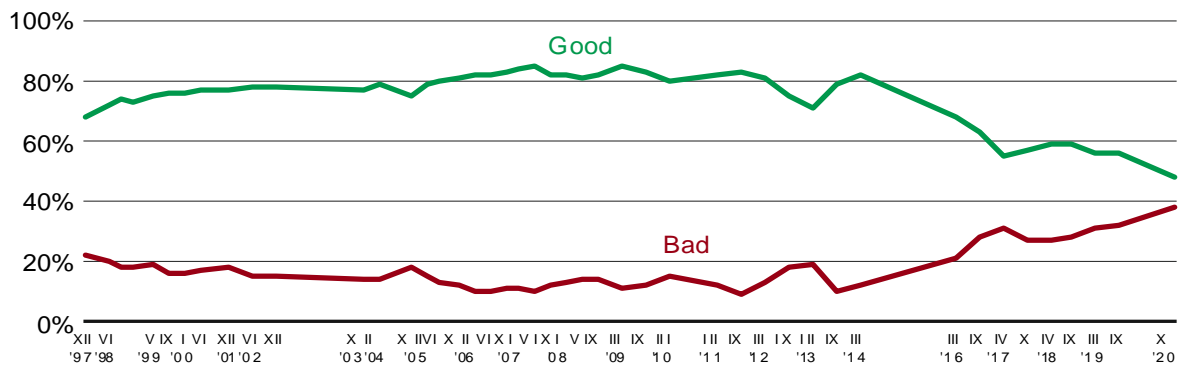


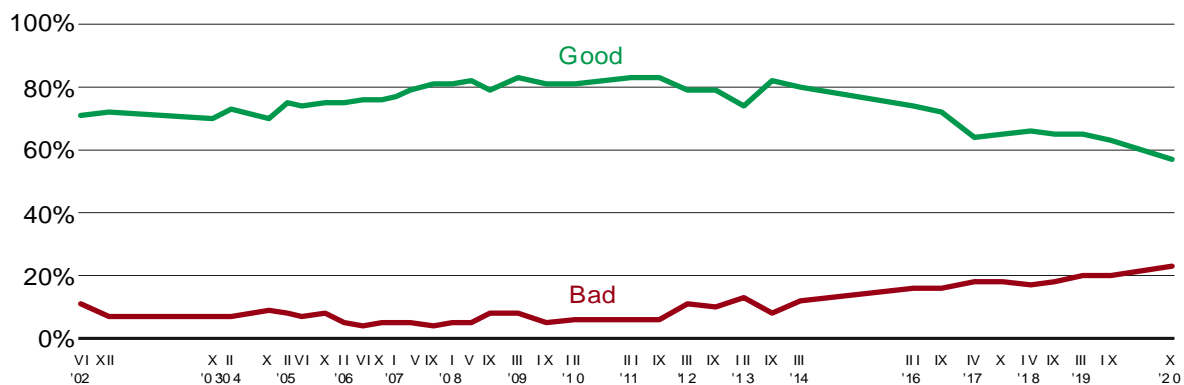
Evaluation of the major TV stations

Among the three main TV stations in Poland, Polsat receives the best ratings: 70% of respondents express good opinions about its activities, whereas only one in ten has a negative view. Opinions about this sender are characterized by high stability over time. More than half of respondents (57%) assess the activity of TVN as good, and nearly one-fifth (23%) have a negative view. This is the weakest rating of this station so far. The credibility of public television has deteriorated even more in recent years. Less than half of Poles (48%) express approval of TVP, while nearly two fifths (38%) believe that it works badly.

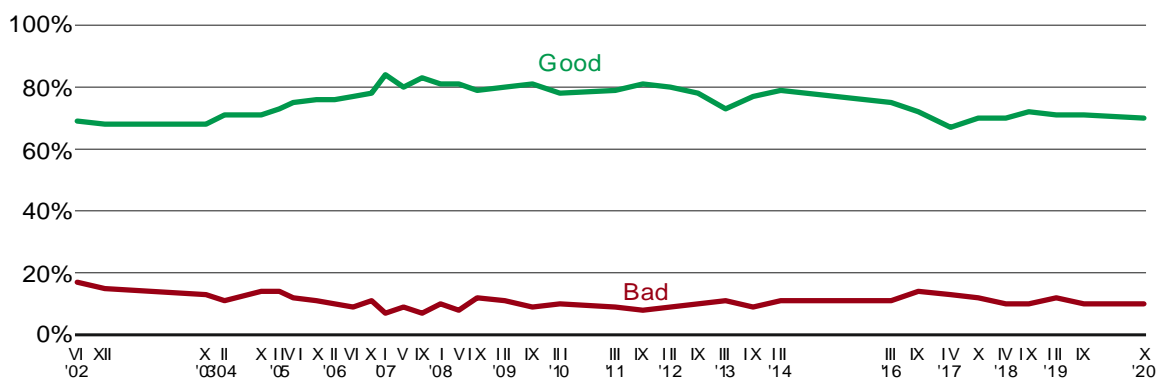
Changes in opinions about public TV (TVP)



Changes in opinions about TVN



Changes in opinions about Polsat



More information about this topic can be found in CBOS report in Polish: “Opinions about TV and Radio Stations”, 2020. Fieldwork for national sample: November 2020, N=1052. The random sample is representative for adult population of Poland.