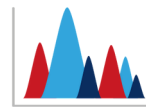




JANUARY 2026

# OGB REPORT



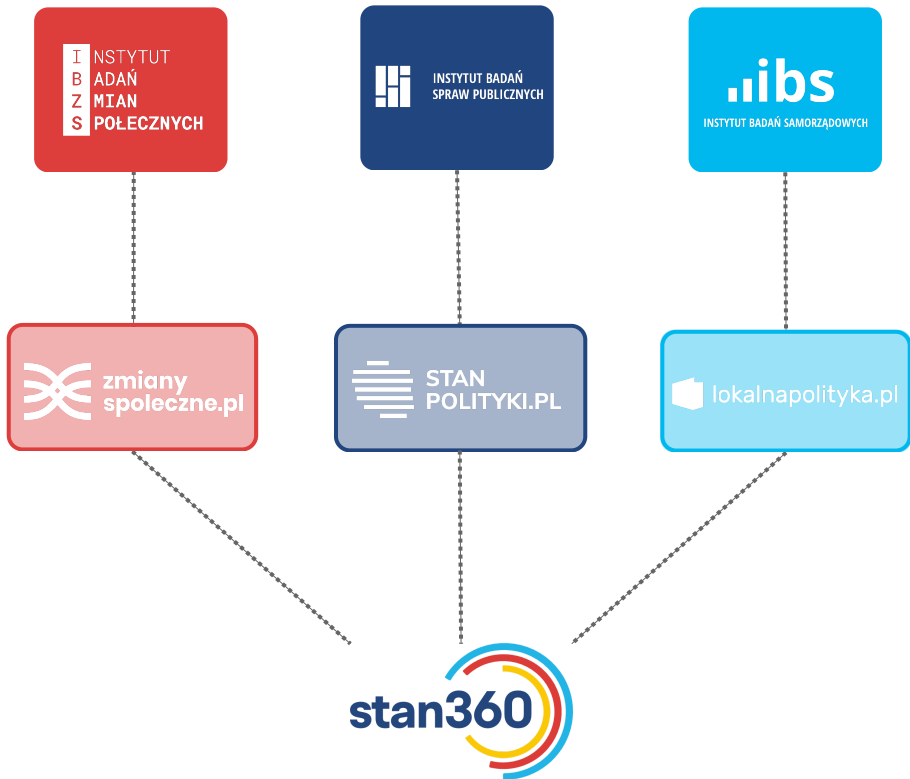
Opinion research

among the Poles

Traditional values

# ABOUT OGB

Ogólnopolska Grupa Badawcza lets you understand the attitudes and needs of the Poles, as citizens, voters but also as consumers. We conduct social research and market analysis for companies as well as political research of both local and nation-wide reach.





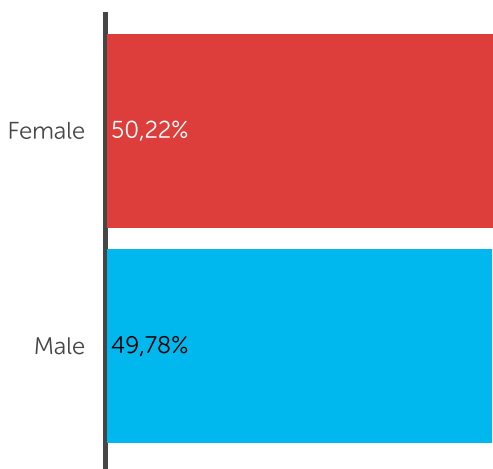
# **ABOUT THE RESEARCH**



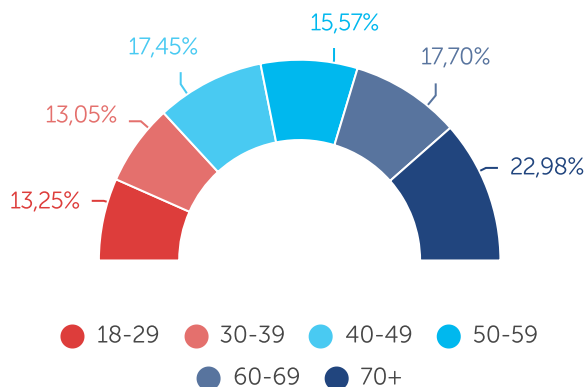
# ABOUT THE RESEARCH

The data showed in this report comes from the opinion research among Polish residents, which was conducted between 12-19.01.2026 with the CATI method on a representative sample of N=1000 adult residents. The sample was random and quota-based selected according to the following criteria: gender, age, educational background and place of residence (data via GUS).

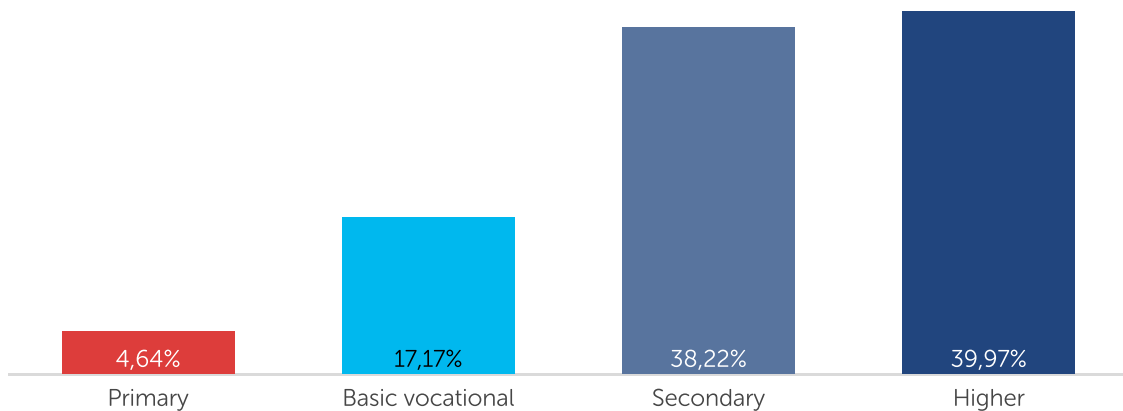
## GENDER



## AGE



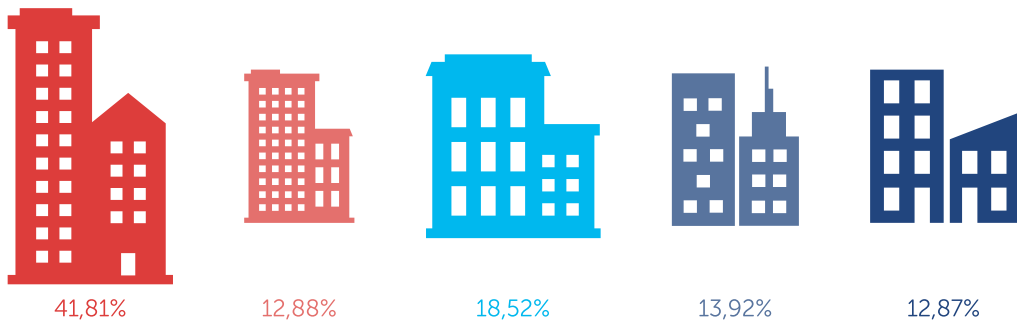
## EDUCATION





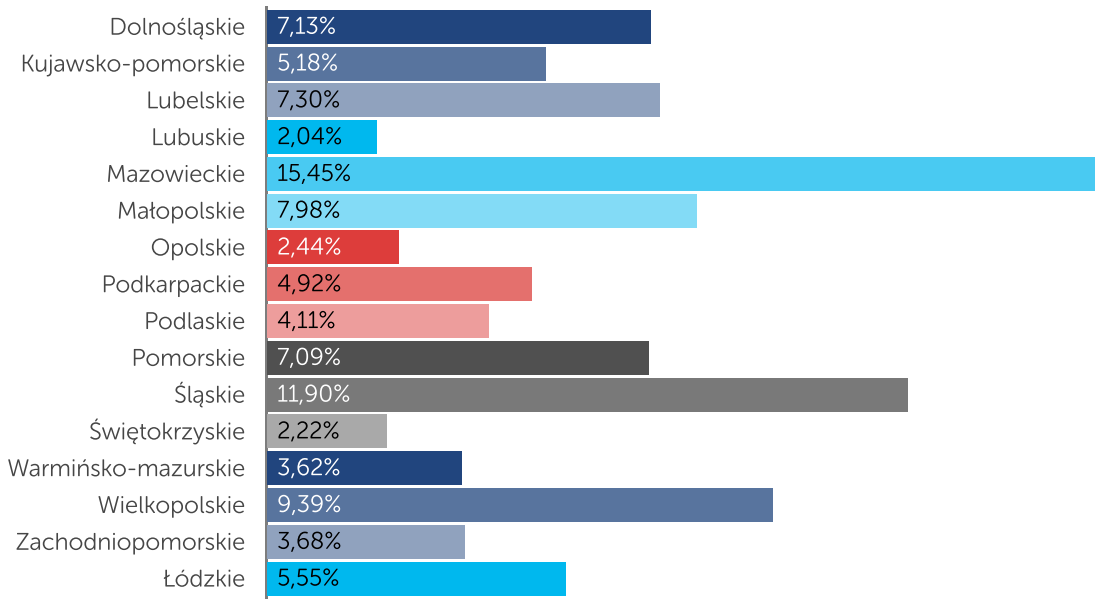
# ABOUT THE RESEARCH

## PLACE OF RESIDENCE



- Village
- City of up to 20k habitants
- City of 20k-100k habitants
- City of 100k-500k habitants
- City of more than 500k habitants

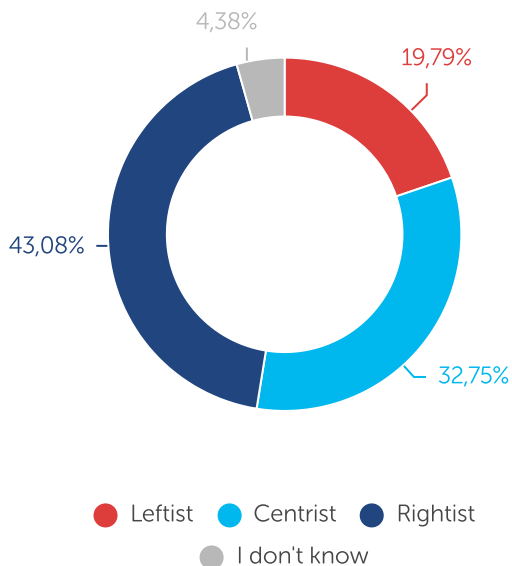
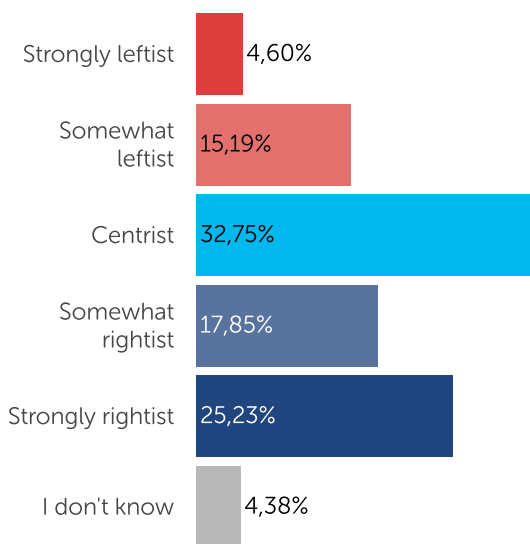
## VOIVODESHIP



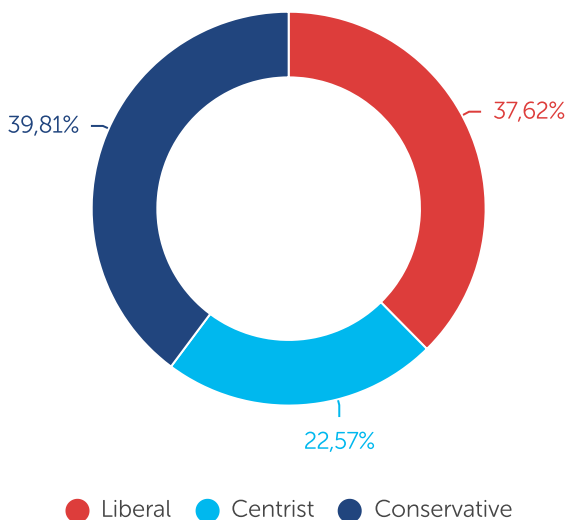
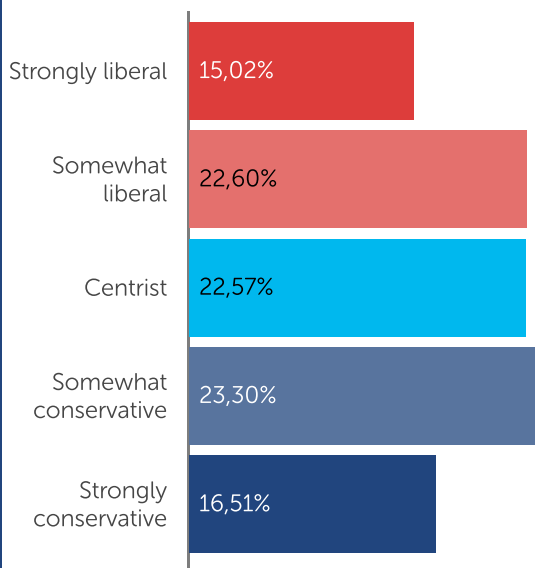


