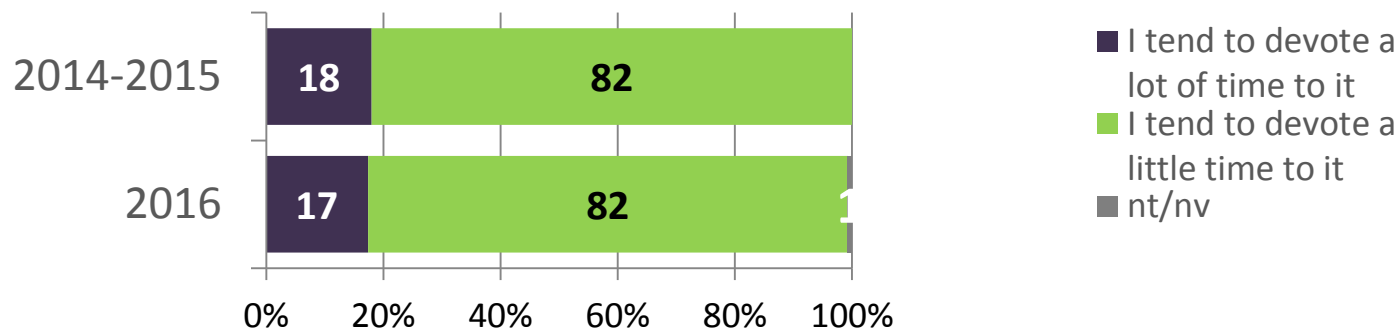
How interested are you in politics?



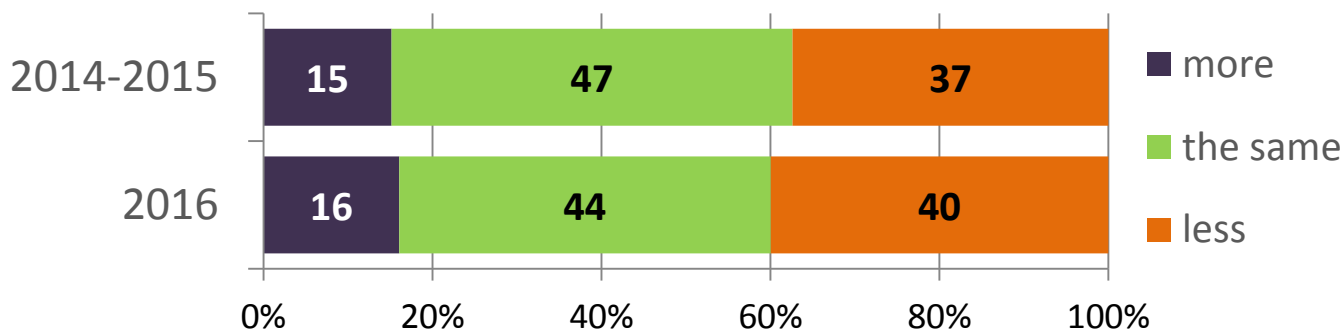
There was no substantial shift in the public's level of political interest during the past year. Those who are very interested in politics continue to make up a minority part of the population. The share of those who have a medium or small level of interest continues to be around 30%.

How much time do you estimate you devote to informing yourself about politics/public life?

as a percentage of the total population



As compared to a few years earlier,* how much time do you currently devote to informing yourself about politics/public life? As a percentage of the total population



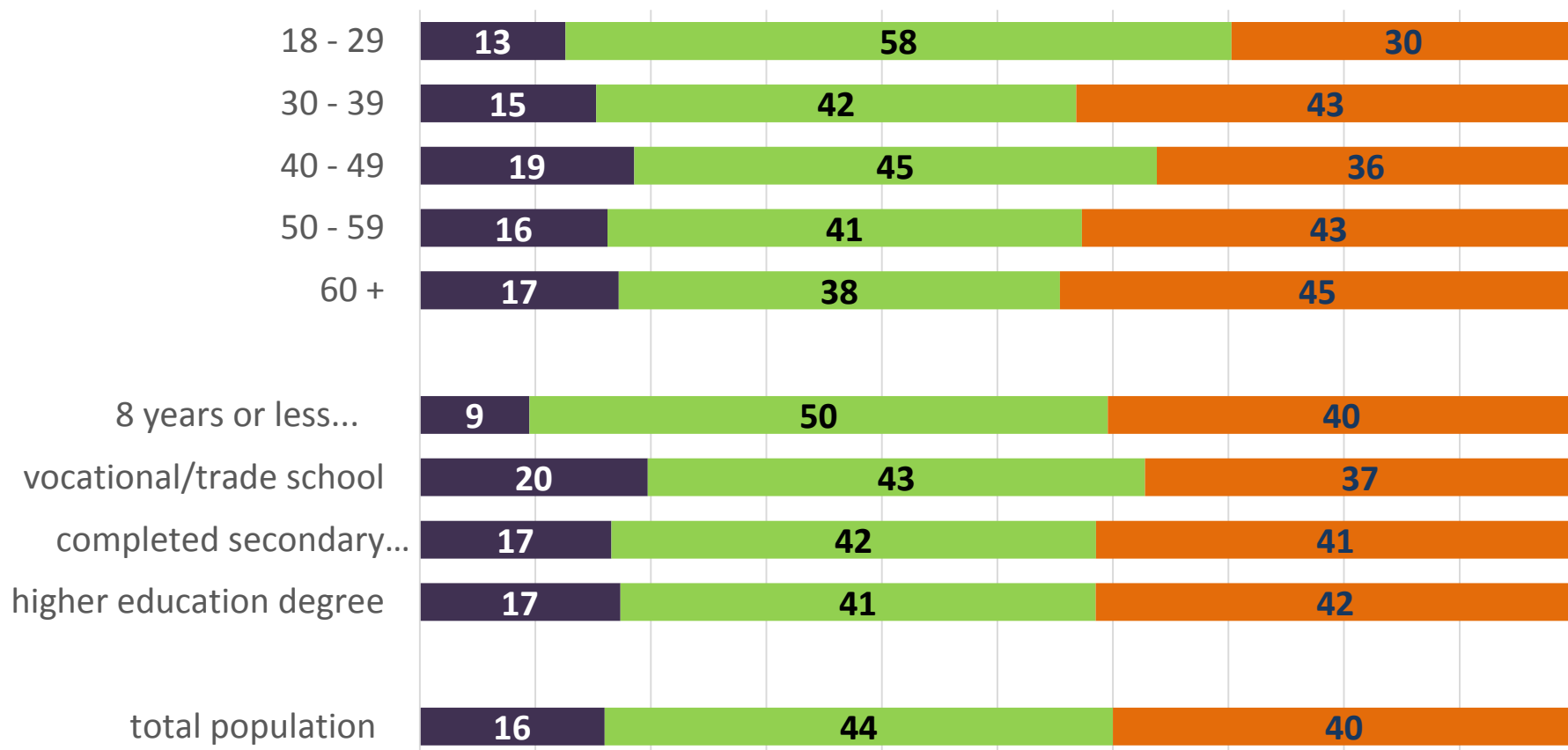
There were also no shifts in the amount of time that respondents spent on informing themselves according to their own subjective assessment.

*In 2014-15: "As compared to five years ago..."

As compared to a few years earlier, how much time do you devote now to informing yourself about politics/public life?

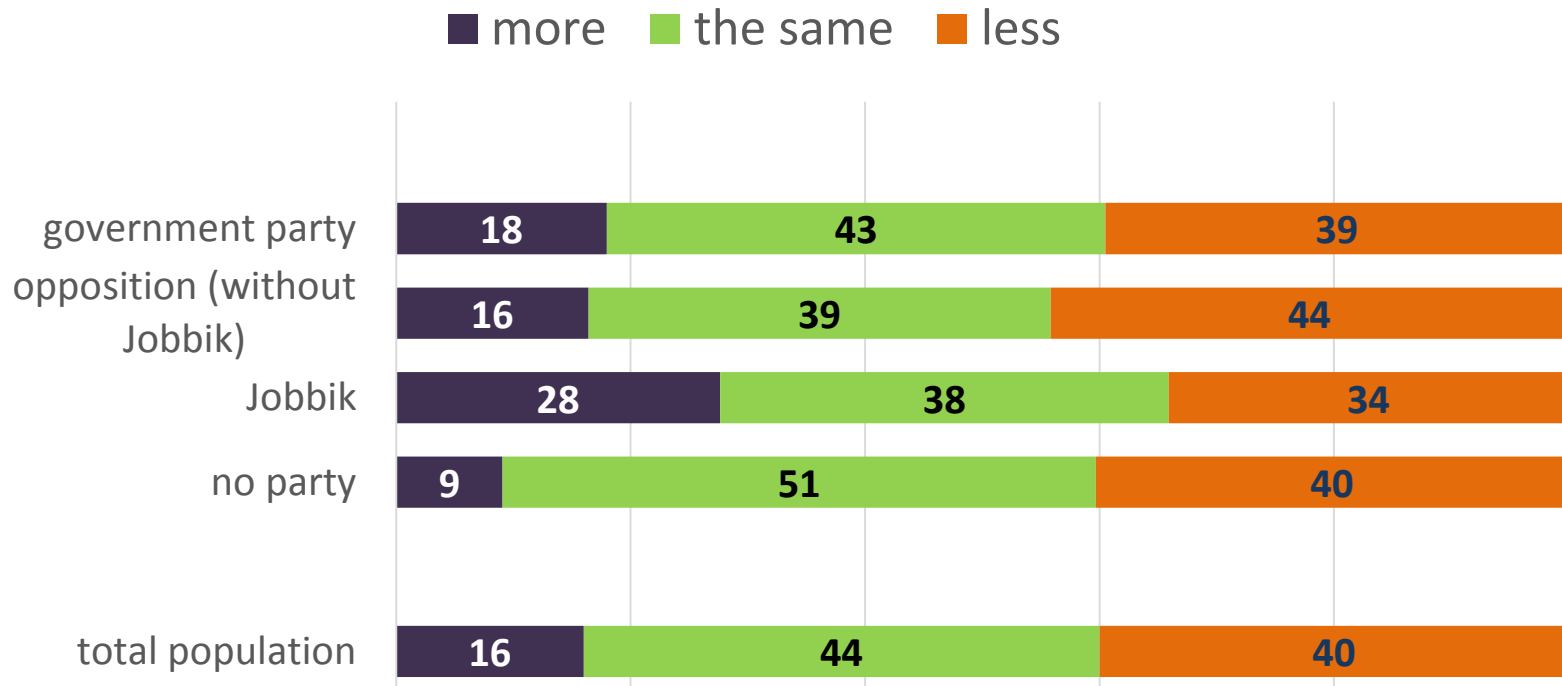
By age and educational attainment, as a percentage of the total population

more the same less



As compared to a few years earlier how much time do you devote now to informing yourself about politics/public life?

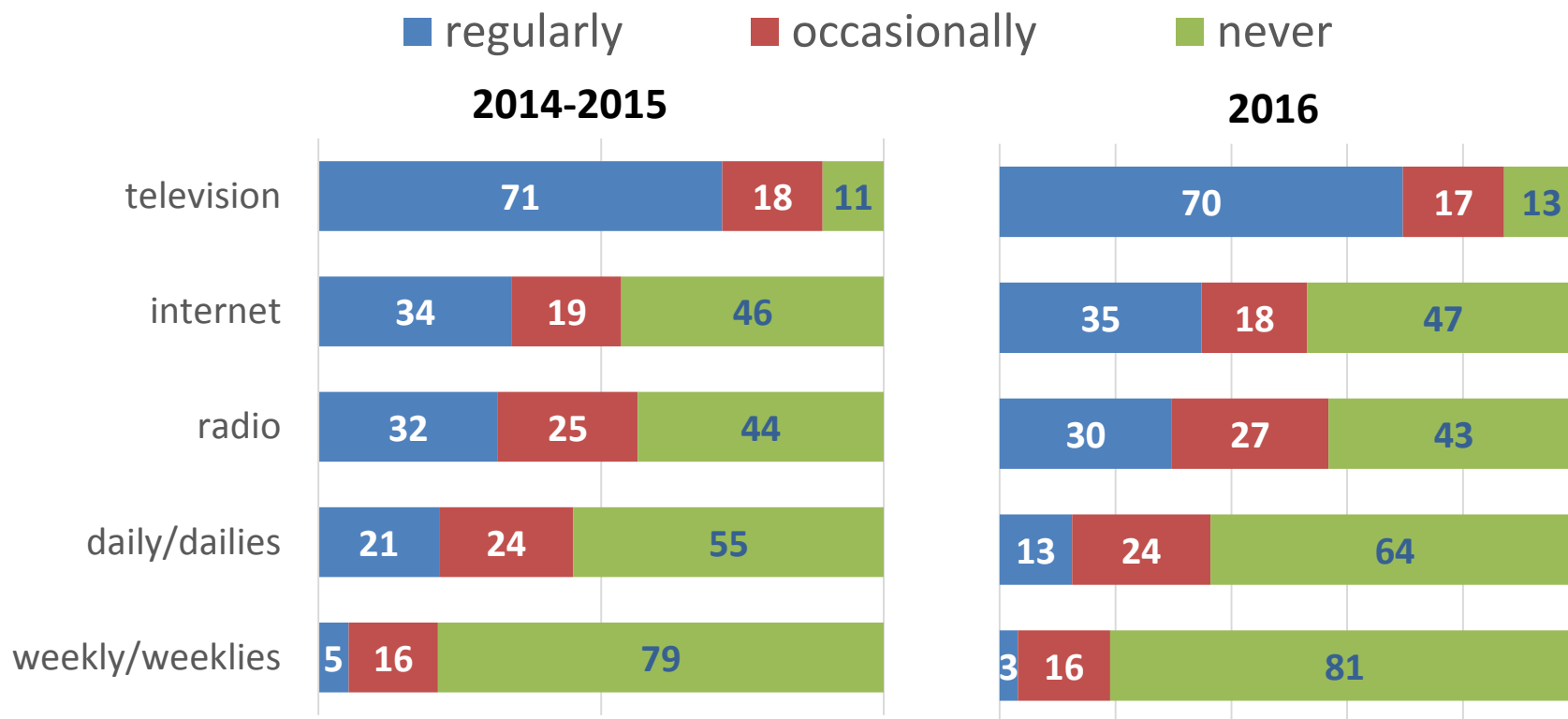
by political alignment, as a percentage of the total population



Among Jobbik voters, respondents were far more likely than the average respondents to assess that they spent more time on informing themselves than previously. The average age of the party's voters only explains this in part; what is more likely at issue here is that these responses probably reflect a sense that the respondents devote a substantial amount of time to informing themselves.

When you inform yourself about political/public affairs issues, what news sources do you use regularly?

as a percentage of the total population

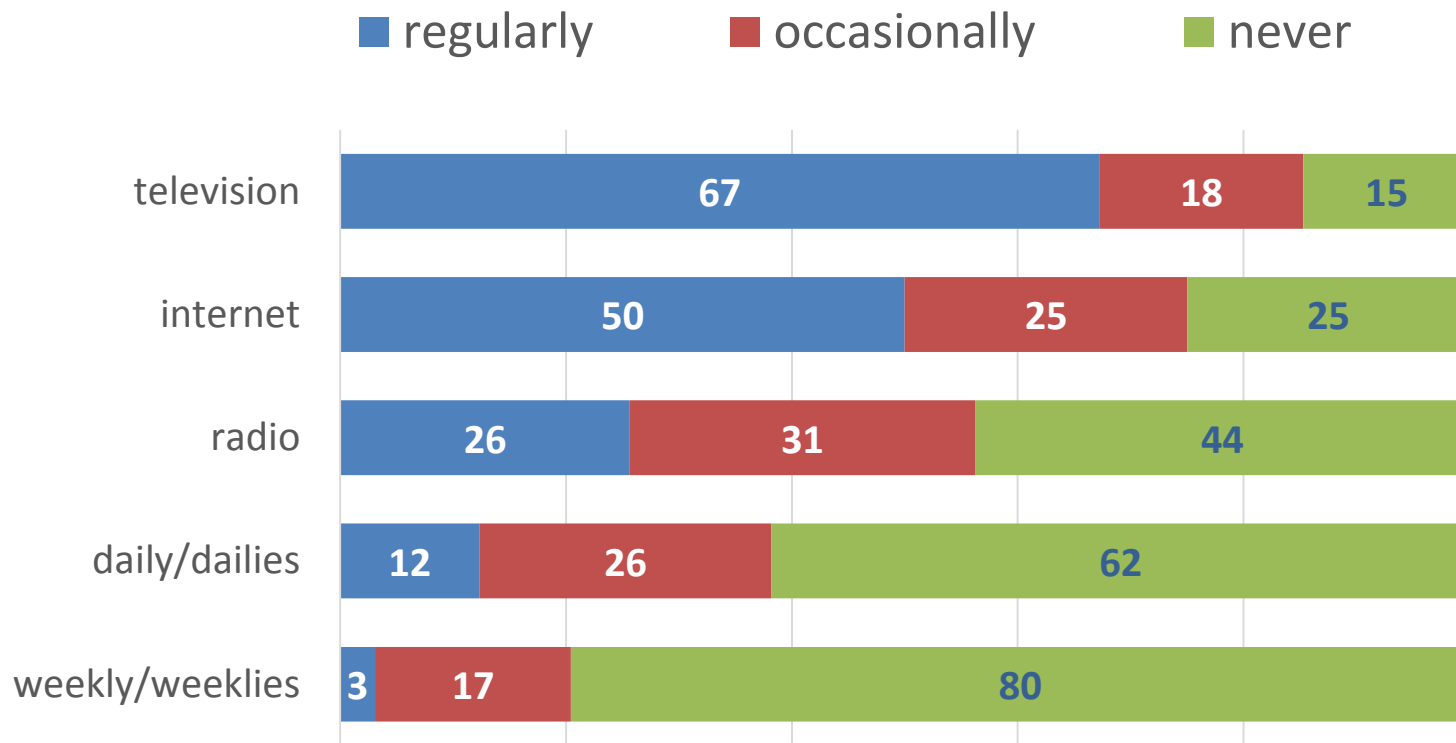


Television continues to dominate, but print media and radio both rank behind the internet now in terms of how many respondents rely on them as a source of political information. The role of the internet has not increased recently, but the further decline in the role of daily newspapers is striking.

Among 18-29-year-olds, the importance of the internet is now approaching the role of television; at 44%, their use of the internet as a source of information is higher than average, while they are also less likely to rely on television (53%).

When you inform yourself about political/public affairs issues, which news sources do you use regularly?

as a percentage of internet users

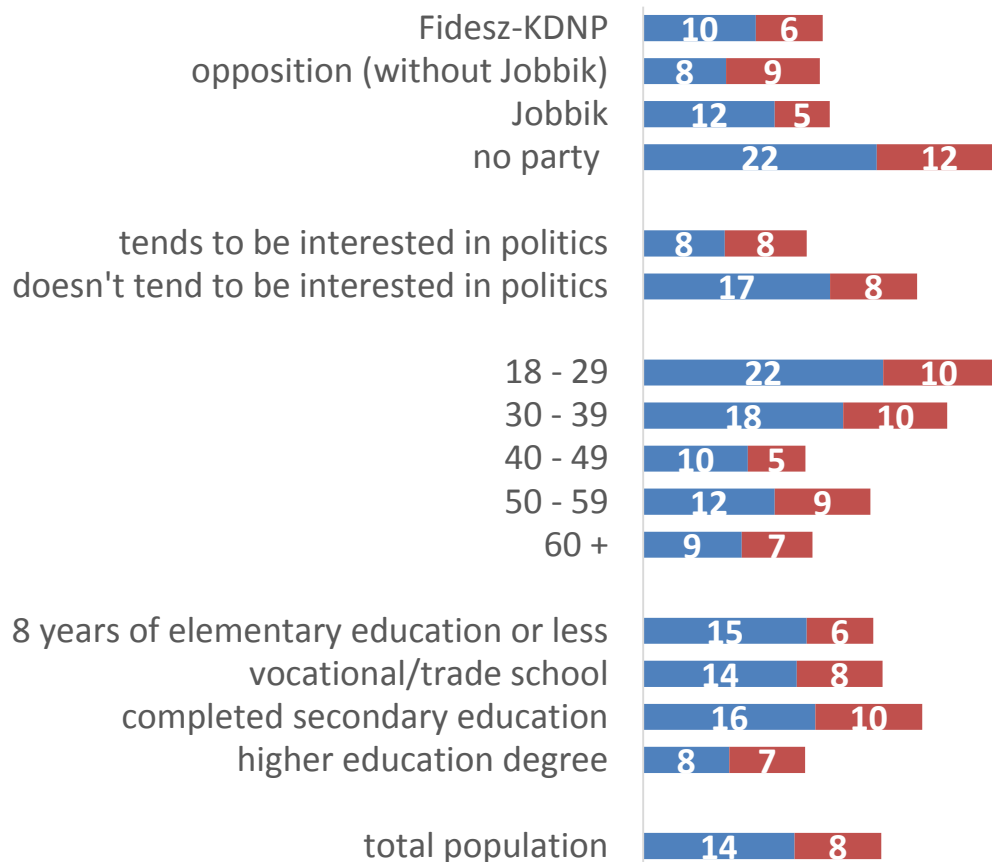


Even among internet users, television is more likely to be used as a source of political information, but the gap between the two types of media is smaller than in the public at large.

The composition of the segment of respondents who do not inform themselves 1.

by age and educational attainment, as a percentage of the total population

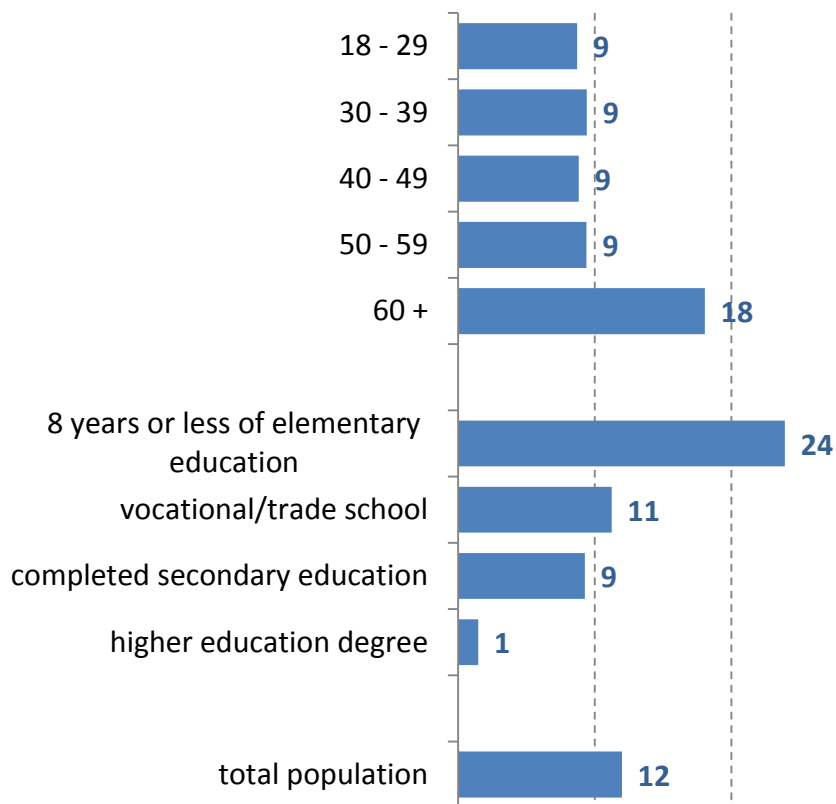
■ does not inform him/herself regularly ■ does not inform inform him/herself at all



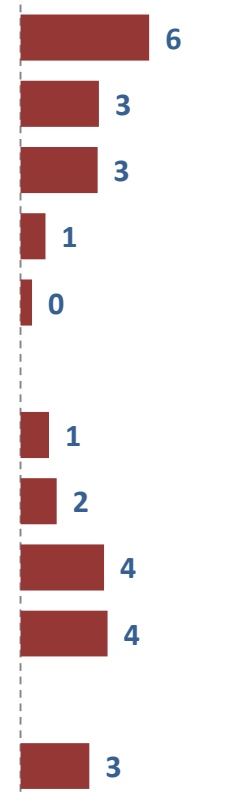
The ratio of youth who do not inform themselves is still strikingly high. Those with a party preference tend to inform themselves regardless of their party affiliation, while those without party affiliation are considerably more likely not to seek regular information about politics/public life.

