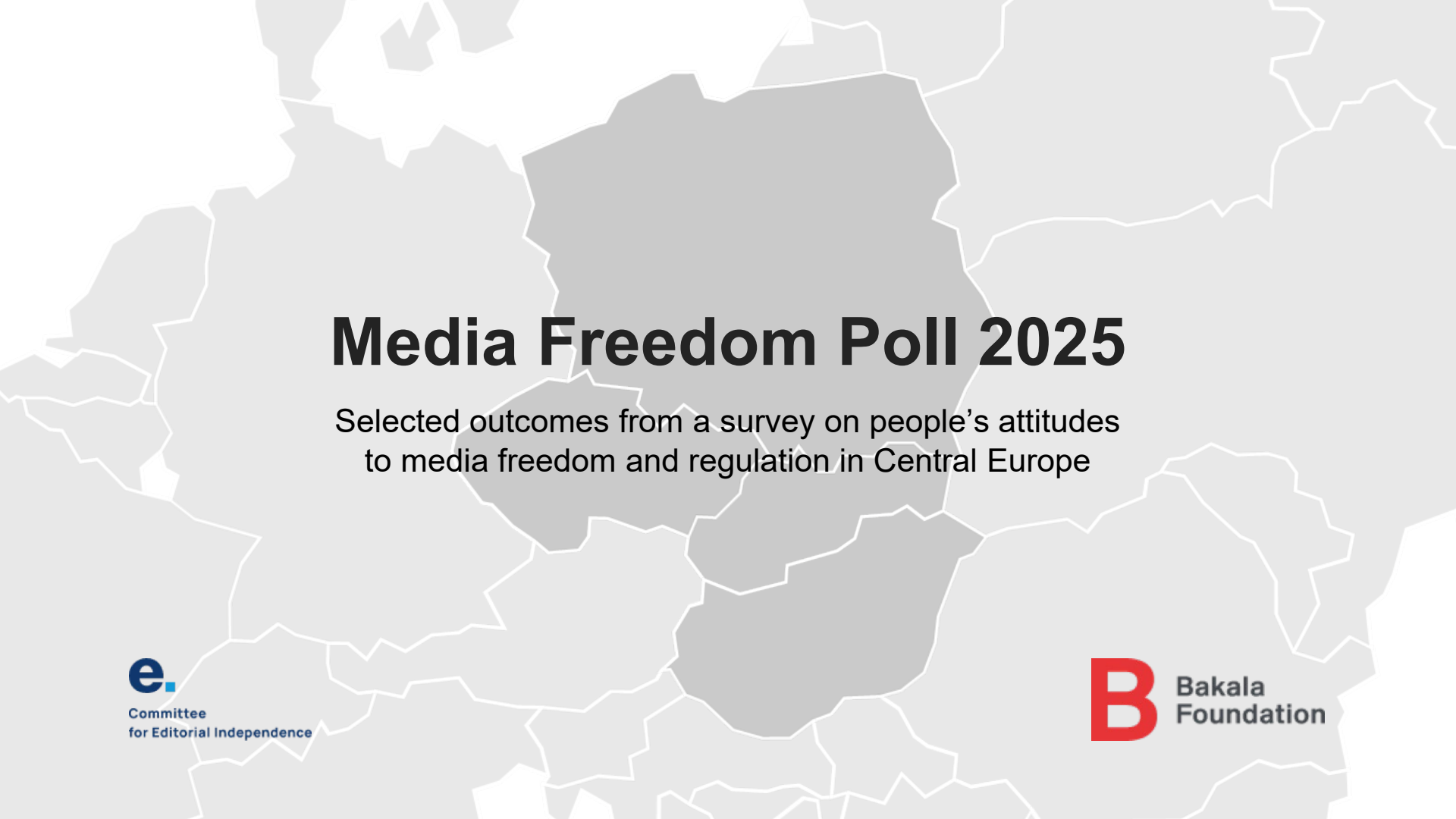


A light gray map of Central Europe serves as the background. The map shows the outlines of countries, with several countries in the center (Poland, Czech Republic, Slovakia, Hungary, and Austria) highlighted in a darker gray shade. The title and subtitle are centered over this darker area.

Media Freedom Poll 2025

Selected outcomes from a survey on people's attitudes
to media freedom and regulation in Central Europe

Methodology

Sample size

4 112 respondents aged 18+

Sample size per country:

CZ = 1 009

SK = 1 015

PL = 1 020

HU = 1 068

Dates of interviewing

31.3. – 22.4.2025

Method of data collection

personal interviews, online panel questioning (CAWI, 85%) and telephone interviews (CATI, 15%)

Method of sampling

Quota sampling method (gender, age, education, region and size of place of residence)

Research design & supervision

Dr Václav Štětka, Loughborough University & Committee for Editorial Independence

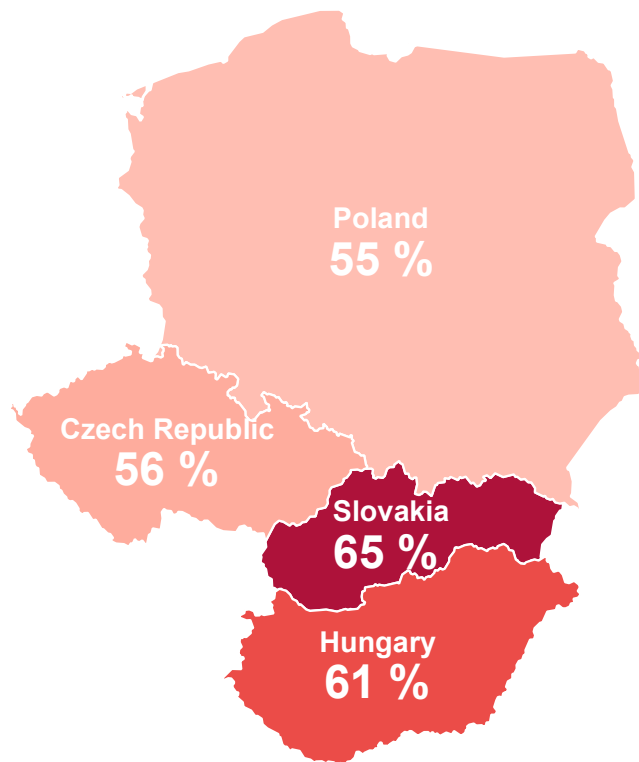
Implementer and client

The research was carried out by MEDIAN, s.r.o. (member of SIMAR) exclusively for the Committee for Editorial Independence



**How concerned are people about
the state of media freedom?**

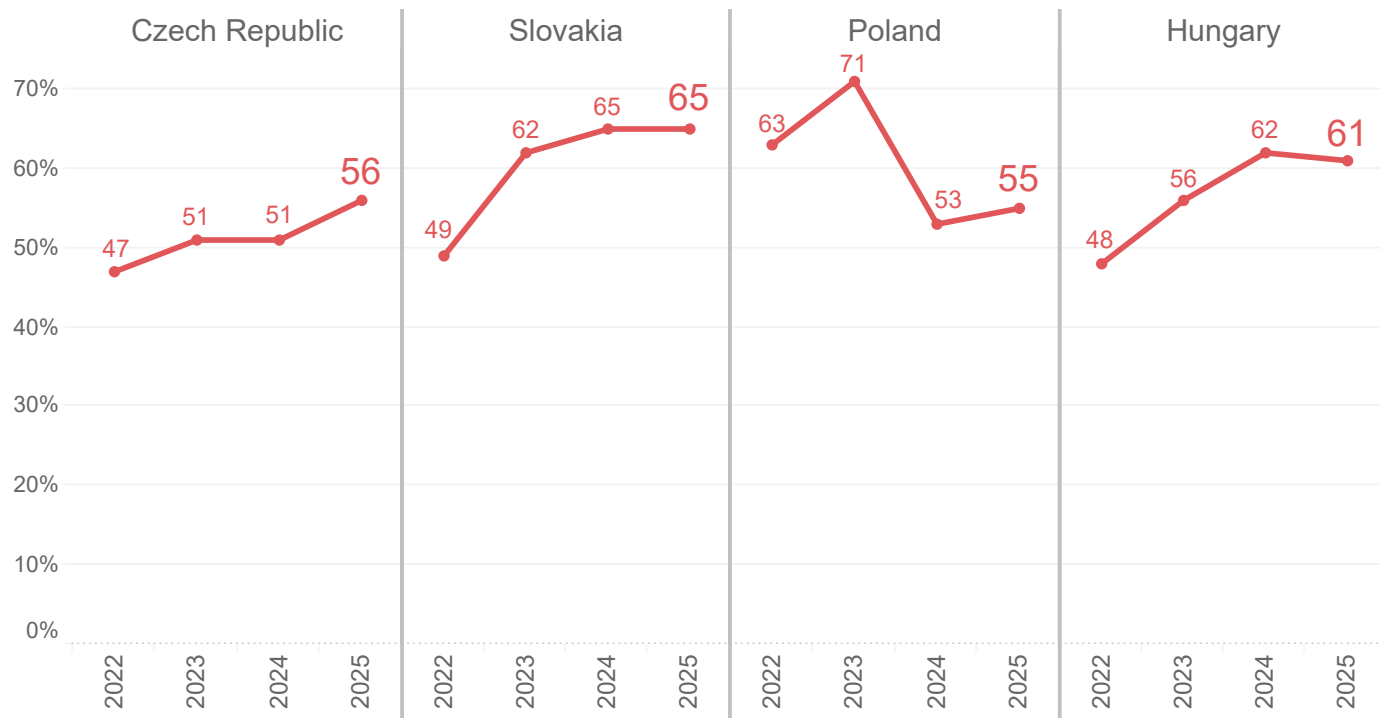
Concerns about media freedom (2025)



Q. Can you tell us how concerned you are right now about the current state of media freedom in your country?

Concerns about media freedom

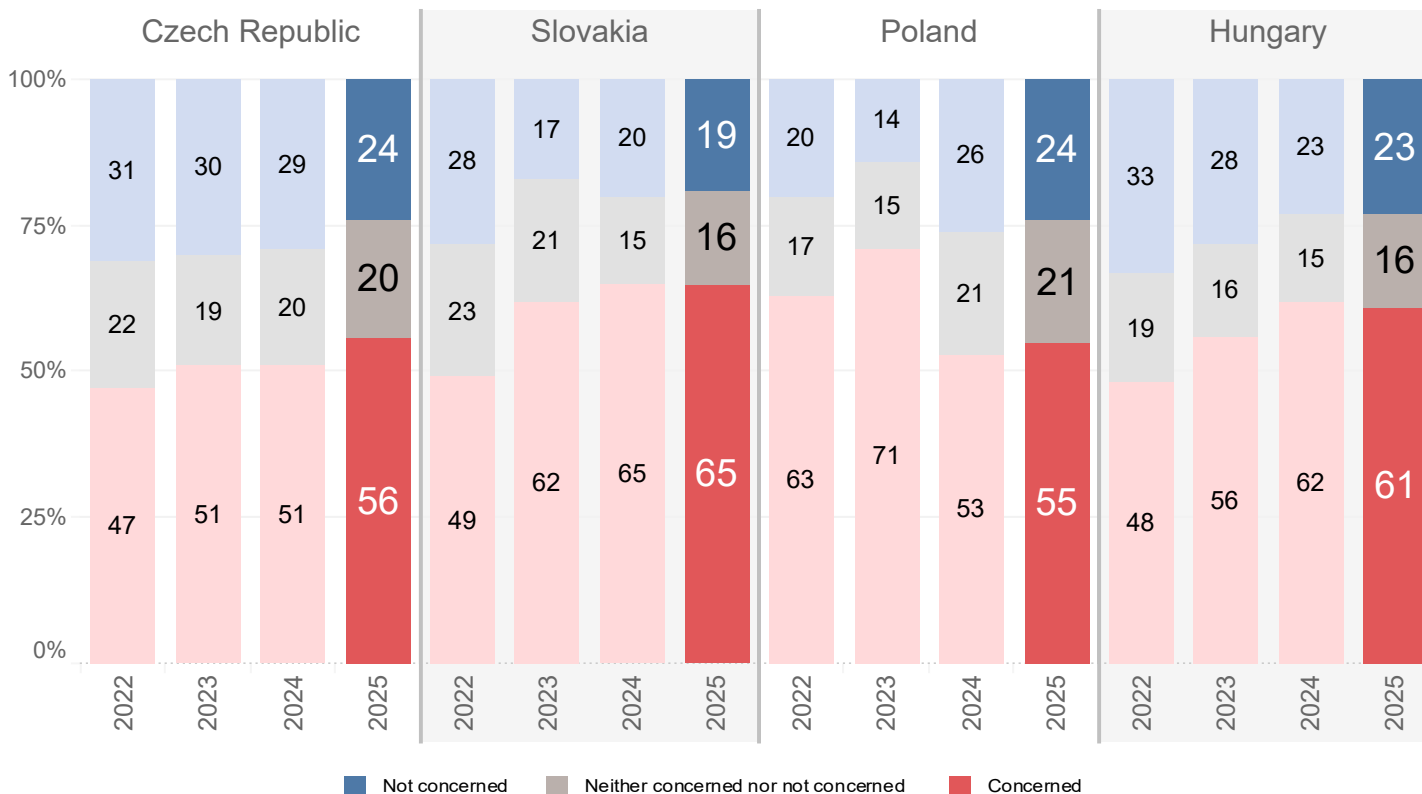
(% of Concerned, 2022-2025)



Compared to 2024, concerns about media freedom have grown in Czechia (by 5 pp), and Poland (by 2 pp). In Slovakia and Hungary they remained stable.