# ABOUT THE RESEARCH

## POLITICAL VIEWS



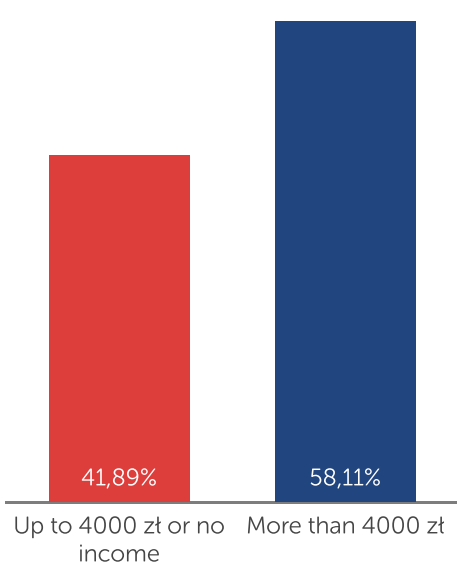
## WORLDVIEW



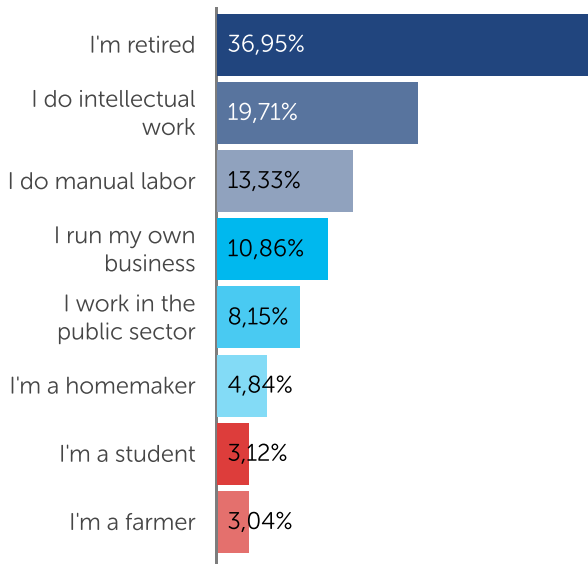


# ABOUT THE RESEARCH

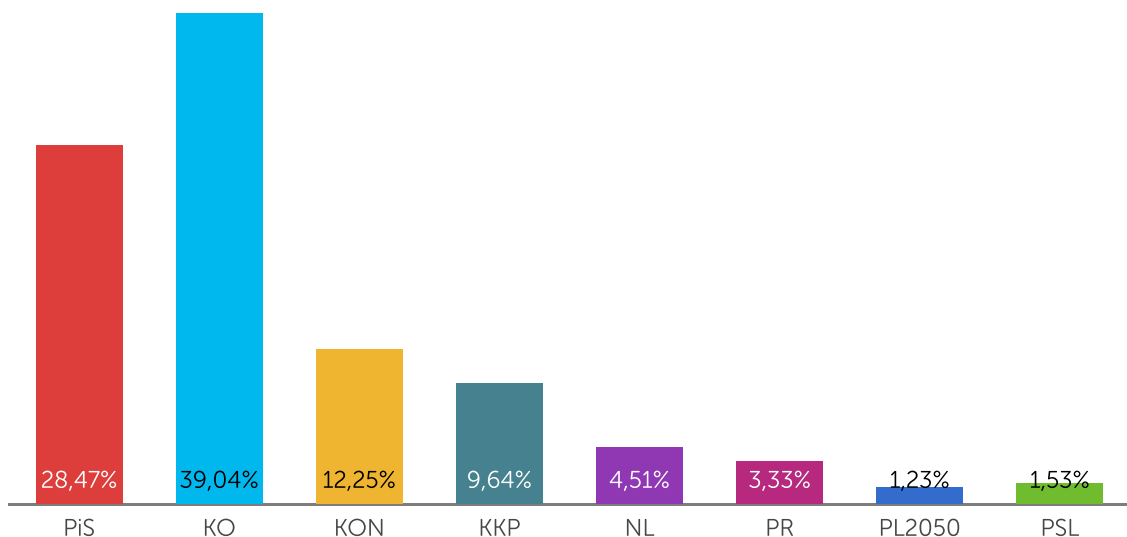
## INCOME



## EMPLOYMENT STATUS



## POLITICAL PARTY



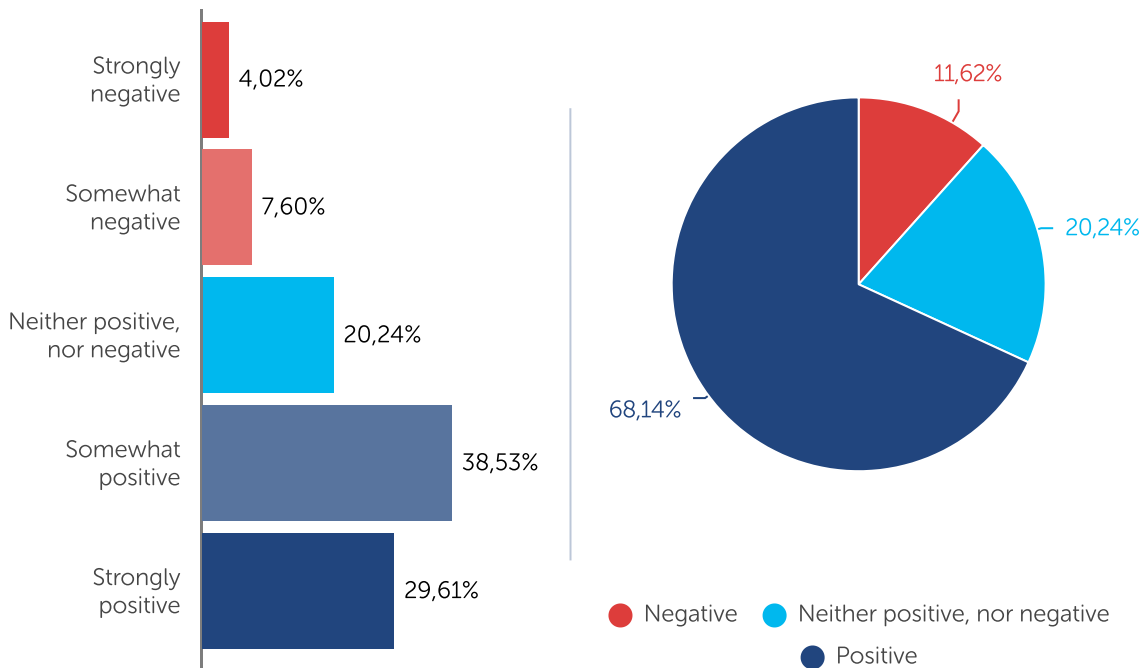


# **TRADITIONAL VALUES**

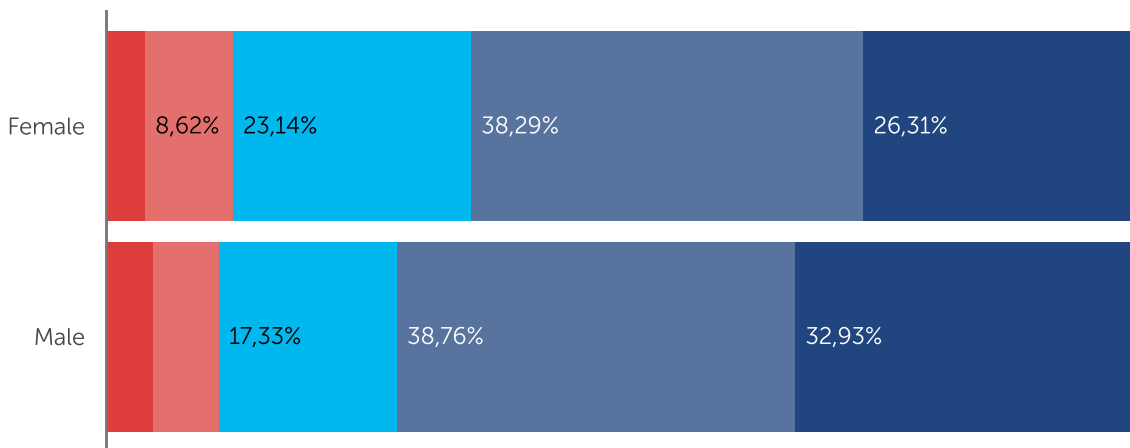


# TRADITIONAL VALUES

What are your connotations with the term "traditional values"



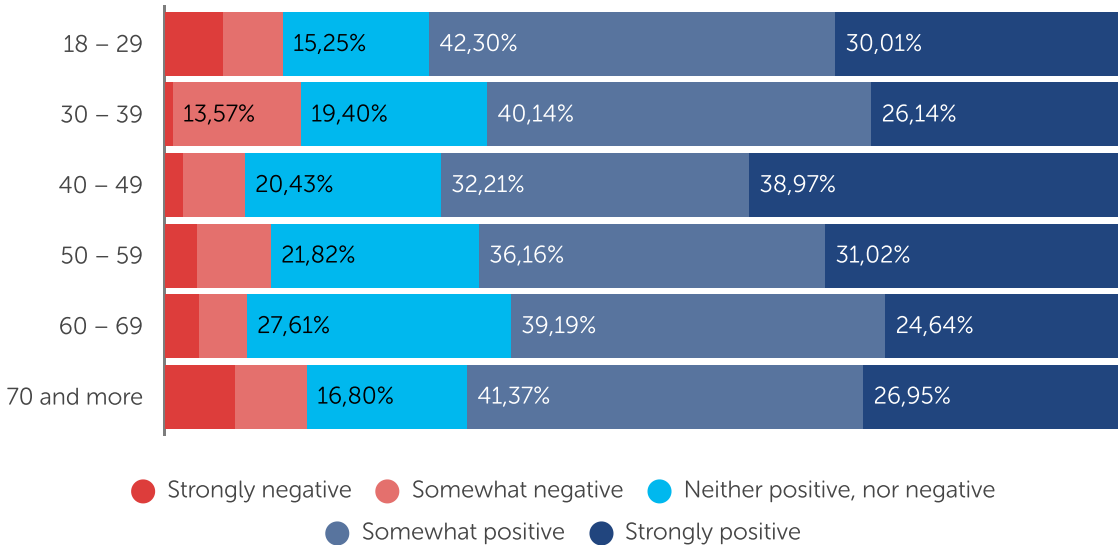
## GENDER



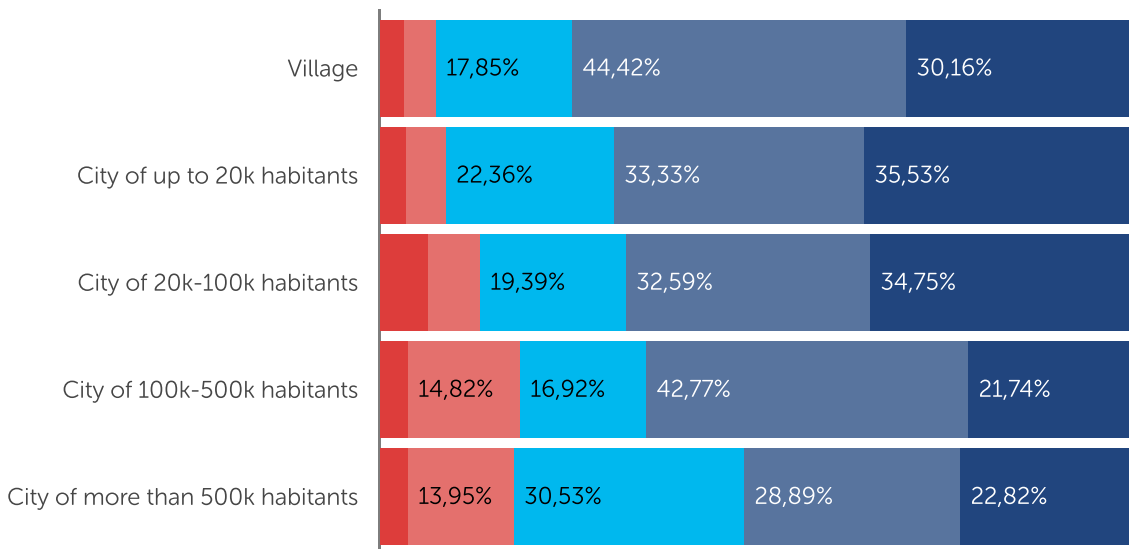


# TRADITIONAL VALUES

## AGE



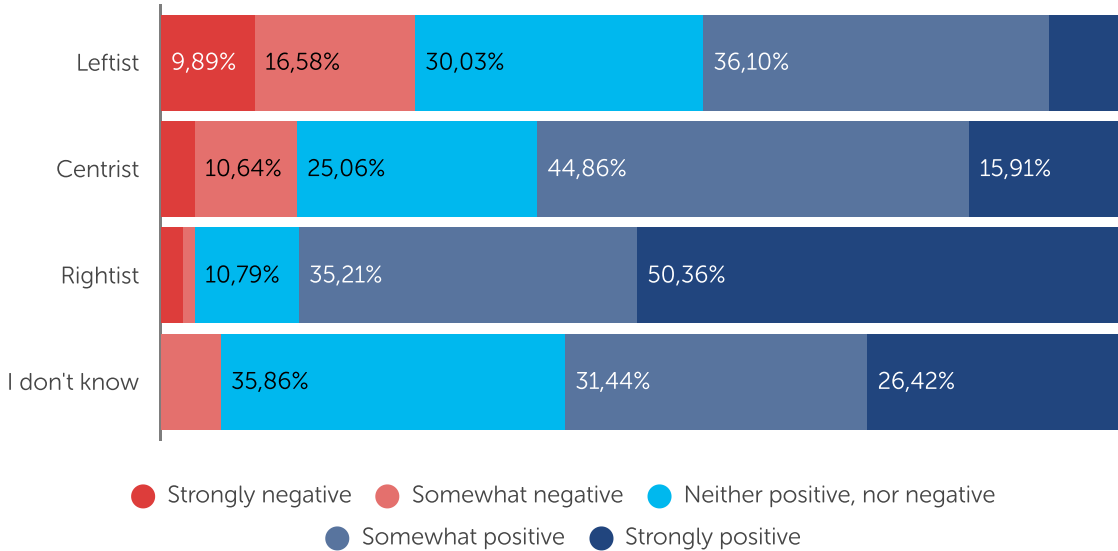
## PLACE OF RESIDENCE



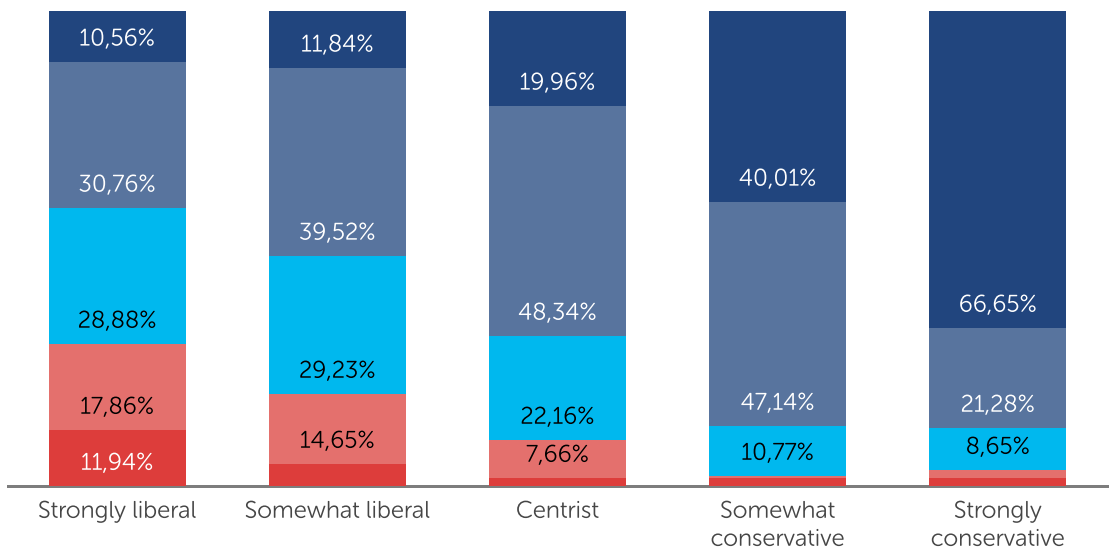


# TRADITIONAL VALUES

## POLITICAL VIEWS



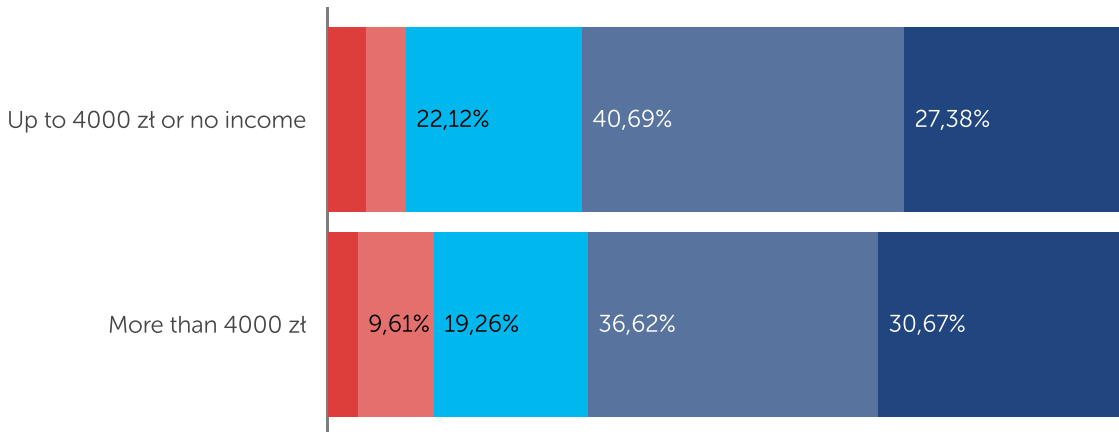
## WORLDVIEW





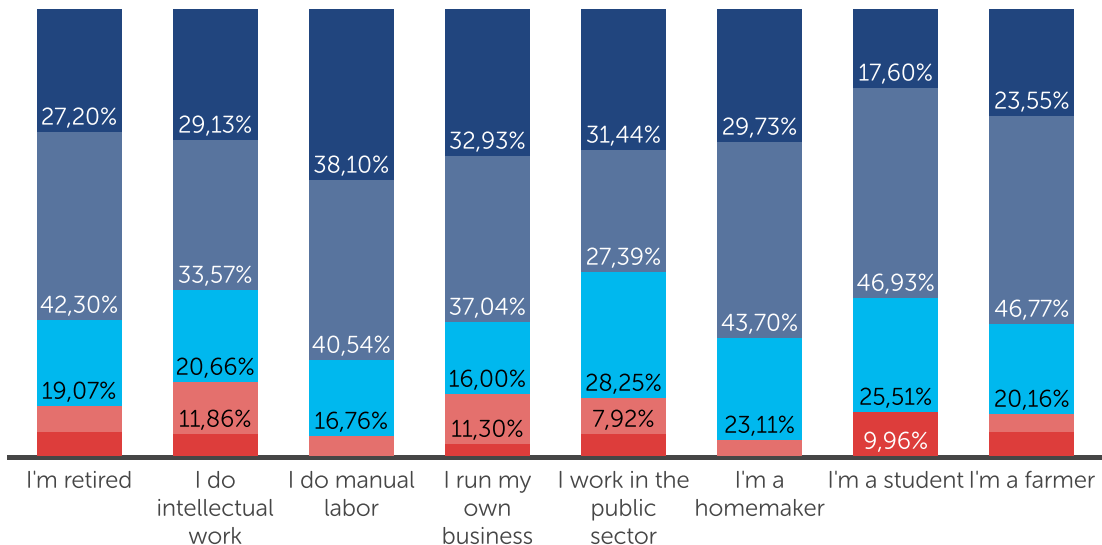
# TRADITIONAL VALUES

## INCOME



- Strongly negative
- Somewhat negative
- Neither positive, nor negative
- Somewhat positive
- Strongly positive