Those who obtain their information only from television or the internet, respectively as a percentage of the total population

only television



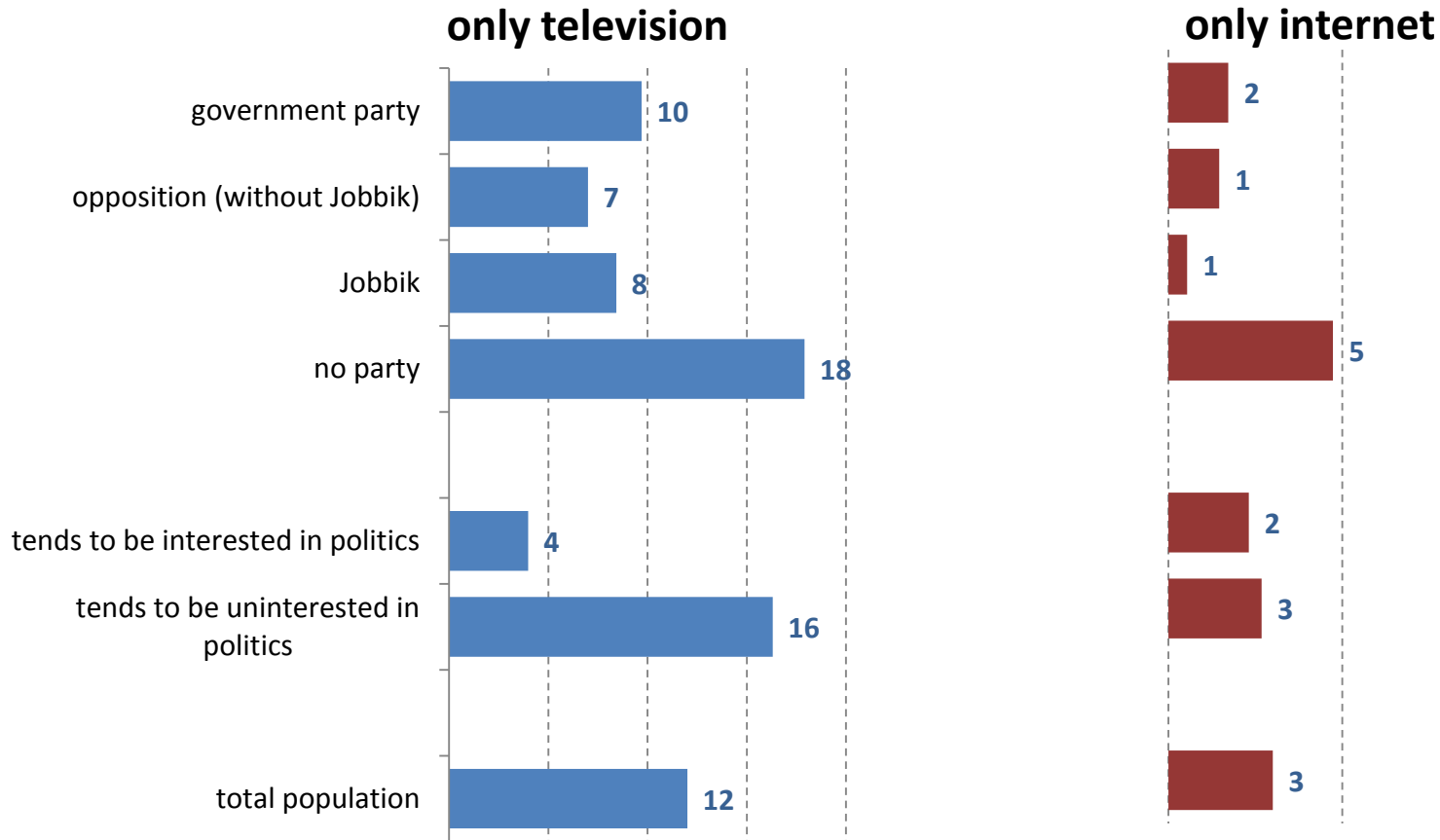
only internet



Those who receive their information exclusively from television tend to be the elderly and those with little education.

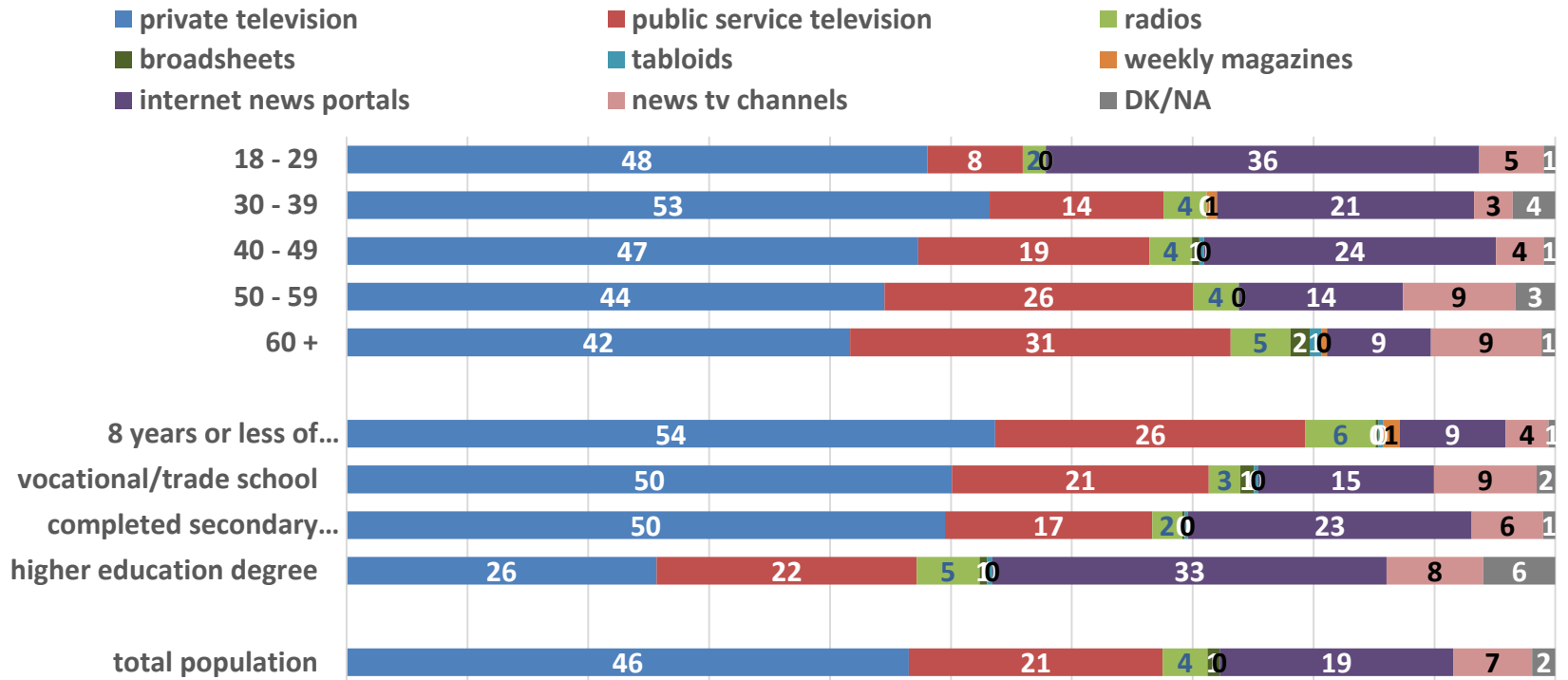
Overall, few respondents indicated that they only use the internet to obtain their information (3%). Young people with high education attainment were most likely to fall in the latter category, but even among this group this ratio was not very high.

Those who obtain their information only from television or the internet, respectively by party preference and political alignment as a percentage of the total population



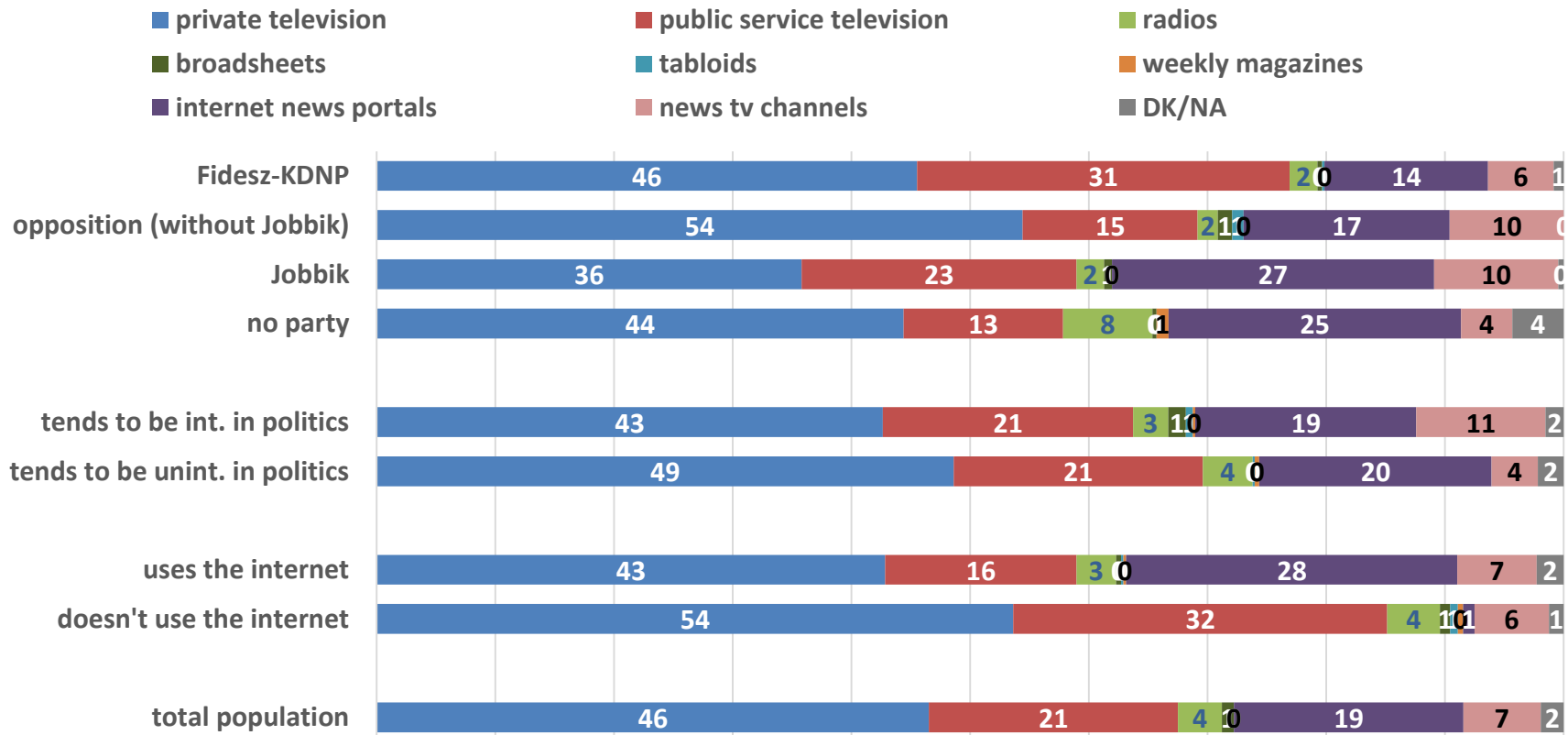
Those who are politically inactive, not interested or without party affiliation – which is also correlated with educational attainment – typically tend to be more likely to rely on television as their source of information. The share of respondents who use the internet as their sole source of information is higher in the group without party preferences; among this group, therefore, reliance on a single media tends to be more typical.

If for any reason you were limited to in the future to informing yourself only from one type of media, which one of the following listed on the card would you choose?



Given the central role of television in the information of many respondents, it is hardly surprising that this is the media that most respondents would least like to part with. But the ratio of those who would opt for the internet if they had to choose a media type was also very high. Naturally, young respondents were most likely to be attached to the internet, while elderly respondents tended to prefer more traditional news sources, primarily television. Among those with university/college education, the internet was selected more often than private television, while among young respondents with higher education degrees the internet dominates completely (65% vs. 16%).

If for any reason in the future you were limited to informing yourself only from one type of media only, which of the following listed on the card would you choose?



Television is especially important for the voters of the government party. They are more likely than the average respondent to select public service television as their sole source of information, while they are less likely than the average to consider the internet important as a source of news. The internet is highly important to Jobbik voters, which is also linked to the young average age of the party's supporters.

The factors that determine why private television is chosen*

factors that have an independent effect:

Ratio explained: 25%

Age ($\beta=-0.193$) (! negative relationship)

Internet usage ($\beta=-0.152$) (! negative relationship)

Educational attainment ($\beta=-0,132$) (! negative relationship)

Supports an opposition party other than Jobbik ($\beta=0.095$)

Jobbik voter ($\beta=-0,063$) (! negative relationship)

factors that have no independent effect:

Government party support

Political interest

Age, internet usage and educational attainment are the factors that have an independent effect (independent of the other factors) on selecting private television as the sole source of news: the older someone is, and the higher his/her educational attainment, the less likely is she going to be attached to private television; those who do not use the internet are more likely to stick to private television. Opting for this media is also more likely if the respondent is a supporter of one of the opposition parties other than Jobbik, while Jobbik voters are more likely than any other group to prefer private television.

*We investigated the two most frequently selected media (private television and the internet) with the help of a linear regression, in order to understand how various social and demographic factors, party preferences and political interest can *independently* affect respondents' choice of media type.

The factors that determine why the internet is chosen*

factors that have an independent effect:

Ratio explained: 36%

Internet usage($\beta=0.241$)

Supports the government ($\beta=-0.126$) (! (! negative relationship)

Educational attainment($\beta=0.096$)

Age ($\beta=-0.077$) (! (! negative relationship)

Supports opposition party other than Jobbik($\beta=-0.075$) (! negative relationship)

factors that have no independent effect:

Jobbik voter

Political interest

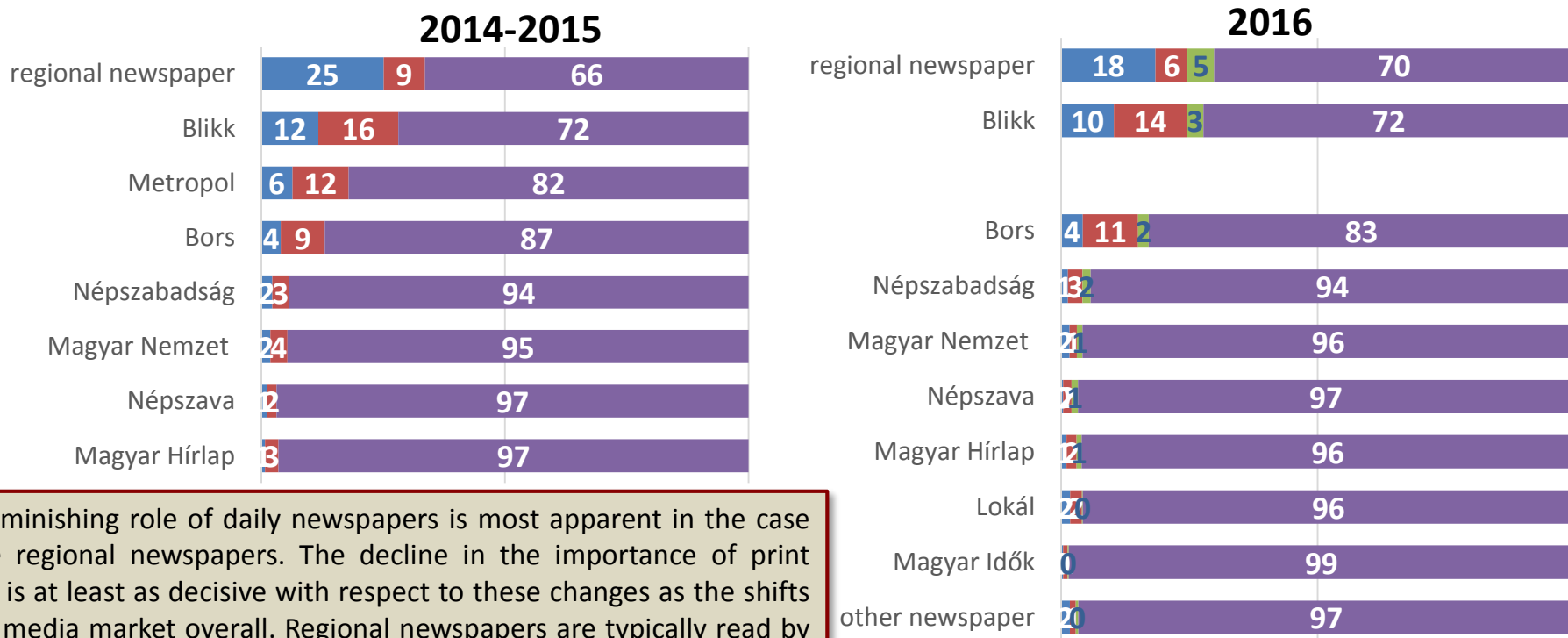
Evidently, the selection of the internet as the sole type of media that the respondent relies on is most strongly influenced by the independent variable (that is controlled for the effect of other factors) internet usage. Typically, supporters of the governing parties and of the non-Jobbik opposition tend to opt for this type of media, and a preference for the internet is also non-typical among the elderly and those with little education.

*We investigated the two most frequently selected media (private television and the internet) with the help of a linear regression, in order to understand how various social and demographic factors, party preferences and political interest can *independently* affect respondents' choice of media type.

Newspapers as a source of political/public affairs information

as a percentage of the total population

■ at least once a week ■ at least once a month ■ used to read regularly ■ never



The diminishing role of daily newspapers is most apparent in the case of the regional newspapers. The decline in the importance of print media is at least as decisive with respect to these changes as the shifts in the media market overall. Regional newspapers are typically read by elderly consumers (only 14% of those aged 18-29 read them at least once a month), so a further decline in their influence is to be expected.

The closing of the free daily Metropol might also have played a role in the overall decline in the share of those who use newspapers as a source of information. Only 1% of all respondents turned away from Magyar Nemzet, though in the overall readership of the newspaper this made for a huge loss. **The new free daily Lokál and Magyar Idők were launched with very small numbers of readers.**

Newspapers as a source of political/public affairs information

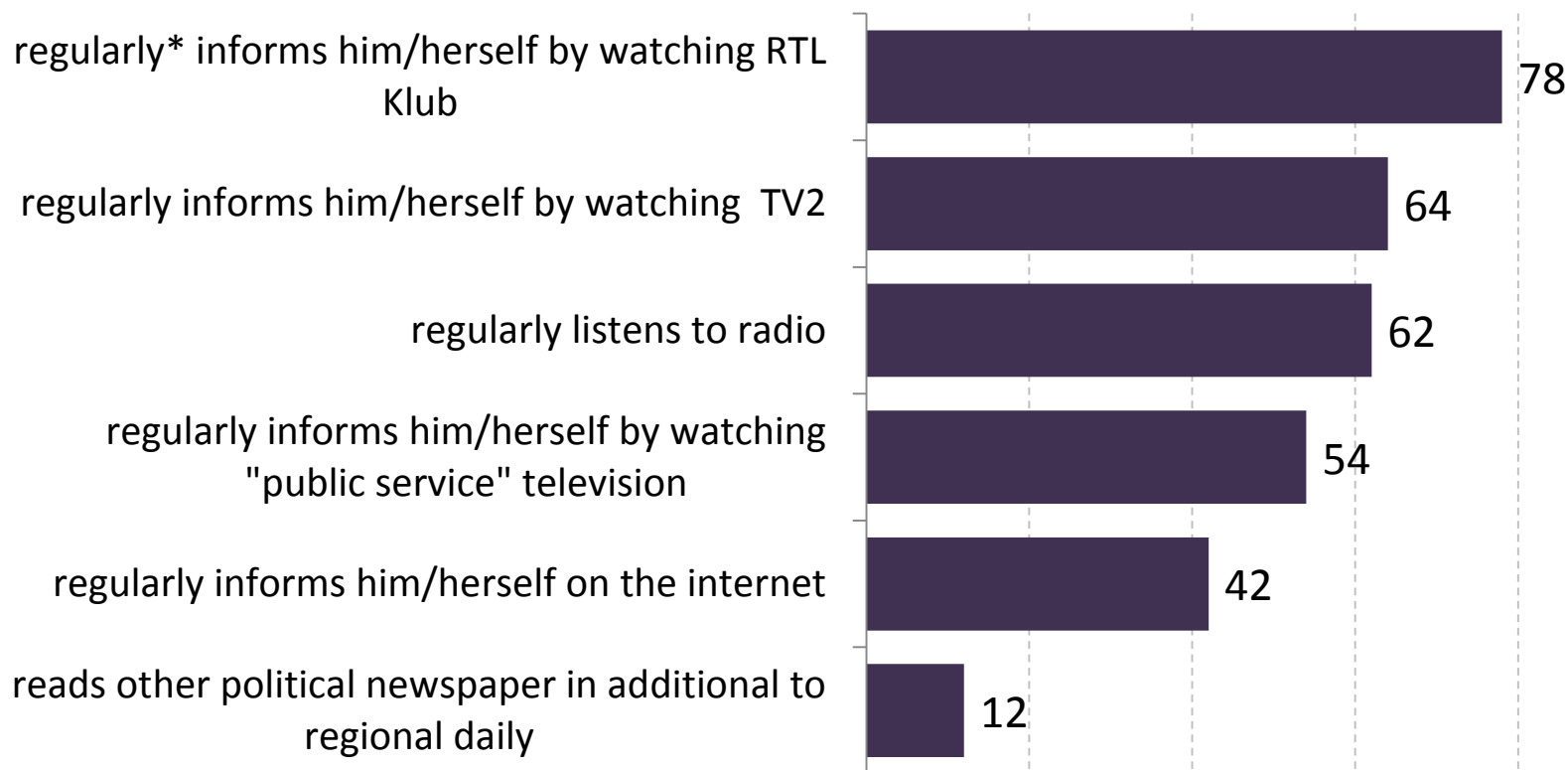
by party preference, %

	Government party	Opposition (without Jobbik)	Jobbik	No party
Blikk	28%	28%	25%	18%
Regional newspapers	29%	18%	29%	20%
Bors	17%	15%	18%	11%
Lokál	3%	10%	4%	1%
Népszabadság	2%	13%	1%	2%
Magyar Nemzet	3%	5%	3%	1%
Magyar Hírlap	4%	2%	3%	1%
Népszava	1%	7%	1%	0%
Magyar Idők	2%	1%	2%	0%

Tabloids tend to be read irrespective of party preferences by those who inform themselves by reading daily newspapers, while in the case of broadsheets (with the exception of the smallest) there is a clear connection between political and media choices: Népszabadság was primarily read by non-Jobbik opposition supporters, and the same was true of Népszava. Magyar Nemzet has visibly lost its previous political character, and its transformation is presumably still underway. Currently, no distinct voter group is particularly committed to the newspaper.