Q. Can you tell us how concerned you are right now about the current state of media freedom in your country?

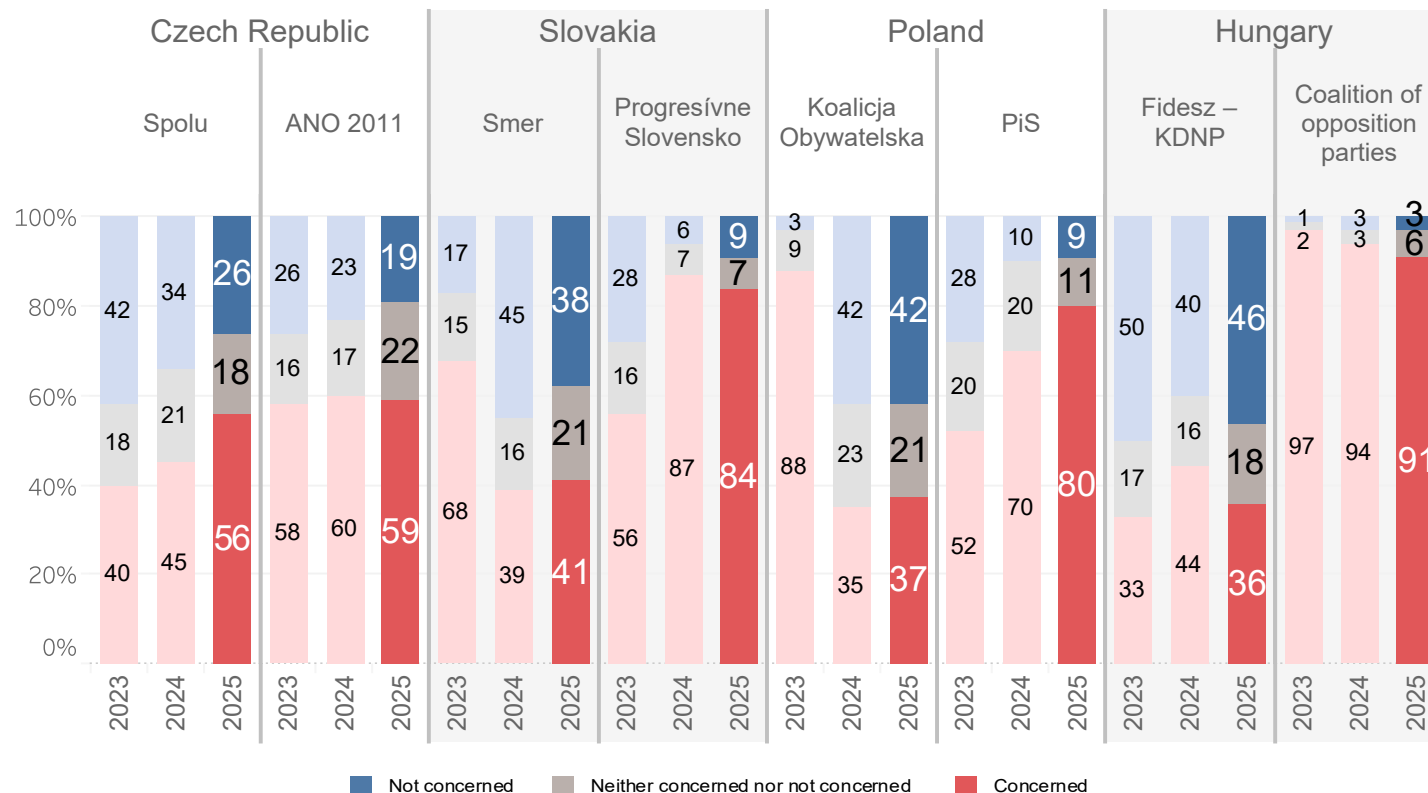
Concerns about media freedom



Q. Can you tell us how concerned you are right now about the current state of media freedom in your country?

Concerns about media freedom by electoral behaviour

(voters of selected parties in the last legislative elections)



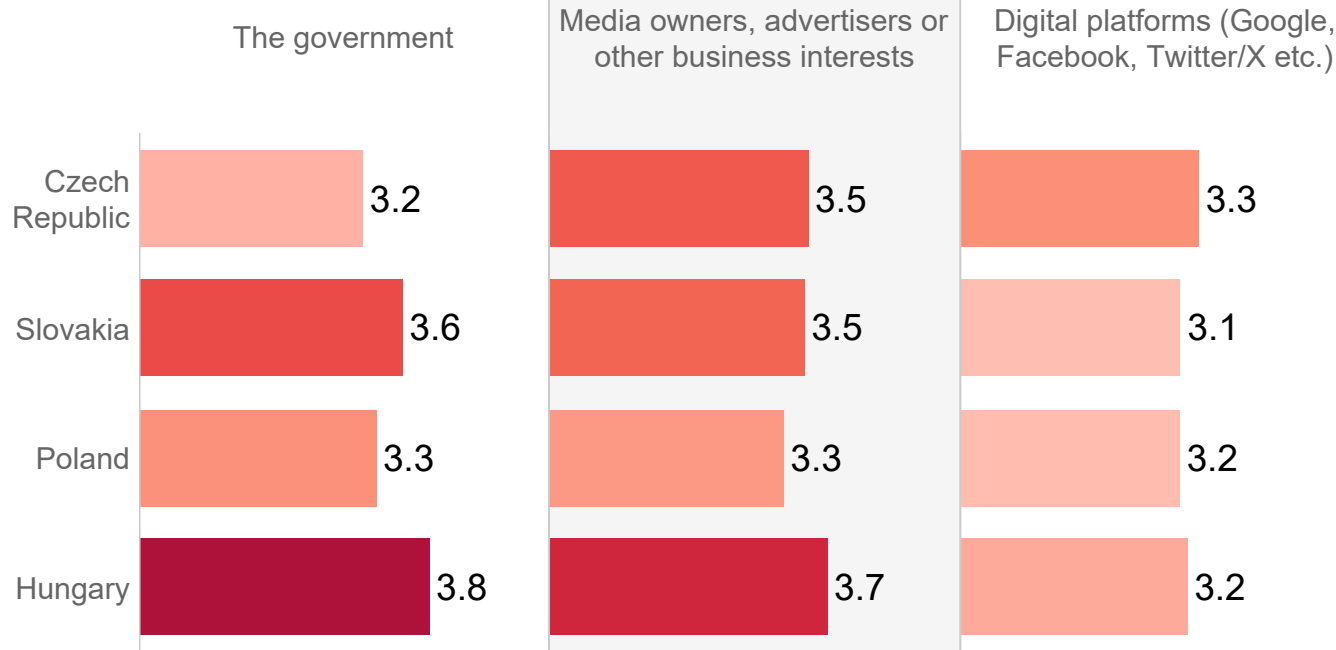
Q. Can you tell us how concerned you are right now about the current state of media freedom in your country?



Perceived threats to media freedom

Perceived threats to media freedom

(average scores on a 1-5 scale)



In Hungary and Slovakia, people feel media freedom is more threatened by the government than other actors.

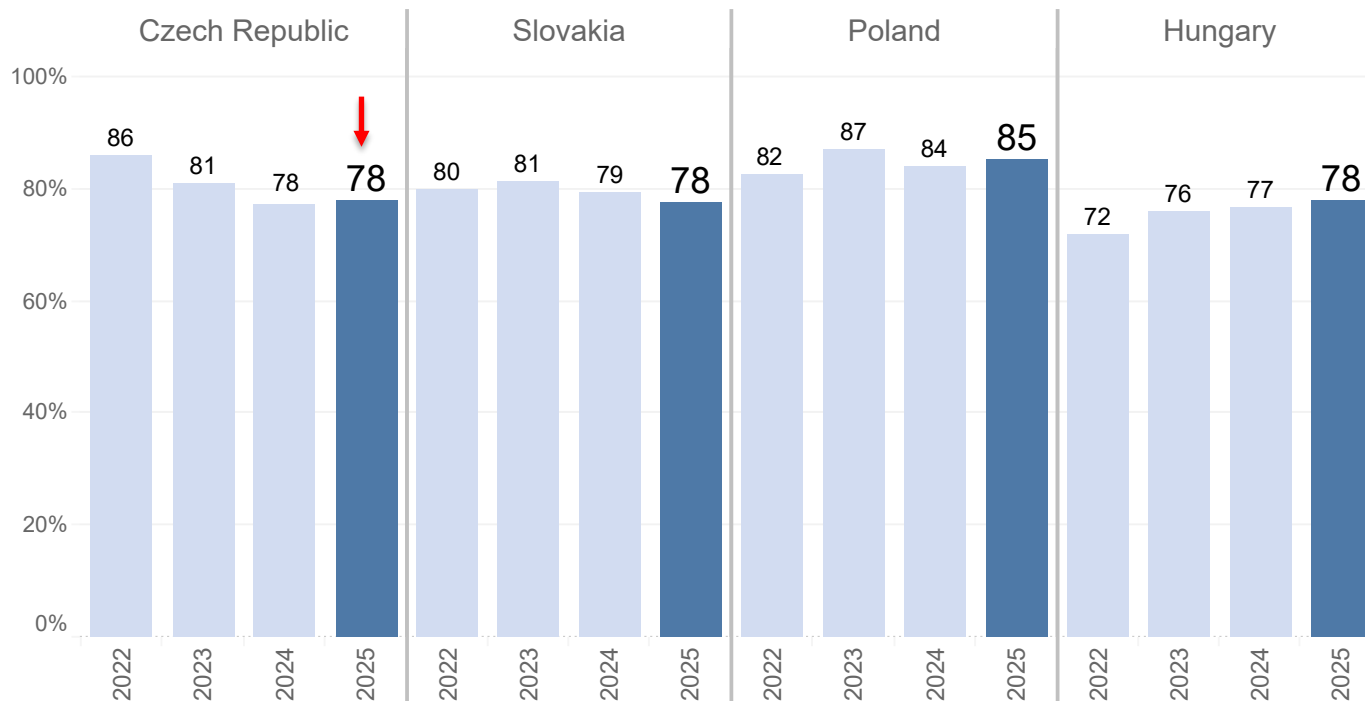
Q. Thinking about the state of media freedom in your country, can you tell us to what extent it is currently being threatened by:



Media independence, autonomy and trust

Importance of political independence of media

(% of people for whom it is important to have politically independent media)

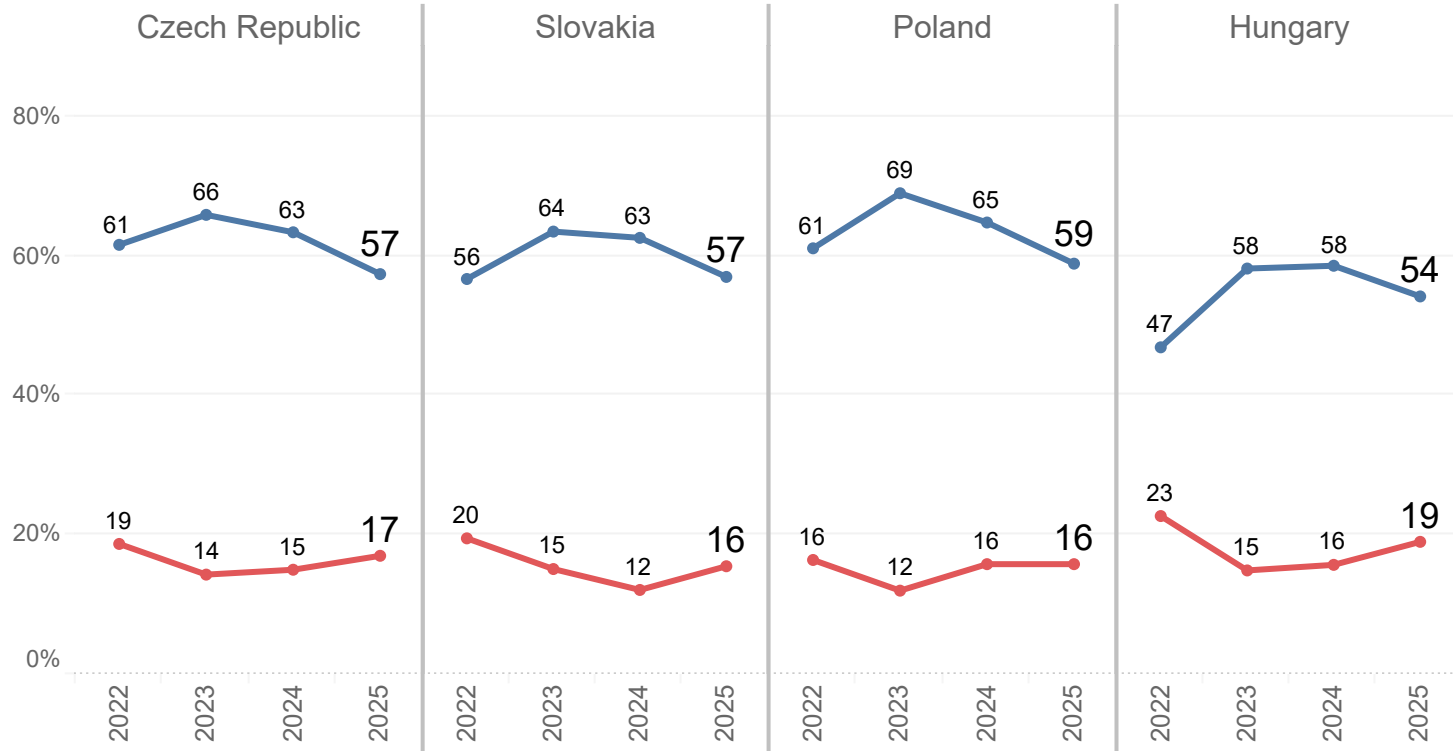


As in previous years, vast majority of people consider political independence of media to be important for society.

Q. How important it is for a society to have news media that can operate without any interferences or censorship by the state or government?