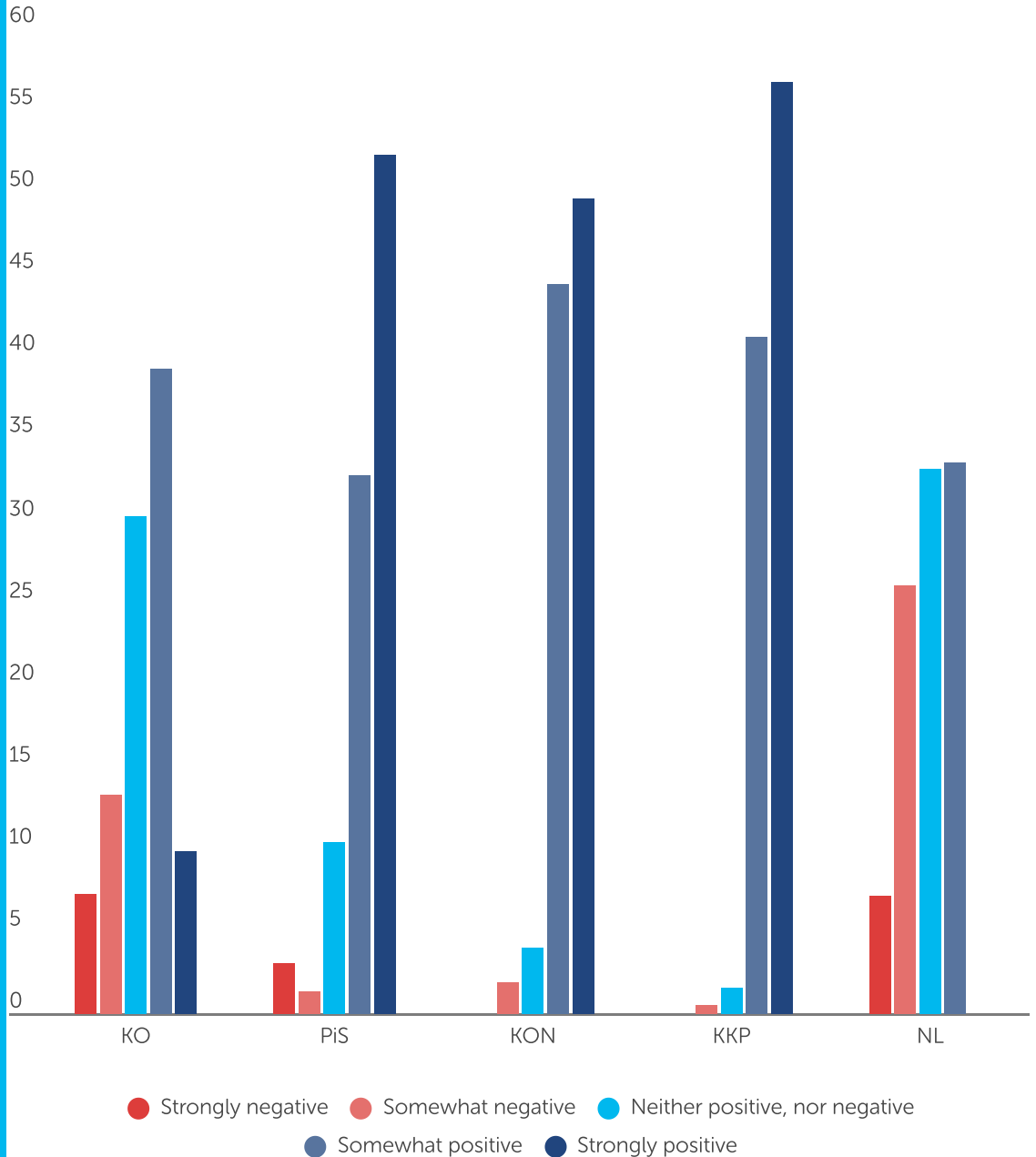
## OCCUPATION





# TRADITIONAL VALUES

## POLITICAL PARTY



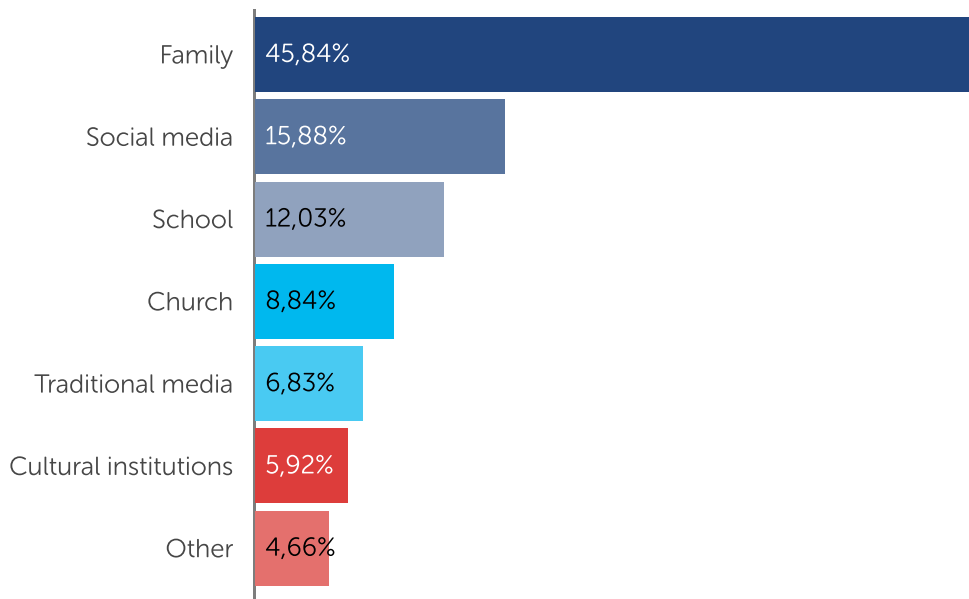


# PASSING ON VALUES

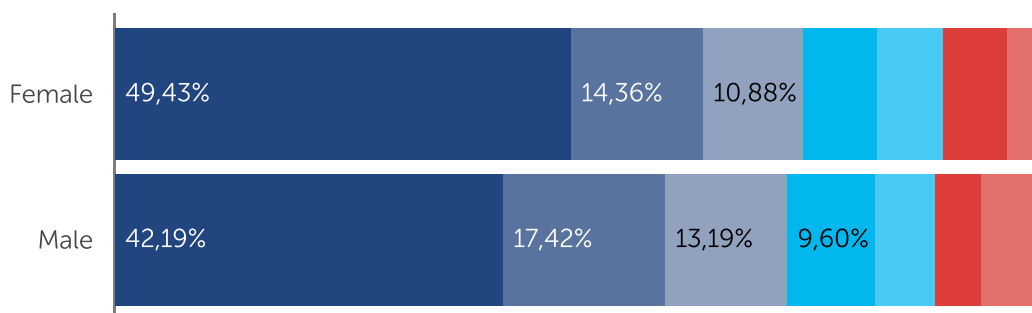


# PASSING ON VALUES

Which of the following institutions, in your opinion, is central to passing on knowledge about the values?



## GENDER

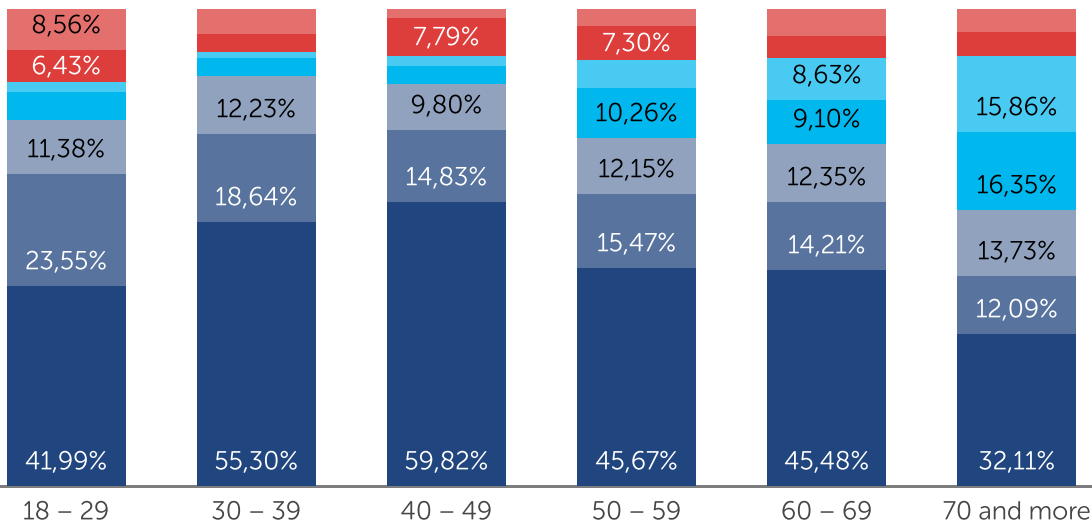


● Family ● Social media ● School ● Church ● Traditional media  
● Cultural institutions ● Other



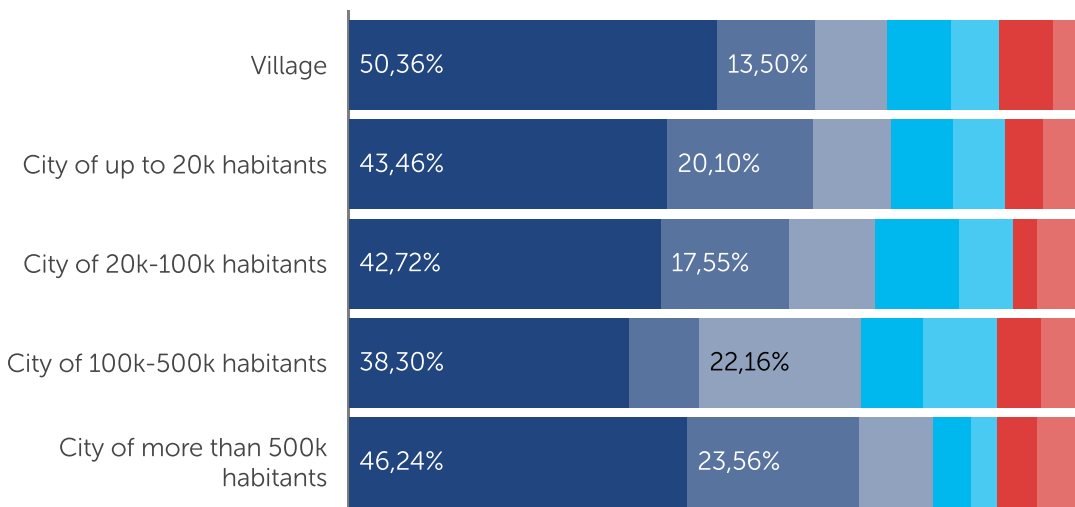
# PASSING ON VALUES

## AGE



- Family
- Social media
- School
- Church
- Traditional media
- Cultural institutions
- Other