Where the readers of regional newspapers inform themselves

as a percentage of the regional newspaper readers

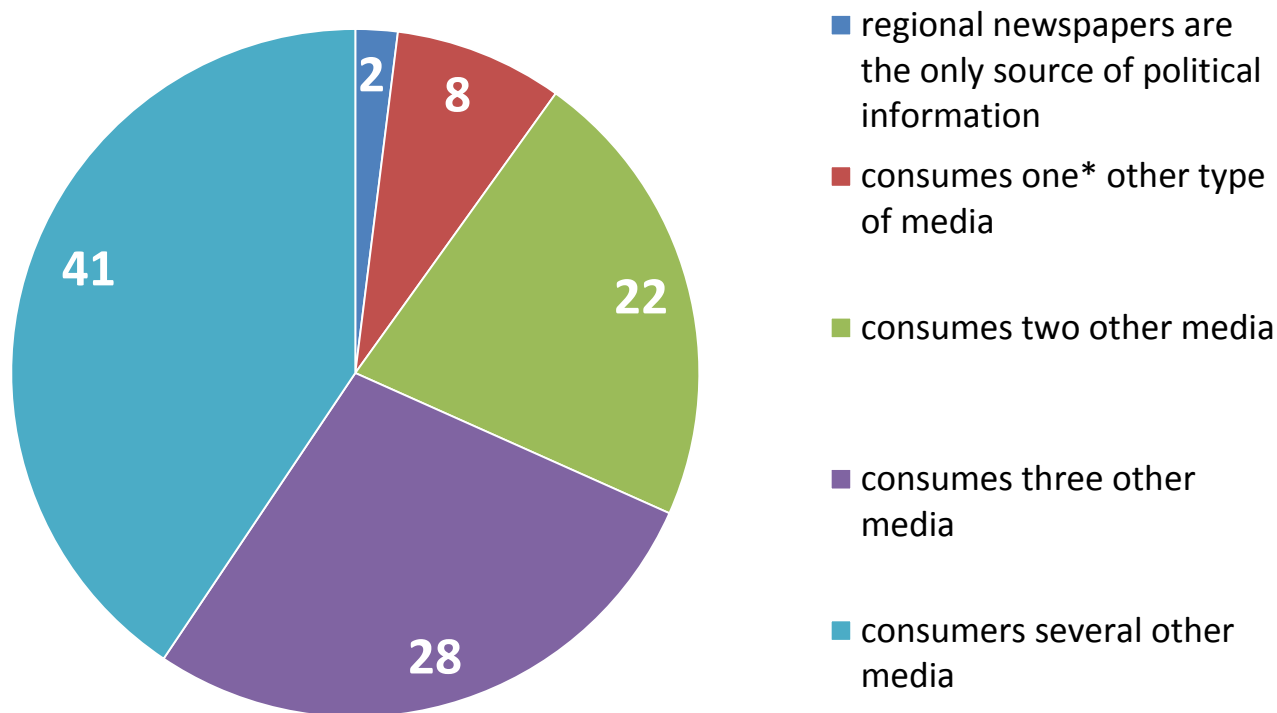


The vast majority of those who read regional newspapers (98% in total) also regularly (at least once a week) consult some national media. Thus news about the change of the owners of regional newspapers has presumably reached those affected. The most important other sources of news for this group are RTL Klub and TV2, as well as non-local radios and "public service" television channels.

*at least once a week

Where the readers of regional newspapers get their information

as a percentage of the regional newspaper readers

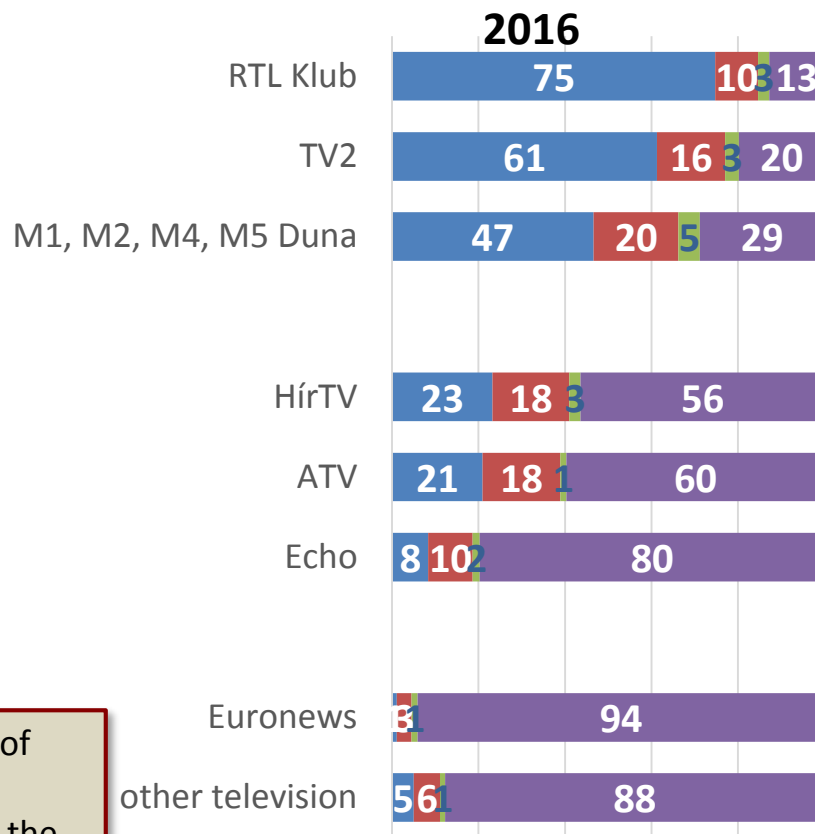
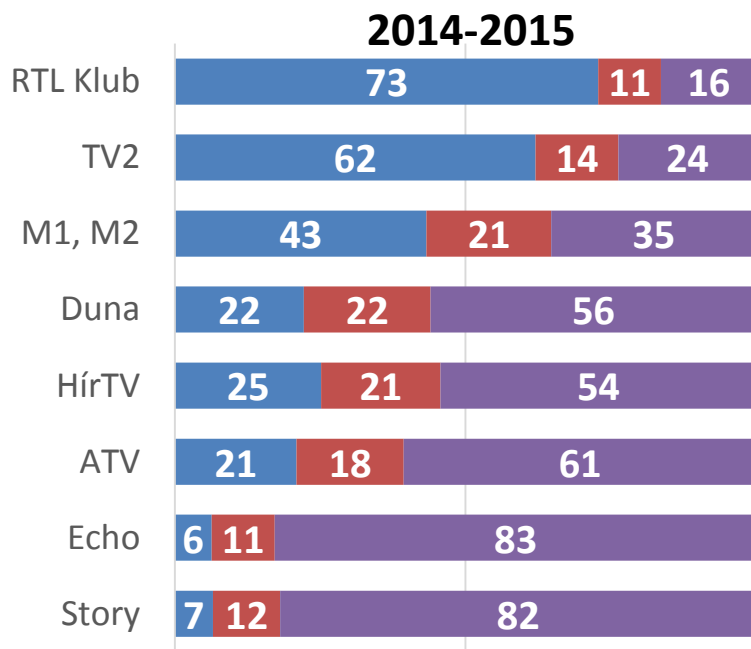


*based on the types of media sources in Figure 18

Political/public affairs information from television

as a percentage of the total population

■ at least once a week ■ at least once a month ■ used to watch ■ never



The changes in recent years had very little impact on the status of television as a source of political information: though the public service channels lost 5% of their viewers, they also won roughly the same number. HírTV was the only channel to lose a significant number of viewers: 3% indicated that they had previously watched it, and the share of its viewers is 5% lower than it was in 2014-2015.

Television as a source of political/public affairs information

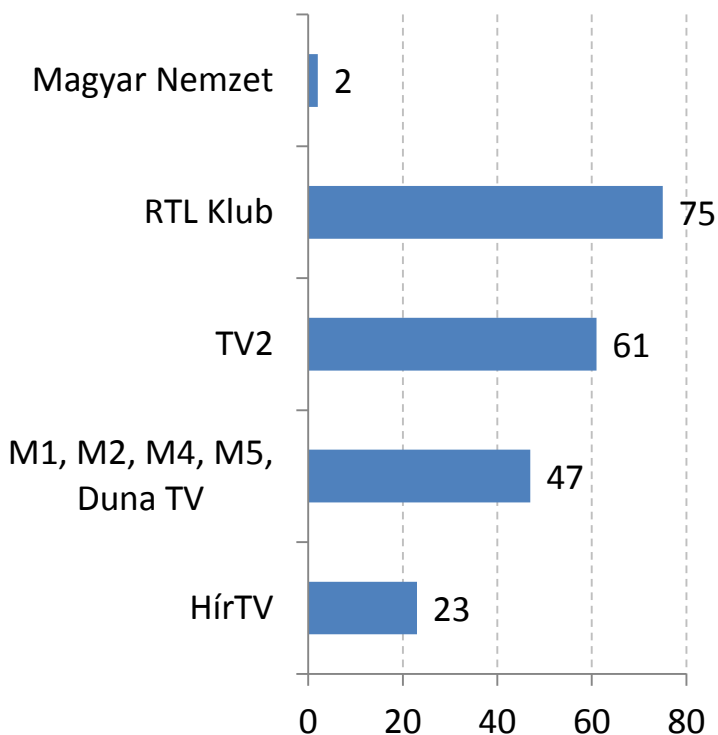
by party preference, %

	Government party	Opposition (without Jobbik)	Jobbik	no party
RTL Klub	86%	90%	86%	78%
TV2	80%	76%	77%	74%
M1, M2, M4, M5, Duna TV	78%	63%	75%	53%
HírTV	50%	44%	54%	26%
ATV	38%	56%	42%	29%
Echo TV	26%	15%	28%	9%
Euronews	7%	4%	2%	3%

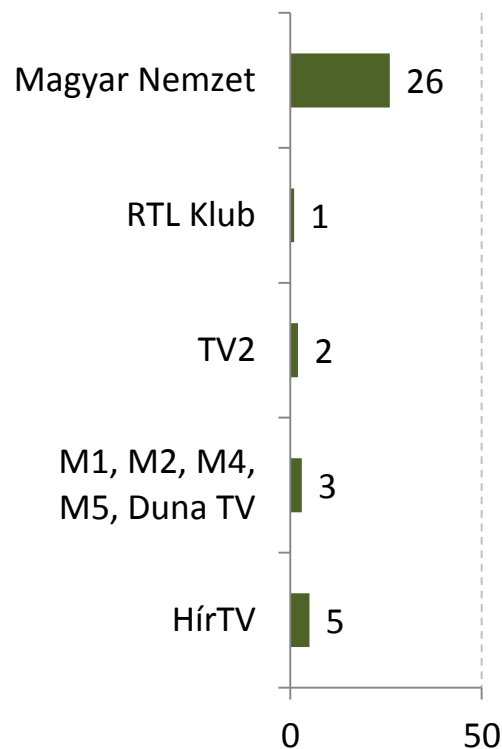
A large segment of the public uses private television as a source of information, irrespective of party affiliation. Among viewers of the "public service" channel, the predominance of the government party and Jobbik supporters is readily apparent despite the fact that this category also includes sports channels, and despite the fact that there is a segment in society (the elderly, those with little education and those that live in small rural communities) who use them as their primary source of news. Among the news channels, Hír TV -- unlike its competitors -- does not have a distinct character; what may be pointed out is that Jobbik voters tend to be overrepresented among its viewers.

Political shifts

Share of those who regularly read or watch at this time (total population %)



No longer watches or reads due to the change in tone/the political position of the media outlet (as a percentage of previous regular users)*

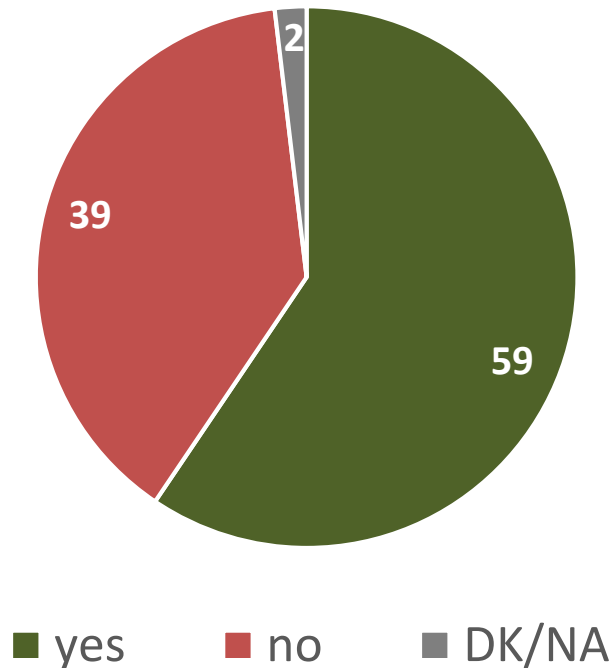


The political shift and changing tone had the greatest impact on Magyar Nemzet; it lost a substantial amount of its readership, which was small to begin with, at least when compared to television. Among the television channels, HírTV lost the most viewers, followed by the public service channels. Among private television channels, the share of those who turned away from their respective television channels due to a change in tone was negligible.

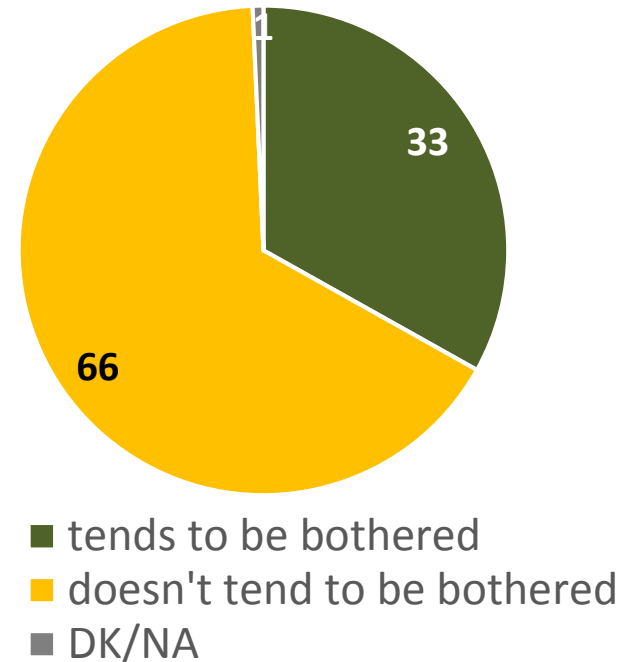
*Has shifted away from the media outlet in recent years.

One-minute news shows

Do you encounter the one-minute news shows on sports channels or during sports broadcasts?



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

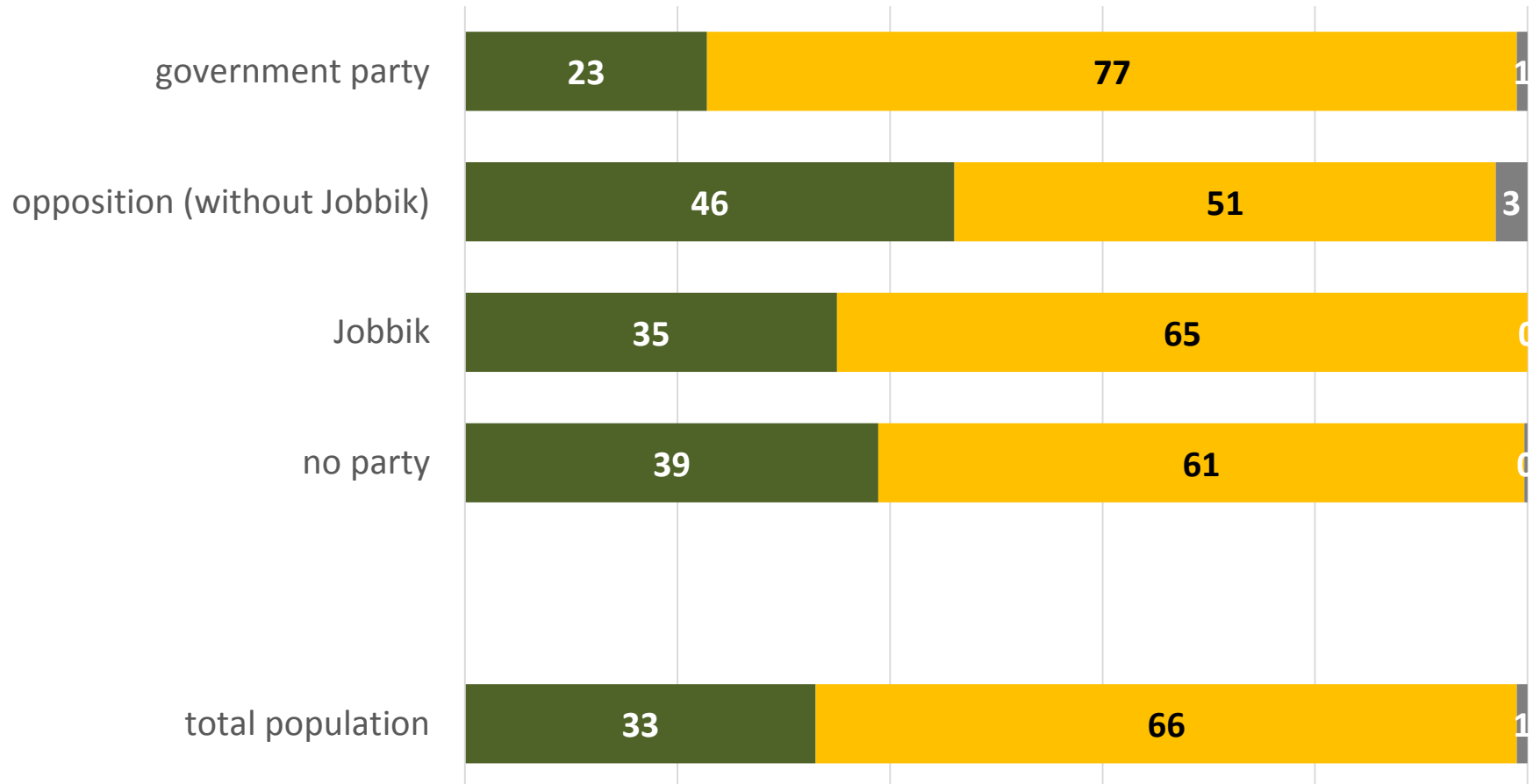


The greater part of the adult population has encountered the one-minute news shows aired by sports channels. Two-thirds of those who are familiar with the phenomenon are not bothered by it. Whether an individual does depends on her party preference (*Figure 24*), but even among opposition voters a narrow majority is not bothered by the one-minute news shows.

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

percent

■ tends to bother ■ does not tend to bother ■ DK/NA

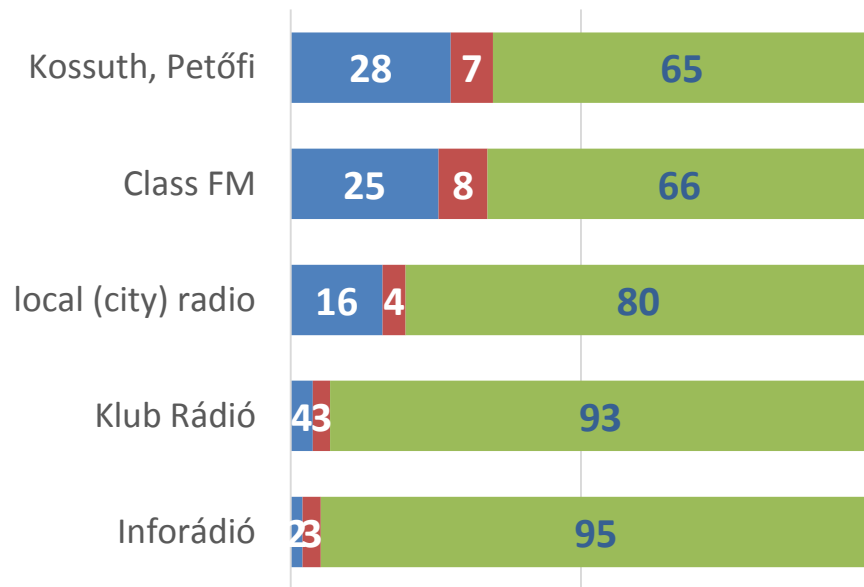


Radio as a source of political/public affairs information

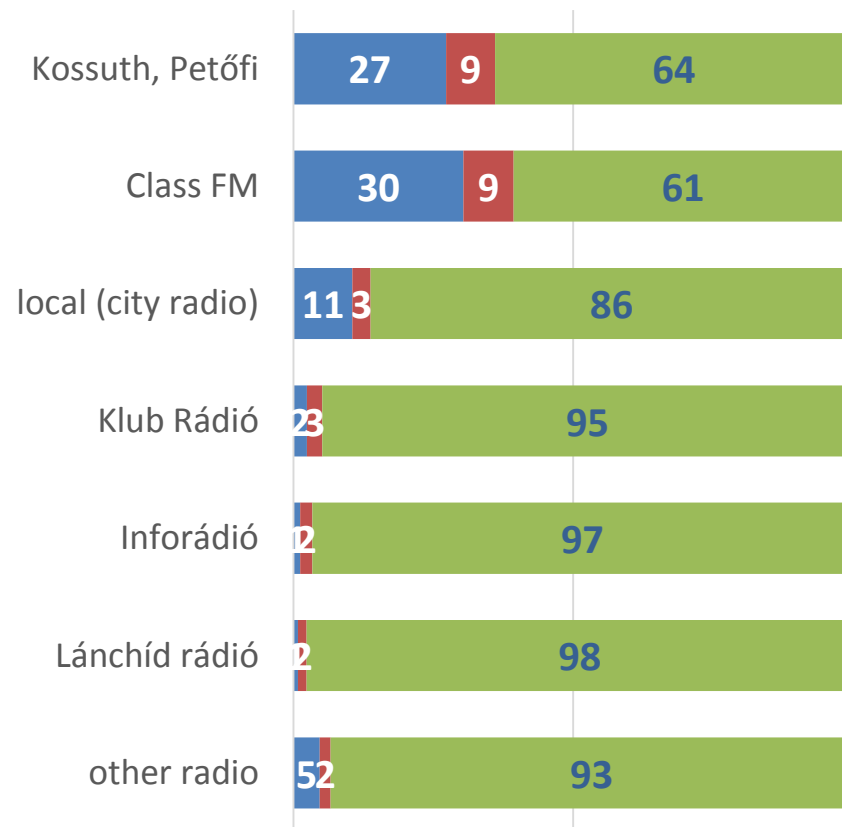
as a percentage of the total population

■ at least once a week ■ less often ■ never

2014-2015



2016



There has been no major change during the last year in terms of the role that radio plays in informing the public. The role of Class FM has slightly appreciated, that of local radios has diminished.

Radio as a source of political/public affairs information

by party preferences, %

	government party	opposition (without Jobbik)	Jobbik	no party
Class FM	44%	41%	48%	28%
Kossuth, Petőfi	45%	40%	44%	23%
Klubrádió	3%	14%	2%	4%
Inforádió	4%	4%	4%	2%
Lánchíd Rádió	3%	2%	4%	1%

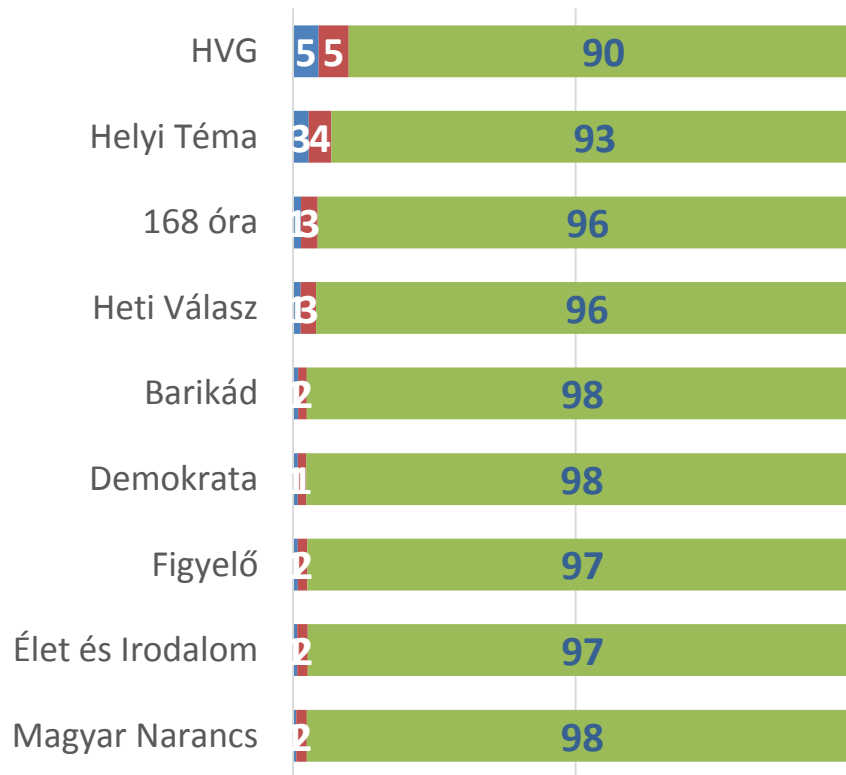
Government party supporters are more likely to listen to the public service radios Kossuth and Petőfi. In the case of the opposition station Klubrádió, supporters of the leftwing opposition tend to predominate. The listeners of other radios do not tend to characteristically hew towards particular voter groups. Even in the case of Lánchíd Rádió there is no pronounced political leaning among the listeners, which may stem in part from the rather low number of those who tune in.