Opinions on the role of media owners

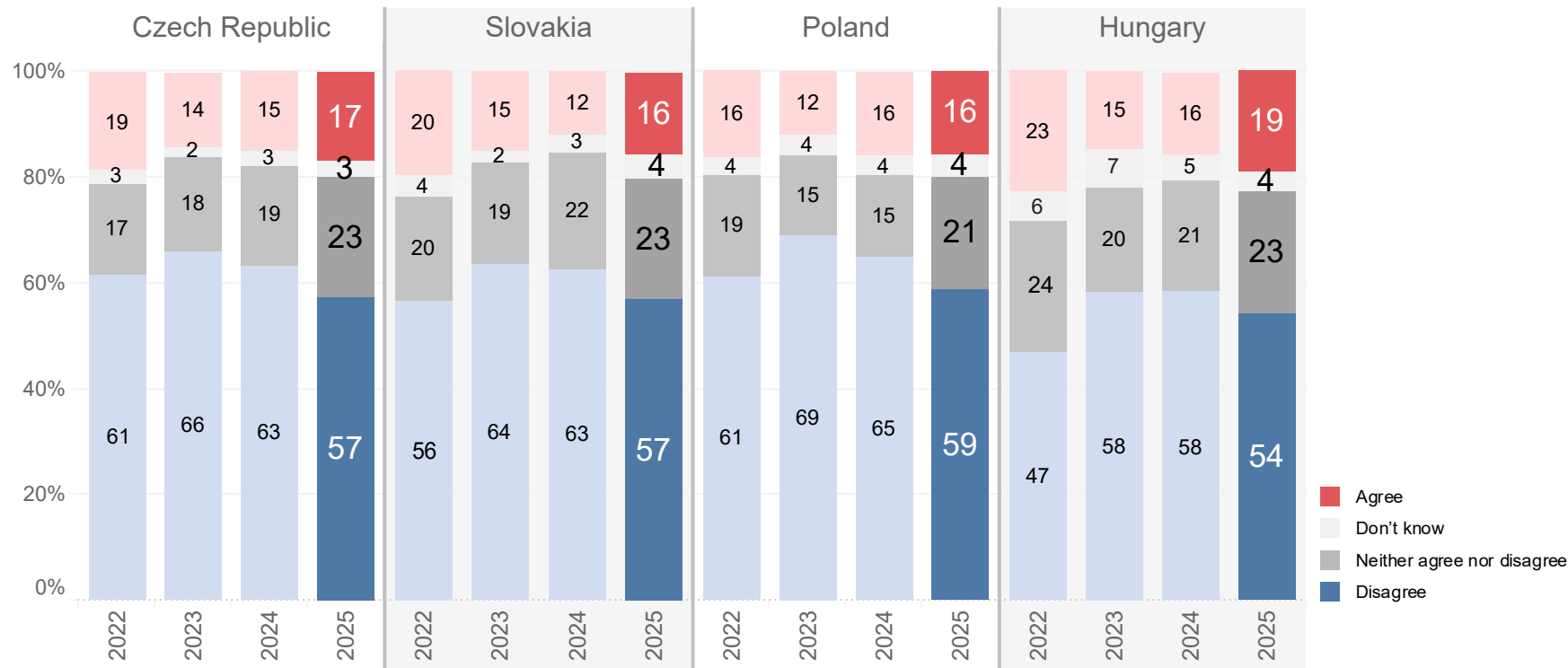
"Media owners have a right to tell their journalists what to write or say." (% of Disagree & Agree)



The share of people who disagree that owners have a right to control the media output has been on decline for the third year in a row (by 4-6 pp in each country)

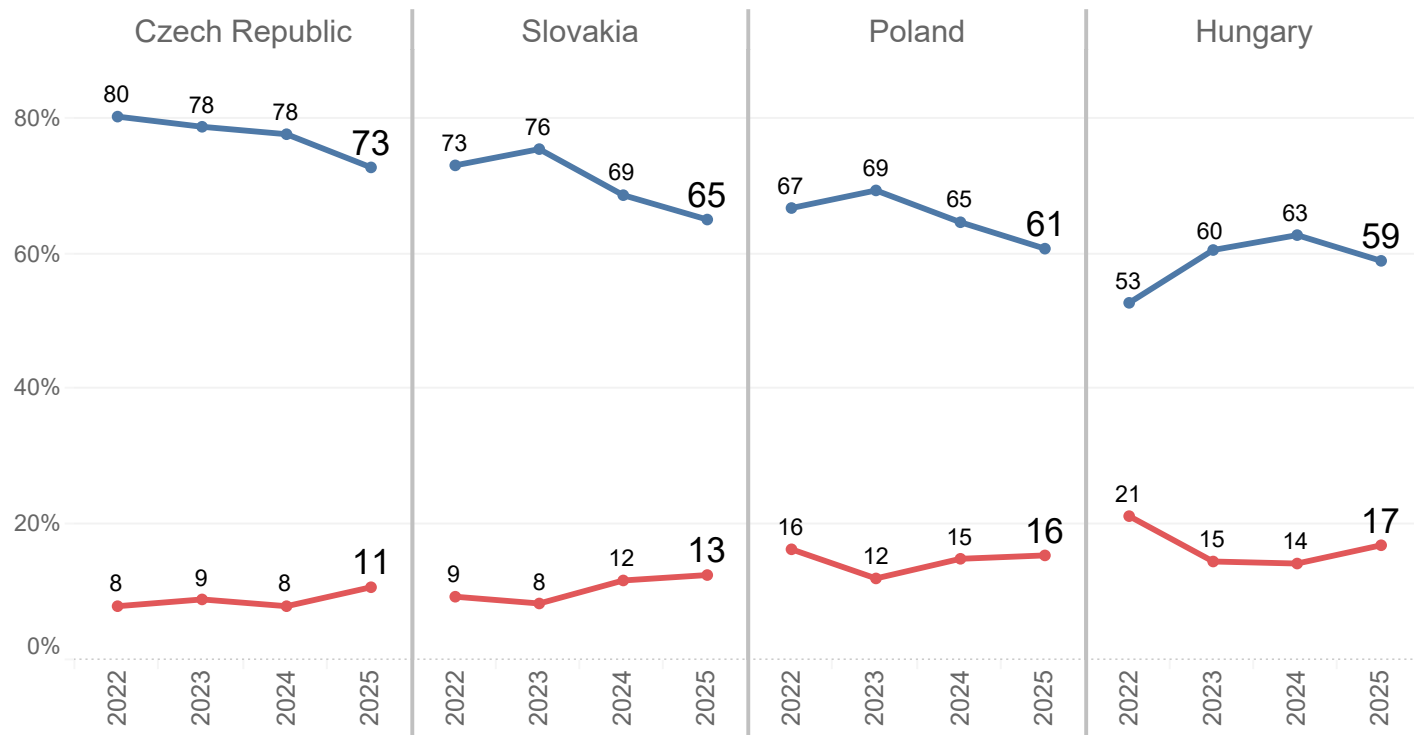
Opinions on the role of media owners

"Media owners have a right to tell their journalists what to write or say." (%)



Opinions on the role of the government

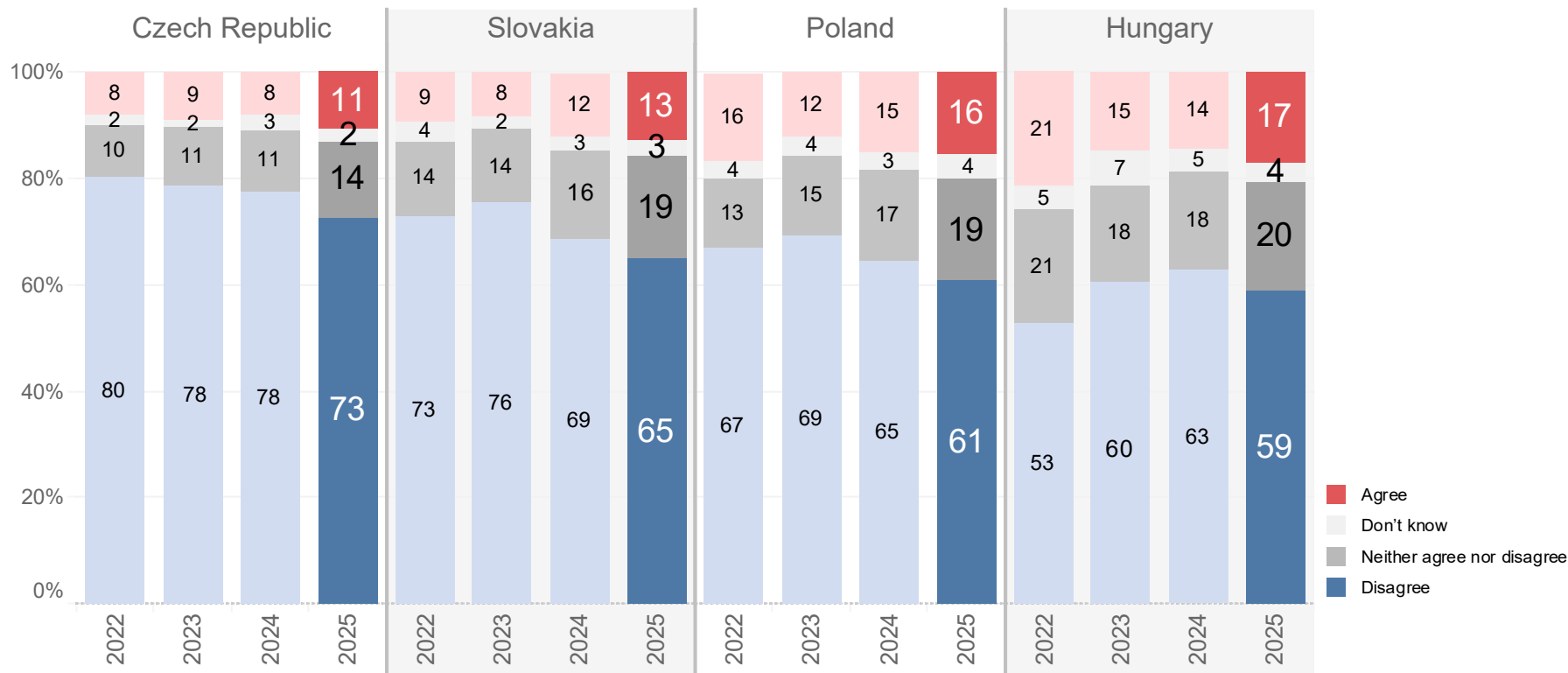
"The government has a right to influence the content of the news that is broadcasted by public service media." (% of Disagree & Agree)



Although the majority of people still support the idea that the content of public service media should not be influenced by the government, the size of this majority has notably diminished over the last three years (by 4-6 pp in CZ, SK and PL)

Opinions on the role of the government

"The government has a right to influence the content of the news that is broadcasted by public service media." (%)



Perceived freedom of specific media types

(average score on a 0-9 scale, 2025 vs. 2024)

Public service media	Czech Republic	4.2 ← 4.6
	Slovakia	3.1 ← 4.0
	Poland	4.3 ← 4.3
	Hungary	3.1 → 3.2
Commercial broadcast media (television, radio)	Czech Republic	4.0 ← 4.2
	Slovakia	3.3 ← 4.0
	Poland	4.5 ← 4.7
	Hungary	3.9 ← 4.0
Print media (newspapers, magazines)	Czech Republic	4.1 ← 4.5
	Slovakia	3.6 ← 4.2
	Poland	4.6 → 4.6
	Hungary	3.5 → 3.6
Online news media	Czech Republic	4.6 ← 4.7
	Slovakia	4.2 ← 4.5
	Poland	5.1 ← 5.3
	Hungary	4.4 → 4.6
Social networking sites (e.g. Facebook, Twitter (X), TikTok, YouTube)	Czech Republic	4.7 ← 4.8
	Slovakia	4.6 ← 4.7
	Poland	5.1 ← 5.4
	Hungary	5.0 → 5.2
Messaging apps (e.g. WhatsApp, Facebook Messenger, Telegram, Viber)	Czech Republic	5.2 ← 5.3
	Slovakia	4.8 ← 5.1
	Poland	5.4 ← 5.6
	Hungary	5.3 → 5.4

Across the region, most media types are considered to be less free in 2025 than in 2024.

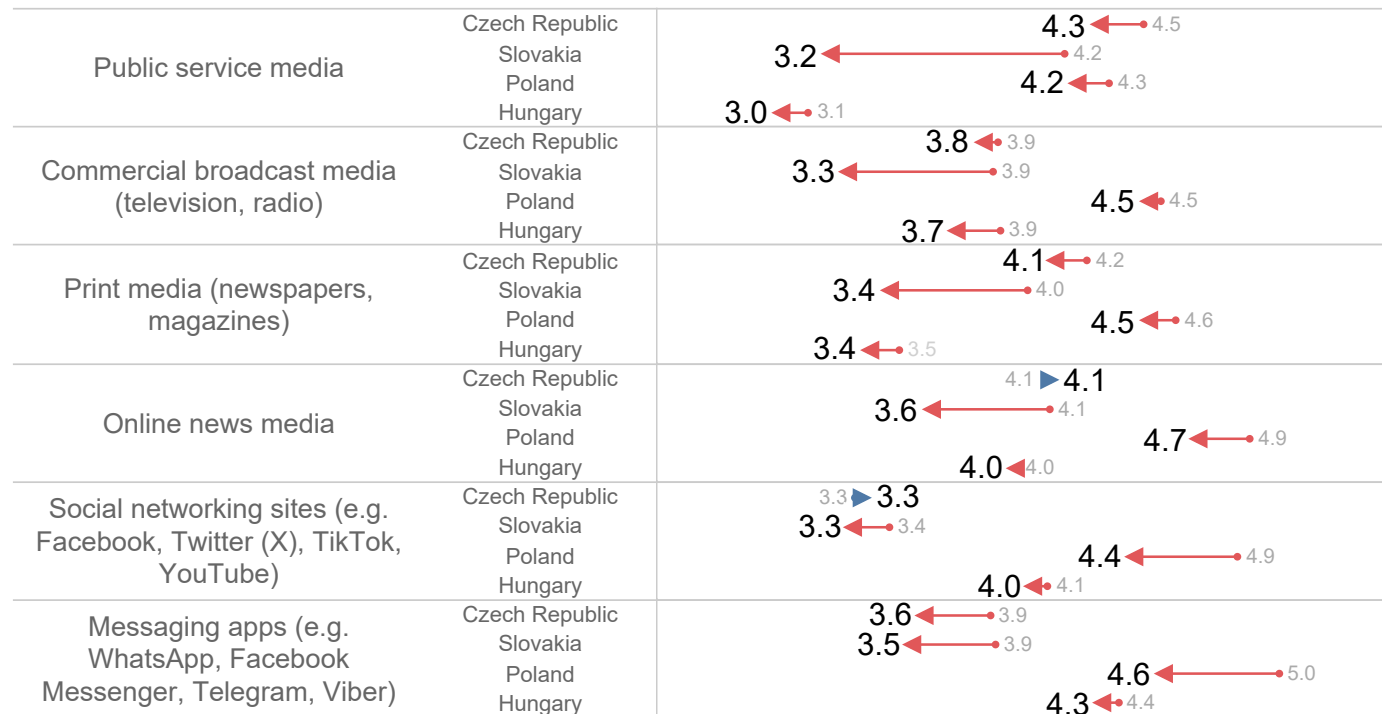
A sharp drop in the perceived PSM freedom in Slovakia (down to 3.1, below HU), as well as in perceived commercial media freedom (down to 3.3, below HU).