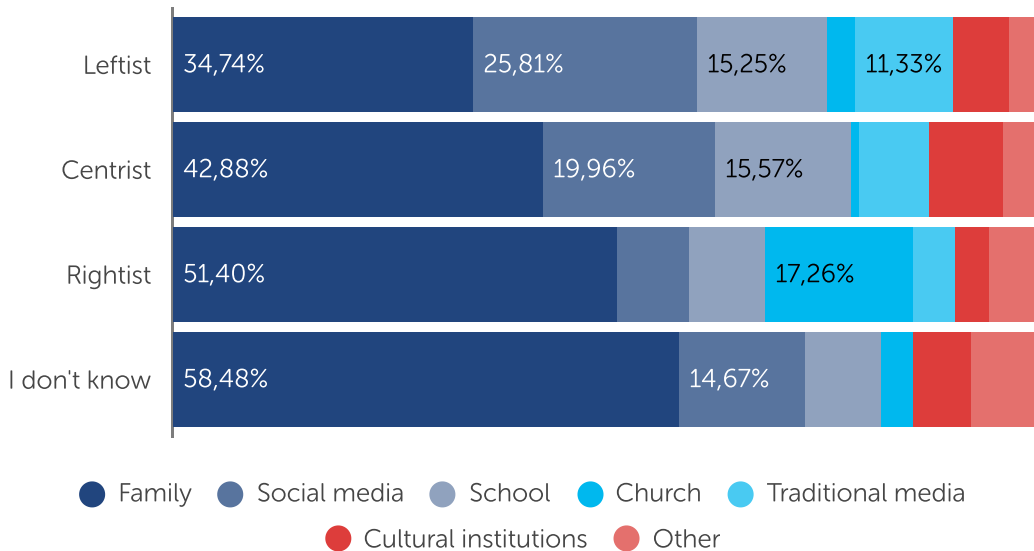
## PLACE OF RESIDENCE



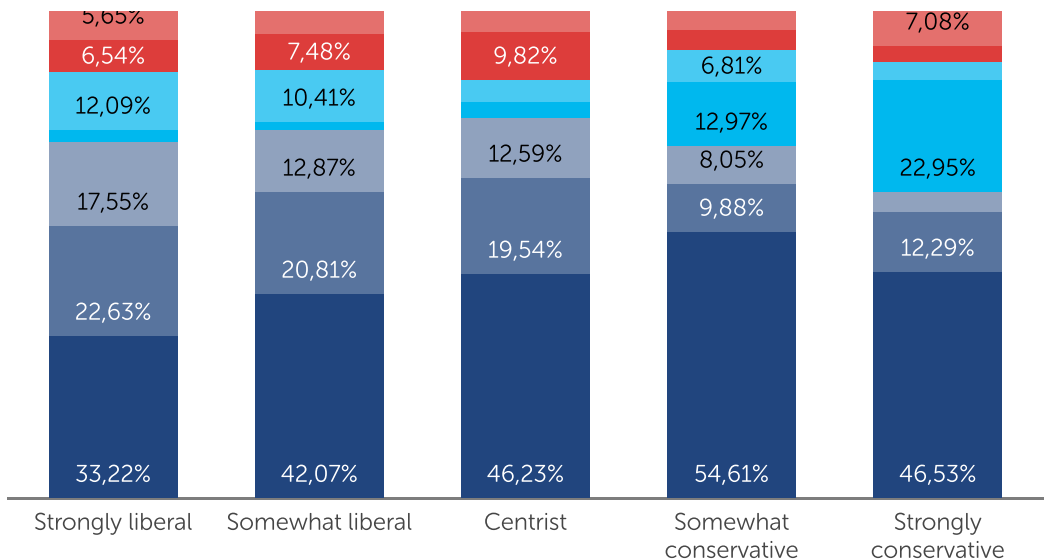


# PASSING ON VALUES

## POLITICAL VIEWS



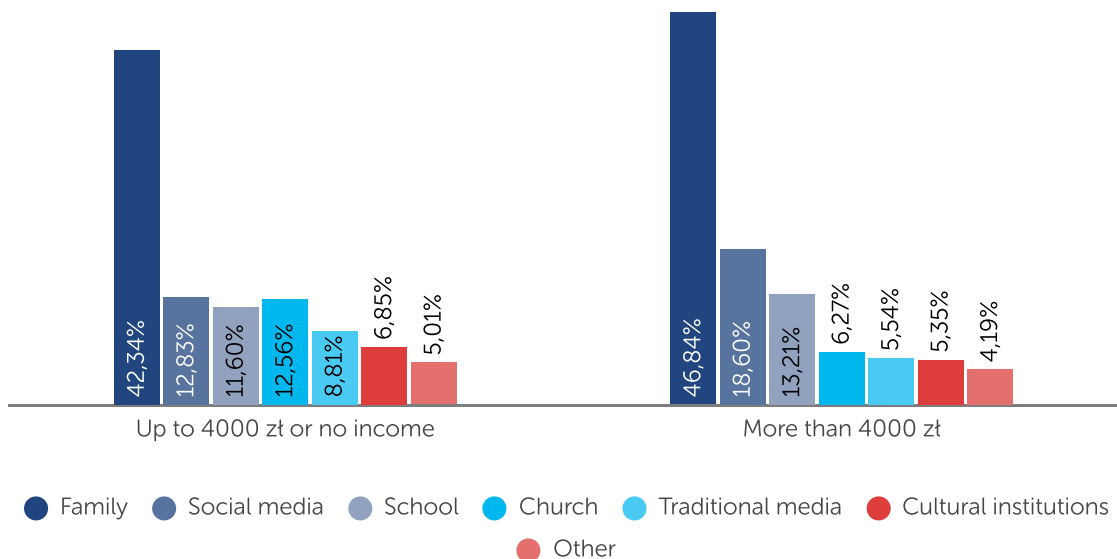
## WORLDVIEW



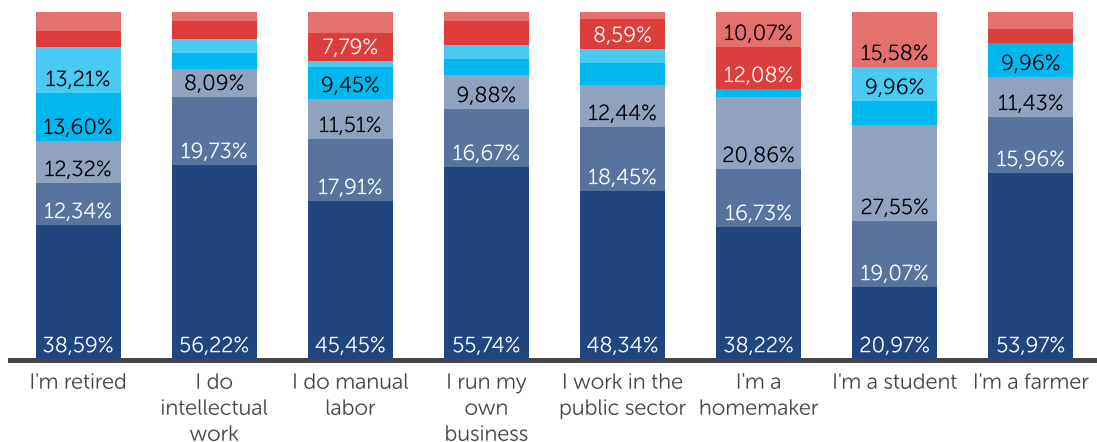


# PASSING ON VALUES

## INCOME



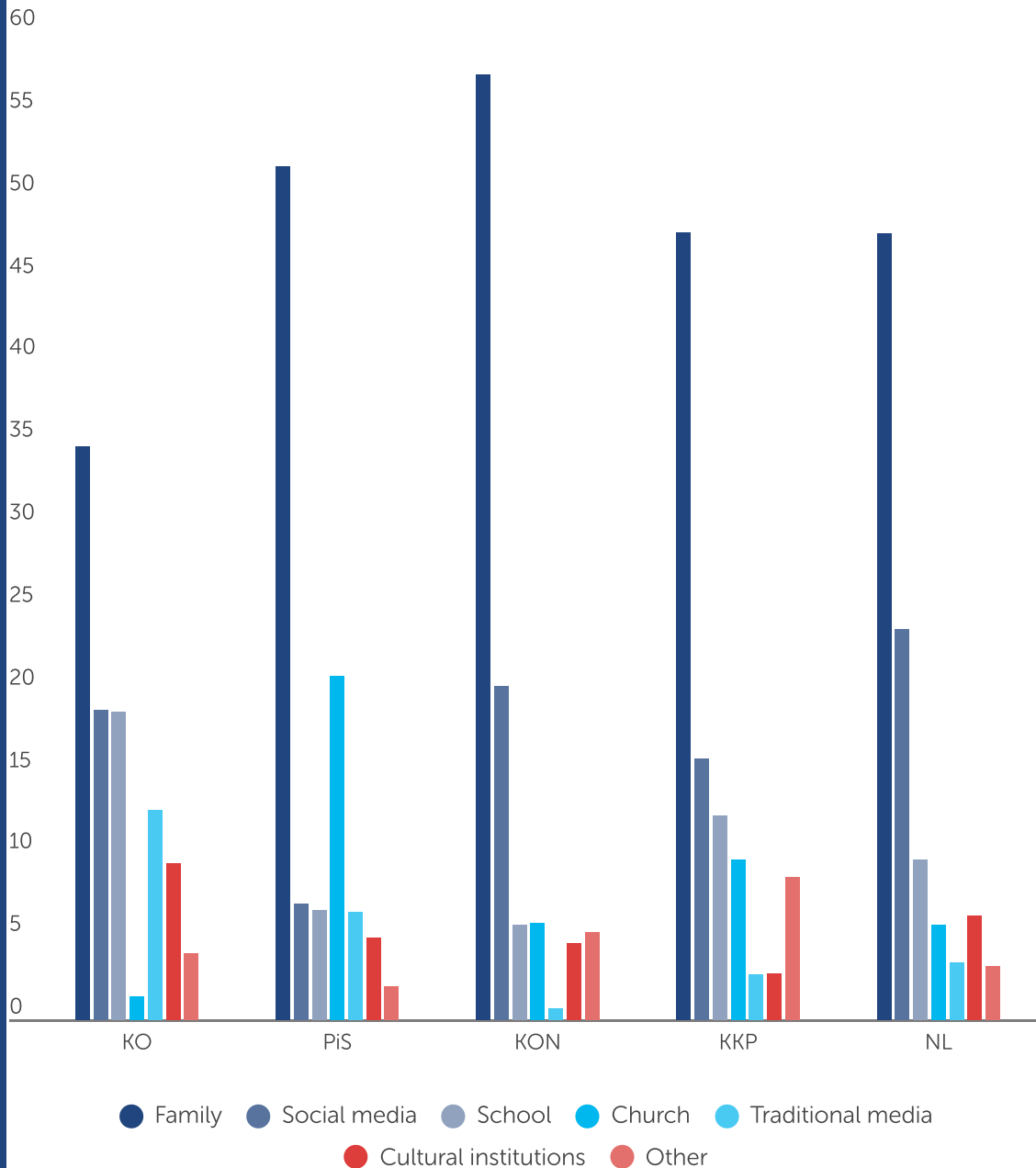
## OCCUPATION





# PASSING ON VALUES

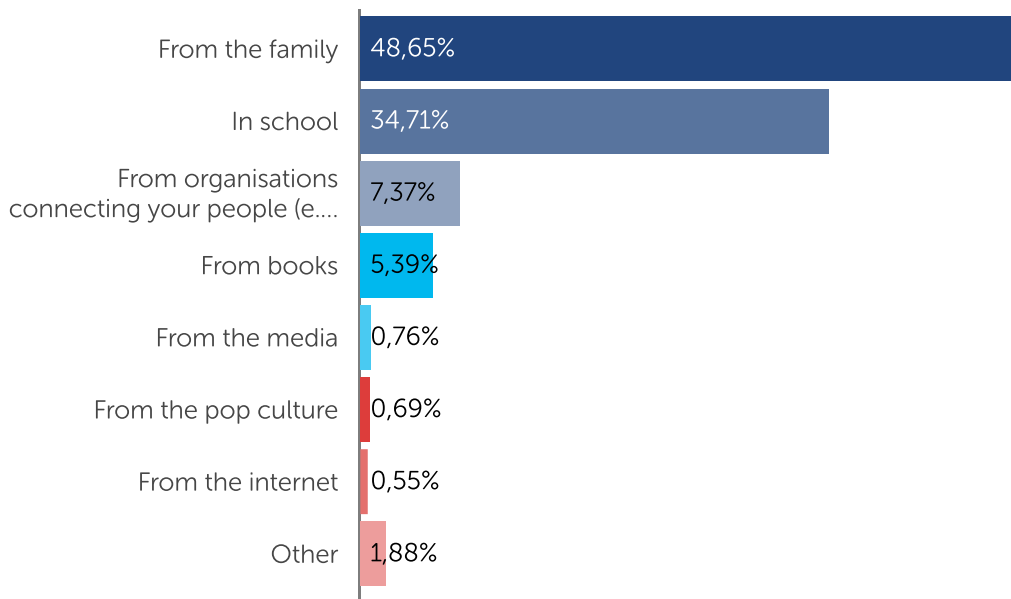
## POLITICAL PARTY



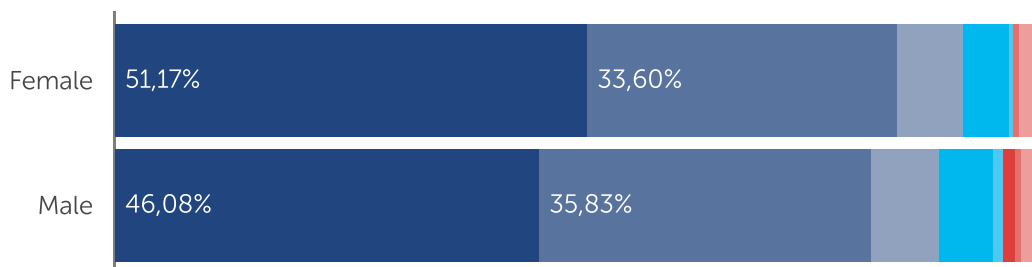


# PASSING ON VALUES

Where, in your opinion, should young people before the age of 18 learn about the values?



## GENDER

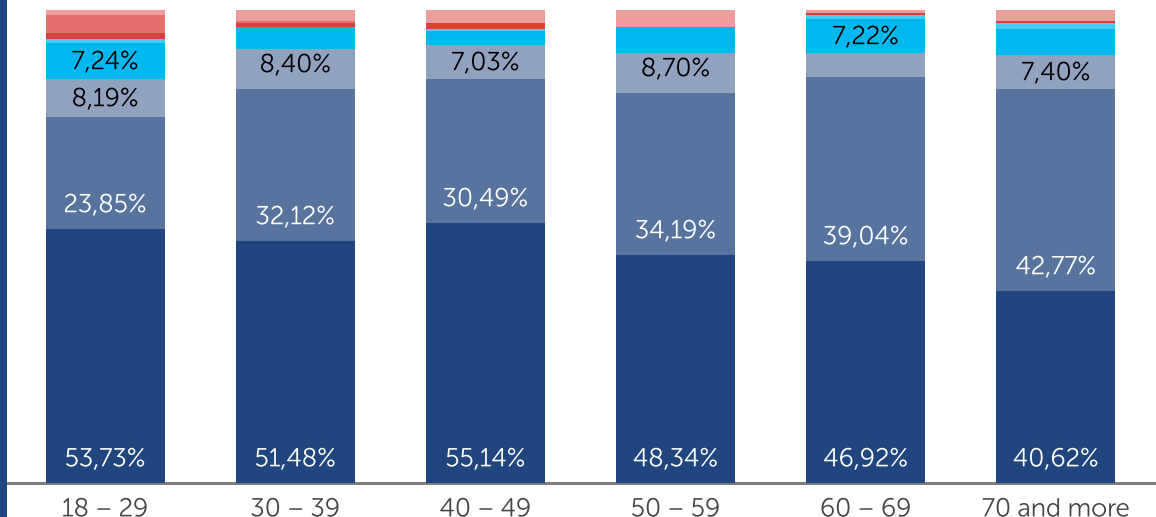


- From the family
- In school
- From organisations connecting your people (e.g. scouting)
- From books
- From the media
- From the pop culture
- From the internet
- Other



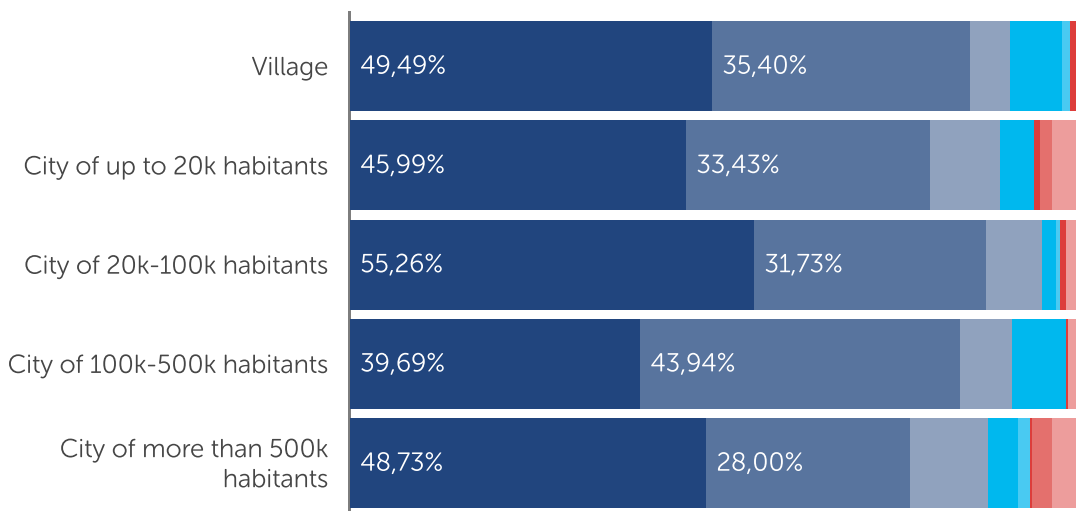
# PASSING ON VALUES

## AGE



● From the family ● In school ● From organisations connecting your people (e.g. scouting)  
● From books ● From the media ● From the pop culture ● From the internet ● Other

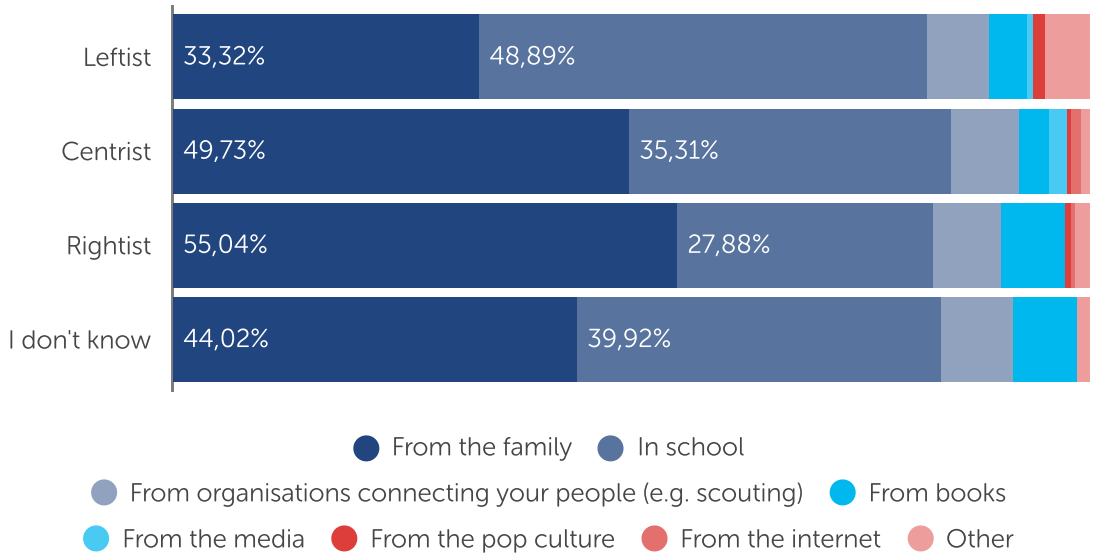
## PLACE OF RESIDENCE





# PASSING ON VALUES

## POLITICAL VIEWS

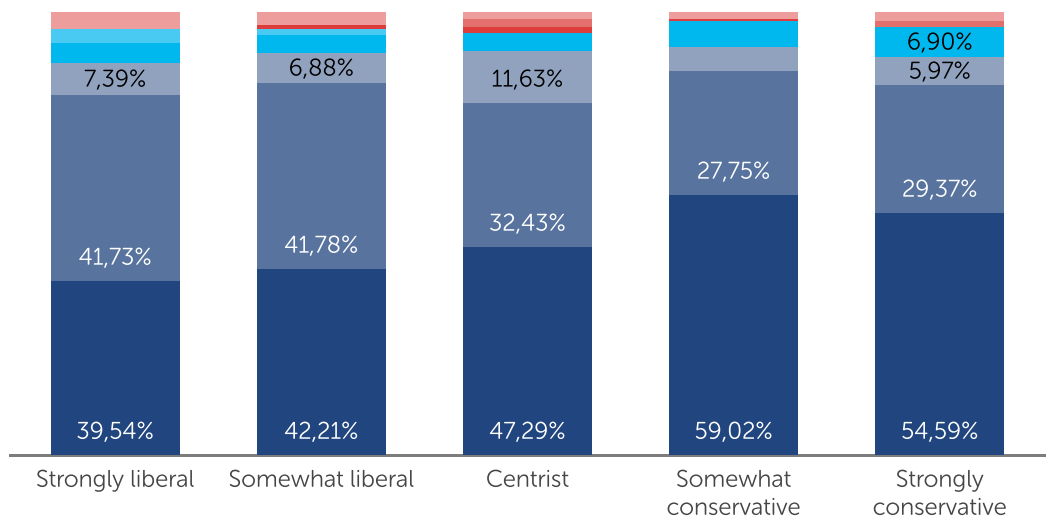


● From the family ● In school

● From organisations connecting your people (e.g. scouting) ● From books

● From the media ● From the pop culture ● From the internet ● Other

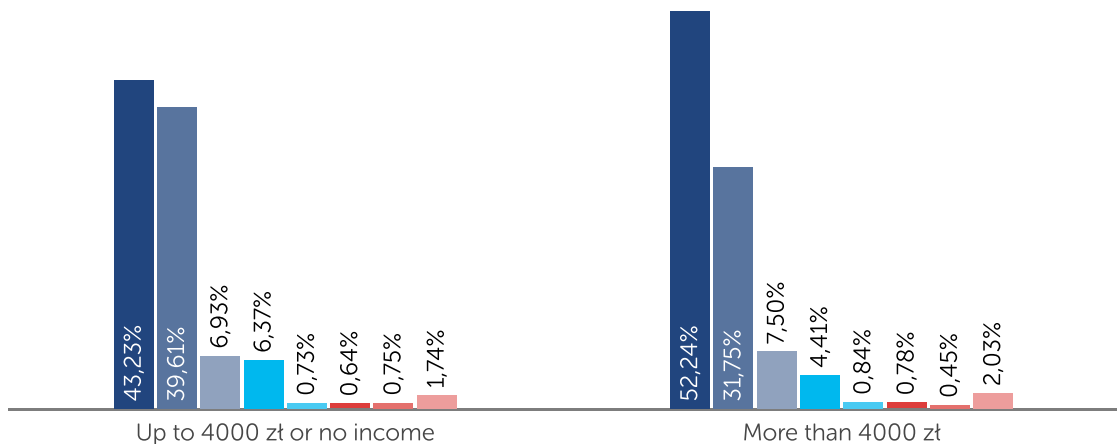
## WORLDVIEW





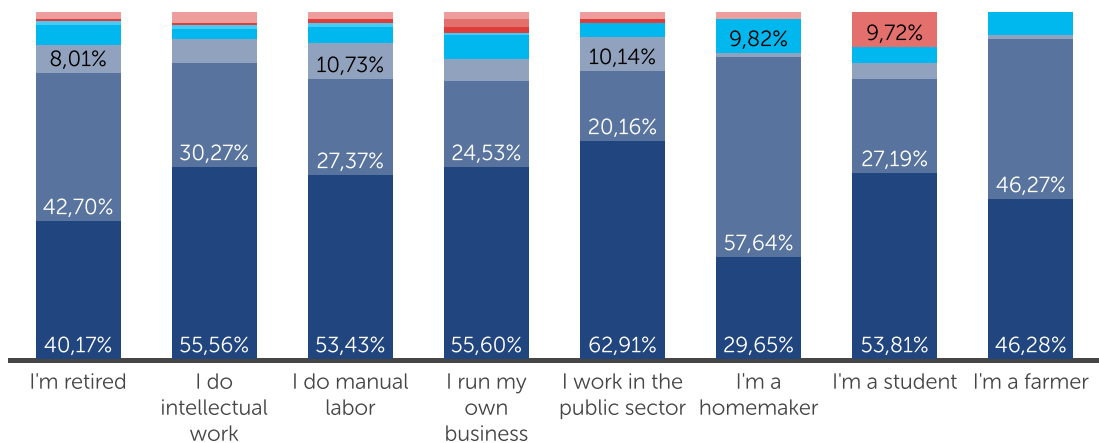
# PASSING ON VALUES

## INCOME



- From the family
- In school
- From organisations connecting your people (e.g. scouting)
- From books
- From the media
- From the pop culture
- From the internet
- Other