Readership of weeklies

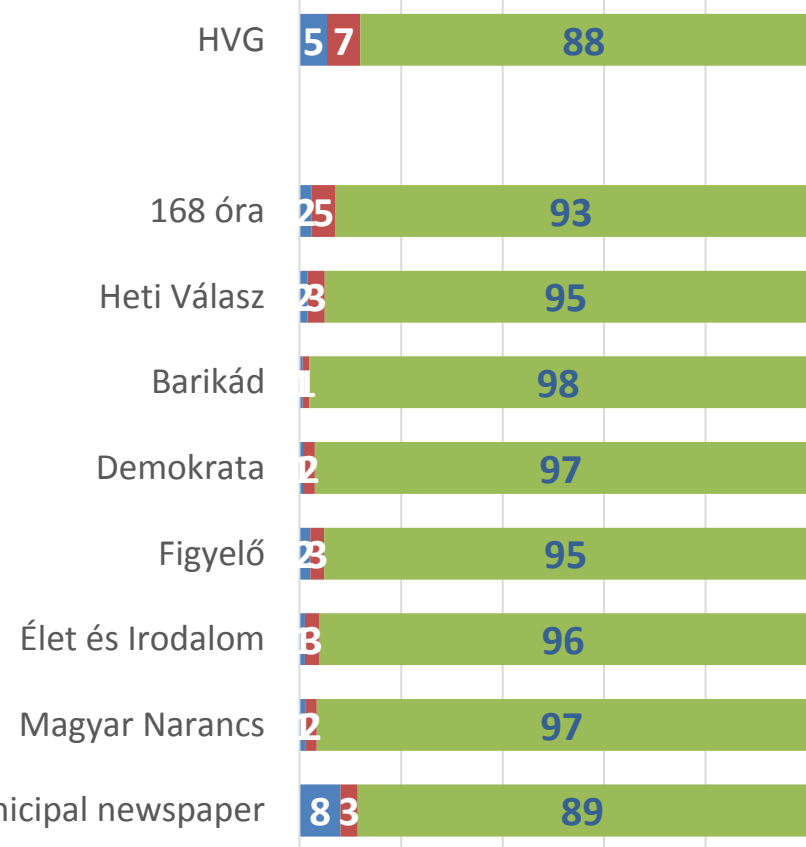
as a percentage of the total population

■ at least once a month ■ less often ■ never

2014-2015



2016



There has been no substantial change since the spring of 2015 in the role that weekly newspapers play in informing the public.

Weeklies as a source of political/public affairs information

by party preferences, %

	government party	Opposition (without Jobbik)	Jobbik	no party
HVG	13%	20%	14%	5%
168 óra	8%	11%	4%	4%
Heti Válasz	7%	6%	7%	2%
Figyelő	8%	6%	3%	2%
Élet és Irodalom	4%	8%	3%	2%
Magyar Narancs	4%	6%	3%	1%
Demokrata	5%	3%	2%	1%
Barikád	3%	1%	3%	1%

On account of their low readership levels, the readers of weekly newspapers do not tend to have a discernible and characteristic political alignment. The exception is HVG, which tends to be disproportionately read by supporters of the non-Jobbik opposition.

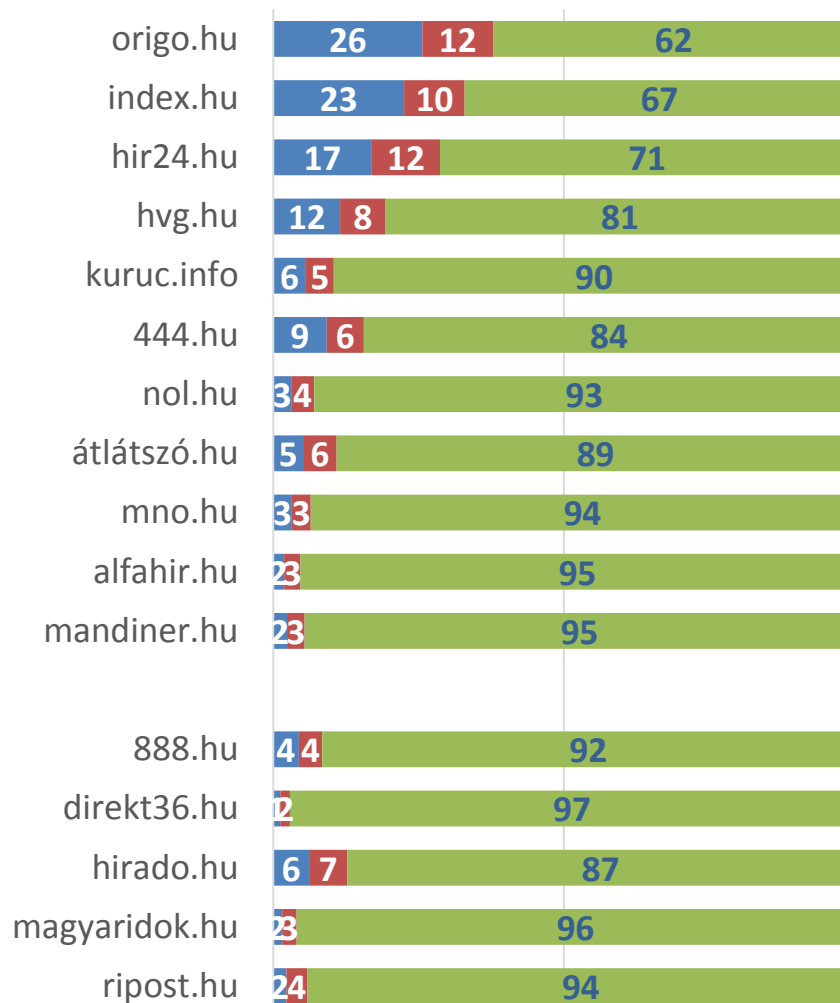
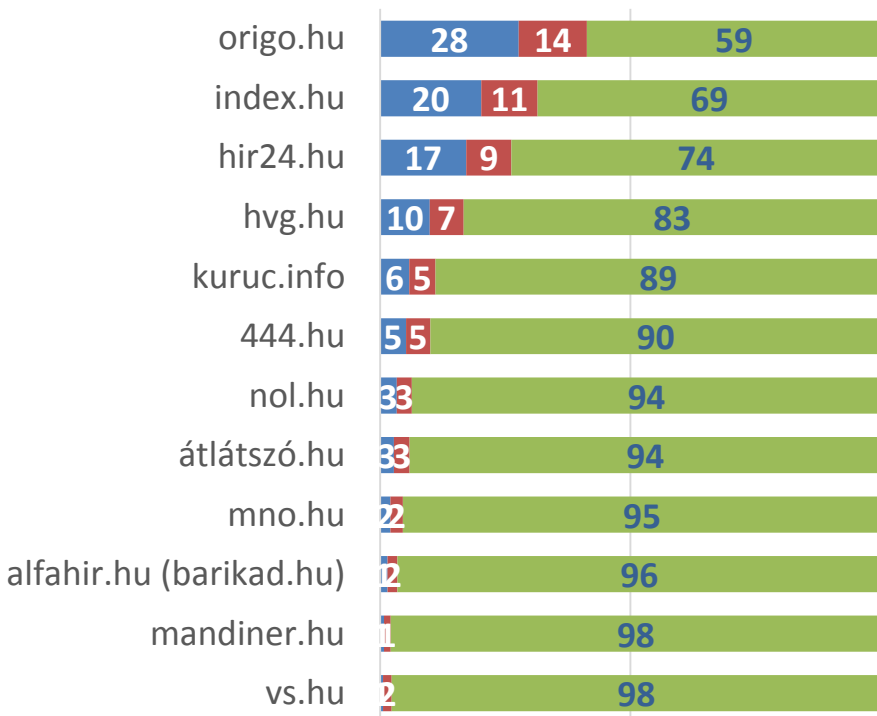
The readership of internet news portals

as a percentage of the total population

■ at least once a week ■ less often ■ never

2014-2015

2016



Among the internet news portals that we previously measured, 444.hu and atlatszo.hu were able to increase their popularity during the past year. Hirado.hu was previously not measured, but it is an important news portal. Among the new portals, 888.hu is the most popular, but ripost.hu also reaches 6% of respondents.

Internet news portals as a source of political/public affairs information

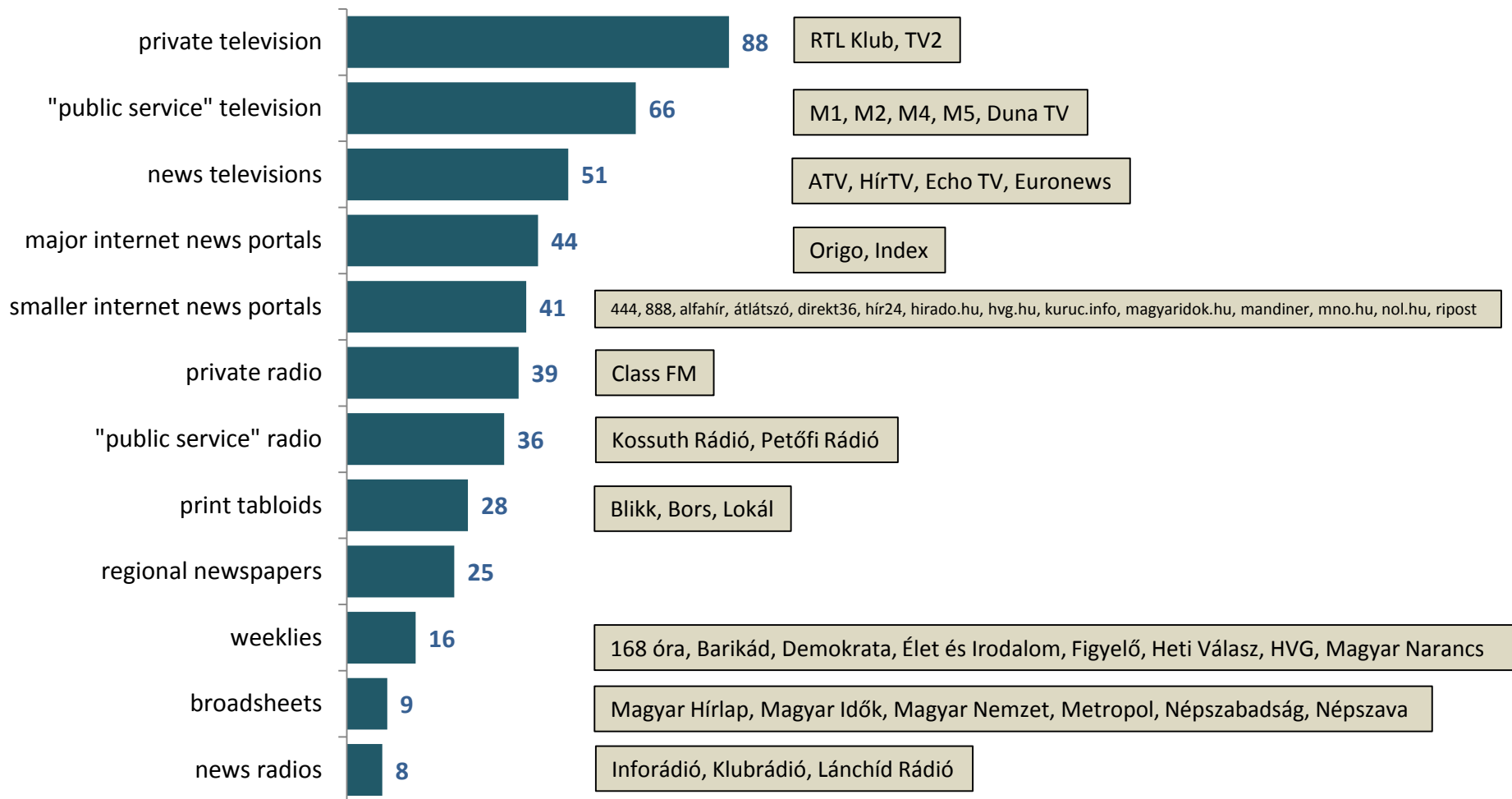
by party preference, %

	government party	opposition (without Jobbik)	Jobbik	no party
origo.hu	39%	46%	49%	25%
index.hu	36%	41%	41%	20%
hir24.hu	32%	37%	34%	17%
hvg.hu	20%	32%	22%	11%
444.hu	16%	23%	15%	9%
kuruc.info	11%	7%	34%	4%
hirado.hu	19%	14%	14%	5%
átlátszó.hu	11%	17%	8%	9%
888.hu	11%	10%	11%	3%
nol.hu	7%	12%	6%	5%
mno.hu	8%	8%	8%	3%
alfahir.hu	5%	2%	16%	2%
mandiner.hu	6%	8%	7%	3%
ripost.hu	8%	7%	4%	4%
magyaridok.hu	6%	3%	8%	1%
direkt36.hu	3%	6%	3%	1%

Based on the distribution of readers, the following news portals have a discernible political character: hvg.hu, 444.hu, kuruc.info, hirado.hu, atlatszo.hu, nol.hu (no longer online) and alfahir.hu. It is also apparent that 888.hu, ripost.hu and the online service of Magyar Idők have not yet clearly developed their own politically distinct readership, while mno.hu has lost its political character, just as Magyar Nemzet's print version did.

Patterns of information consumption – types of media

Share of respondents who inform themselves from at least one media outlet among a type of media



Our typology, which is based on the use of individual media (the goal of which is to create consumer clusters in the next step) correlates strongly with the way in which respondents talked about their sources of political information. Television tends to be most important, followed by internet news portals, then radios and print press products.

Clusters of public affairs information consumption

narrow, mostly television-based (46%)

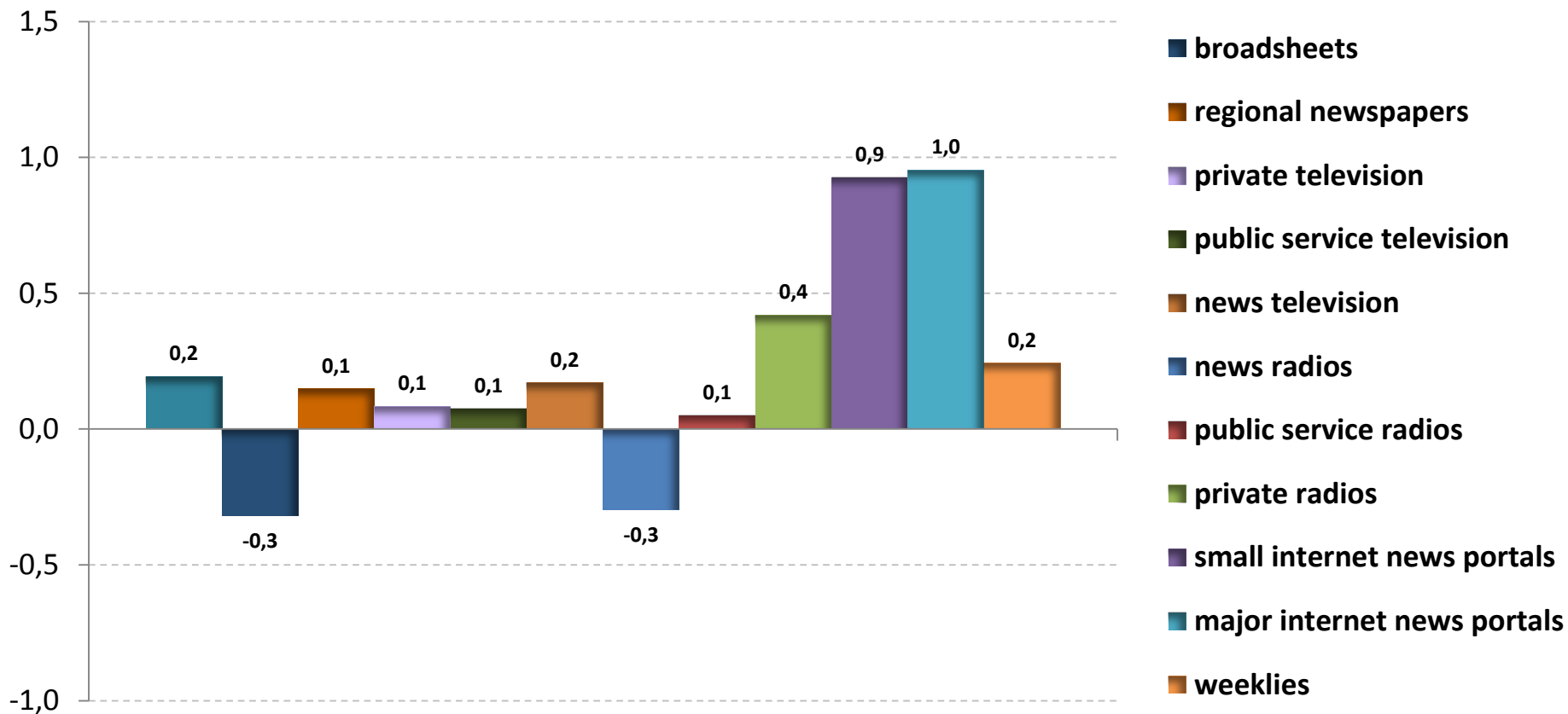


Based on the groups identified above we created four groups of information consumers (clusters). The largest of these is one that has few distinct characteristics. With regard to most types of media (but especially among internet news portals) those in this cluster take a negative value. The only thing they have in common is that they tend to rely on television, and especially private television, for their information. This consumption pattern is typical (at least to some extent) of 46% of respondents.

We created the clusters within the group of respondents who regularly inform themselves about politics: N=946

Clusters of public affairs information consumption

internet-centred (36%)

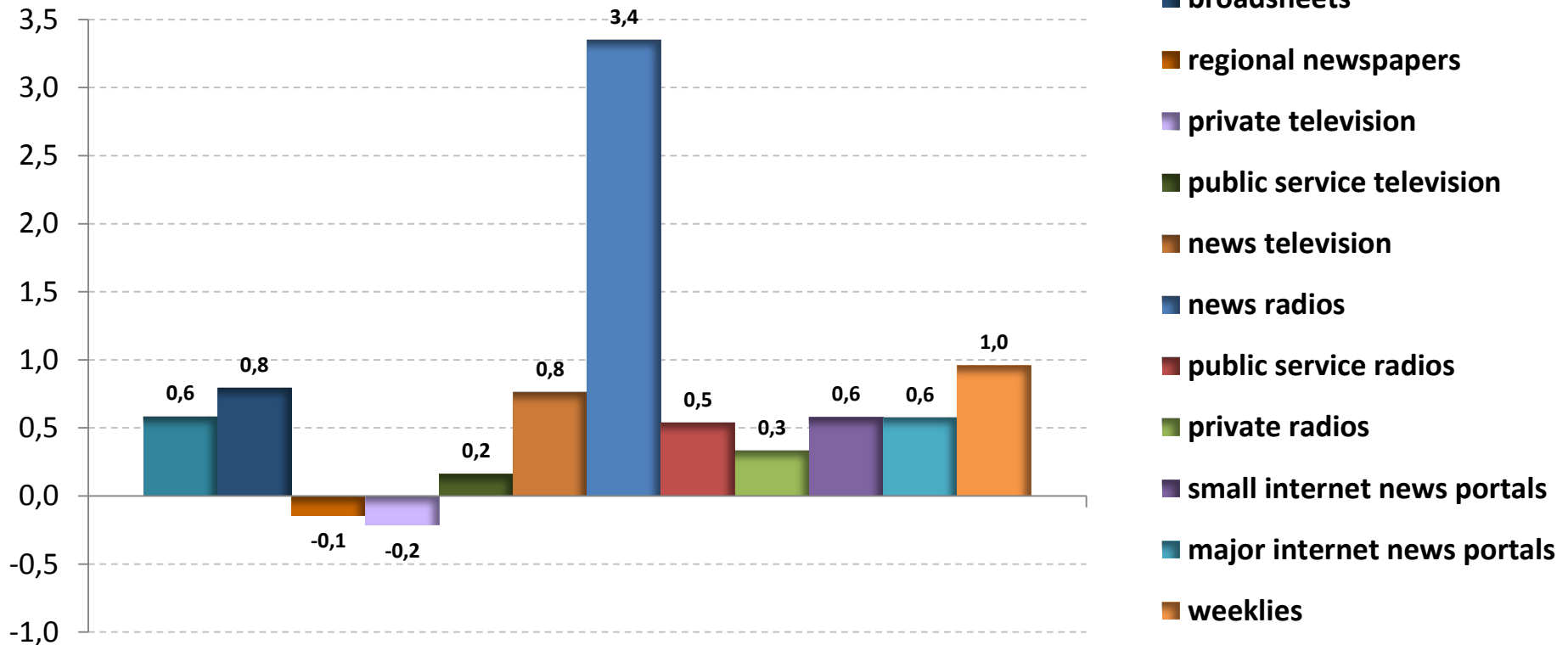


The media news consumption of the second largest group is mostly centred around the internet. This cluster makes up 36% of all those who inform themselves about politics/public life. This cluster is also characterised by relying on relatively broadly-based information. The only types of media that this group appears to have little interest in are broadsheets and news radio.

We created these clusters within the group that regularly inform themselves about politics: N=946

Clusters of public affairs information consumption

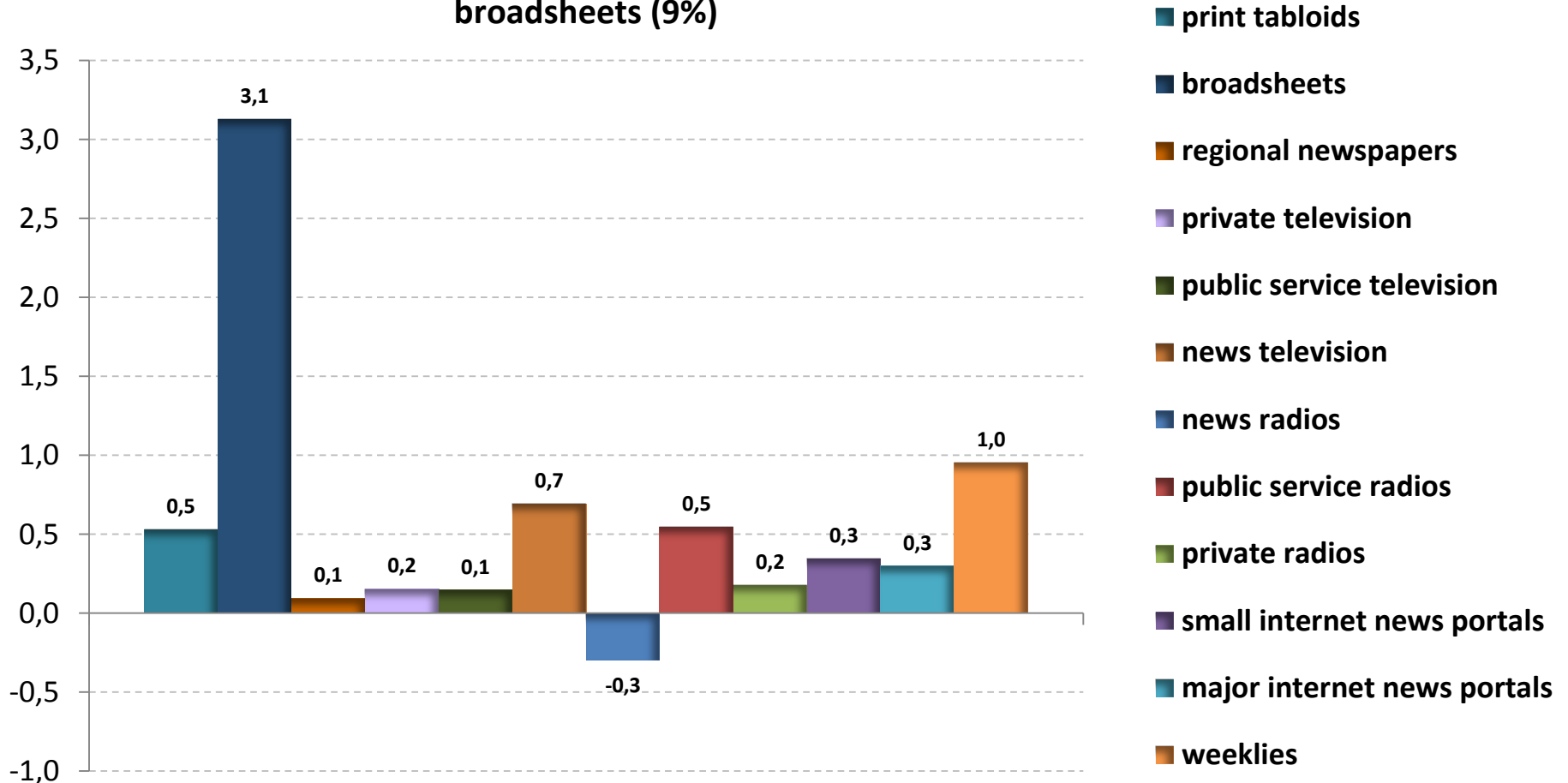
news radio-centred consumers who inform themselves from a broad variety of sources (9%)



Roughly 9% of those who inform themselves belong to a group in which news radios play a prominent role, but the consumers in this cluster are also characterised by an extraordinarily broad media consumption pattern. Remarkably, the role of private and “public service” television is negligible in the information consumption of this group.