Social media and messaging apps considered to be relatively the most free media type in ALL countries.

Q. In your opinion, how free are following types of media in your country:

Perceived trustworthiness of specific media types

(average score on a 0-9 scale, 2025 vs. 2024)



A sharp drop in perceived trustworthiness of PSM and commercial media in Slovakia compared to 2024.

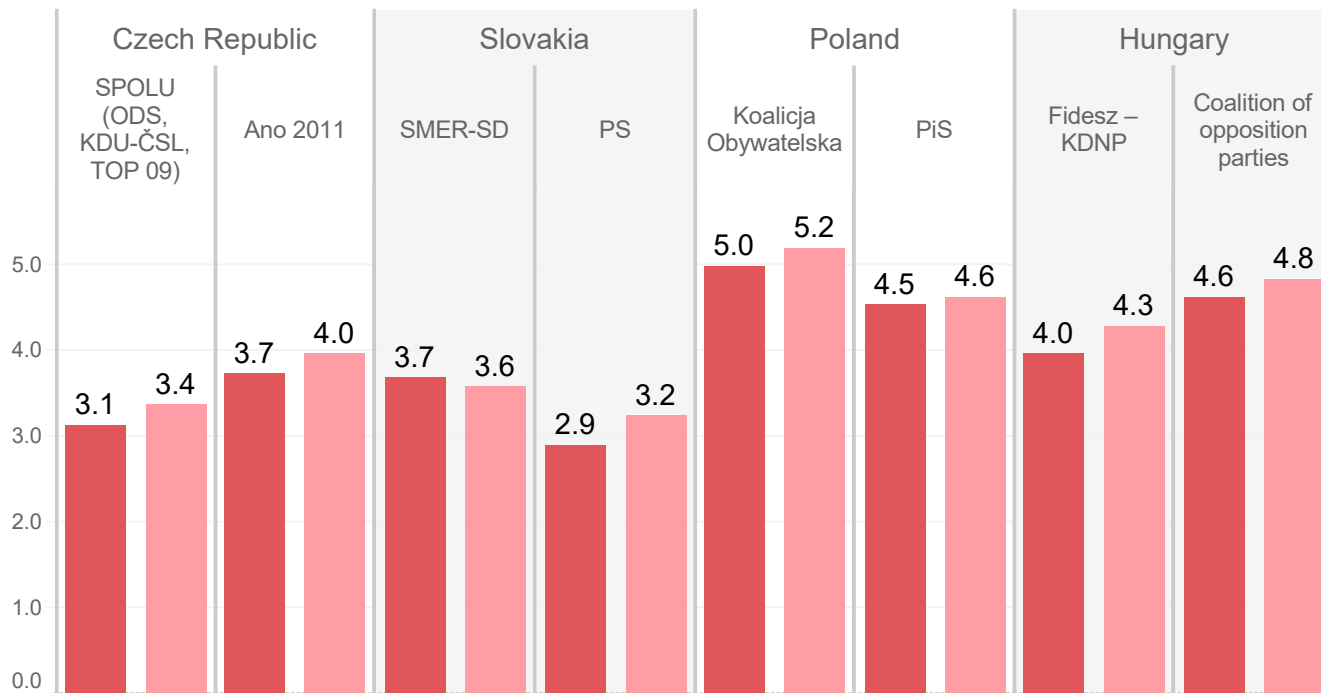
Social media and messaging apps considered the most trustworthy of all media types in Hungary.

Trust in social media in HU and CZ driven mainly by voters of opposition parties (not the case in SK and PL).

Q. In your opinion, how free are following types of media in your country:

Perceived trustworthiness of **social networking sites** and **messaging apps** – by electoral behaviour

(voters of selected parties in the last legislative elections, average score on a 0-9 scale, 2025)



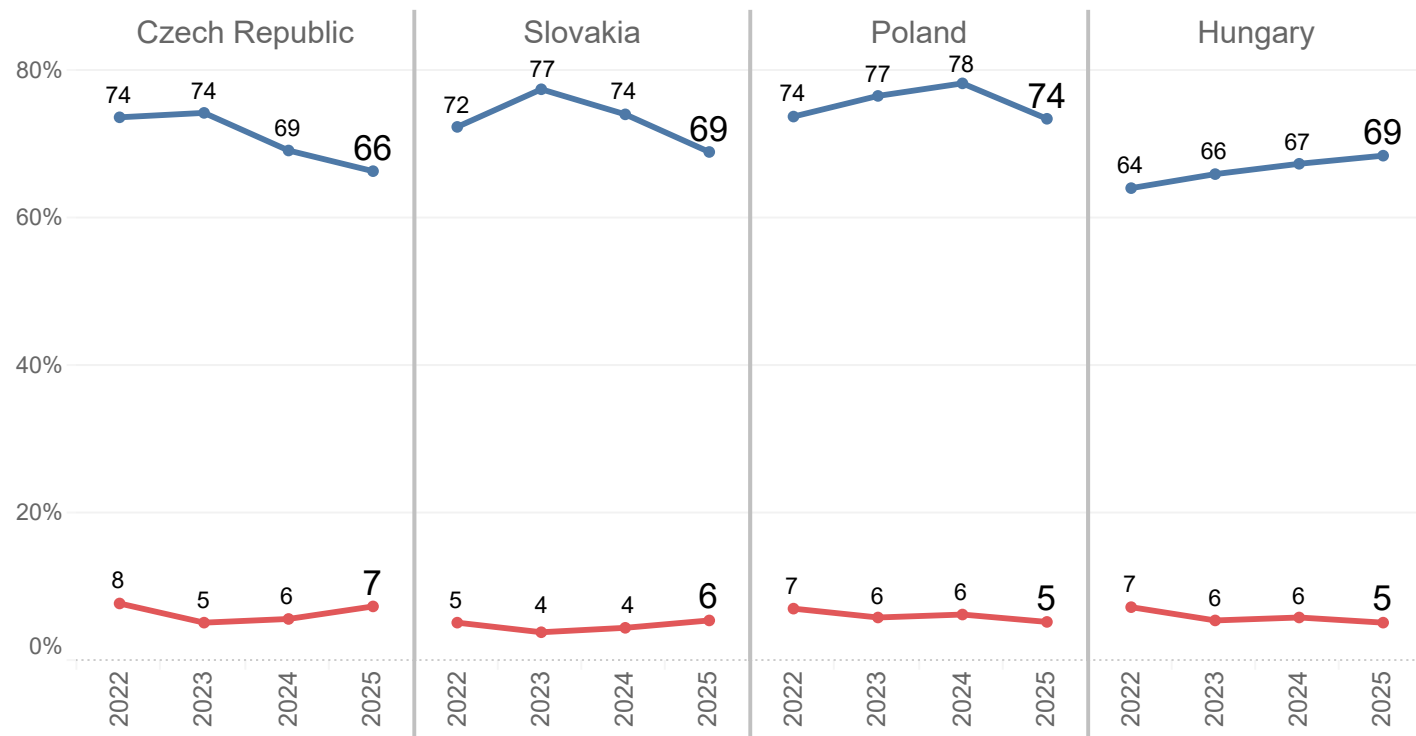
Q. In your opinion, how free are following types of media in your country:



**What should be done to safeguard
media freedom?**

Strengthening of national legislation to protect media freedom

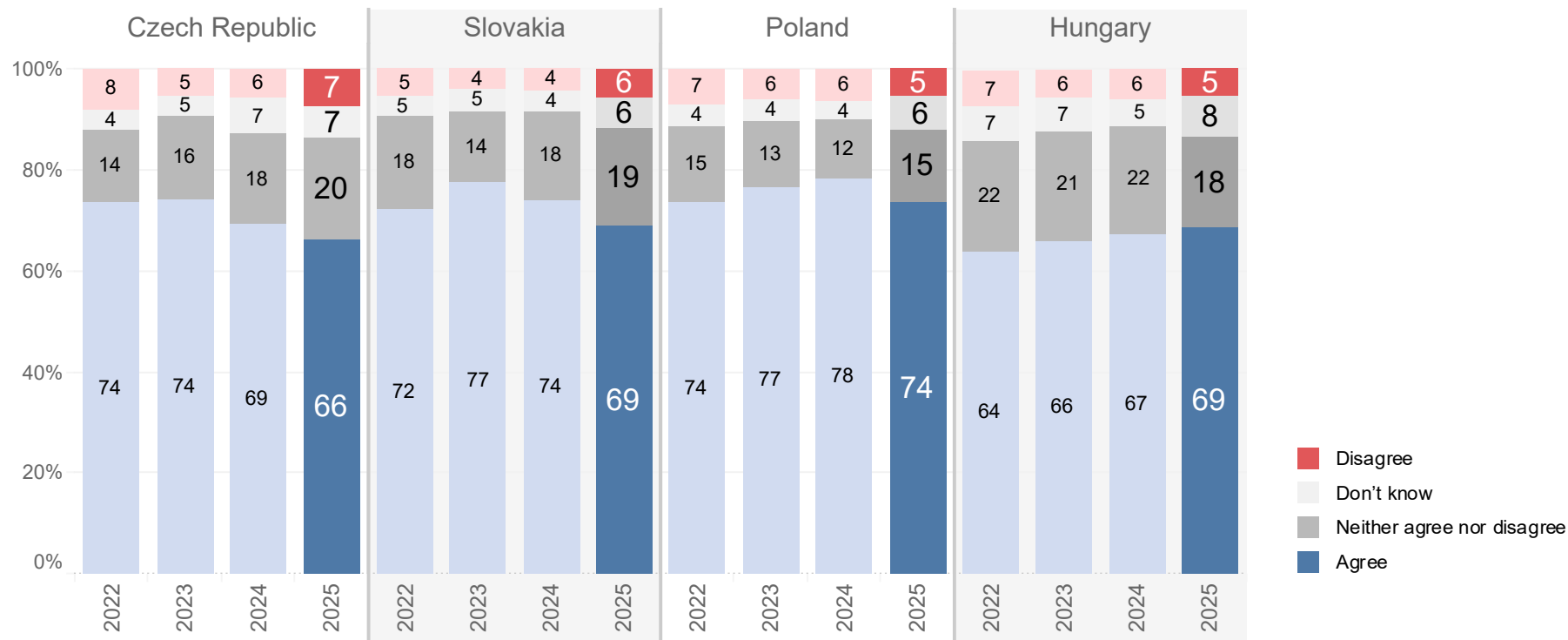
(% of Agree & Disagree)



Support for strengthening legislation in CZ, SK and PL has further declined, but it has grown in HU.

Q. The state should strengthen legislation to safeguard media freedom and independence.

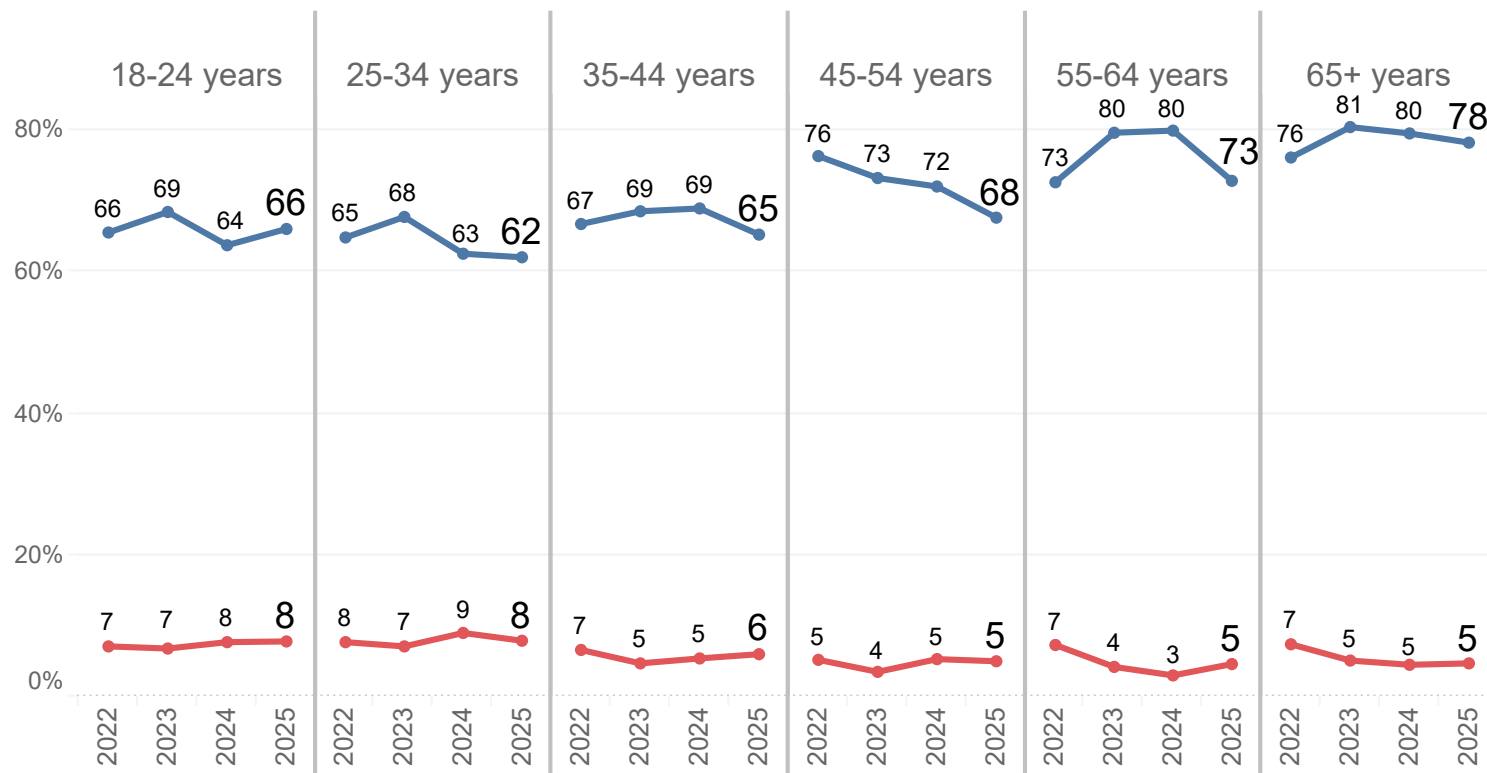
Strengthening of national legislation to protect media freedom