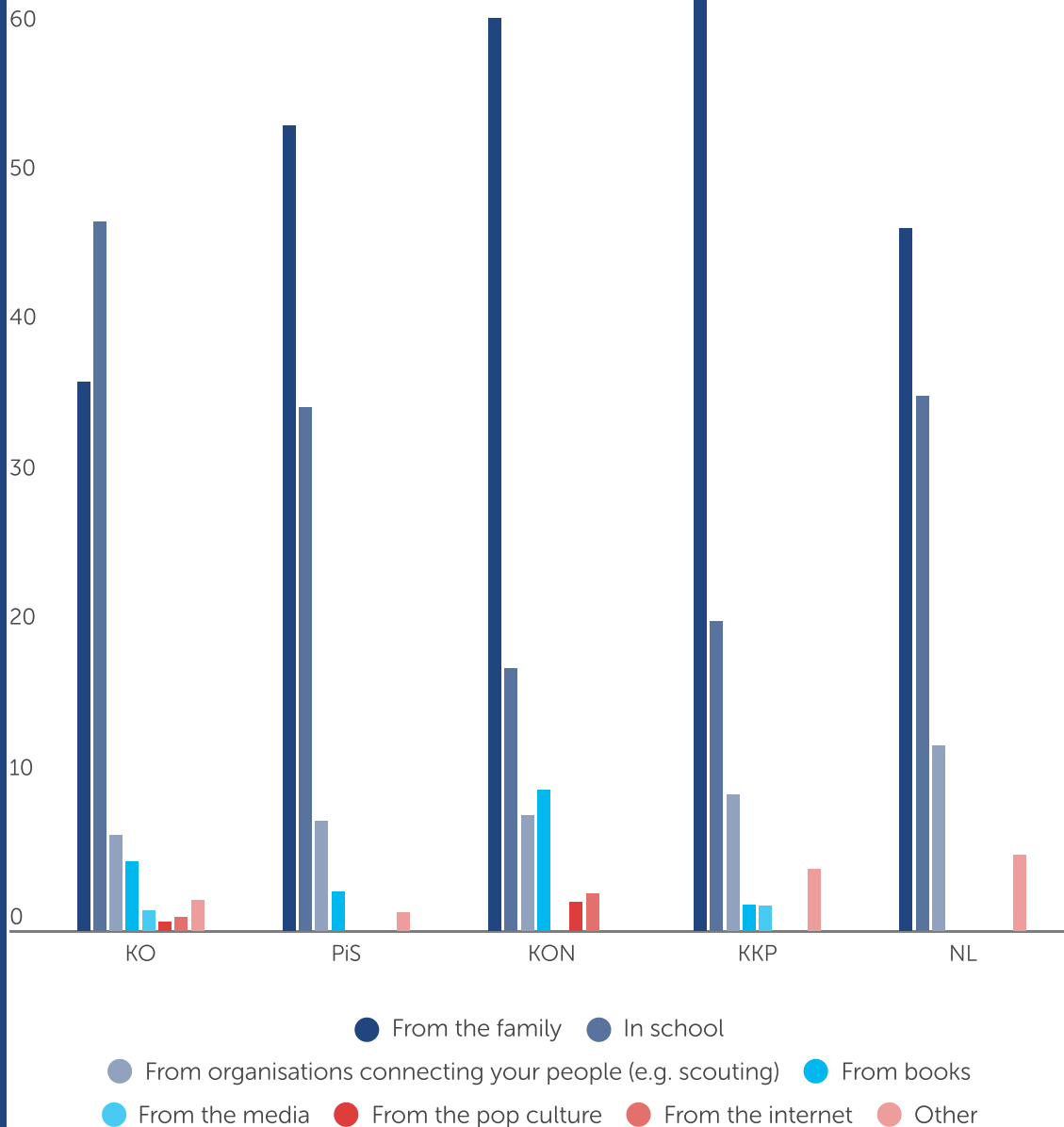
## OCCUPATION





# PASSING ON VALUES

## POLITICAL PARTY



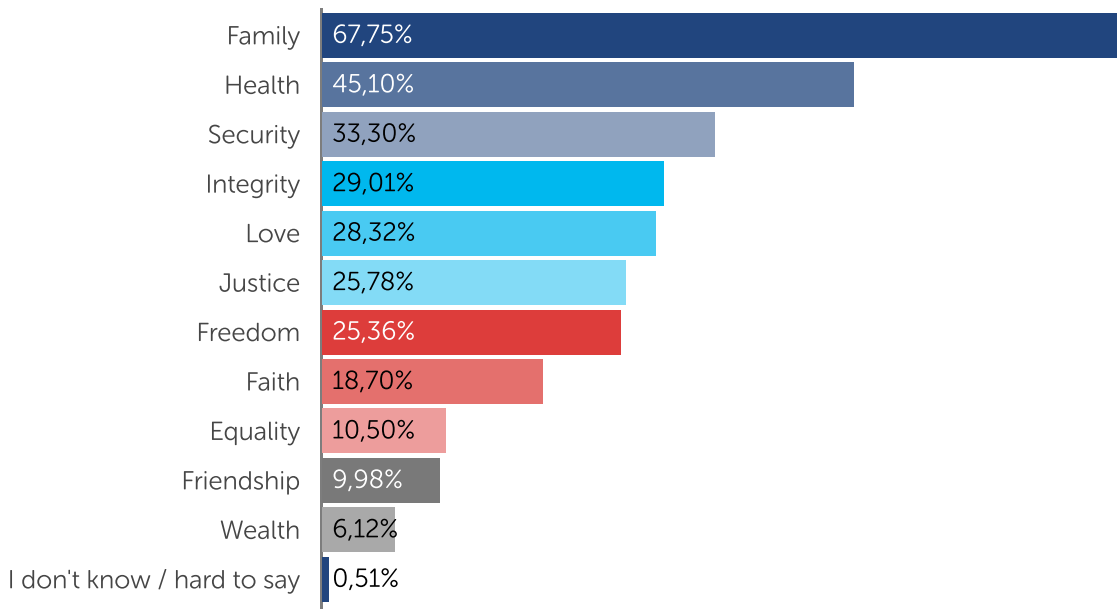


# **THE MOST IMPORTANT VALUES**

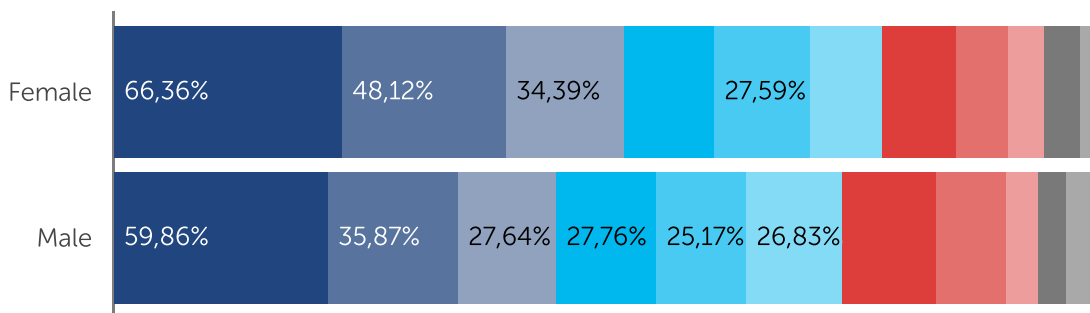


# THE MOST IMPORTANT VALUES

What are, in your opinion, the most important values in life?



## GENDER

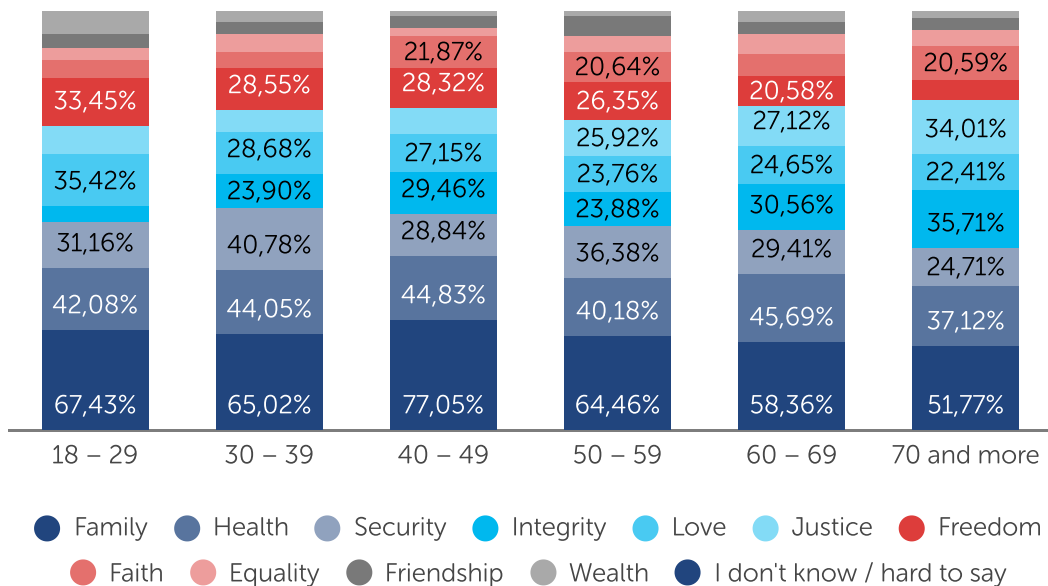


- Family
- Health
- Security
- Integrity
- Love
- Justice
- Freedom
- Faith
- Equality
- Friendship
- Wealth
- I don't know / hard to say

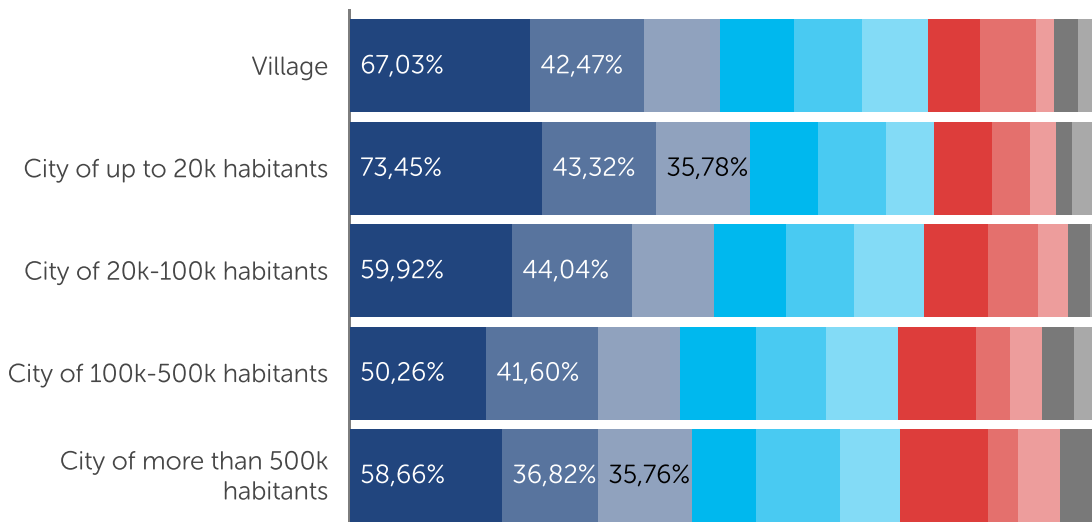


# THE MOST IMPORTANT VALUES

## AGE



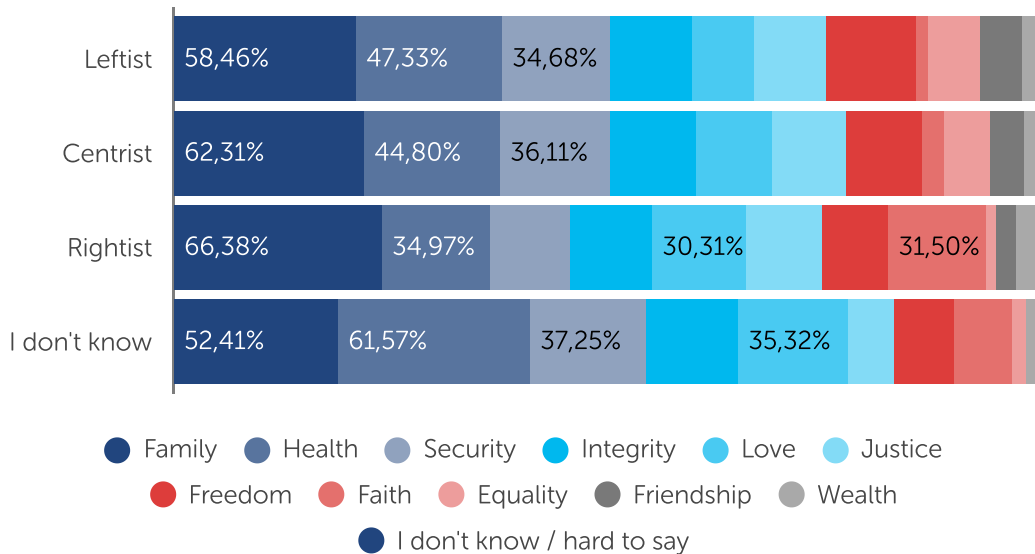
## PLACE OF RESIDENCE



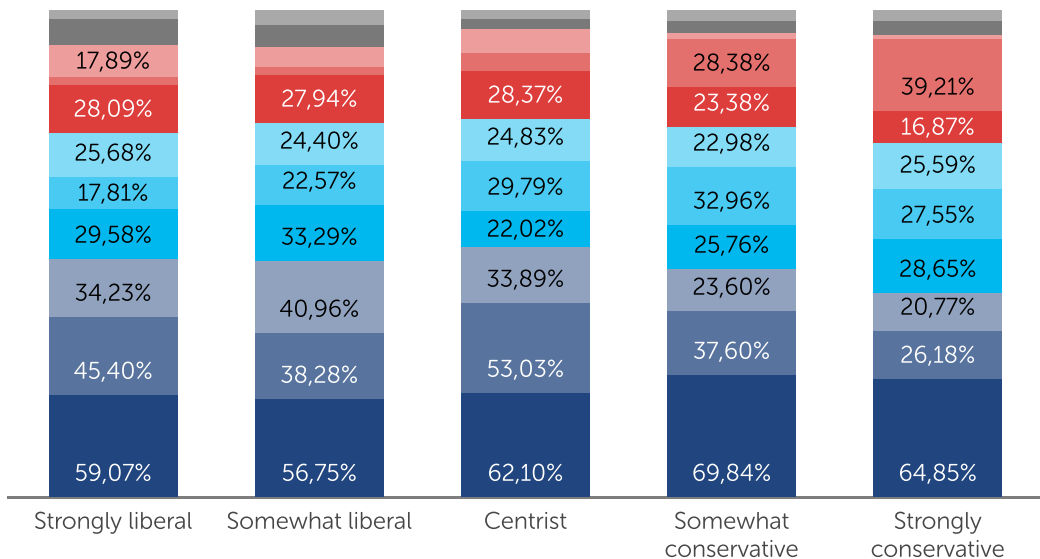


# THE MOST IMPORTANT VALUES

## POLITICAL VIEWS



## WORLDVIEW





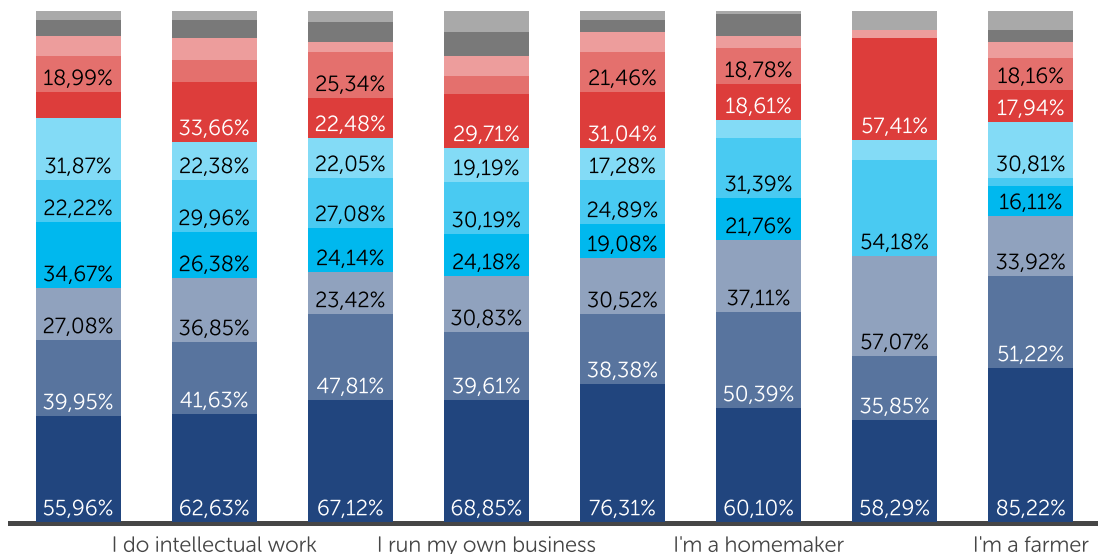
# THE MOST IMPORTANT VALUES

## INCOME



- Family
- Health
- Security
- Integrity
- Love
- Justice
- Freedom
- Faith
- Equality
- Friendship
- Wealth
- I don't know / hard to say