Clusters of public affairs information consumption

broadsheets (9%)



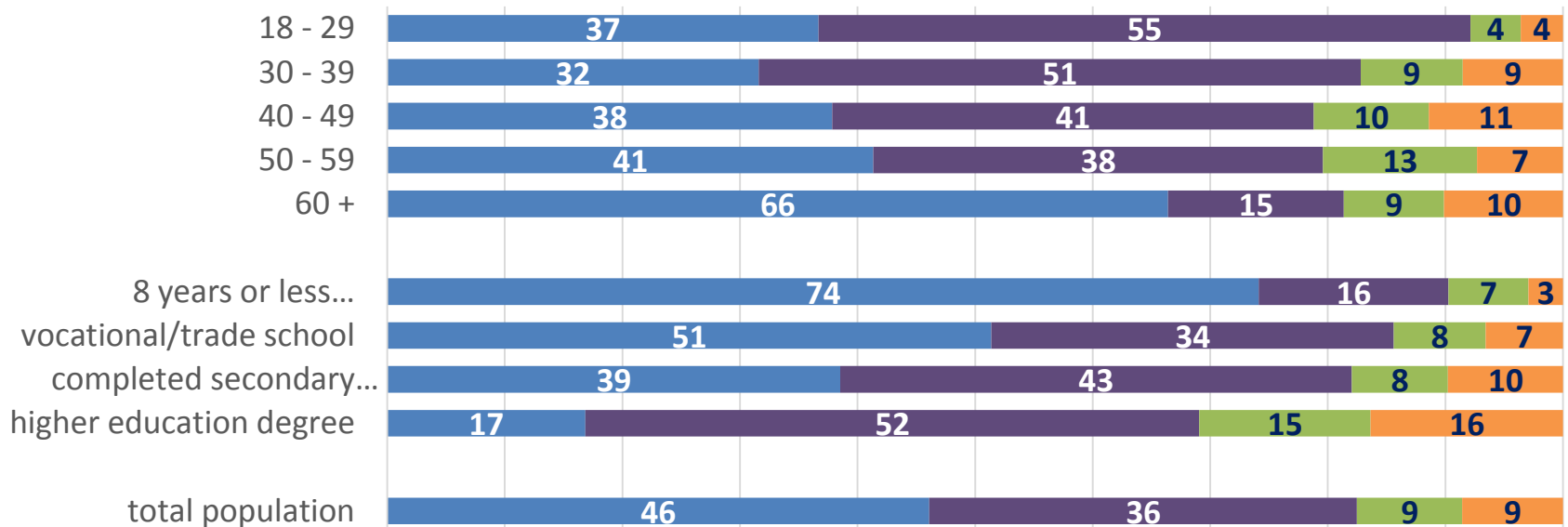
Another group that comprises 9% of respondents and is also characterised by a pattern of seeking information from a broad array of sources. What unites this group is the pronounced role of broadsheets in their efforts to inform themselves about public life.

We created these clusters within the group that regularly inform themselves about politics: N=946

Respondent clusters by public affairs information

by age and educational attainment

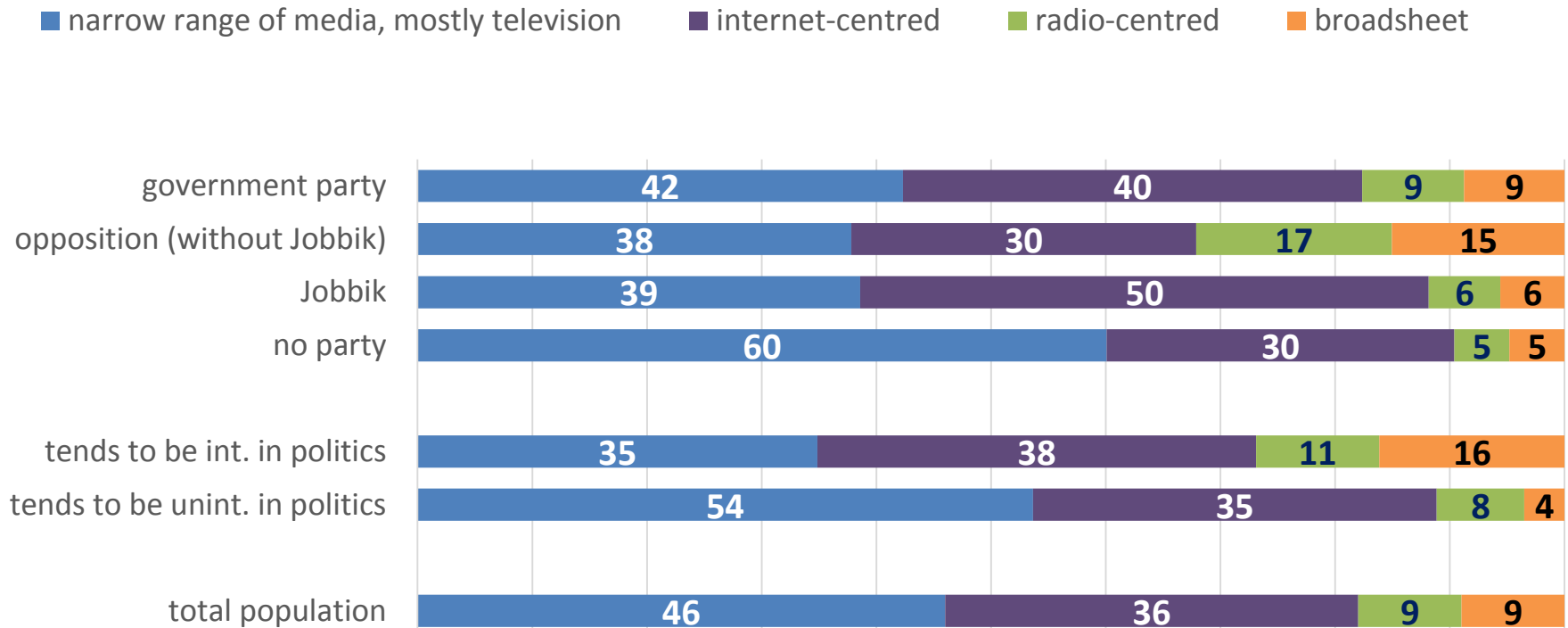
■ narrow range of media, mostly television ■ internet-centred ■ radio-centred ■ broadsheet



Unsurprisingly, the group that is characterised by relying on a narrow range of information, most typically television and especially commercial television, includes a significantly higher than average share of elderly respondents and respondents with low educational attainment. Moving up on the ladder of education, the share of respondents in this cluster drops steeply. The group whose members tend to consult a fairly broad range of information sources but primarily rely on the internet is made up of persons with the opposite demographic features: young people, and even more typically those with higher education diplomas. Another cluster of active respondents who inform themselves from a variety of sources can be characterised as being radio-centred, while yet another consists predominantly of readers of broadsheet newspapers. Those in the last cluster are likely to have higher education degrees. However, the members of the last cluster are typically not young, unlike those who have a similar profile but rely to a greater extent on the internet.

Respondent clusters by public affairs information

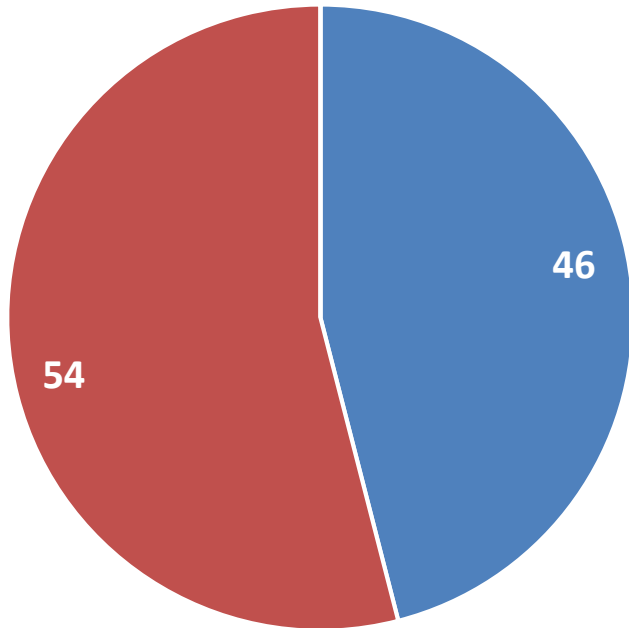
By political alignment and political interest



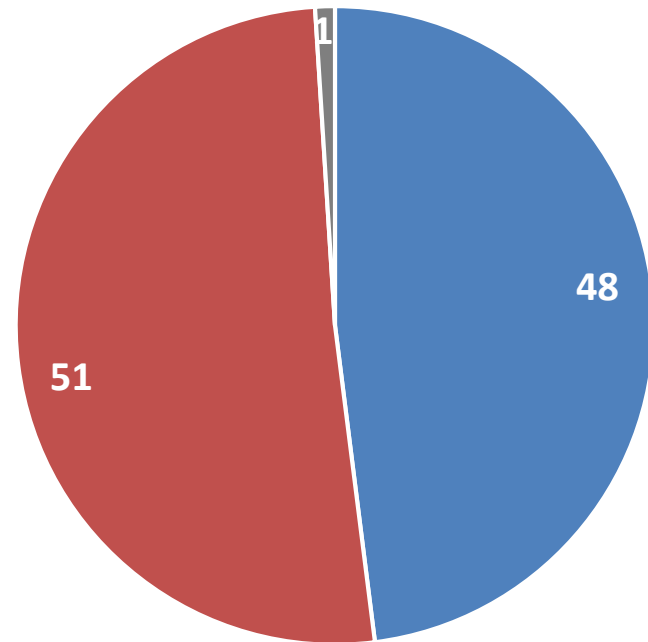
Based on party preferences, the group that stands out most from the average are those without a preferences. The members of this group (who also tend to have low levels of educational attainment) are substantially more likely to belong to the cluster characterised by the dominance of private television. Jobbik voters are more likely than the average respondents to inform themselves on the internet (this is also a result of the age factor, since they tend to be younger), while leftwing voters are more likely to receive information from the radio or from broadsheets.

Facebook presence

2014-2015



2016



■ is on Facebook

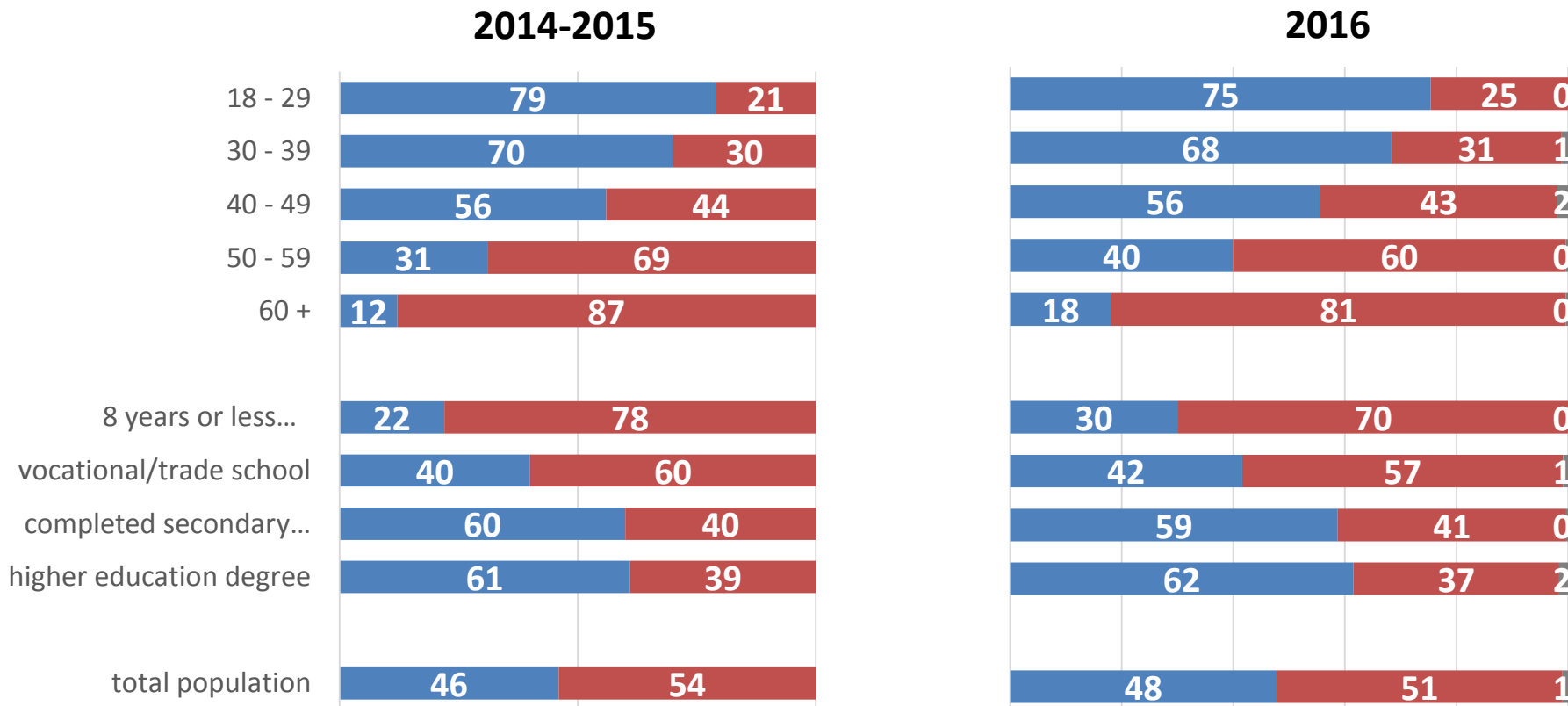
■ not on Facebook

■ no answer

Facebook presence by age and educational attainment

percent

■ is on Facebook ■ not on Facebook ■ no answer

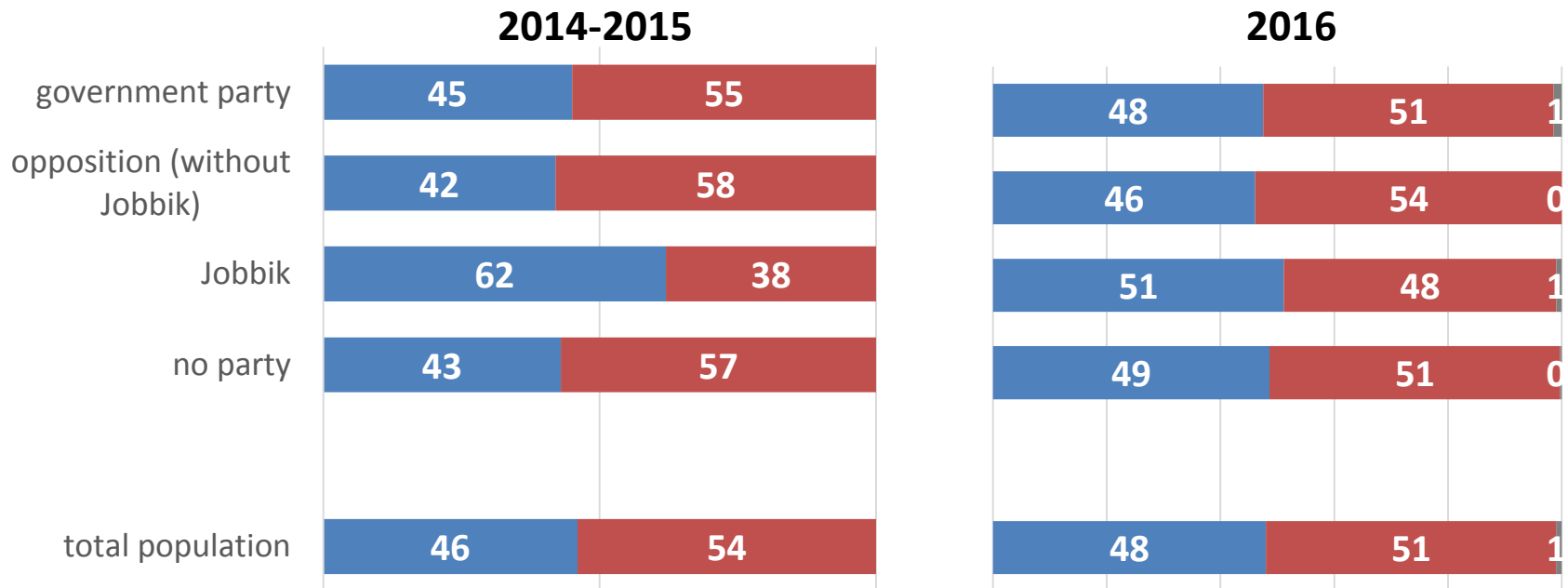


The share of Facebook users has roughly stagnated during the previous year. Presence on social media sites is still to a significant extent influenced by age and, to a lesser extent, by educational attainment.

Facebook presence by political alignment

percent

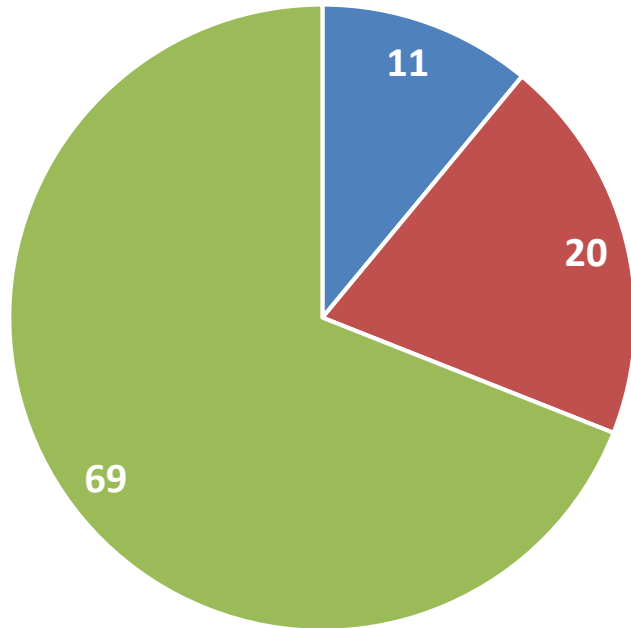
■ is on Facebook ■ not on Facebook ■ no answer



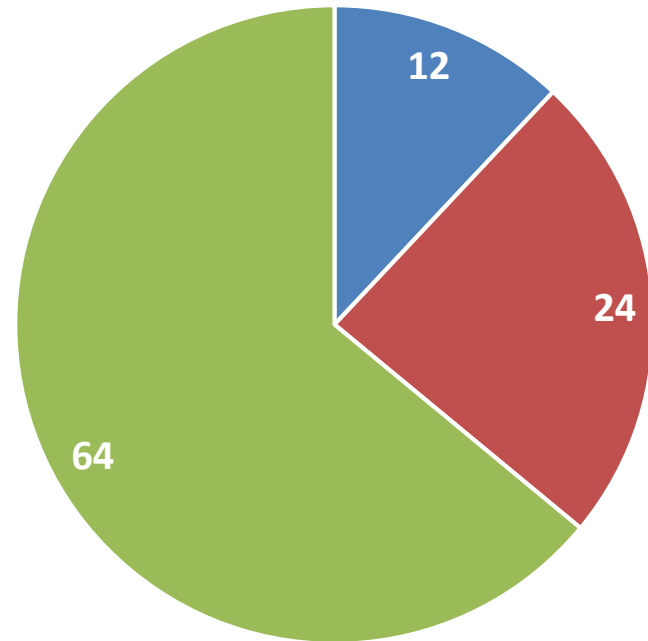
Among the various voter groups, the supporters of Jobbik were by far the most likely to be on Facebook in recent years. Yet since the last survey this difference has almost disappeared. When we look at the Facebook presence by age groups, the activity of Jobbik voters is still not disproportionately high. Hence the change is not due to potential shifts in the composition of its supporters. Instead, an explanation might be that Jobbik politicians are now less excluded from access to the major media, which is why they are less dependent on Facebook than previously.

How often does it happen that you find out about political/public affairs news from Facebook, in other words that you learn about such news from posts by your Facebook friends?
as a percentage of the total population

2014-2015



2016



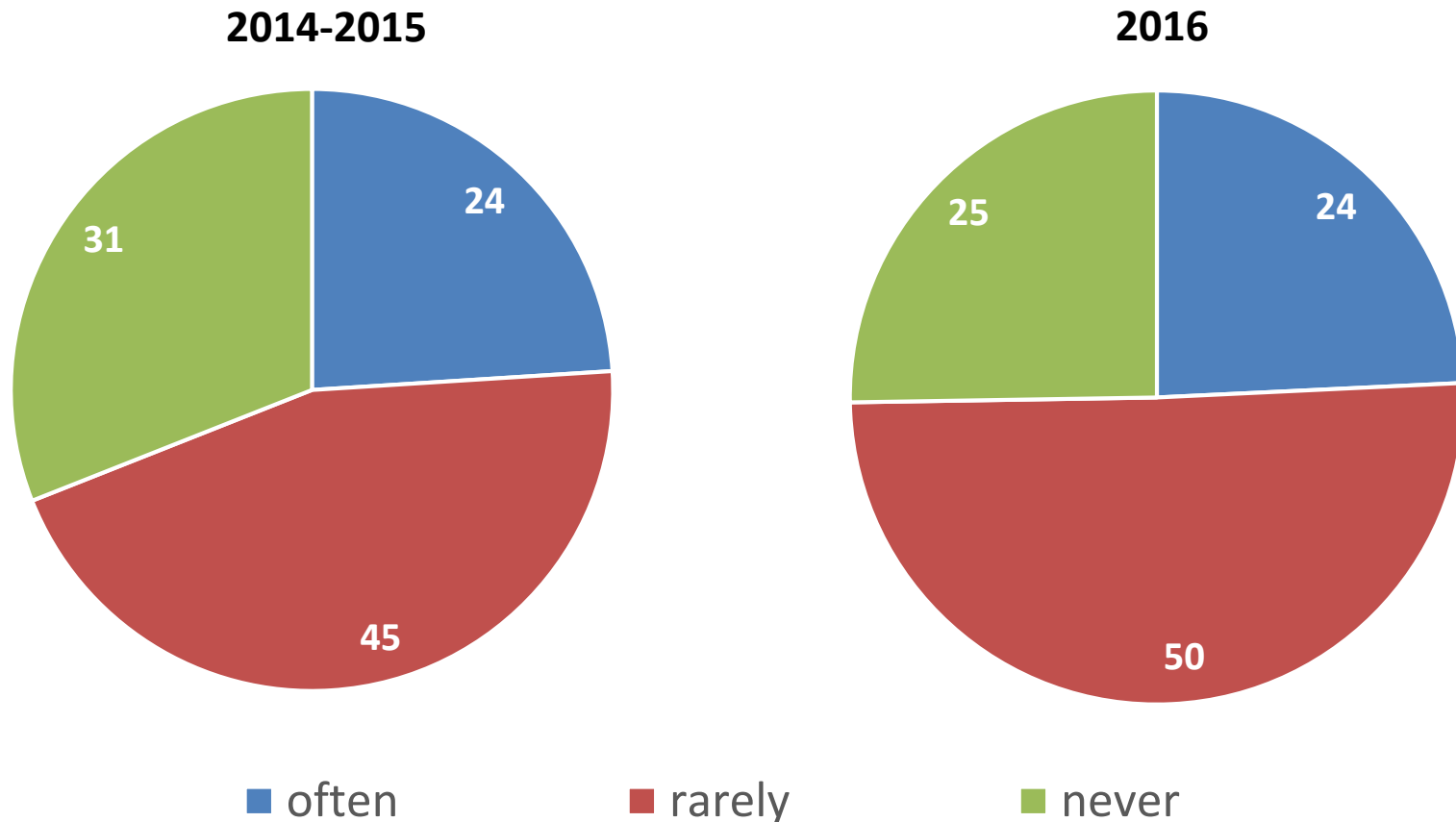
■ often

■ rarely

■ never

How often does it happen that you find out about political/public affairs news from Facebook, in other words that you learn about such news from posts by your Facebook friends?