Q. The state should strengthen legislation to safeguard media freedom and independence.

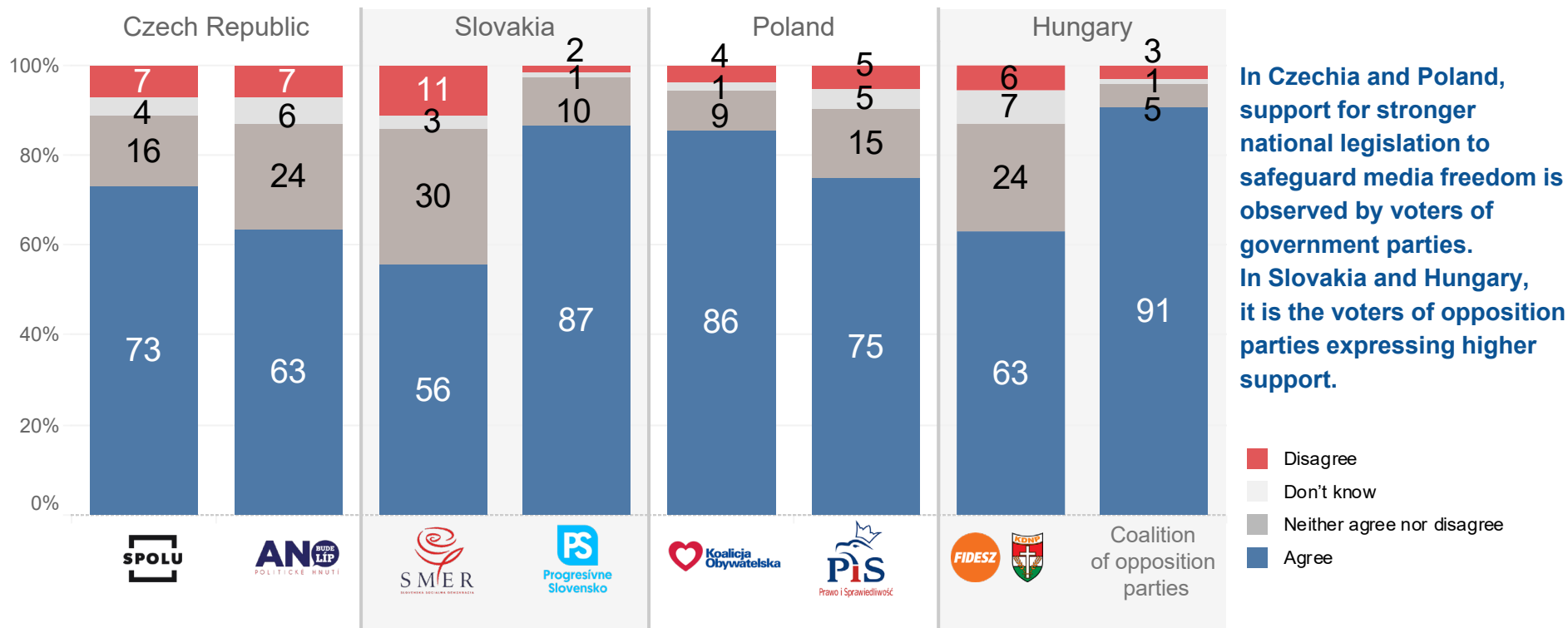
Strengthening of national legislation to protect media freedom – by age

(% of Agree & Disagree, whole sample)



Q. The state should strengthen legislation to safeguard media freedom and independence.

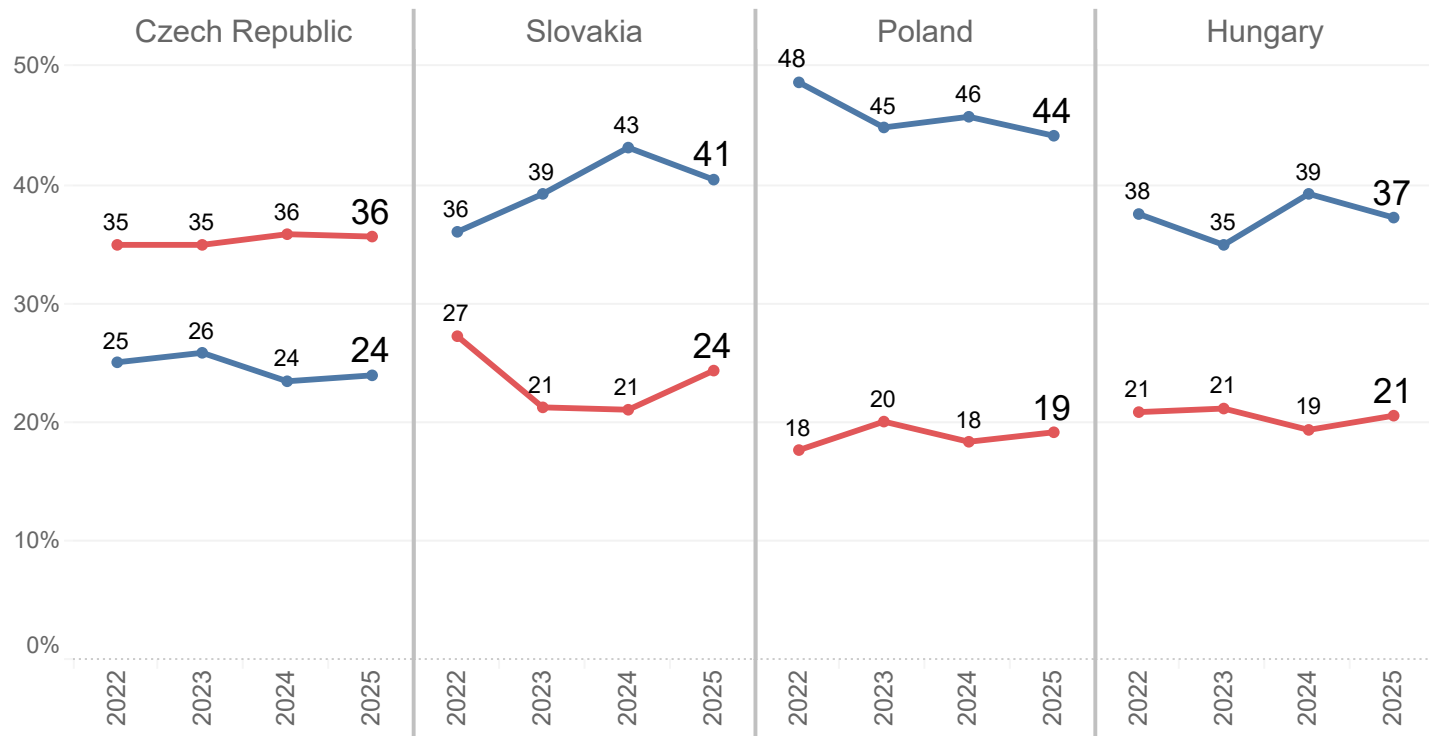
Strengthening of national legislation to protect media freedom by electoral behaviour (voters of selected parties in the last legislative elections)



Q. The state should strengthen legislation to safeguard media freedom and independence.

Economic support by the state to protect media freedom

(% of Agree & Disagree)

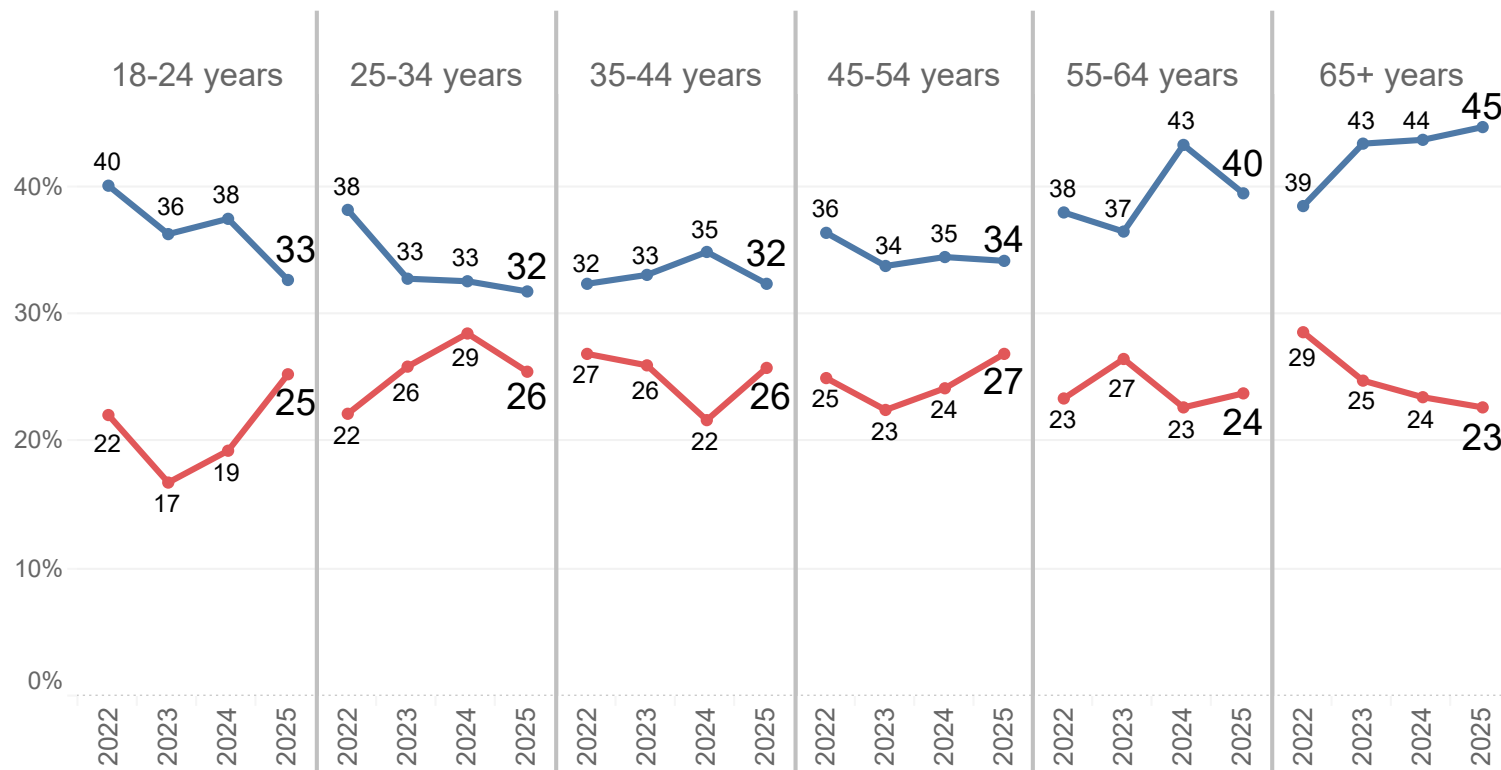


2025: Slight decline of agreement with state's economic support for media in SK, PL and HU (by 2 pp).