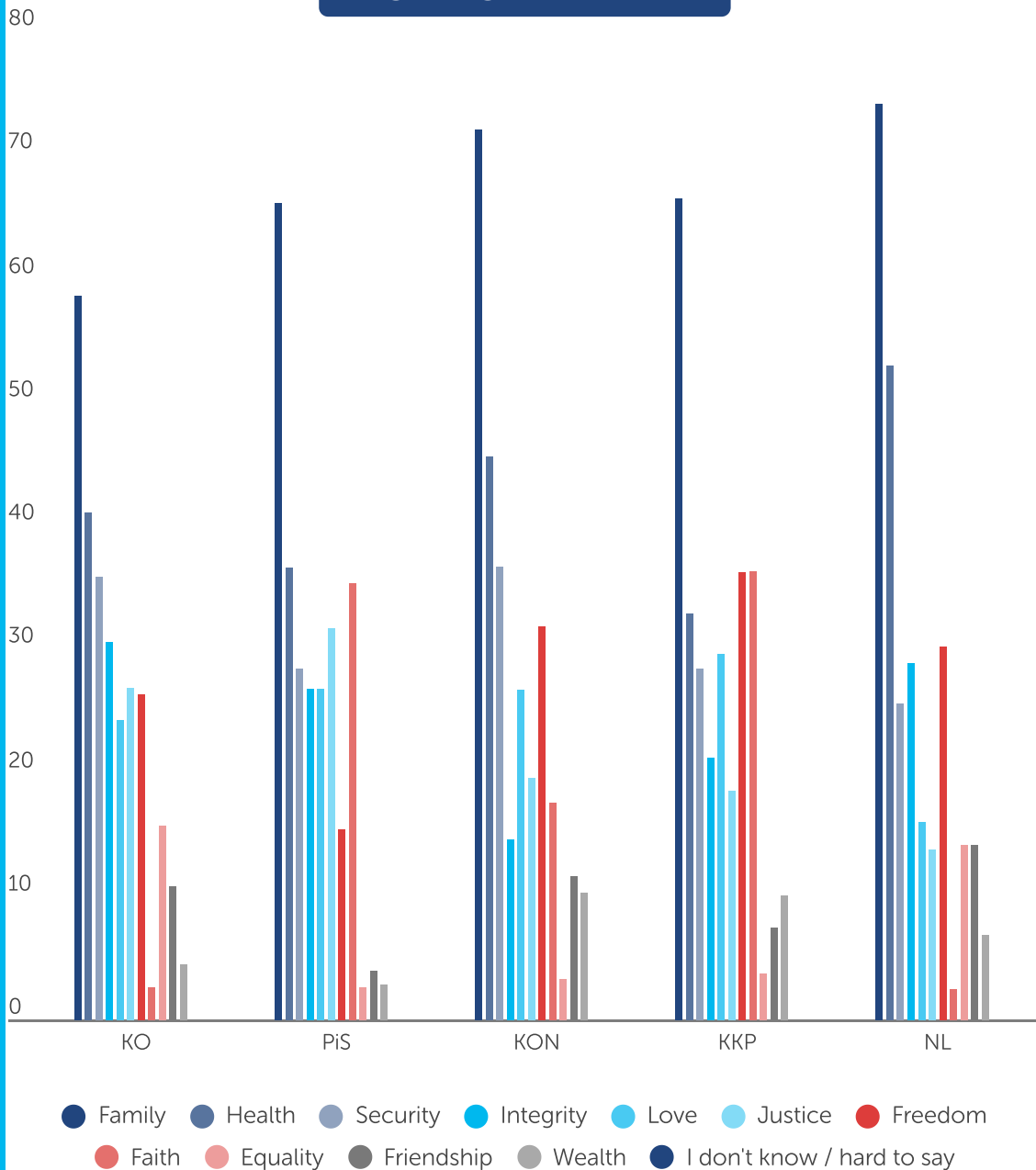
## OCCUPATION





# THE MOST IMPORTANT VALUES

## POLITICAL PARTY



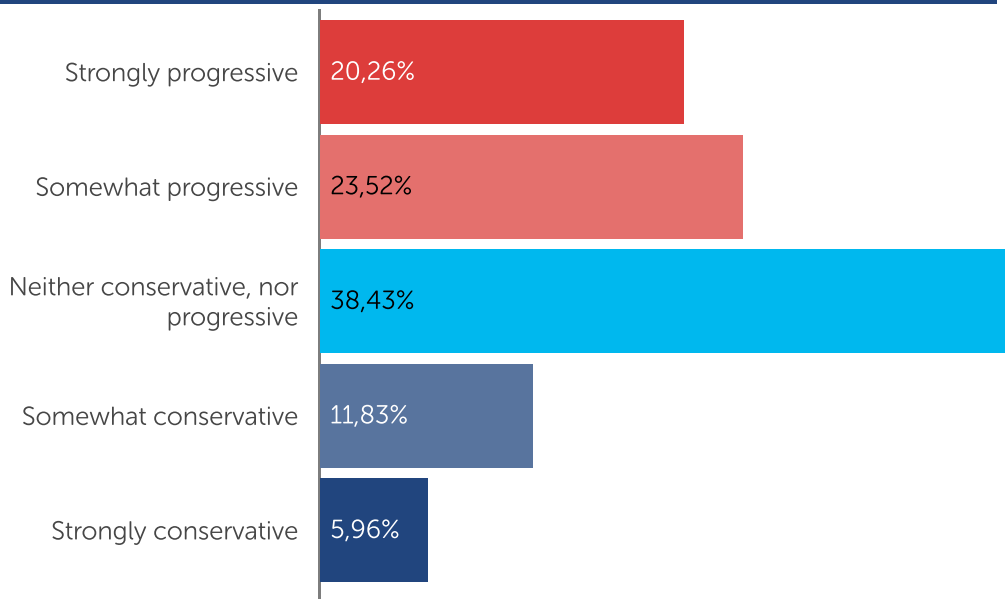


# **MEDIA'S VALUES**

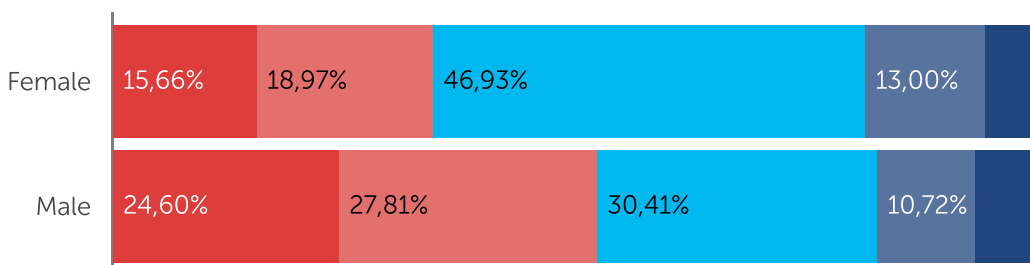


# MEDIA'S VALUES

One a scale from 1 to 5, where 1 means strongly progressive, and 5 strongly conservative, what kind of values, in your opinion, do the traditional media (Television, Radio) currently present? - In Poland



## GENDER

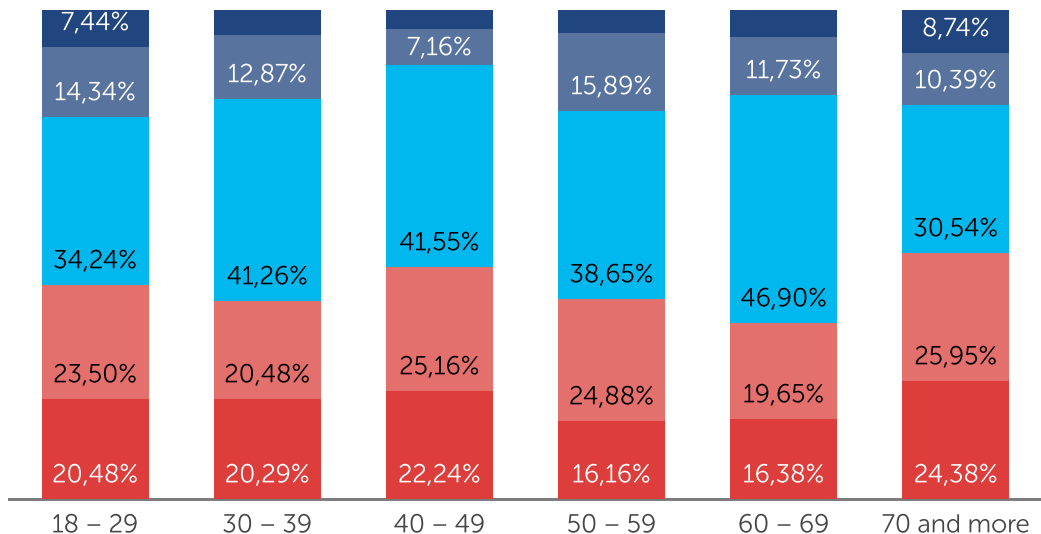


- Strongly progressive
- Somewhat progressive
- Neither conservative, nor progressive
- Somewhat conservative
- Strongly conservative