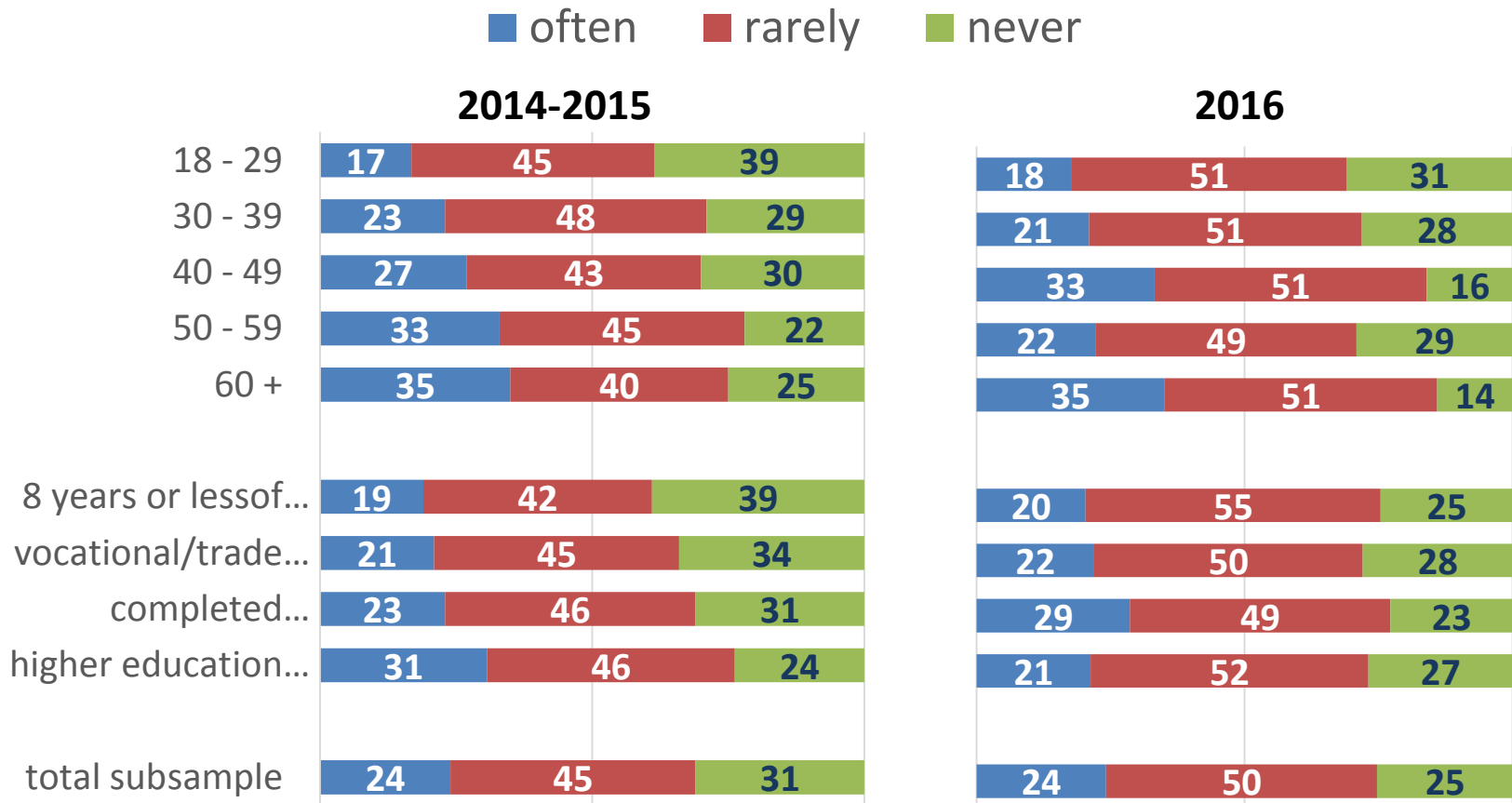
as a percent of Facebook users



There was a slight increase in the ratio of persons within the general population who use Facebook to find political information. As a result today 36% of the total population and 74% of Facebook users use Facebook as a source of information to some extent.

How often does it happen that you find out about political/public affairs news from Facebook, in other words that you learn about such news from posts by your Facebook friends?

By age and educational attainment, **as percentage of Facebook users**

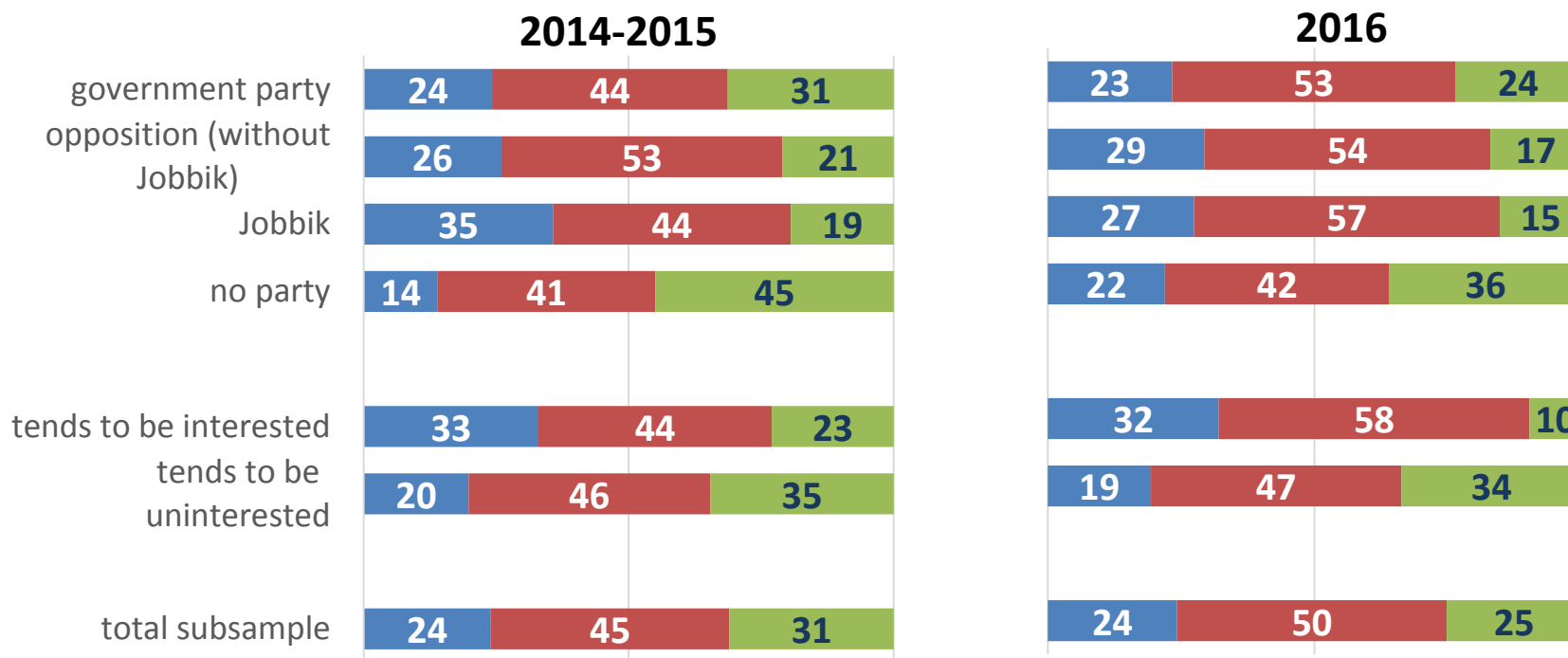


In 2014-2015 we saw clearly that the elderly are more likely than the average respondent to find out about political/public affairs news items from this platform – though at the same time the elderly are also far less likely to be on Facebook in the first place. The phenomenon is still discernible, but we no longer observe a linear increase proportionally with age.

How often does it happen that you find out about political/public affairs news from Facebook, in other words that you learn about such news from posts by your Facebook friends?

by political affiliation, as a percentage of Facebook users

■ often ■ rarely ■ never

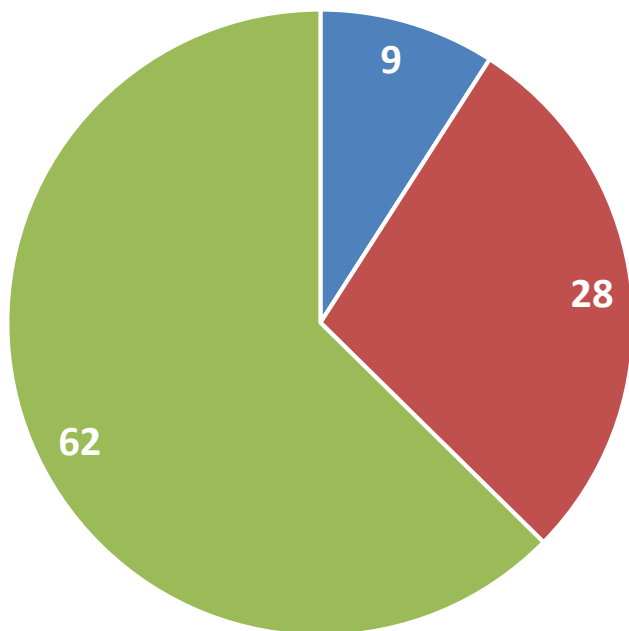


Just as with respect to Facebook usage overall, with respect to receiving political information through Facebook we also observe that the activity of Jobbik voters no longer stands out when compared to other groups of voters. We find that opposition voters generally are more likely to find political information through Facebook than government party supporters or those without party affiliation.

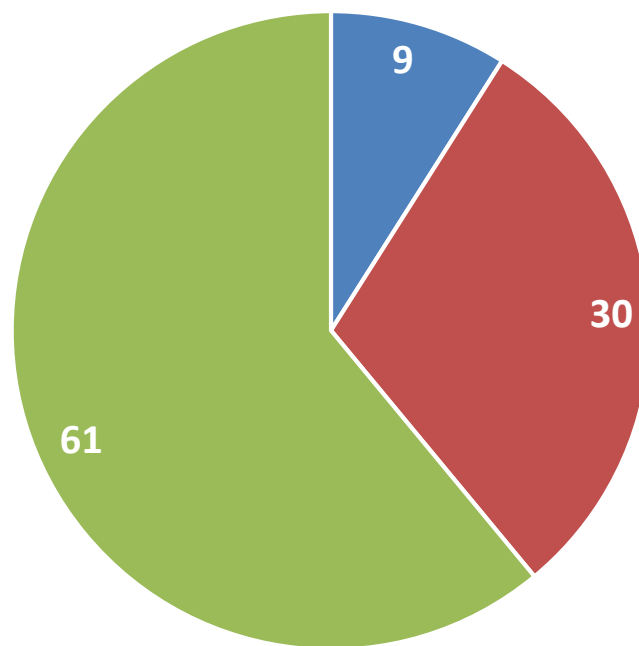
How often do you read political/public affairs blogs on the internet?

as a percentage of the total population

2014-2015



2016



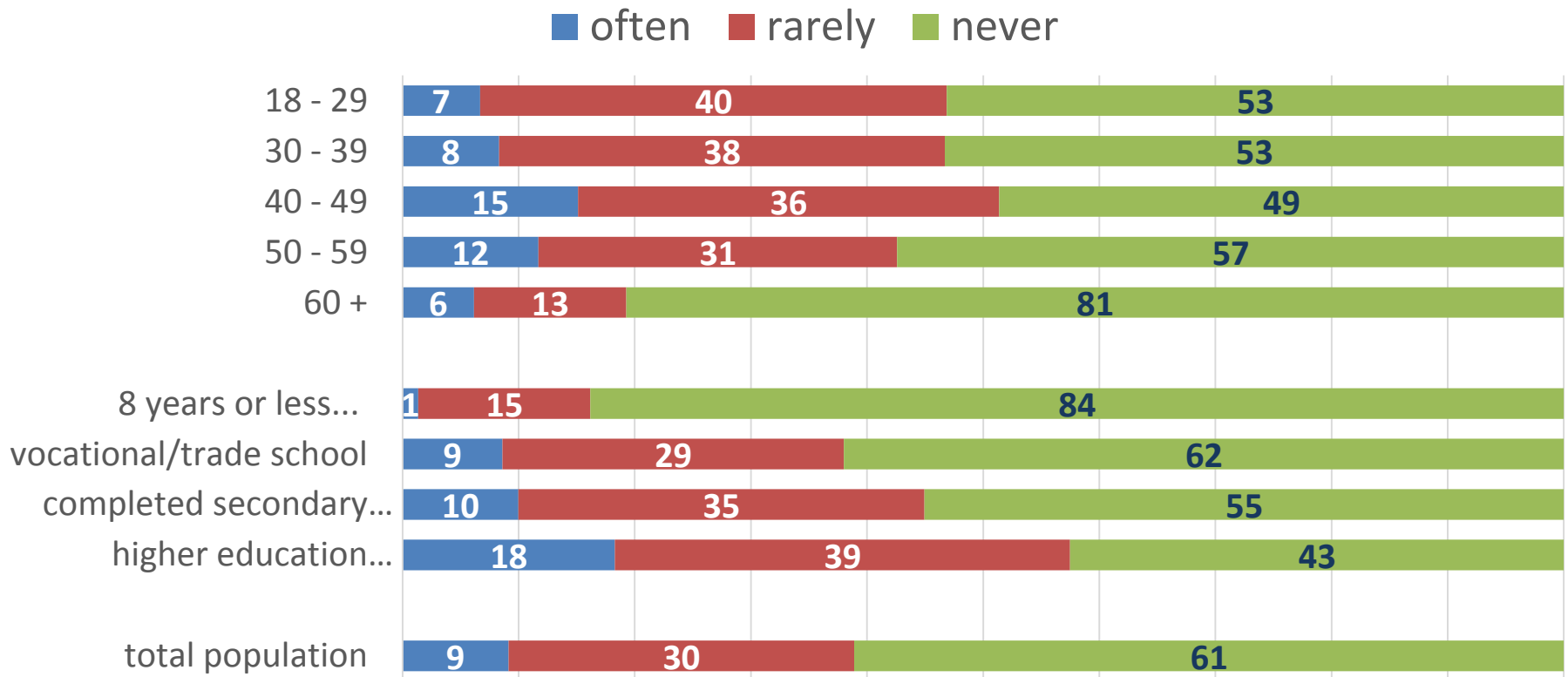
■ often

■ rarely

■ never

How often do you read political/public affairs blogs on the internet?

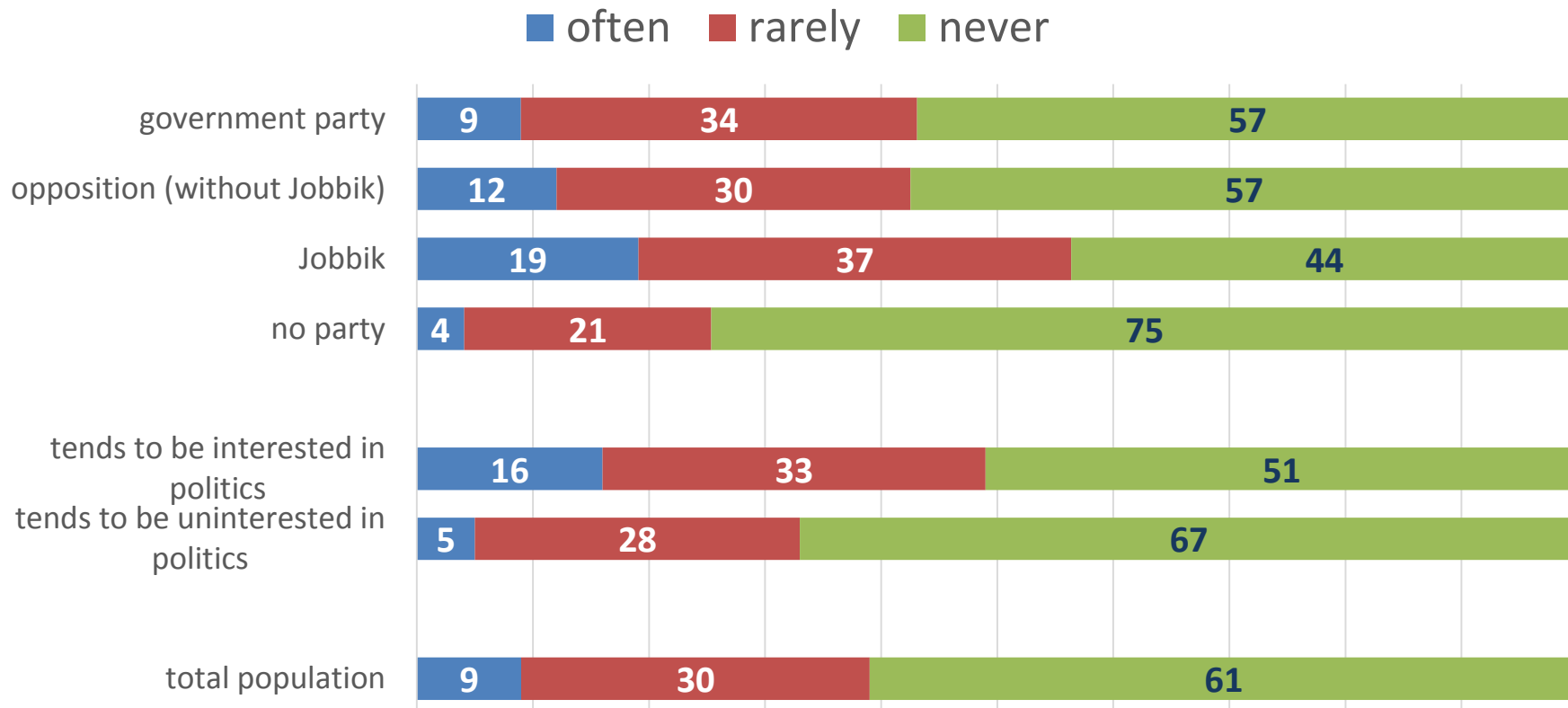
by age and educational attainment, as a percentage of the total population



There has been no change in the past year in the share of respondents who read political/public affairs blogs. Reading blogs is least typical of the elderly and of those with low educational attainment; this correlates significantly with internet usage. When we look at internet users specifically (*Figure 46*), the two previously mentioned groups lag behind far less conspicuously as compared to the average, but there is still a gap between them and the rest. The genre in and of itself primarily attracts youth and those with high levels of education.

How often do you read political/public affairs blogs on the internet?

by political alignment, as a percentage of the total population

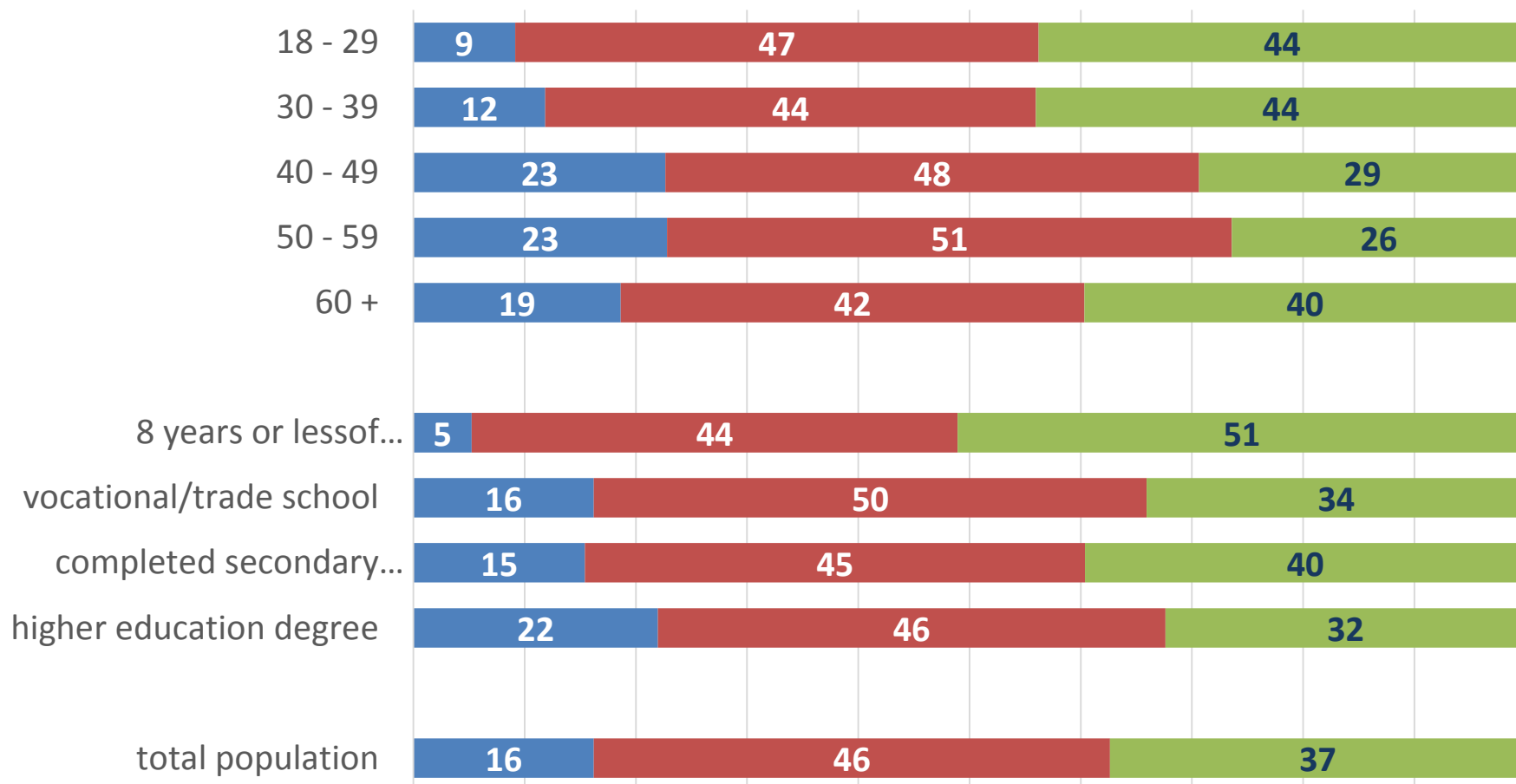


Jobbik voters are more likely to read blogs than the average respondent, but in part this is a function of the fact that they also tend to be younger. Since blog-reading supporters of the far-right party are also overrepresented among those respondents who use the internet, we can conclude that this group has a particularly strong attachment to blogging.

How often do you read political/public affairs blogs on the internet?