Q. The state should provide media with more economic support, for example by subsidies or tax reliefs.

Economic support by the state to protect media freedom by age

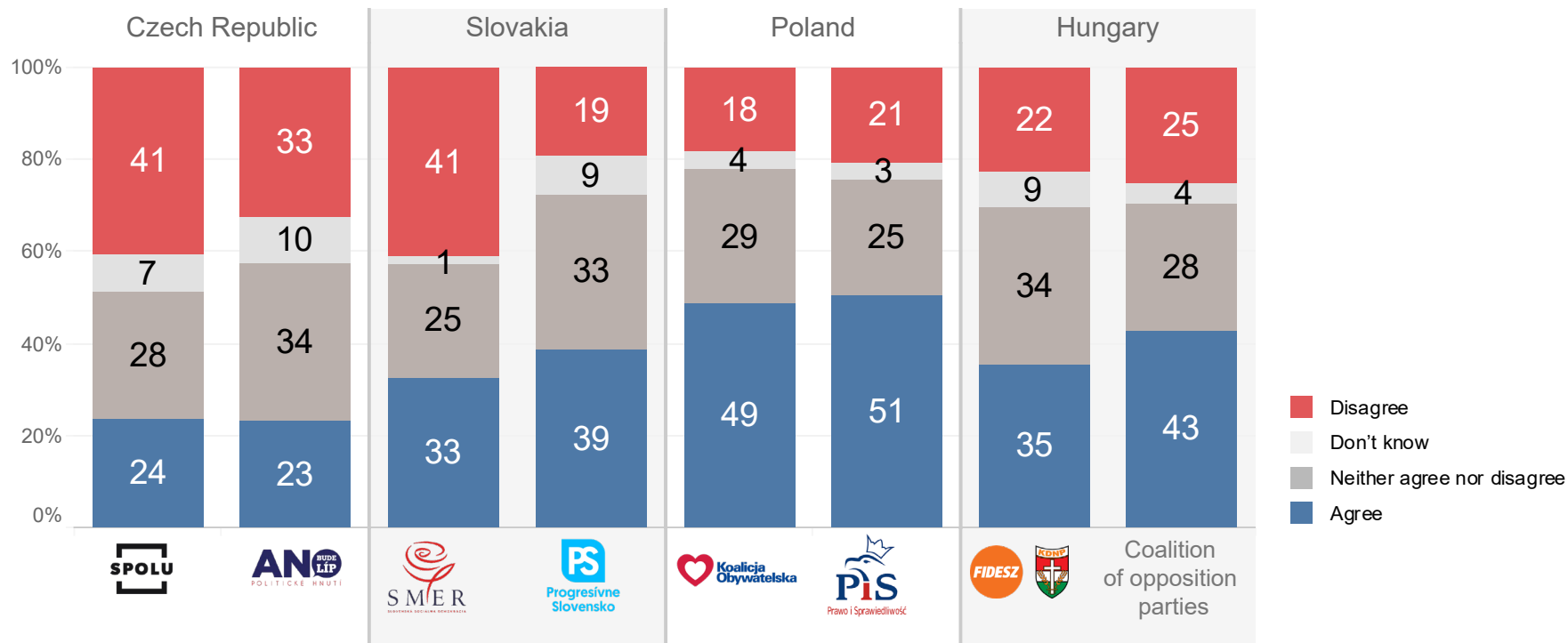
(% of Agree & Disagree, whole sample)



Q. The state should provide media with more economic support, for example by subsidies or tax reliefs.

Economic support by the state to protect media freedom by electoral behaviour

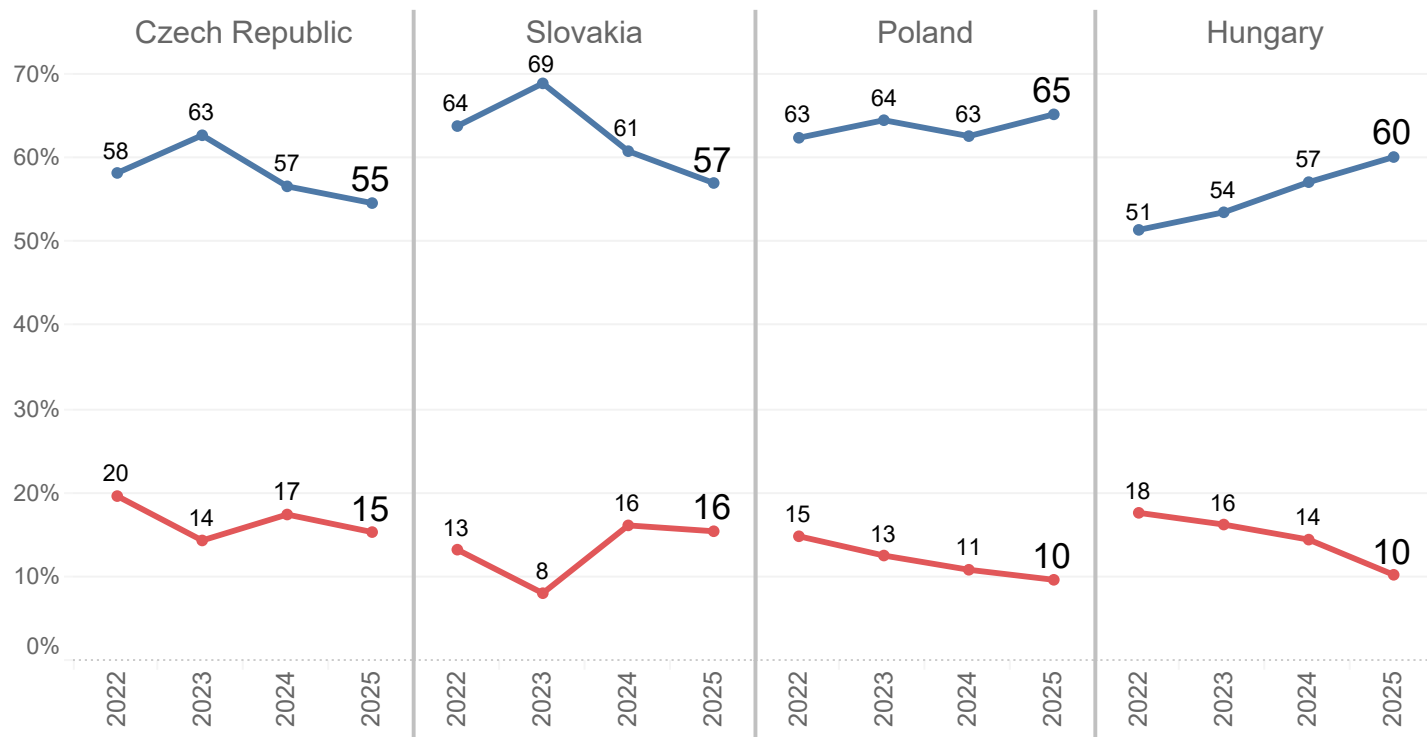
(voters of selected parties in the last legislative elections)



Q. The state should provide media with more economic support, for example by subsidies or tax reliefs.

The role of the EU in protecting media freedom

(% of Agree & Disagree)

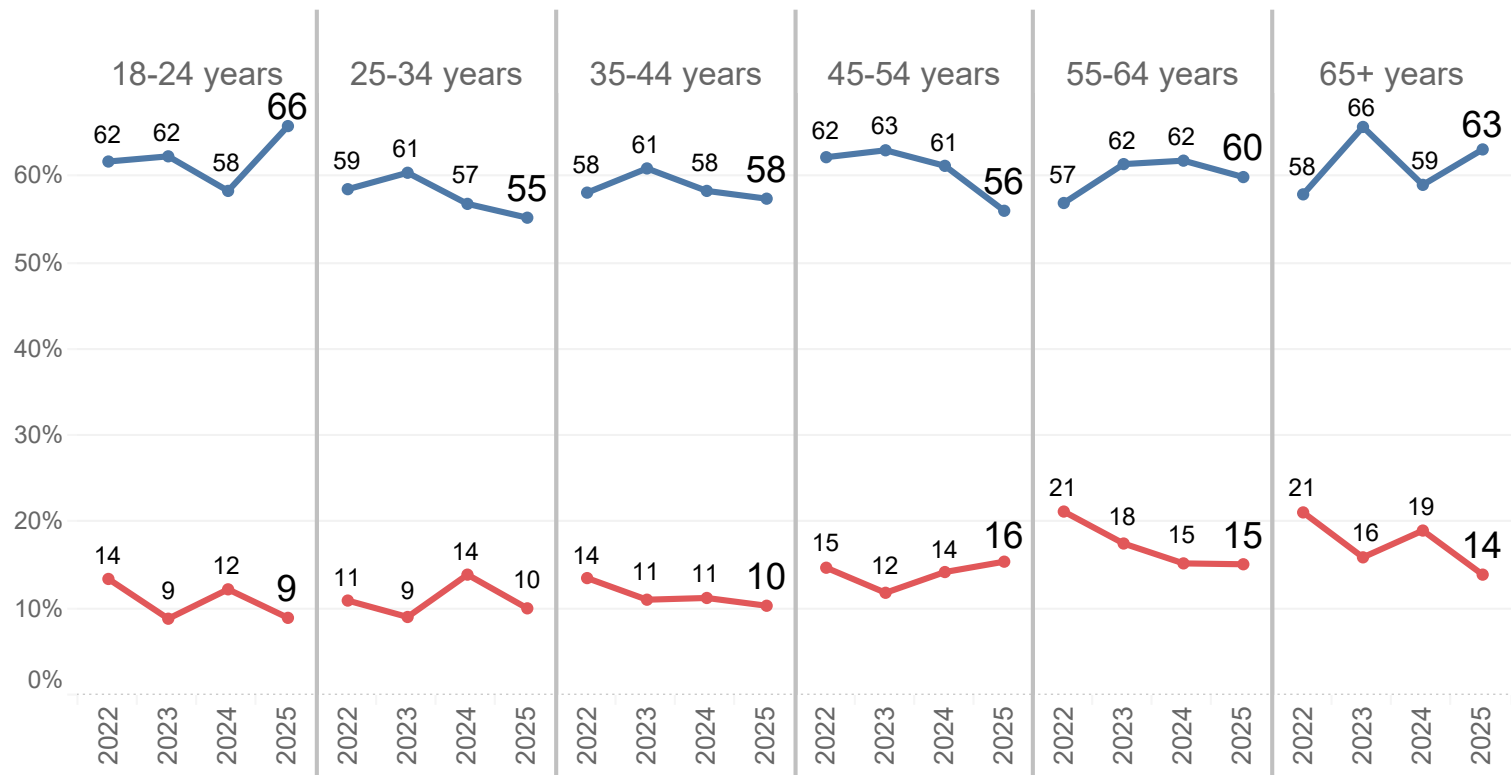


Majority of people in all V4 countries (59%) continue to agree with EU sanctions for interfering with media freedom. The share has further dropped in the Czech Republic and Slovakia compared to last 2 years, but increased in Hungary and Poland.

Q. The EU should impose penalties or sanctions on countries whose governments interfere with media freedom.

The role of the EU in protecting media freedom by age

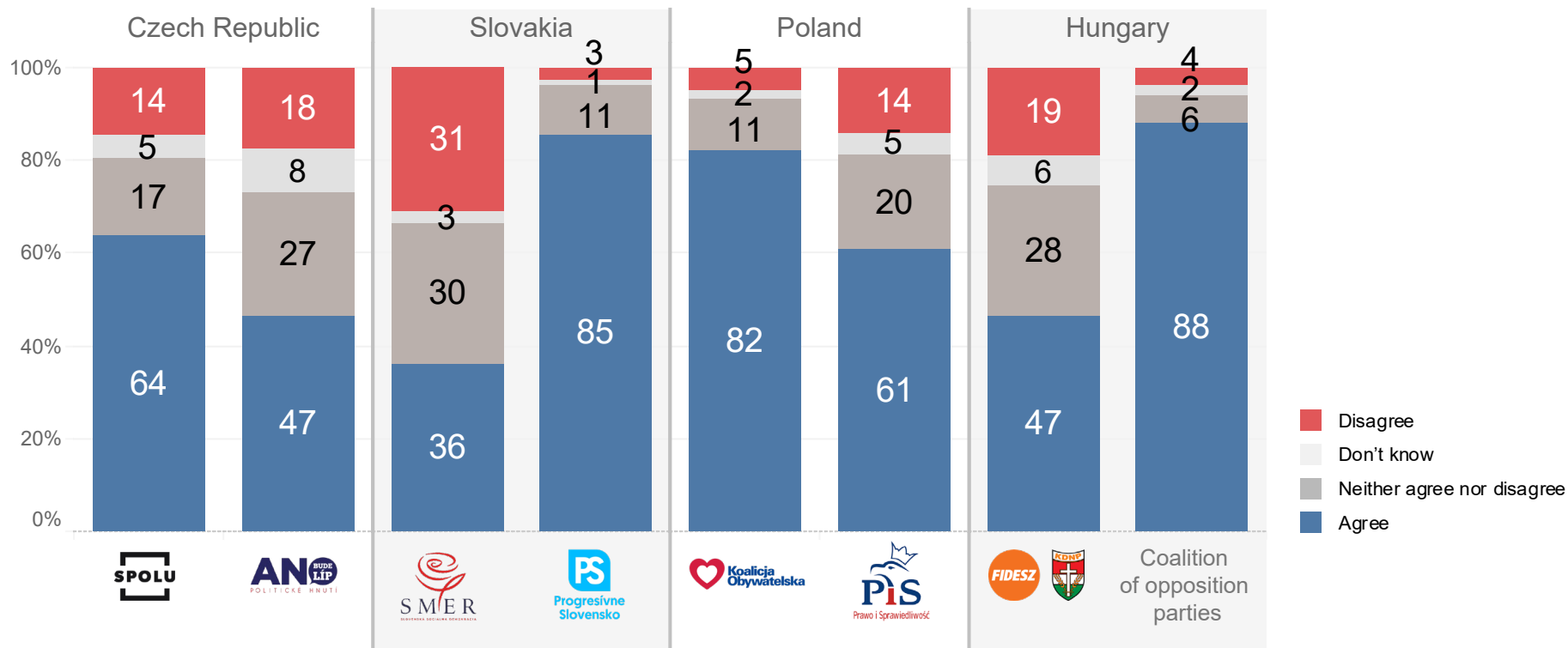
(all 4 countries, % of Agree & Disagree)



Q. The EU should impose penalties or sanctions on countries whose governments interfere with media freedom.

The role of the EU in protecting media freedom by electoral behaviour

(voters of selected parties in the last legislative elections)