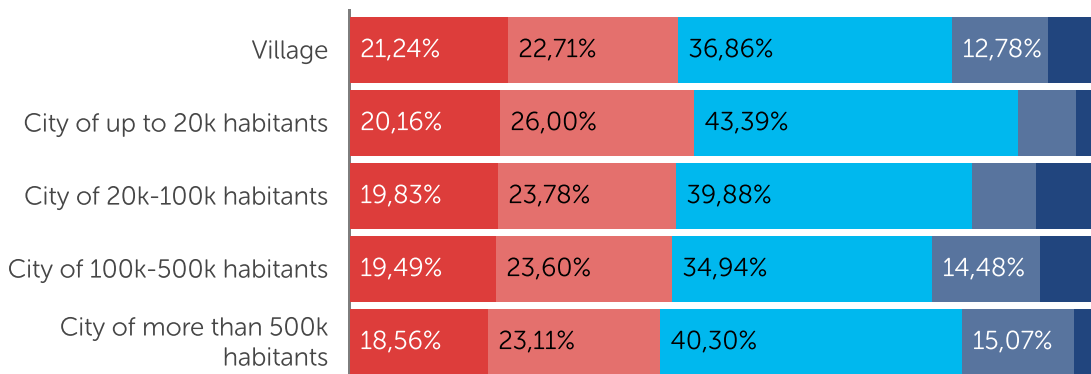


# MEDIA'S VALUES

## AGE



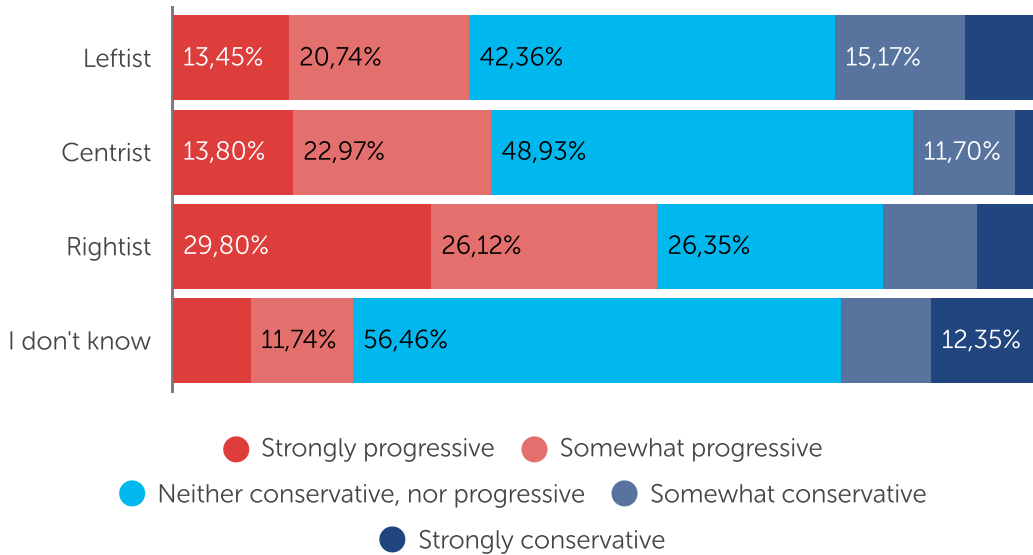
## PLACE OF RESIDENCE



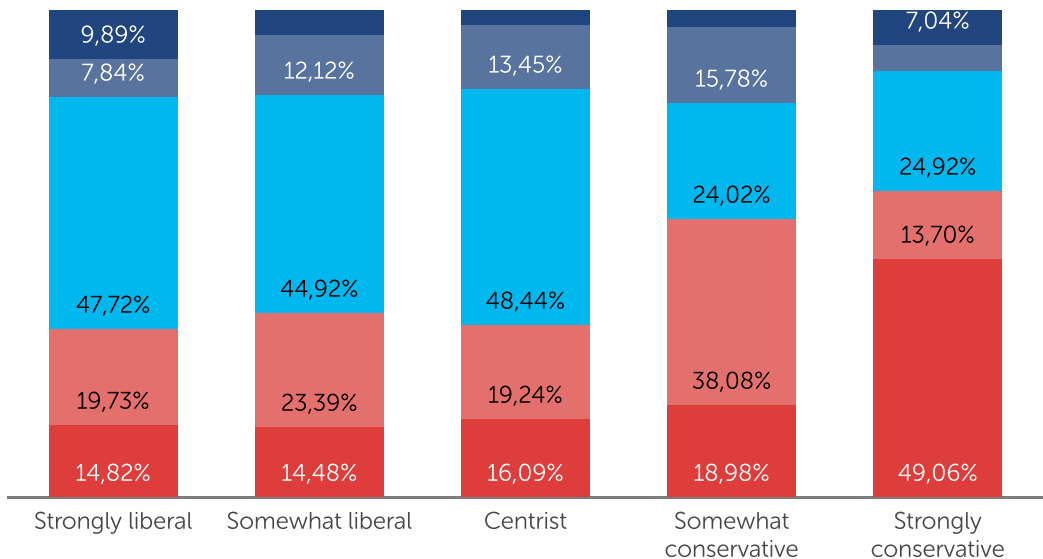


# MEDIA'S VALUES

## POLITICAL VIEWS



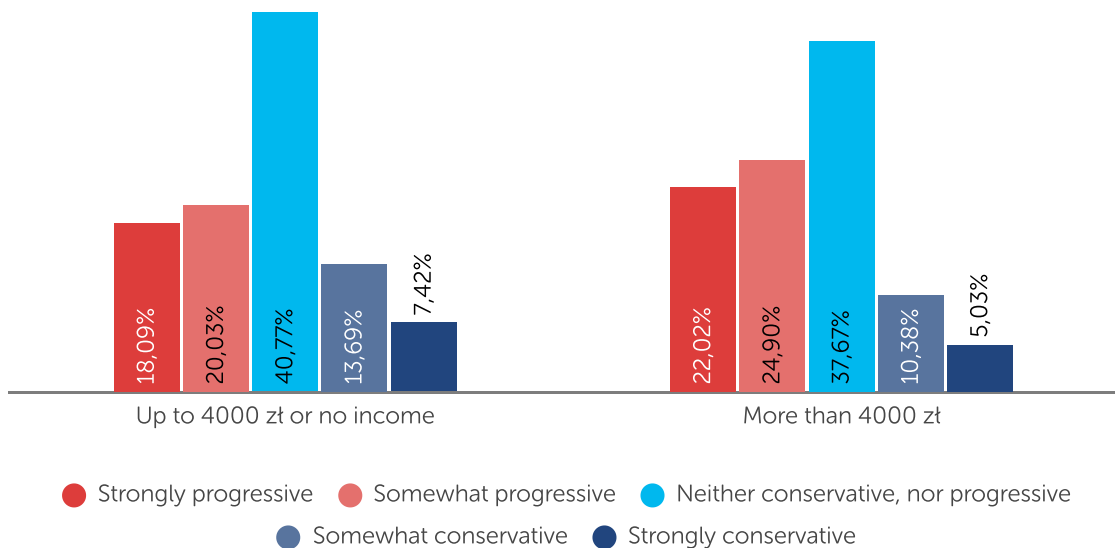
## WORLDVIEW



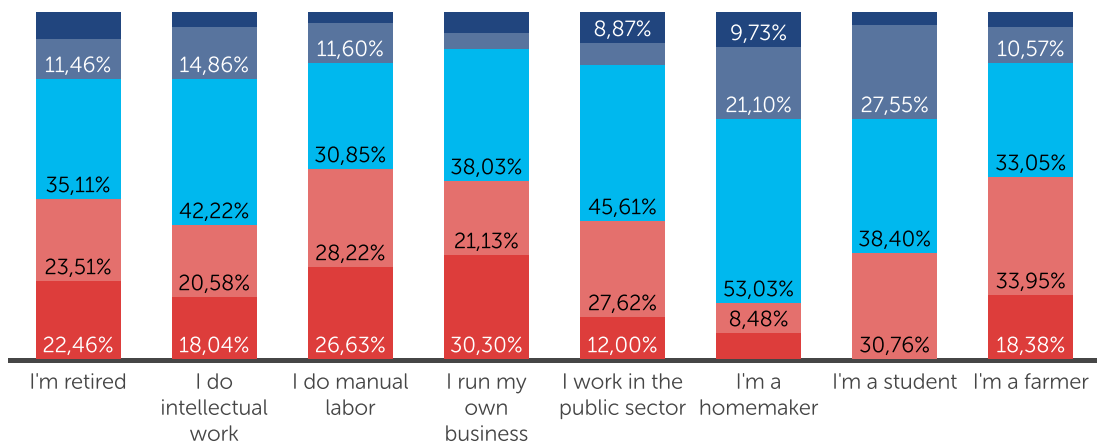


# MEDIA'S VALUES

## INCOME



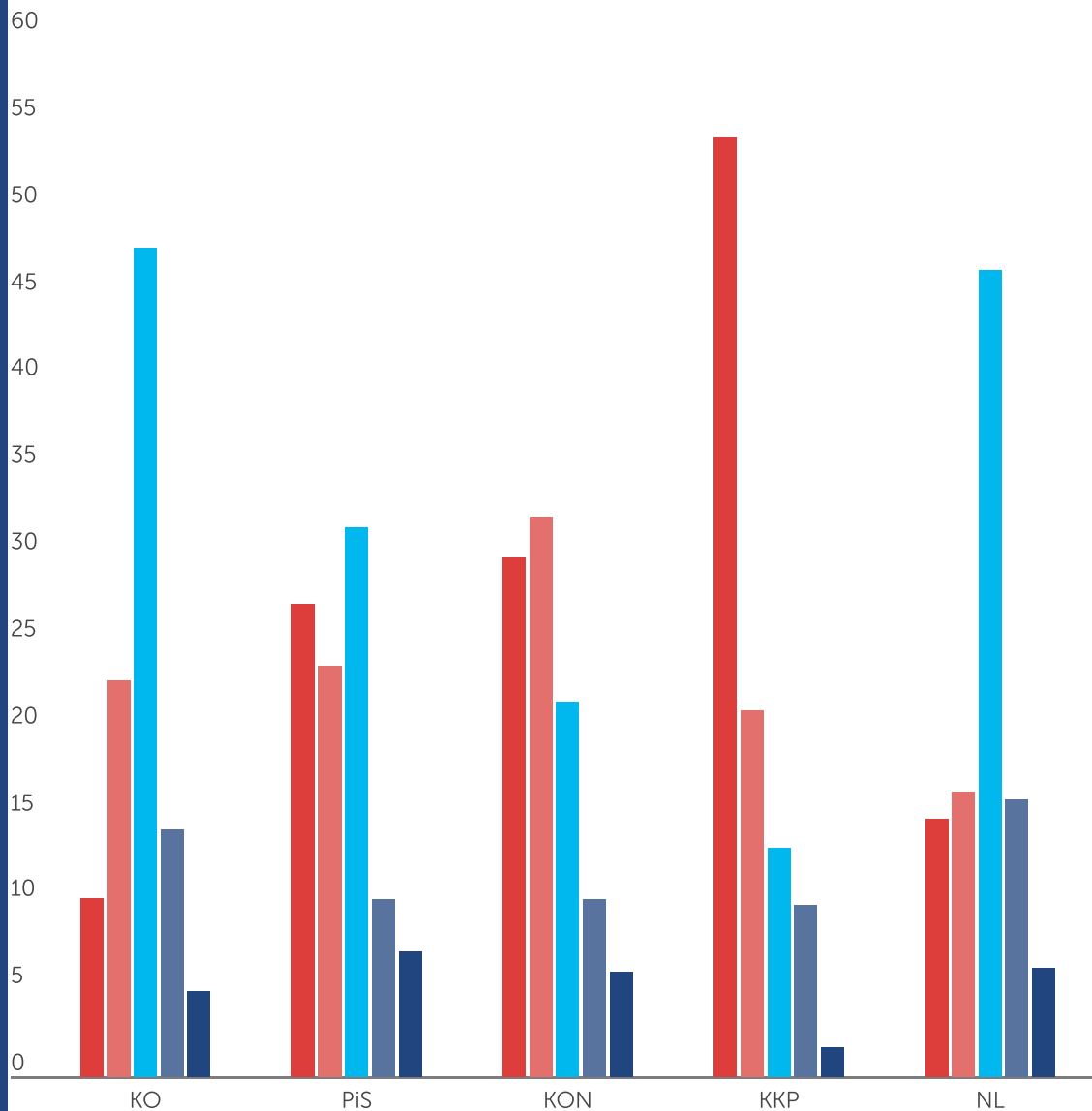
## OCCUPATION





# MEDIA'S VALUES

## POLITICAL PARTY

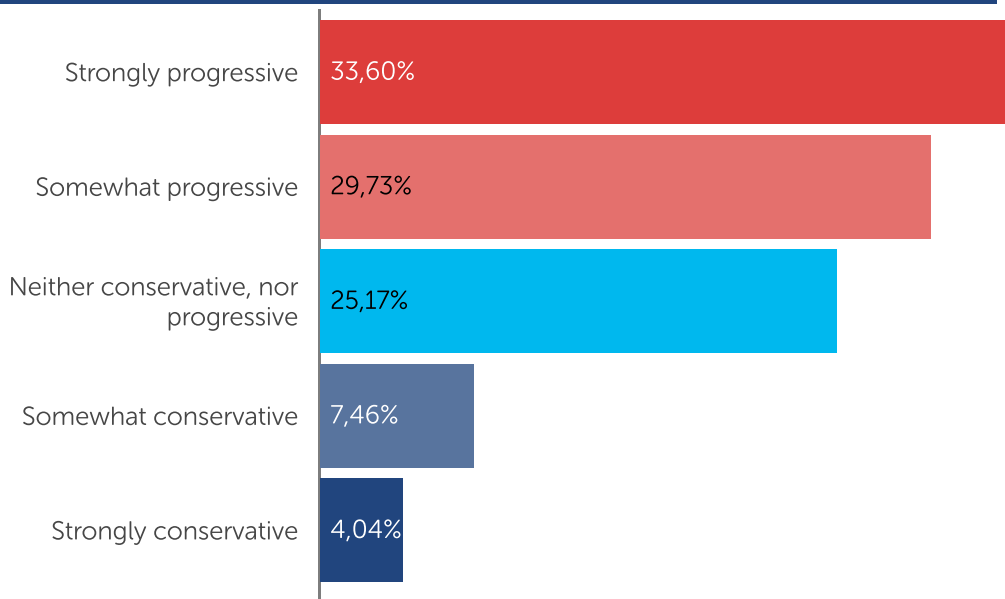


● Strongly progressive ● Somewhat progressive ● Neither conservative, nor progressive  
● Somewhat conservative ● Strongly conservative

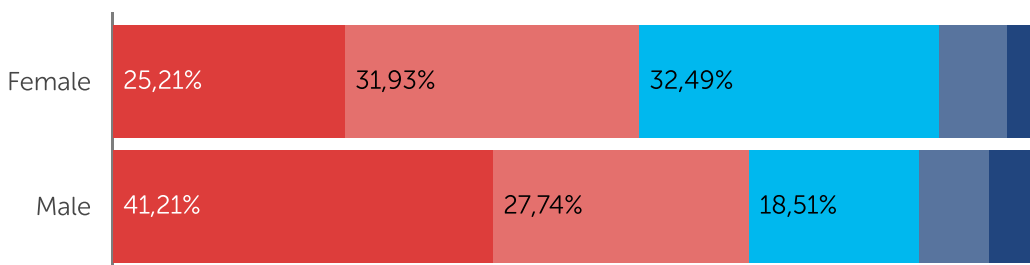


# MEDIA'S VALUES

One a scale from 1 to 5, where 1 means strongly progressive, and 5 strongly conservative, what kind of values, in your opinion, do the traditional media (Television, Radio) currently present? - In European Union



## GENDER

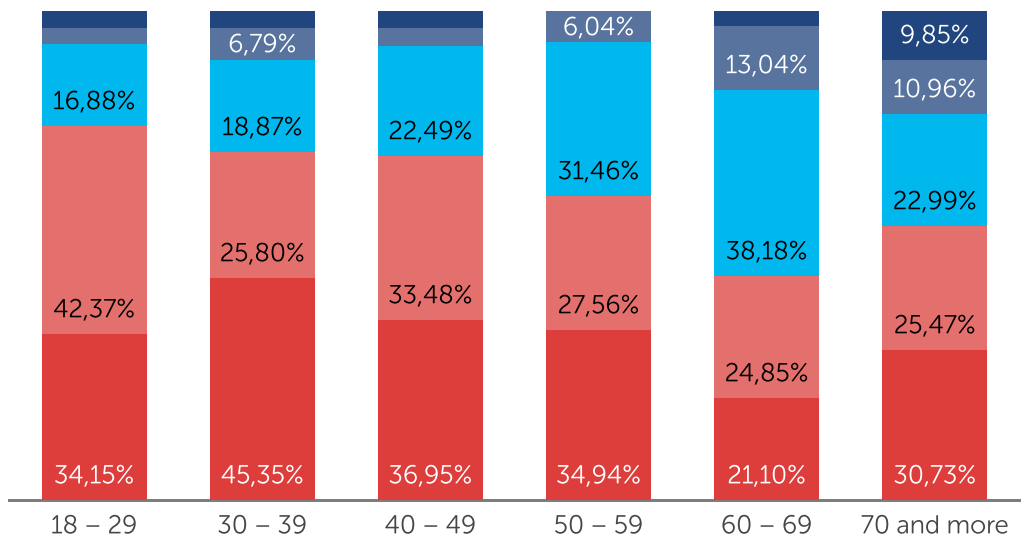


- Strongly progressive
- Somewhat progressive
- Neither conservative, nor progressive
- Somewhat conservative
- Strongly conservative

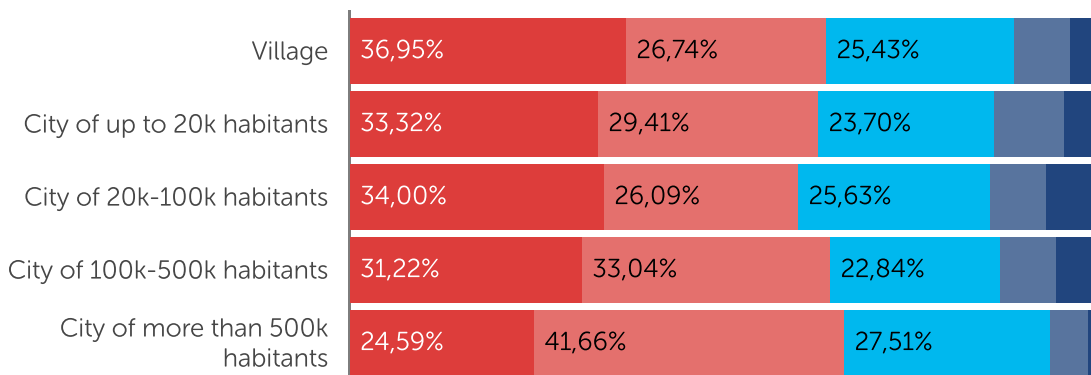


# MEDIA'S VALUES

## AGE



## PLACE OF RESIDENCE

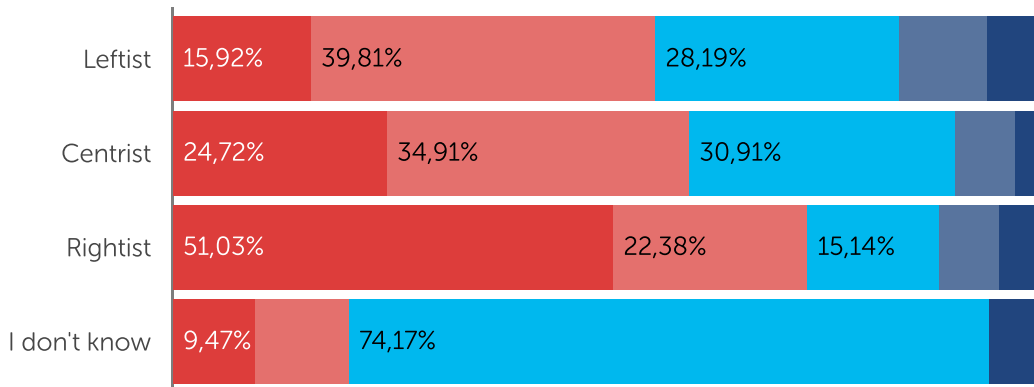


- Strongly progressive
- Somewhat progressive
- Neither conservative, nor progressive
- Somewhat conservative
- Strongly conservative