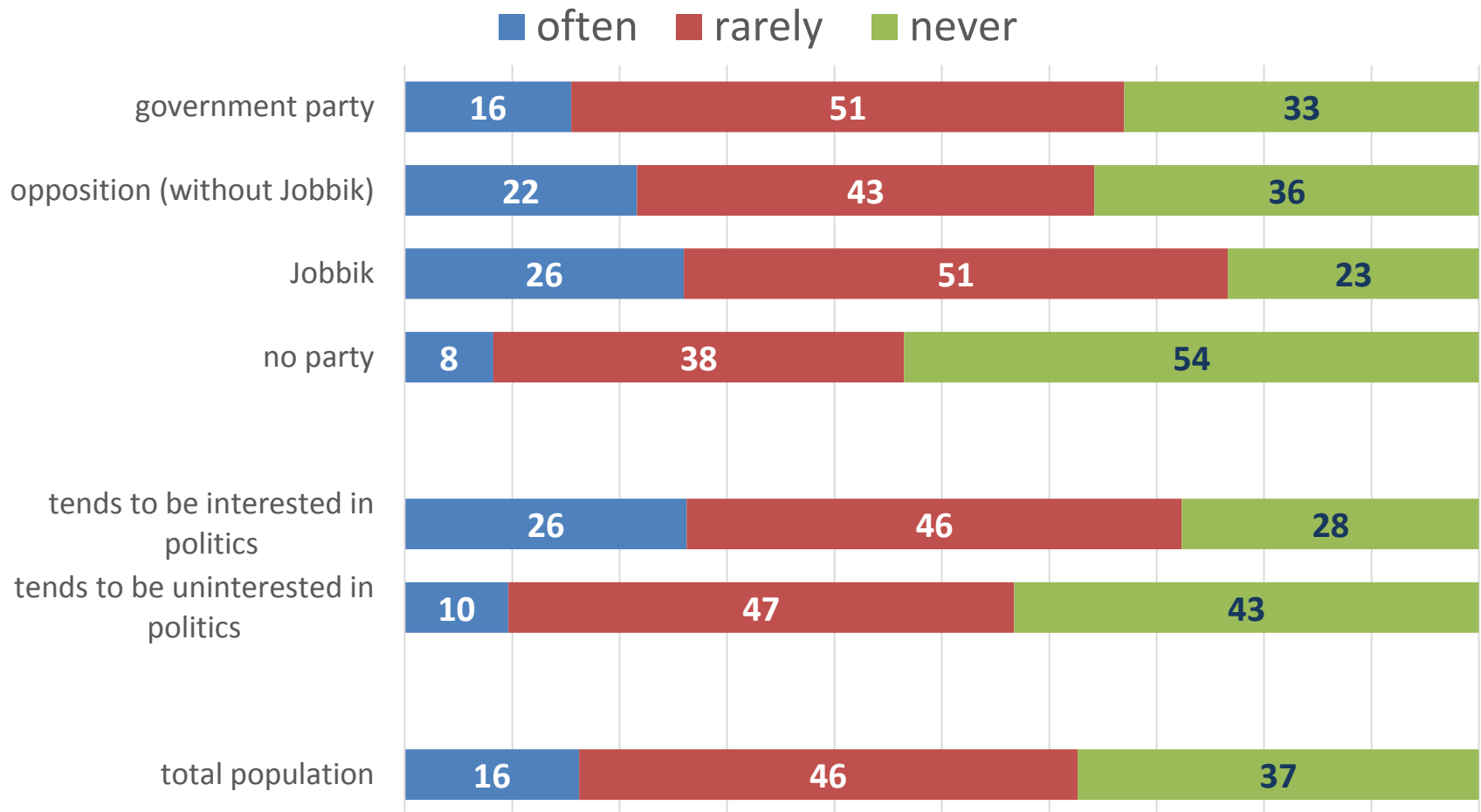
by age and educational attainment, as a percentage of those who inform themselves on the internet

often rarely never



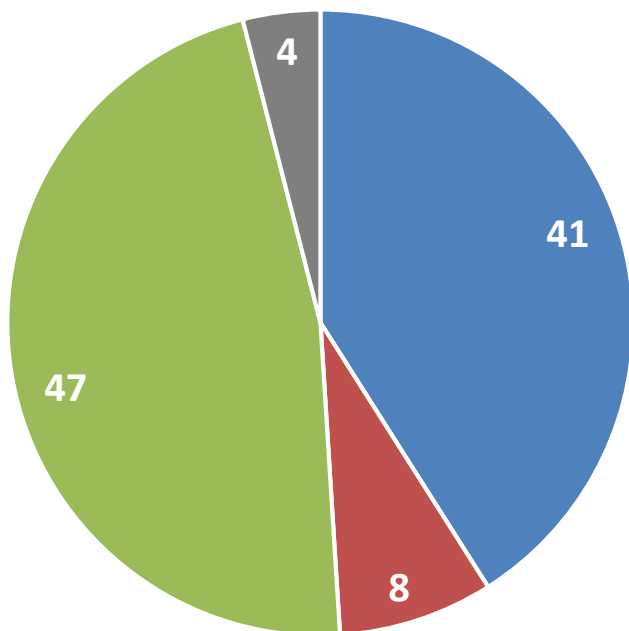
How often do you read political/public affairs blogs on the internet?

by political alignment, as a percentage of those who inform themselves on the internet

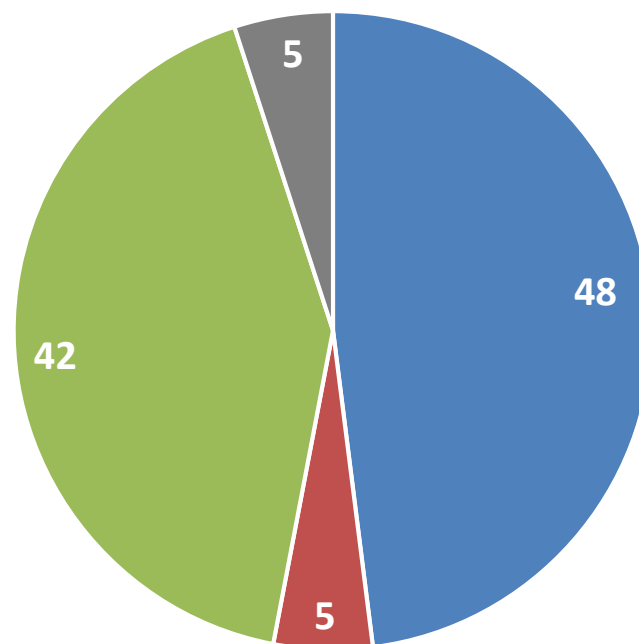


When you inform yourself about political/public affairs issues, which of the following do you find more relevant? as a percentage of the total population

2014-2015



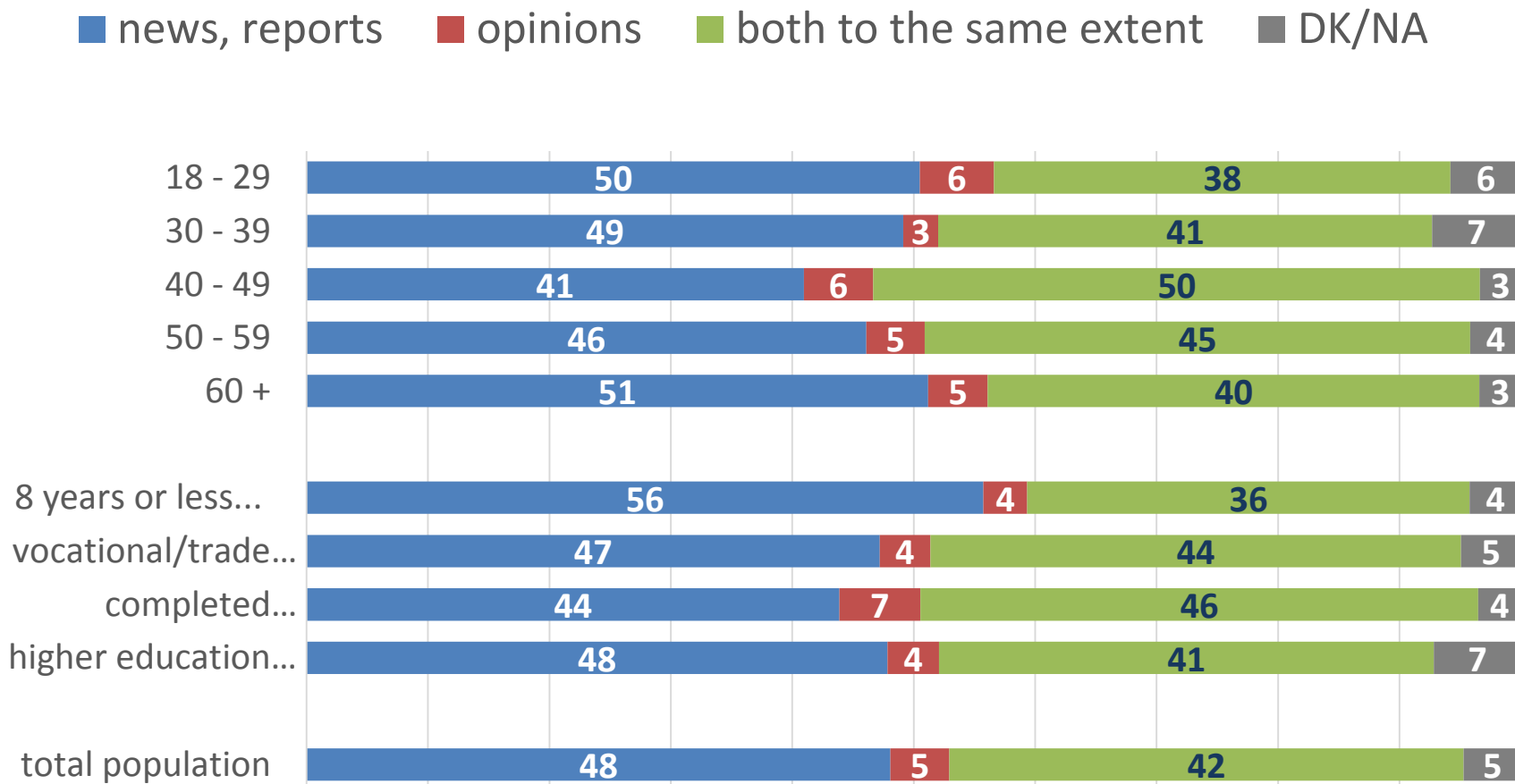
2016



■ news, reports ■ opinions ■ both to the same extent ■ DK/NA

When you inform yourself about political/public affairs issues, which of the following do you find more relevant?

by age and educational attainment, as a percentage of the total population

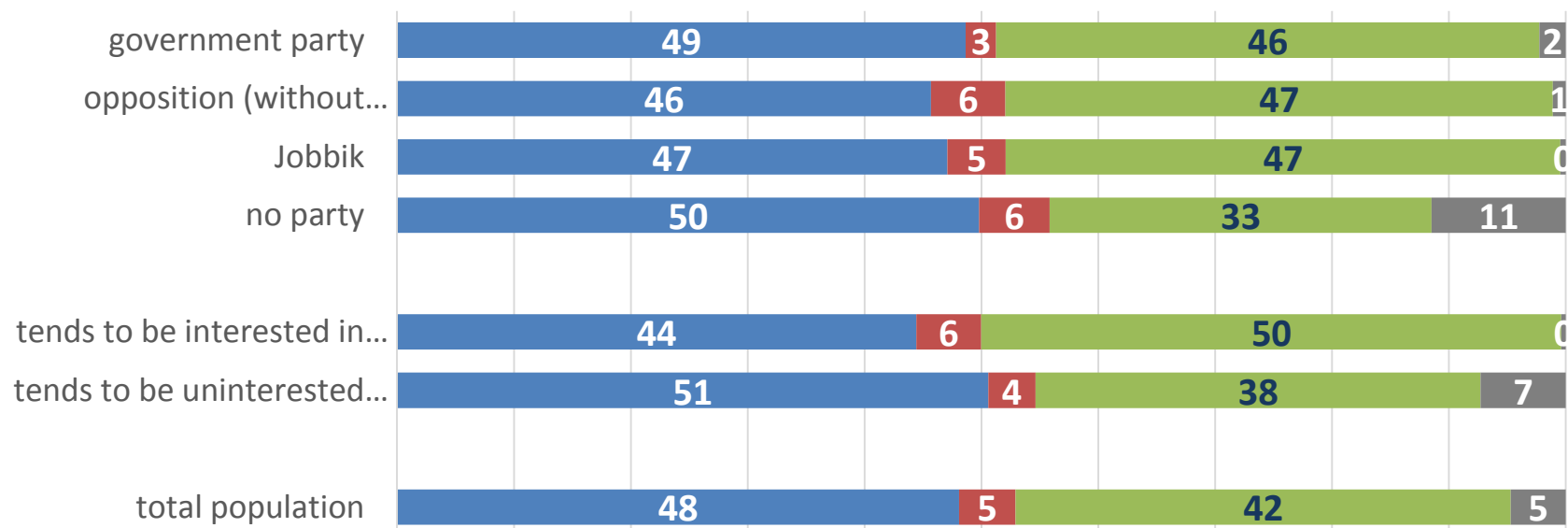


During the past year there has been a slight increase in the share of respondents who are more interested in news and reports and are less keen on seeking out opinions as part of their overall efforts to stay informed. This attitude is especially typical of those with low educational attainment, but those who are interested only in facts also constitute a majority among the oldest and youngest cohorts.

When you inform yourself about political/public affairs issues, which of the following do you find more relevant?

by political alignment, as a percentage of the total population

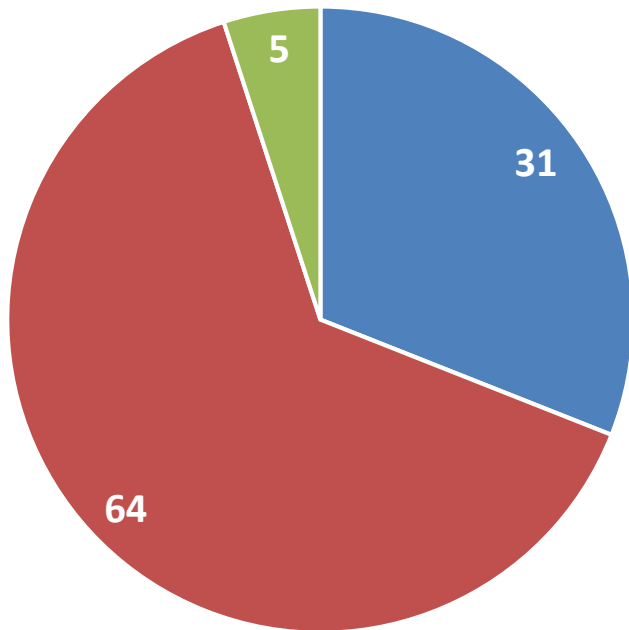
■ news, reports ■ opinions ■ both to the same extent ■ DK/NA



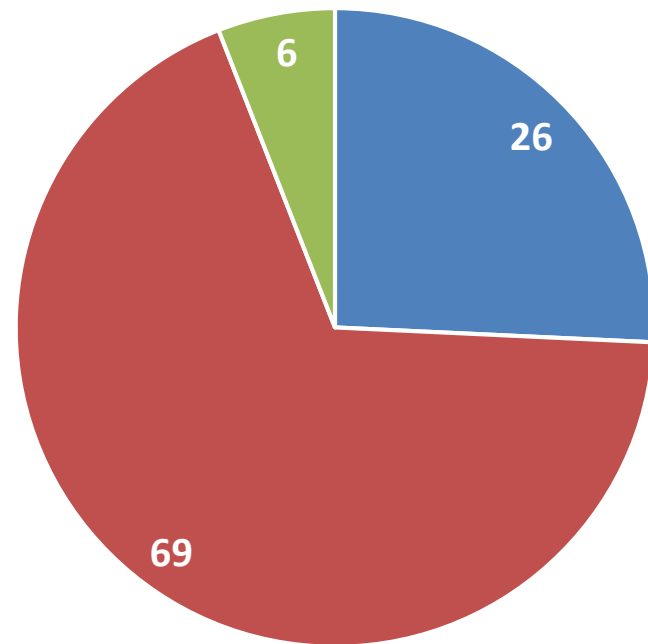
There is practically no difference between the various groups of voters in terms of whether they seek out news, opinions or both types of contents in the media. What is apparent, however, is that those who tend to be less interested in politics are also more likely to only be interested in news and reports.

When you inform yourself about political/public affairs... as a percentage of the total population

2014-2015



2016

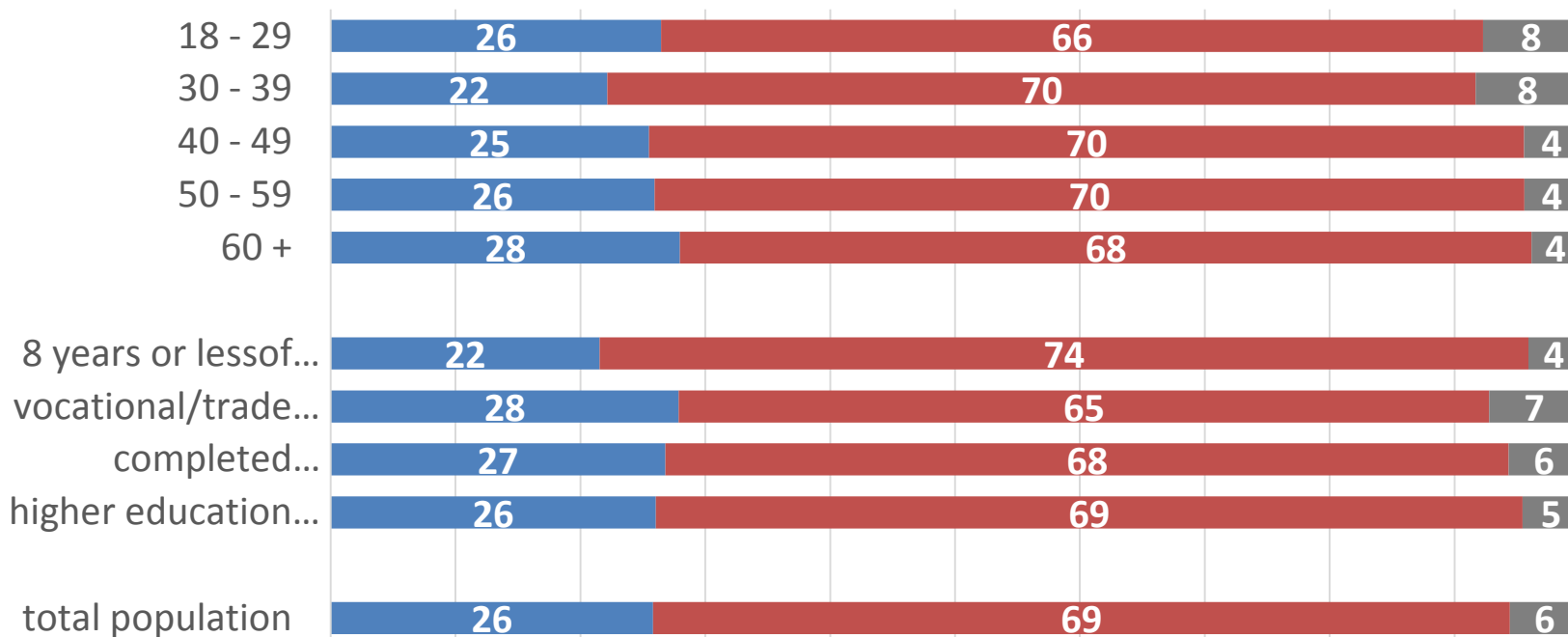


- looks for news sources and opinions that reflect his/her own political views
- also reads or listens to news and opinions from the other side
- DK/NA

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

by age and educational attainment, as a percentage of the total population

- is looking for news sources and opinions that reflect his/her own views
- also reads and listens to news and opinions that reflect an opposing view
- DK/NA

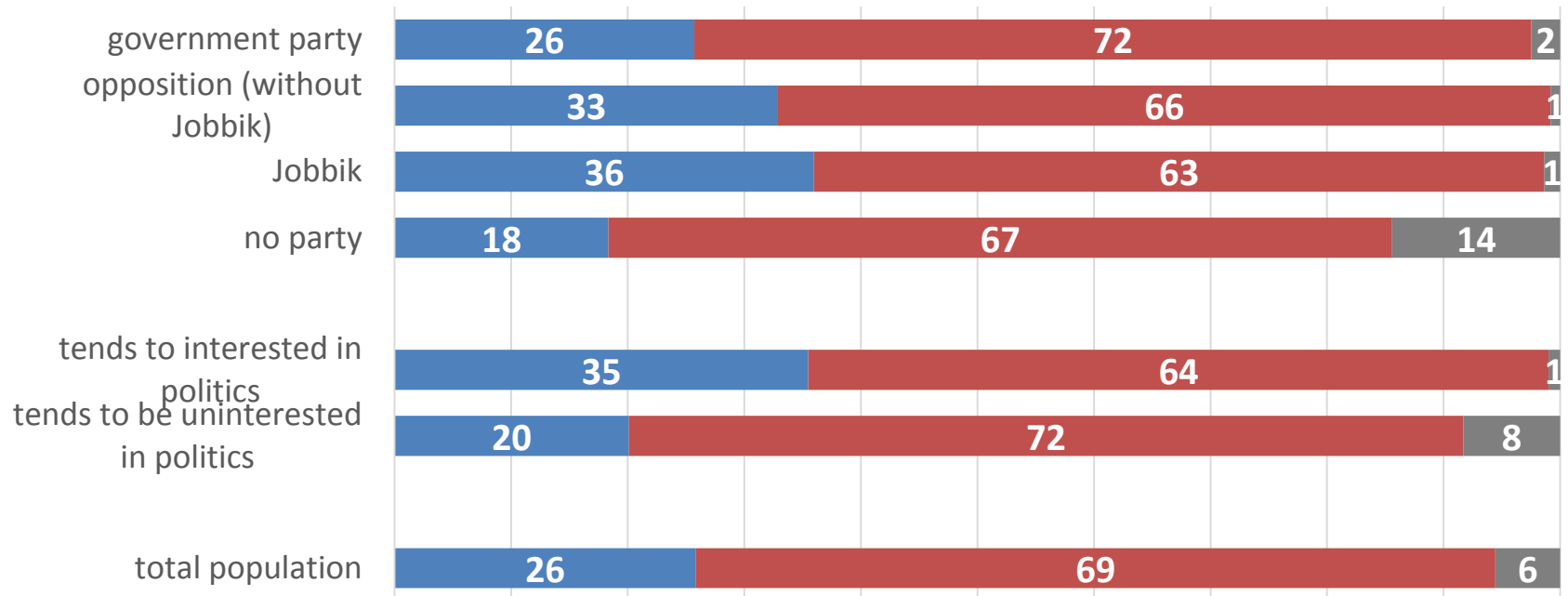


Over the past year the share of persons who indicated that the information they consume is one-sided has declined somewhat. When it comes to their response to this question, there are no major differences among respondents based on age or educational attainment.

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




by political alignment, as a percentage of the total population

- looks for news sources and opinions that reflect his/her own views
- also reads and listens to news and opinions that reflect an opposing view
- nt/nv



Jobbik voters are most attached to contents that tend to reflect their own views, while this is least typical of the supporters of the government parties. Among those who are either not interested or less interested in politics, it is more typical for respondents to seek out information reflecting a variety of viewpoints than among those with a pronounced interest in politics.