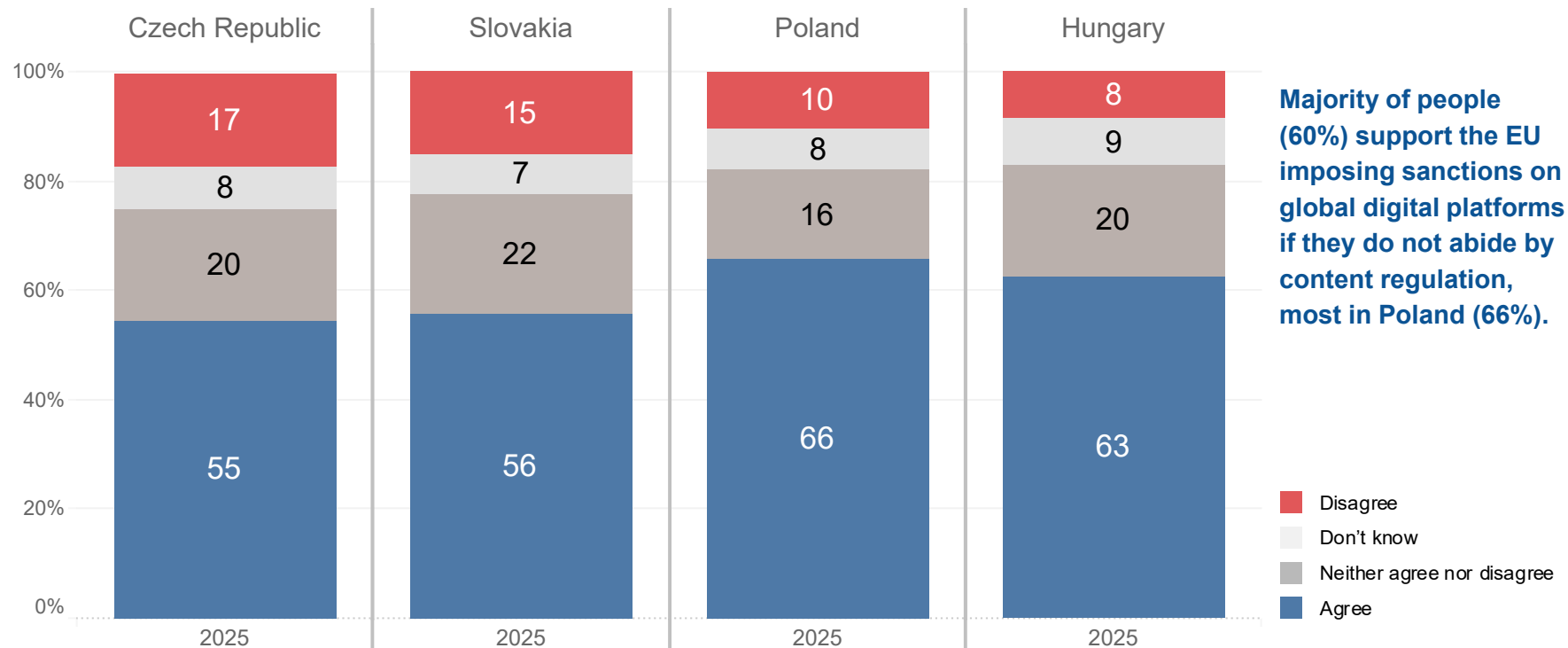


Q. The EU should impose penalties or sanctions on countries whose governments interfere with media freedom.



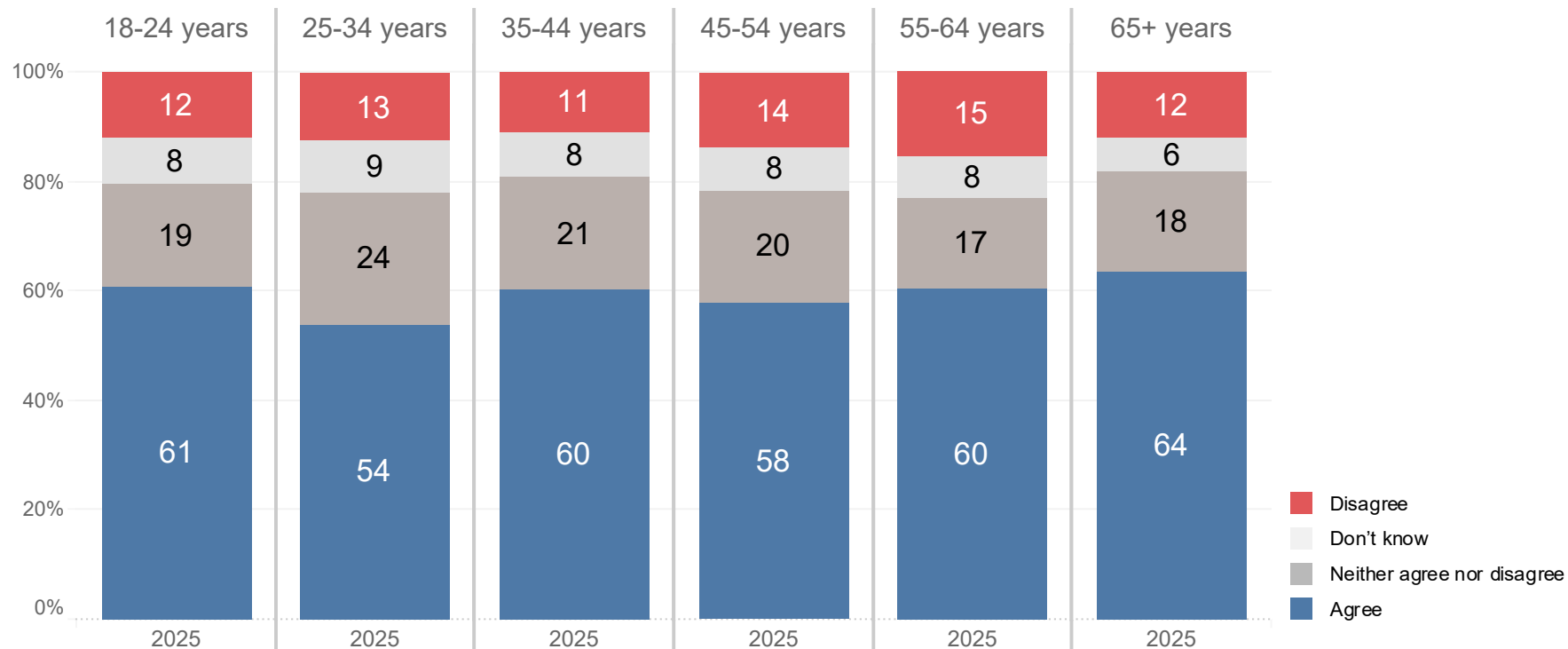
Opinions on regulation of digital content

The role of the EU in regulating global platforms



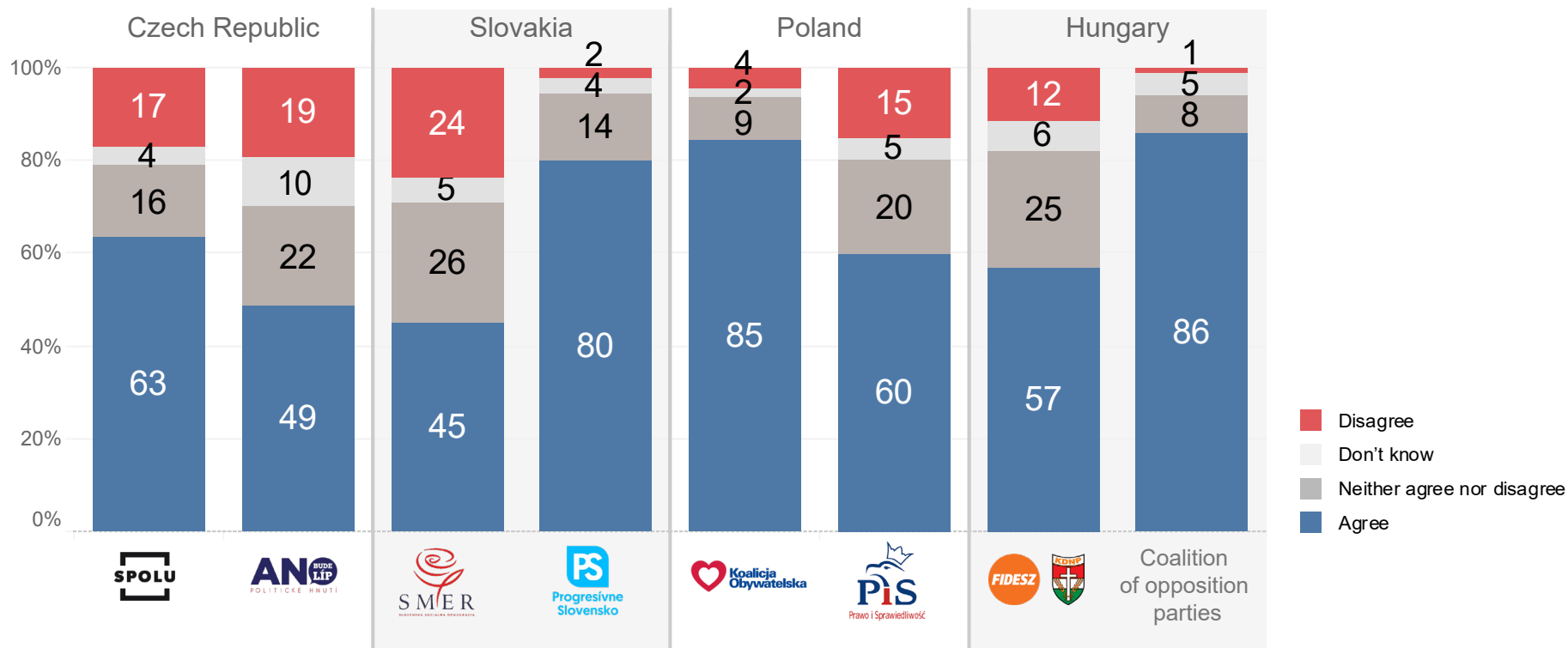
Q. The EU should impose penalties or sanctions on social media platforms that do not abide by the rules regulating online content.

The role of the EU in regulating global platforms – by age



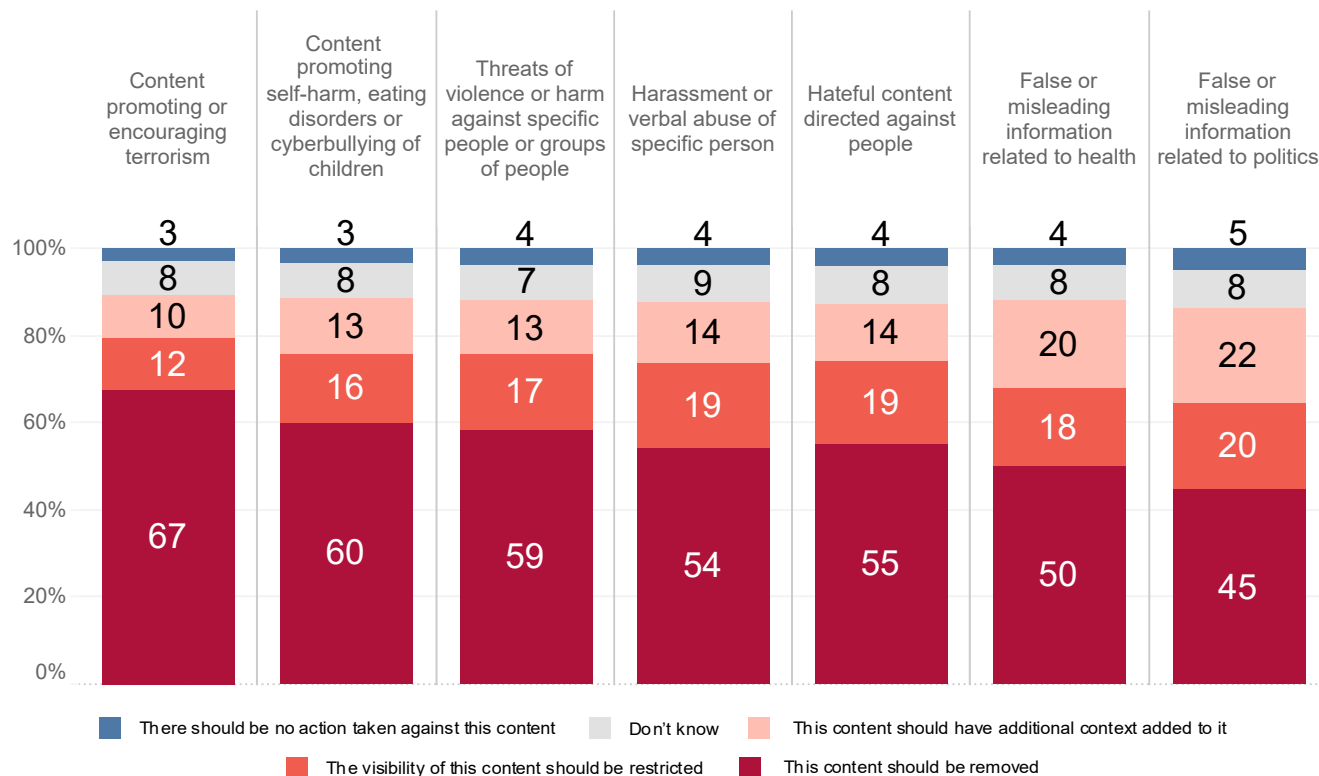
Q. The EU should impose penalties or sanctions on social media platforms that do not abide by the rules regulating online content.

The role of the EU in regulating global platforms – by electoral behaviour



Q. The EU should impose penalties or sanctions on social media platforms that do not abide by the rules regulating online content.

Opinions on action against specific types of digital content



Q. Do you agree or disagree that social media platforms should take action against the following types of content?

Support for removal of specific type of online content

(%, of "This content should be removed", 2025)

	Czech Republic	Slovakia	Poland	Hungary	V4 average
Content promoting or encouraging terrorism	65	72	69	64	67
Content promoting self-harm, eating disorders or cyberbullying of children	55	66	66	54	60
Threats of violence or harm against specific people or groups of people	57	64	64	50	59
Hateful content directed against people	48	63	60	50	55
Harassment or verbal abuse of specific person	44	58	66	50	54
False or misleading information related to health	42	55	58	46	50
False or misleading information related to politics	35	48	55	42	45

Q. Do you agree or disagree that social media platforms should take action against the following types of content?

Support for action against deceitful or manipulated content

(% of “Strongly agree” + “Rather agree”)

	Czech Republic	Slovakia	Poland	Hungary	V4 average
Content designed to deceive readers by impersonating legitimate news sources	80	77	76	70	75
Disinformation campaigns that use AI-generated or automated content to manipulate public opinion	76	76	74	68	73
Misleading narratives spread by foreign state-backed actors or organised networks	72	72	76	66	71

Q. Do you agree or disagree that social media platforms should take action against the following types of content?

Digital platforms regulation

(% of “Fully agree” + “Rather agree”)

	Czech Republic	Slovakia	Poland	Hungary	V4 average
Stronger action should be taken against the spreading of online disinformation.	68	68	67	64	67
Digital platforms should ensure trustworthy sources of information are more visible than those that are known to spread disinformation.	65	65	70	63	66
Digital platforms like Google, Facebook, X / Twitter, or TikTok should be required to disclose how they decide which content to promote or suppress.	60	60	67	57	61
It is appropriate to regulate the content of online media and digital platforms to prevent the spreading of hate speech or harmful content.	50	59	66	60	59
Digital platforms like Google, Facebook, X/Twitter, or TikTok should be accountable for user-generated content.	56	57	61	57	58
Government has a right to block access to online content in the interest of national security.	47	34	46	27	38

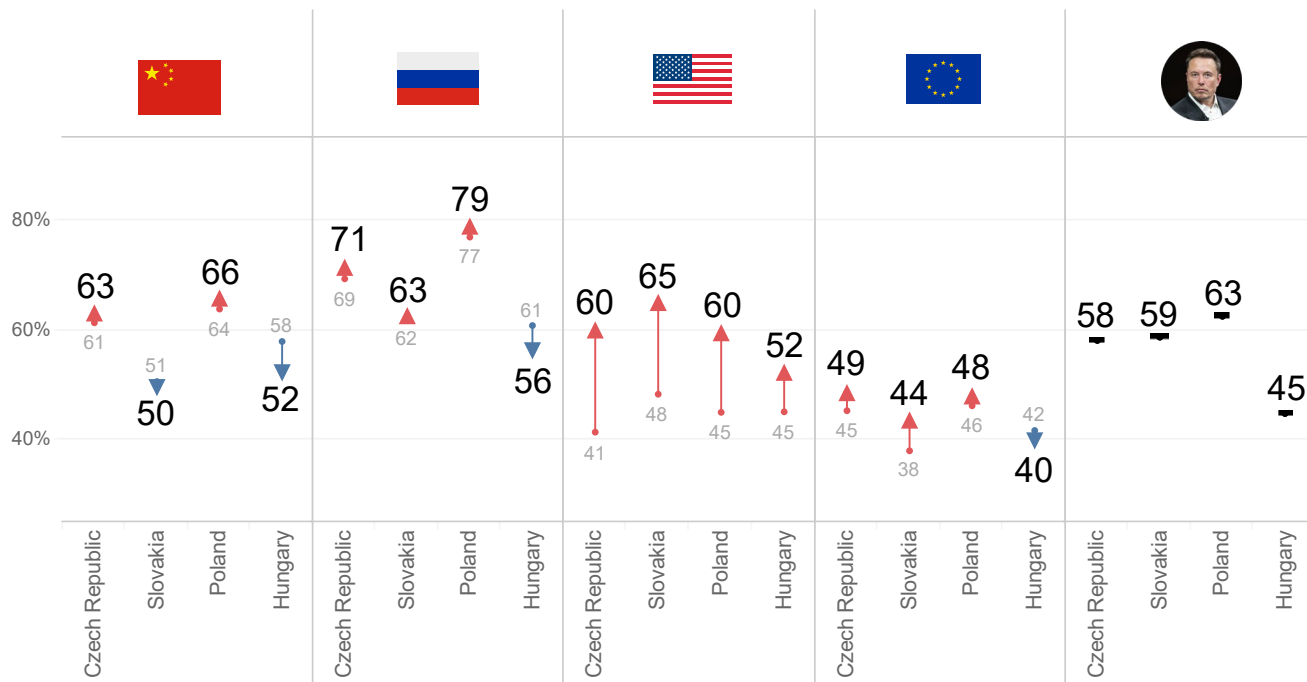
Q. Please tell us whether you disagree or agree with following statements.



**Concerns about specific threats
to information environment**

Concerns about influence of specific countries or actors on domestic media and public opinion

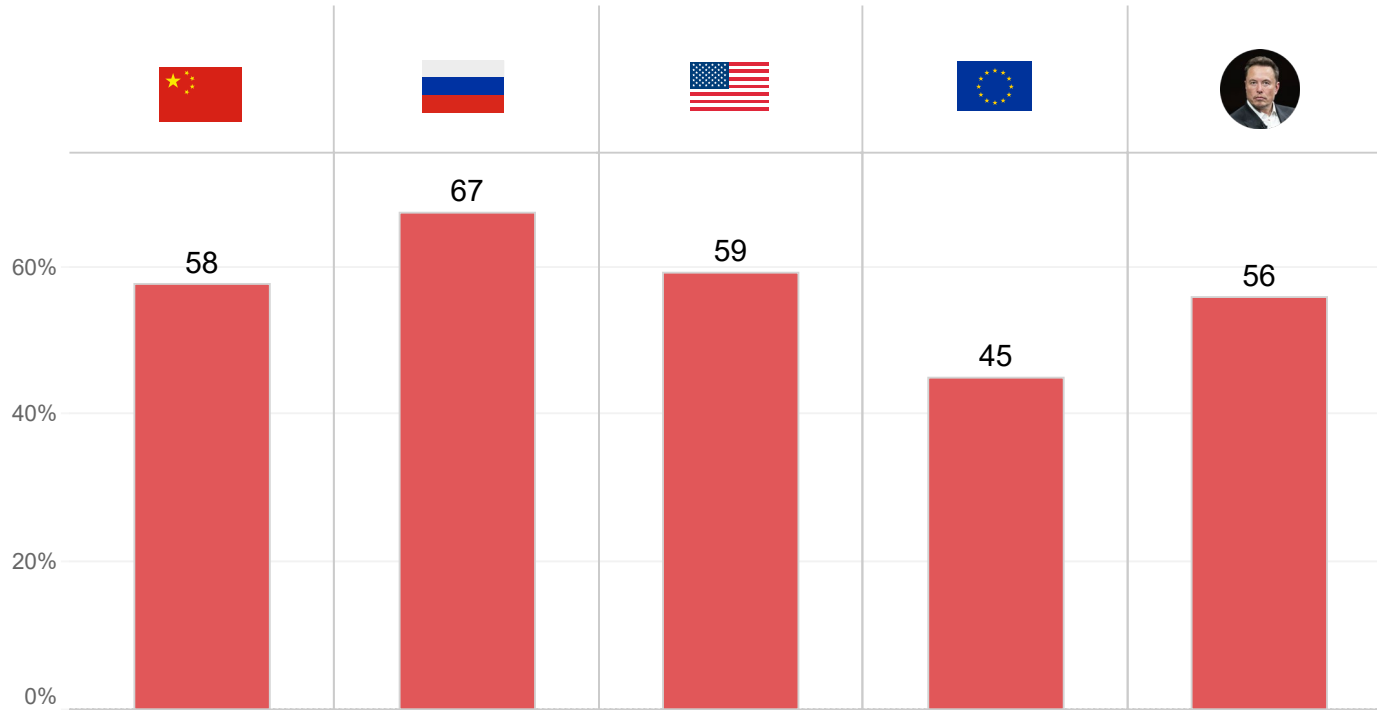
(% of “Very concerned” + “Rather concerned”)



Q. How concerned are you, if concerned at all, about the influence of following countries or international actors on the information environment and public opinion in your country?

Concerns about influence of specific countries or actors on domestic media and public opinion

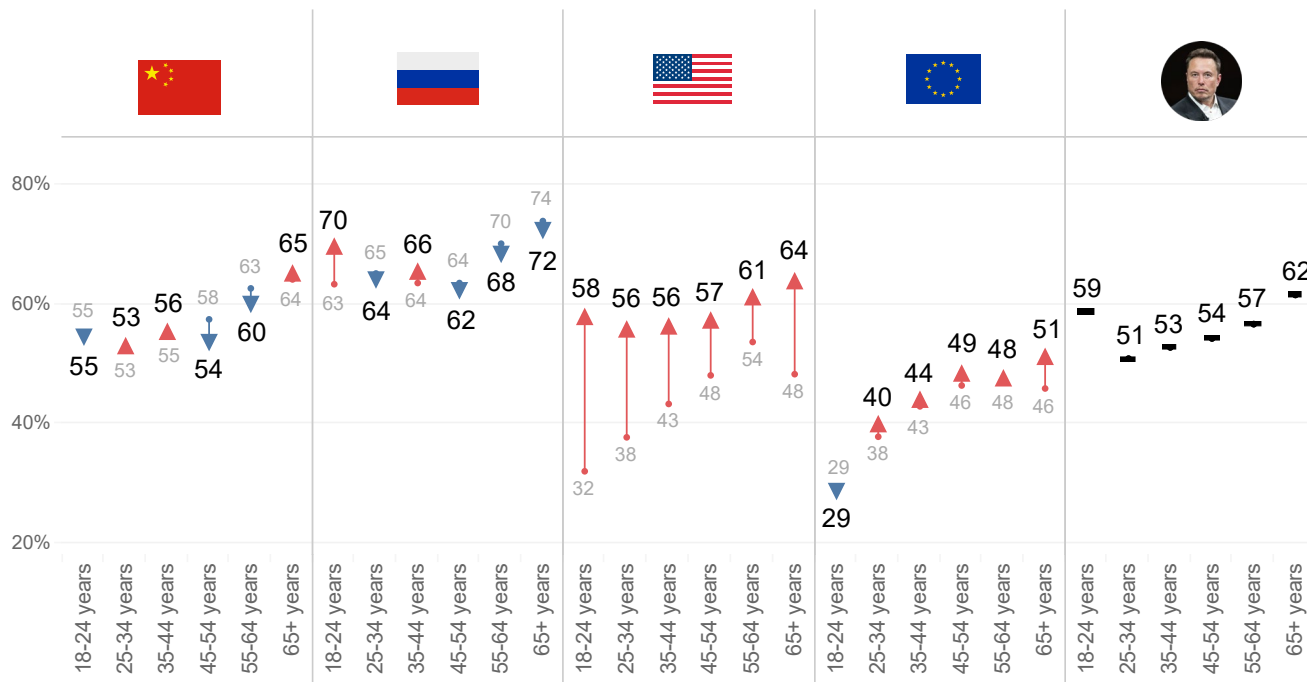
(% of “Very concerned” + “Rather concerned”, V4 average)



Q. How concerned are you, if concerned at all, about the influence of following countries or international actors on the information environment and public opinion in your country?

Concerns about influence of specific countries or actors on domestic media and public opinion – by age

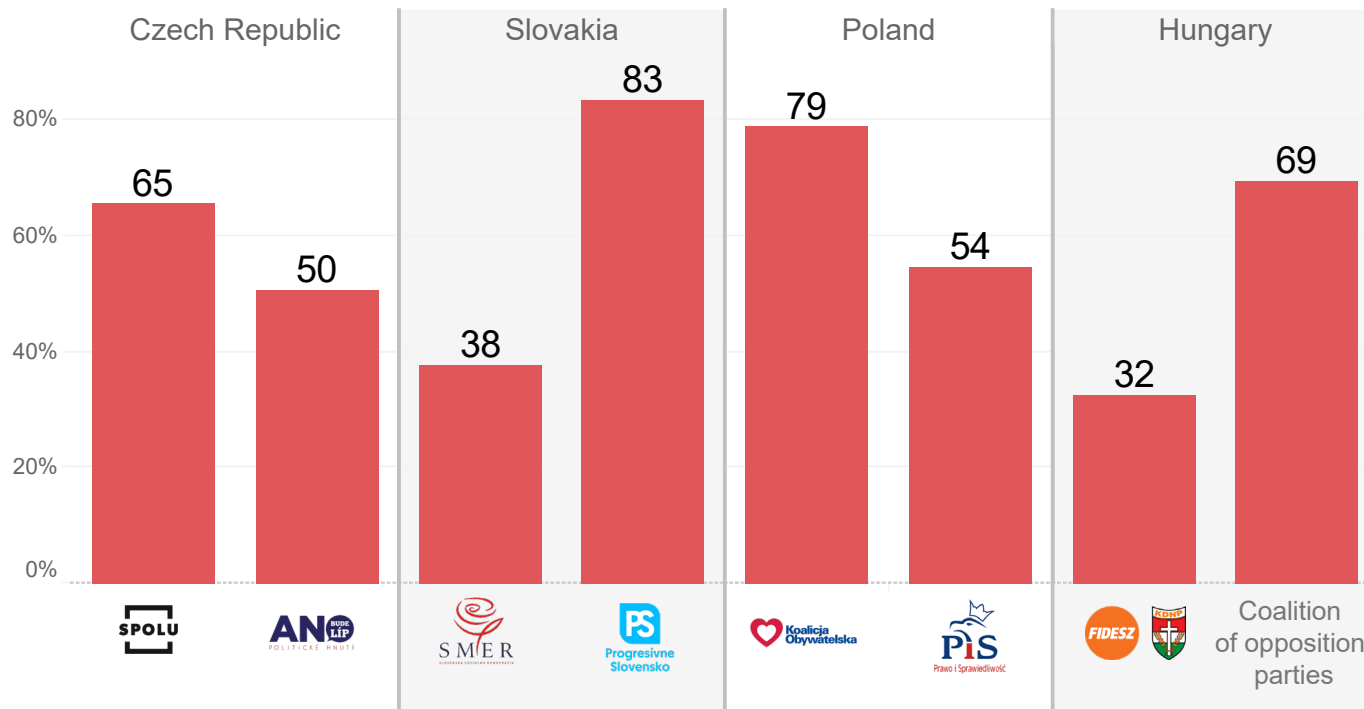
(% of “Very concerned” + “Rather concerned”)



Q. How concerned are you, if concerned at all, about the influence of following countries or international actors on the information environment and public opinion in your country?

Concerns about Elon Musk by electoral behaviour

(% of “Very concerned” + “Rather concerned”)



Q. How concerned are you, if concerned at all, about the influence of following countries or international actors on the information environment and public opinion in your country?



More information at mediafreedompoll.com