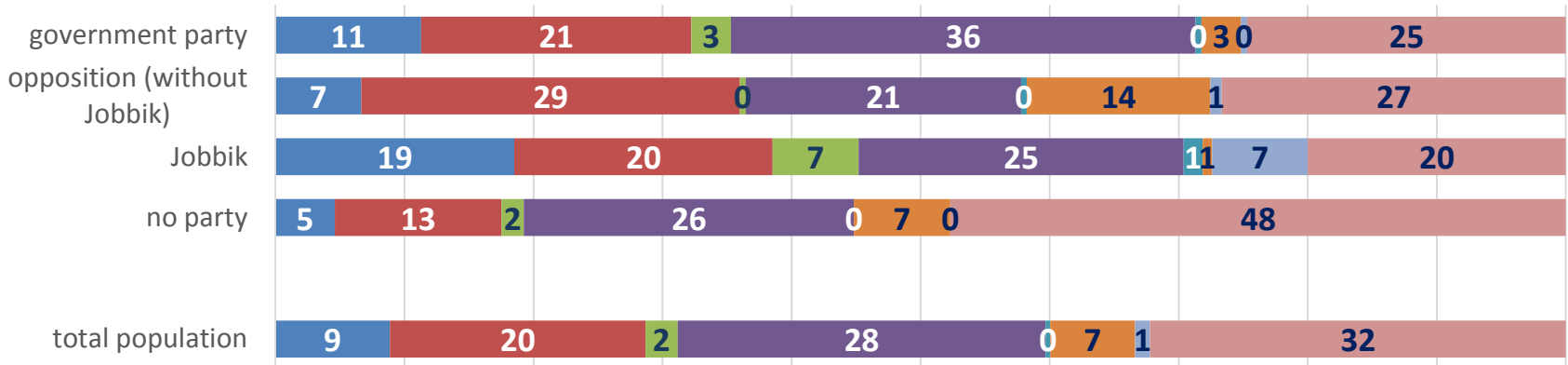
Methodological description for Figure 57

-  In determining the groups presented on the next graph, we started with the segment of the public that reads/watches/listens often.
-  We assigned media to a specific political side only if it is characteristically used by the voters on one side of the political spectrum or the other (based on adjusted residuals: a value of 2 or higher if no other group of voters has a positive value of 2 or higher)
-  If someone regularly uses at least one of the media outlets in the group listed below, then he/she is assigned a value of "pro-government", "leftwing" or "radical rightwing"; the figure on the next slide presents the typology that emerges from this classification.
- **Pro-government media based on consumption patterns:**
 - Magyar Hírlap
 - Magyar Idők
 - m1, m2, m4, m5, duna
 - HírTV
 - Kossuth, Petőfi rádió
 - 888.hu
- **Leftwing/liberal:**
 - hirado.hu
 - magyaridok.hu
 - mno.hu
 - Demokrata
 - Heti Válasz
- **Leftwing/liberal:**
 - Népszabadság
 - Népszava
 - RTL Klub
 - ATV
 - 444.hu
 - atlatszo.hu
 - direkt36.hu
 - hvg.hu
 - nol.hu
 - 168 óra
 - Élet és Irodalom
 - HVG
 - Magyar Narancs
- **Rightwing radical:**
 - Echo TV
 - kuruc.info
 - alfahir.hu

The sources of information grouped by political alignment

by political alignment

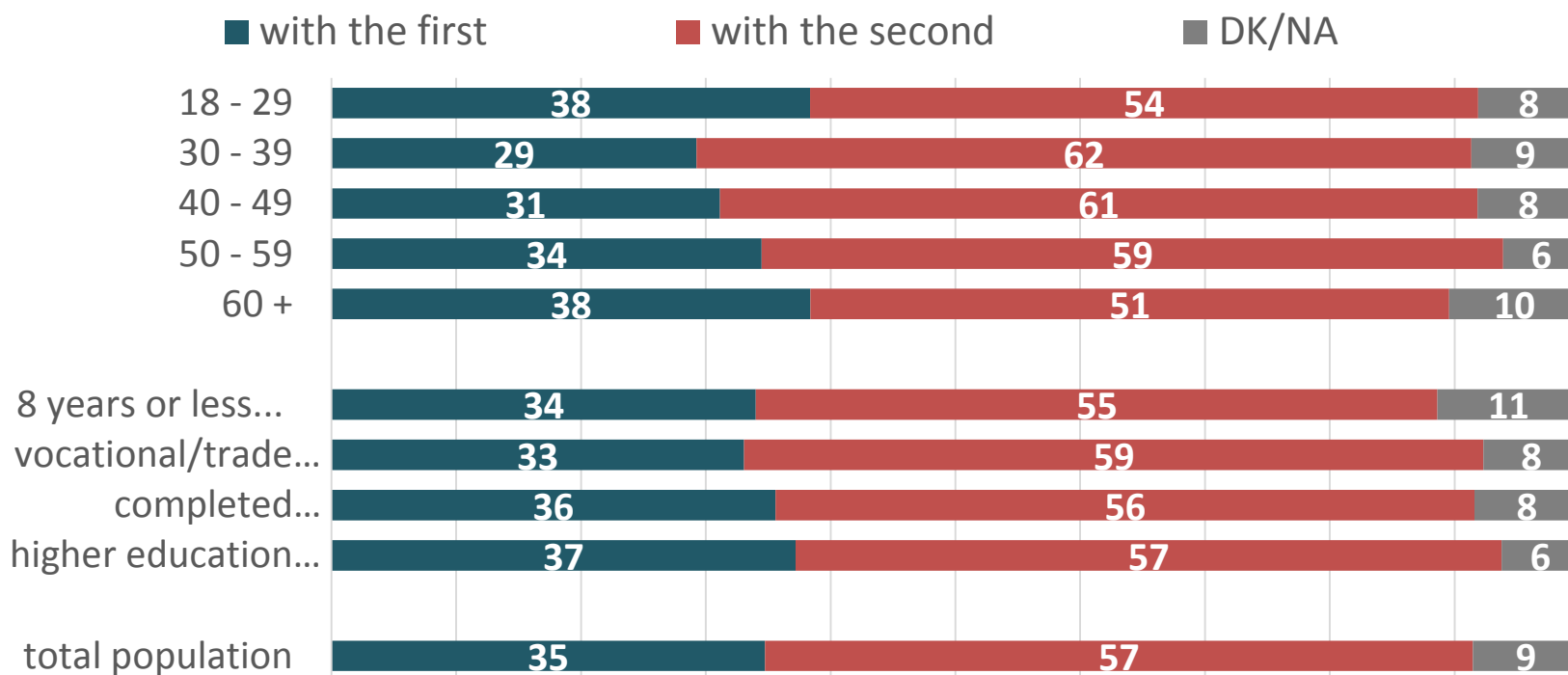
- consumes information from all three types (pro-government, leftwing/liberal, rightwing radical) sources
- consumes information from pro-government and leftwing/liberal sources
- consumes information from pro-government and rightwing radical sources
- consumes information only from pro-government sources



In addition to the respondents' own subjective assessment, we can also use the media they consume to analyse how broadly they inform themselves in terms of the political diversity of the contents they encounter. One of the most important insights of this analysis is that nearly 30% of the general public consume information exclusively from pro-government media. One explanation of this phenomenon is that this category includes "public service" media, which are the only type of media available to many respondents. The share of those who use only leftwing/liberal sources is 7%, while those who consume rightwing radical contents exclusively is merely 1% (which is probably also a function of the fact that few media outlets fall into this category). Government party supporters are most likely to only seek out information that is disseminated by sources on their own side of the political spectrum. Jobbik voters are informing themselves more broadly than in previous years. The reason may be that Jobbik politicians have appeared in media they previously had no access to.

There are those who say that the Hungarian media works adequately in terms of informing the public, that is it allows the consumer to properly inform him/herself. Others claim that the Hungarian press is biased, that the views of one side are always accorded greater weight than that of the other side. Which view best reflects your own?

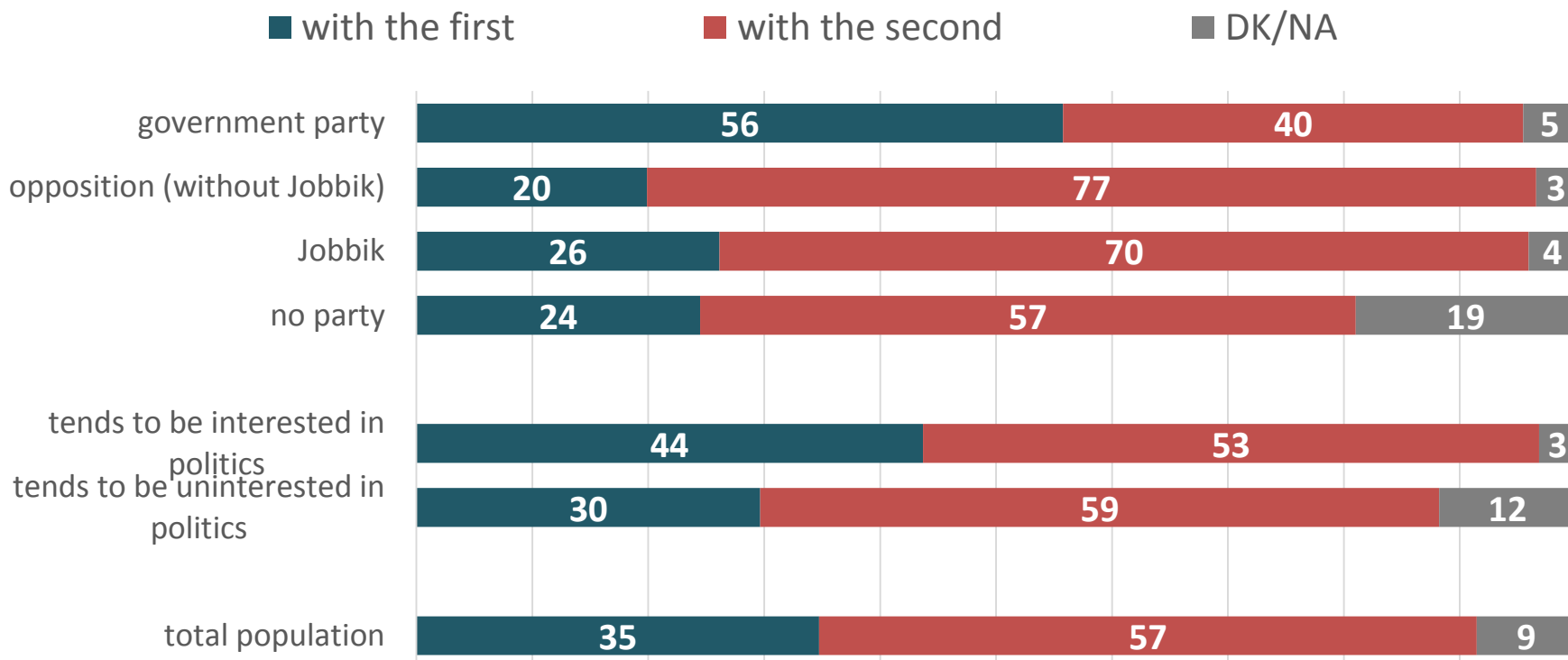
by age and educational attainment, as a percentage of the total population



The majority of the Hungarian public holds that the Hungarian media are biased, and that the views of one political side will always receive more weight in media coverage than the perspective of the other side. The relatively greater satisfaction of the youngest cohort with the balance of information may be explained by the fact that through their greater use of the internet they have access to a broader array of contents than the elderly.

There are those who say that the Hungarian is suitable for informing oneself, that it allows the consumer to inform him/herself. Others claim that the Hungarian press is biased, that the views of one side are always accorded greater weight than that of the other side. Which view best reflects your own?

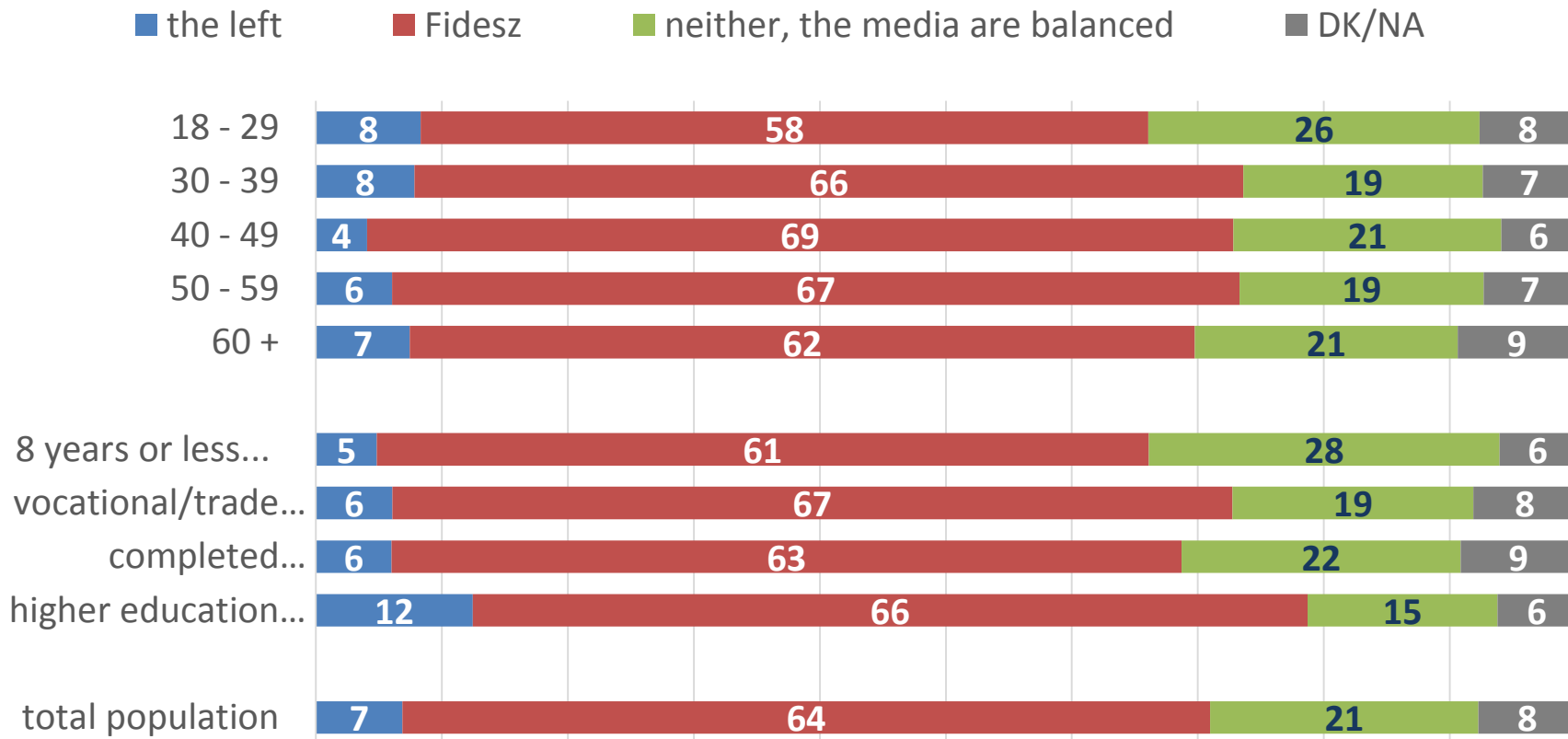
by age and educational attainment, as a percentage of the total population



The majority of voters who support the government parties are satisfied with the current media situation. They feel that the Hungarian media informs them adequately. Opposition voters, by contrast, tend to be dissatisfied. Only a fifth of leftwing voters and every fourth Jobbik voter assess that the situation is satisfactory. Interestingly, those who are interested in politics tend to be more satisfied. The reason may be that in informing themselves they consult a wider array of sources.

Which political side or party has the greatest influence over the Hungarian media?

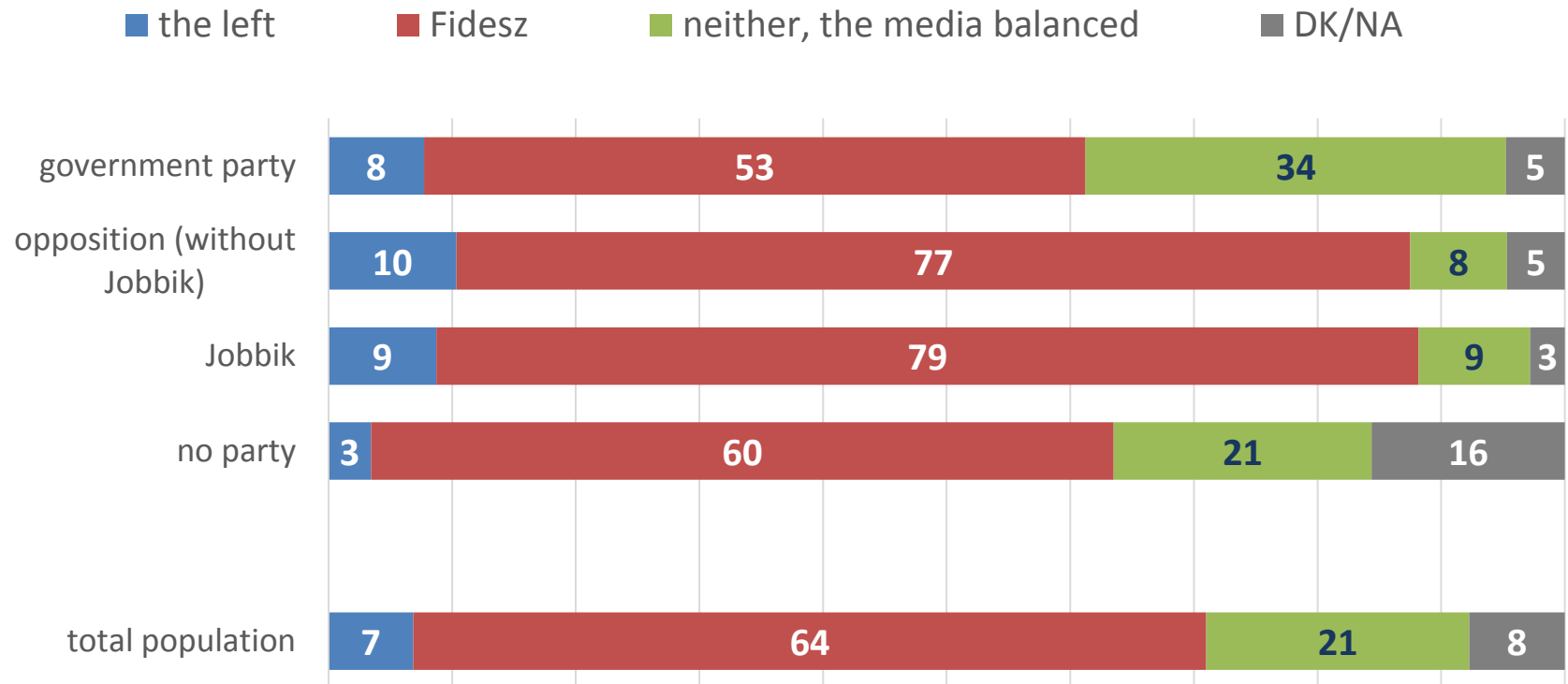
by age and educational attainment, as a percentage of the total population



Among those who believe that the media is not balanced, a substantial majority thinks that Fidesz wields a greater influence in the media.

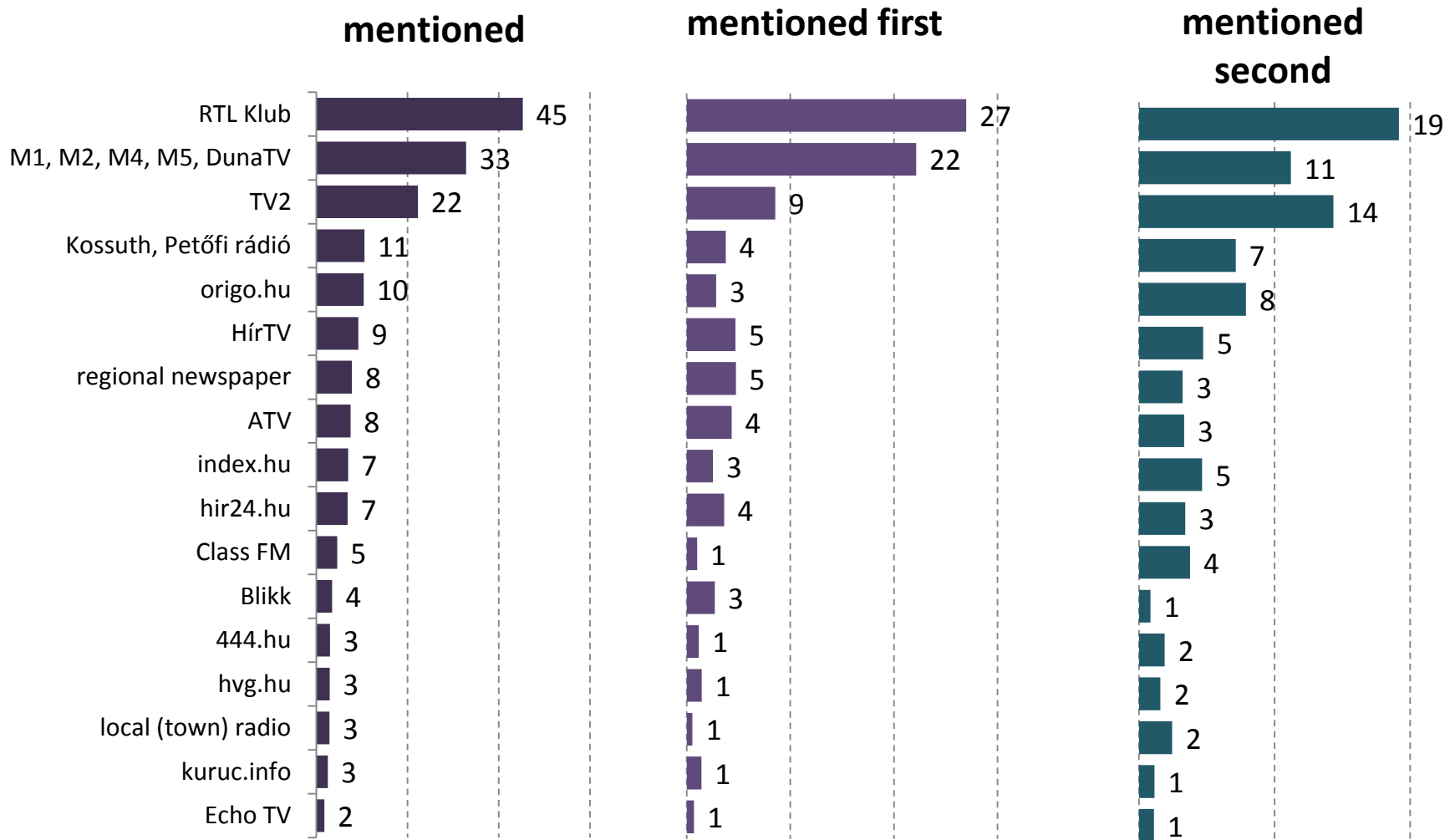
Which political side or party has the greatest influence over the Hungarian media?

by political alignment, as a percentage of the total population



Even among Fidesz voters the majority share the view that Fidesz currently wields a greater influence over the media than the left.

Credibility of information sources* (major media)

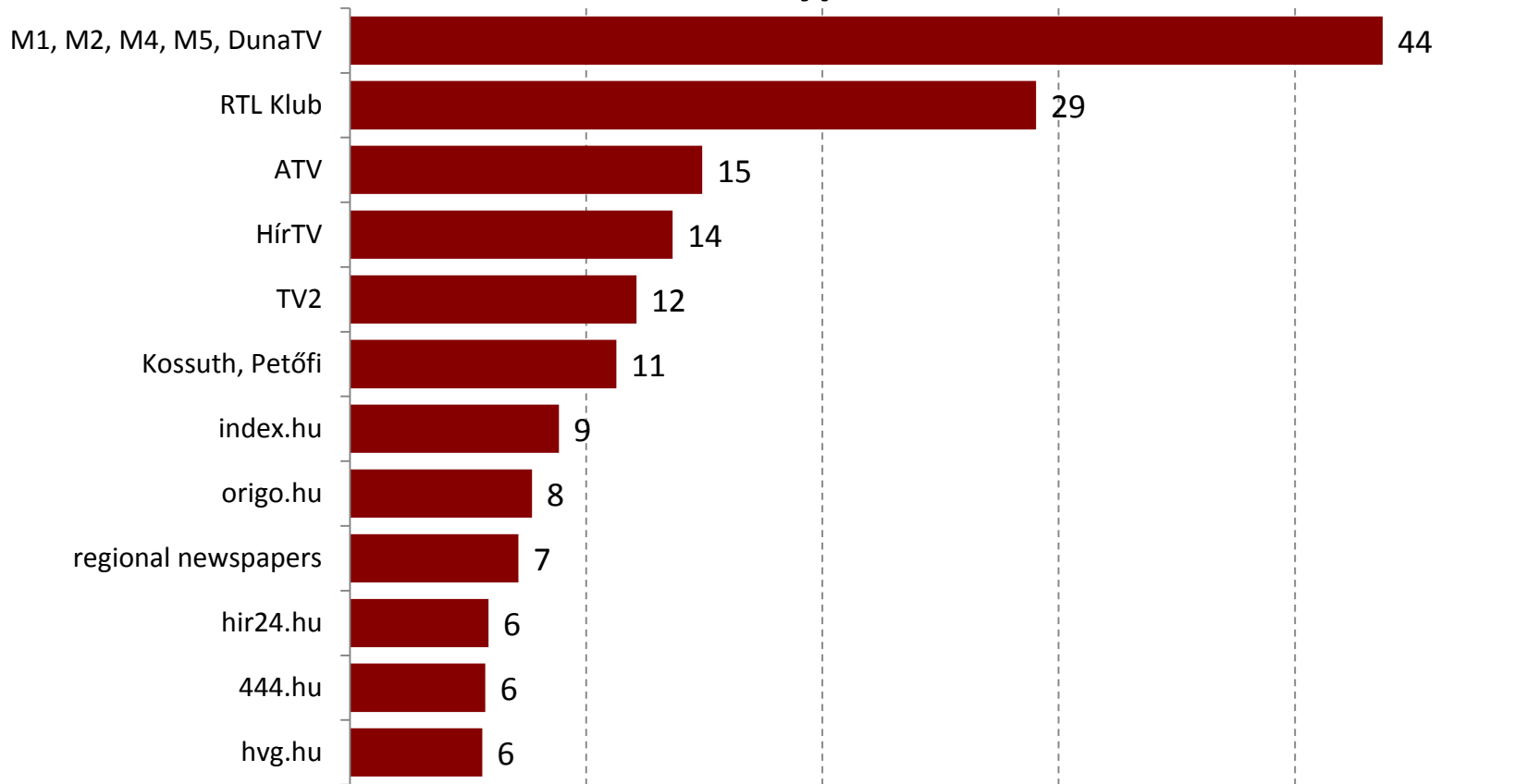


Respondents' assessment of the credibility of media strongly correlates with the role that these media play in the information of respondents. Apart from this factor, the political preferences of individual respondents also have a discernible impact on the assessment of this question (*Figure 63*).

* If your goal was to obtain the most credible/reliable information about the most important political/public affairs news in Hungary, which news source would you first consult?

The credibility of information sources

How often major media were mentioned by those who inform* themselves from several types of sources



The ranking of the most credible sources of information is different in the group that seeks information from a broad array of sources* as compared to the general public: for those in the former category (thus those who have a comparative outlook on the media), "public service" television is way ahead of RTL Klub, the role of ATV and HírTV is also well above average, while TV2 is less relevant for this audience.

* Among respondents who obtain their information from both pro-government and opposition (pro-government and leftwing or pro-government and radical right plus leftwing) sources.

Credibility of information sources

Mentions of major media by party preference