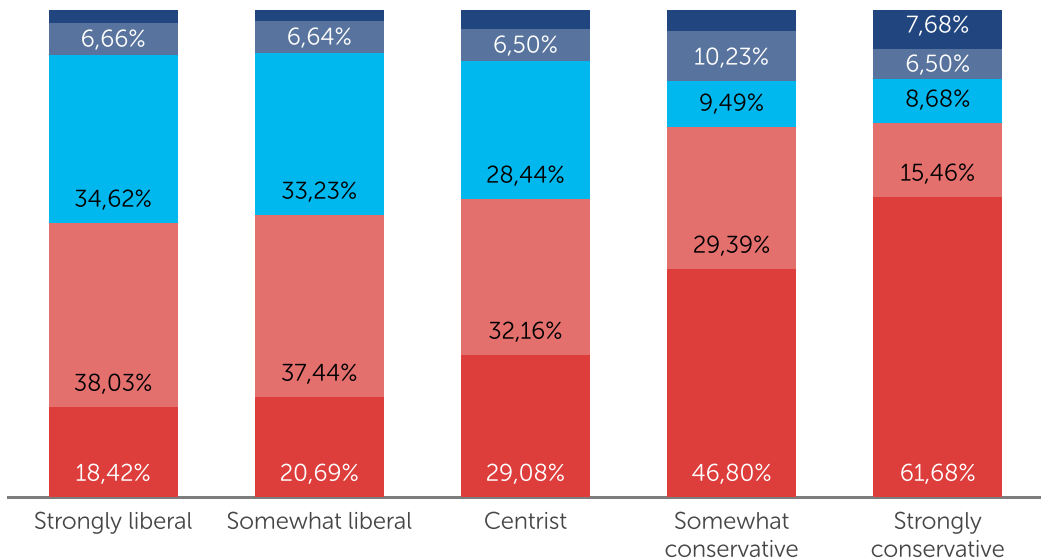


# MEDIA'S VALUES

## POLITICAL VIEWS



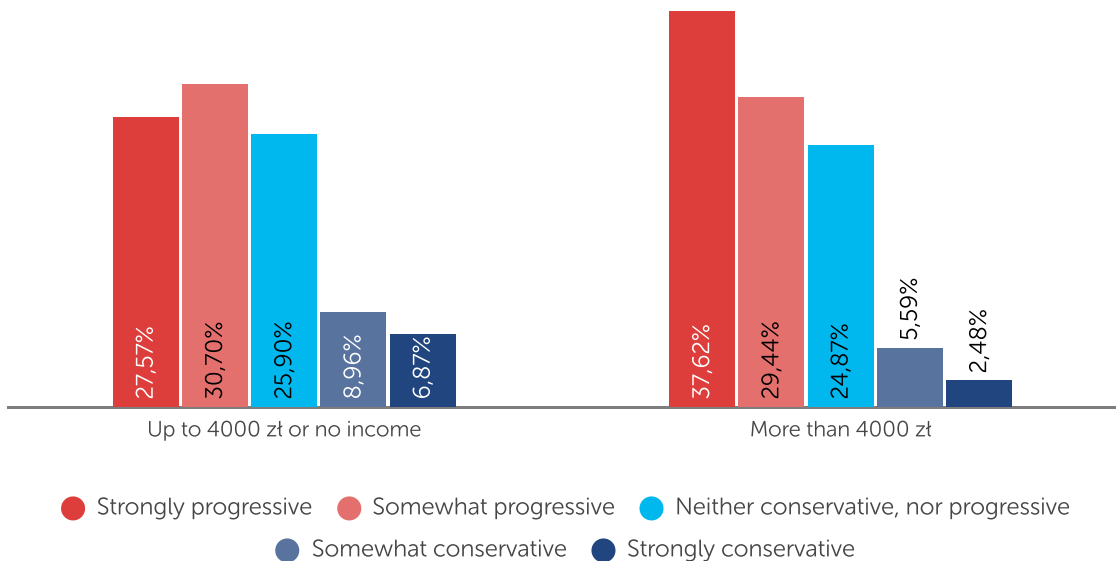
## WORLDVIEW



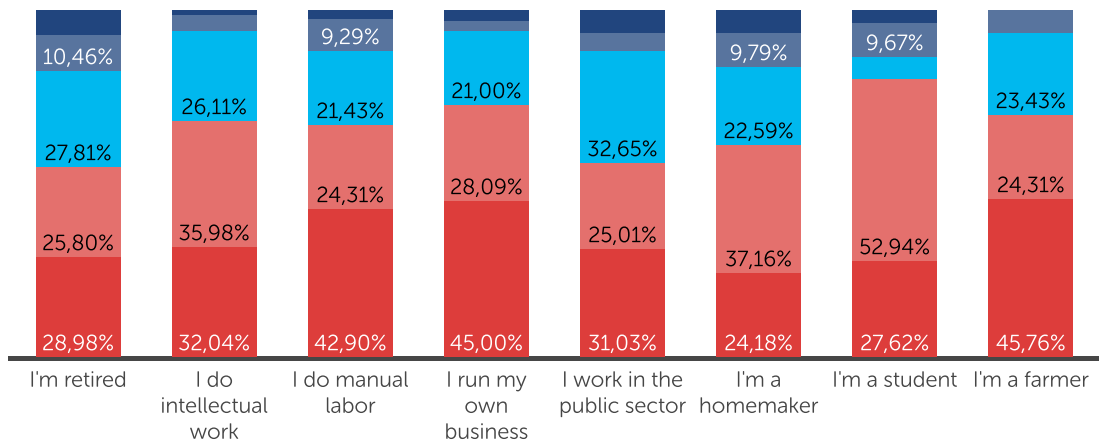


# MEDIA'S VALUES

## INCOME



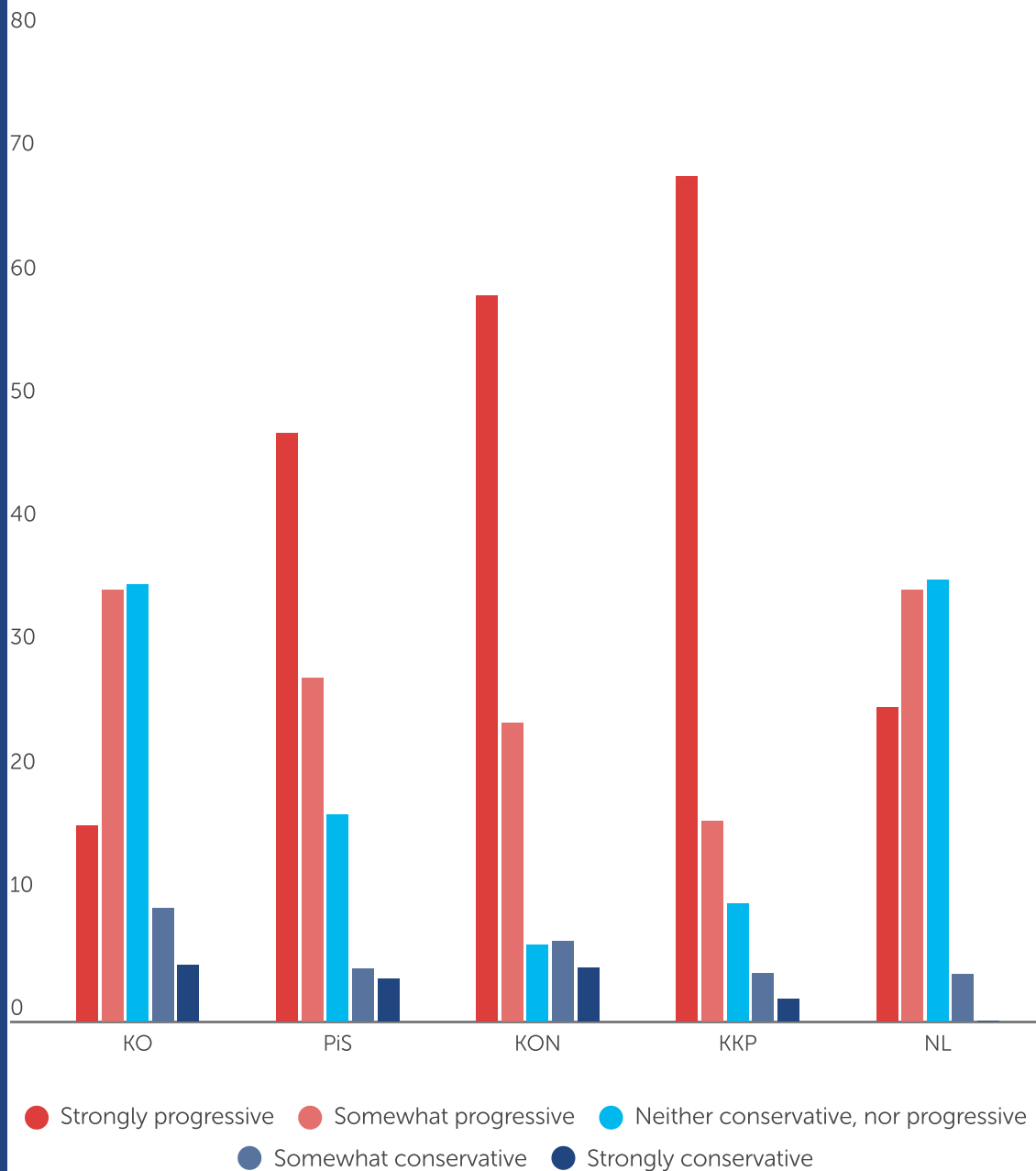
## OCCUPATION





# MEDIA'S VALUES

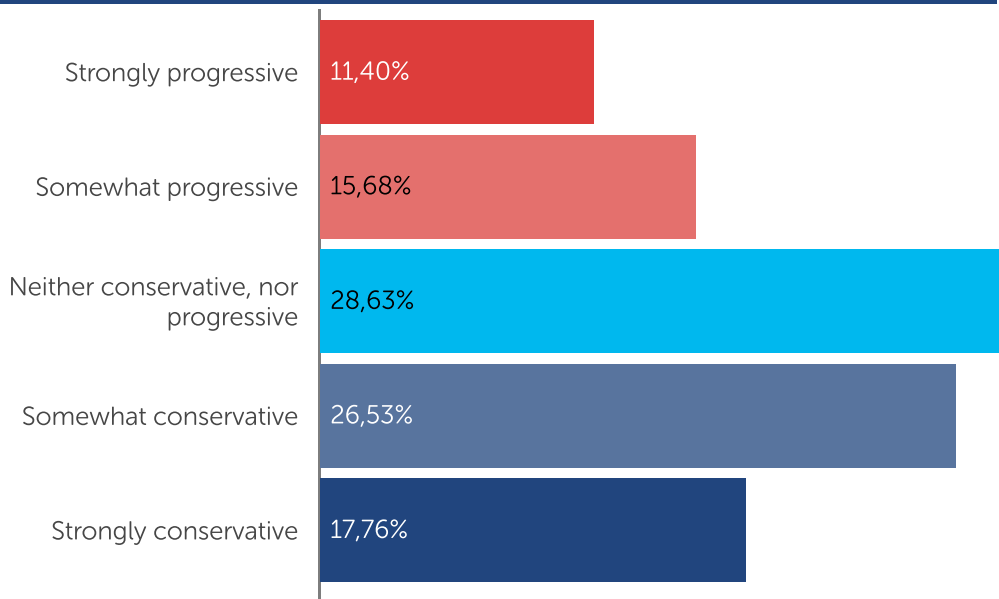
## POLITICAL PARTY



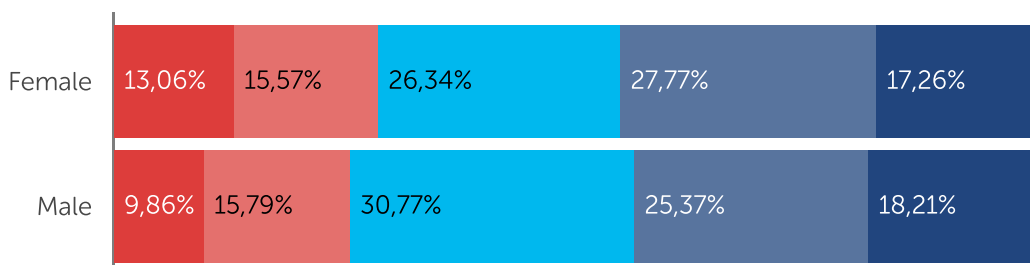


# MEDIA'S VALUES

One a scale from 1 to 5, where 1 means strongly progressive, and 5 strongly conservative, what kind of values, in your opinion, do the traditional media (Television, Radio) currently present? - In the USA



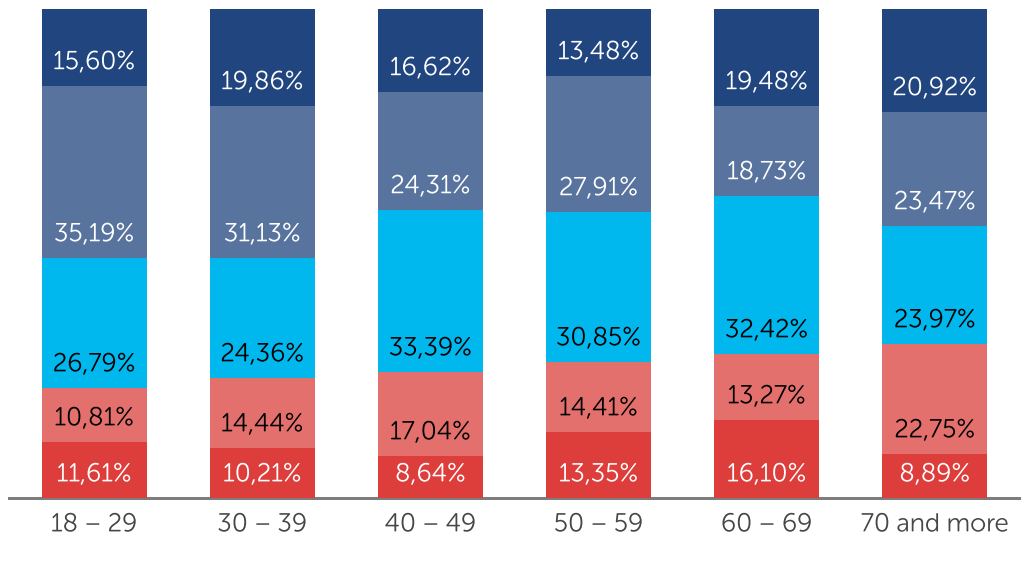
## GENDER



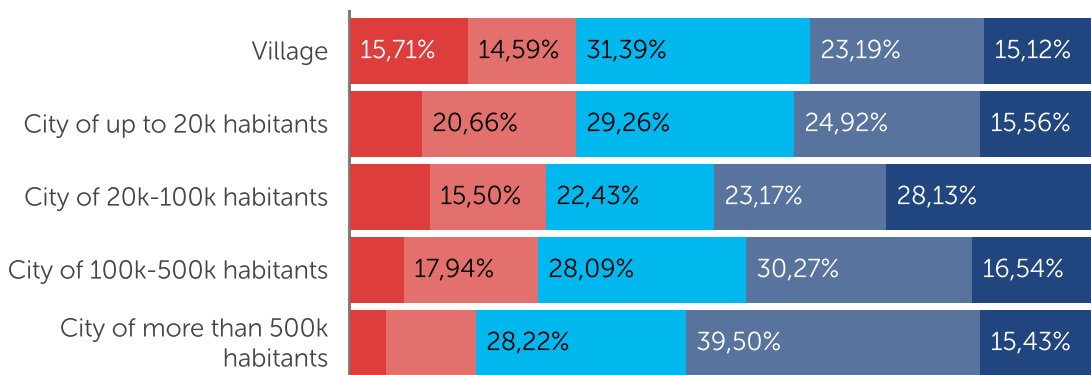


# MEDIA'S VALUES

## AGE



## PLACE OF RESIDENCE

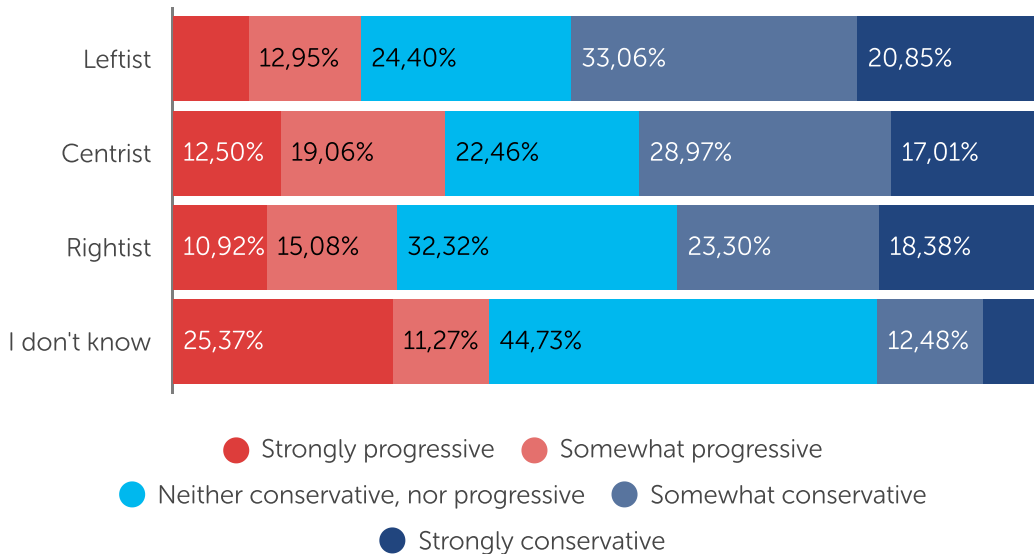


- Strongly progressive
- Somewhat progressive
- Neither conservative, nor progressive
- Somewhat conservative
- Strongly conservative

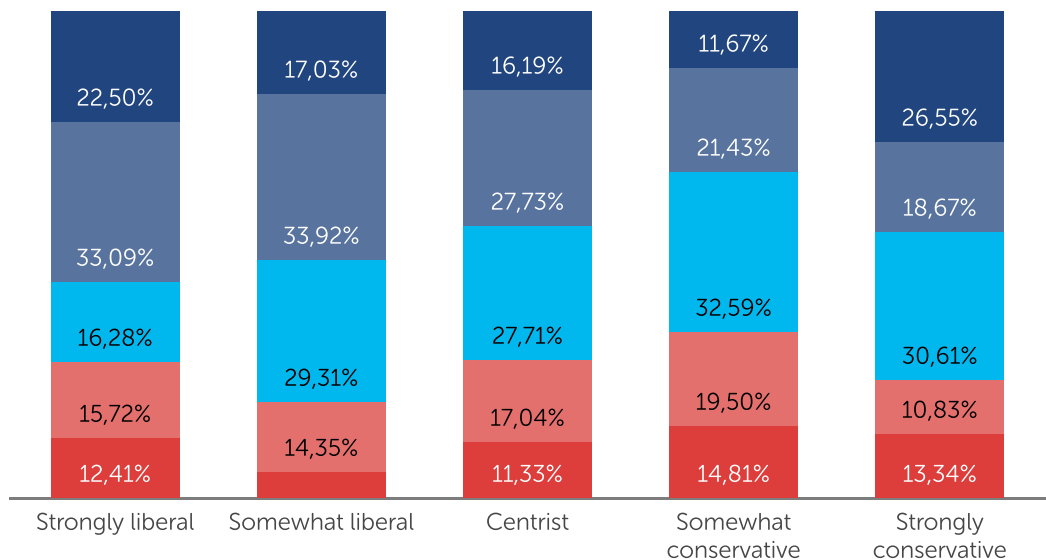


# MEDIA'S VALUES

## POLITICAL VIEWS



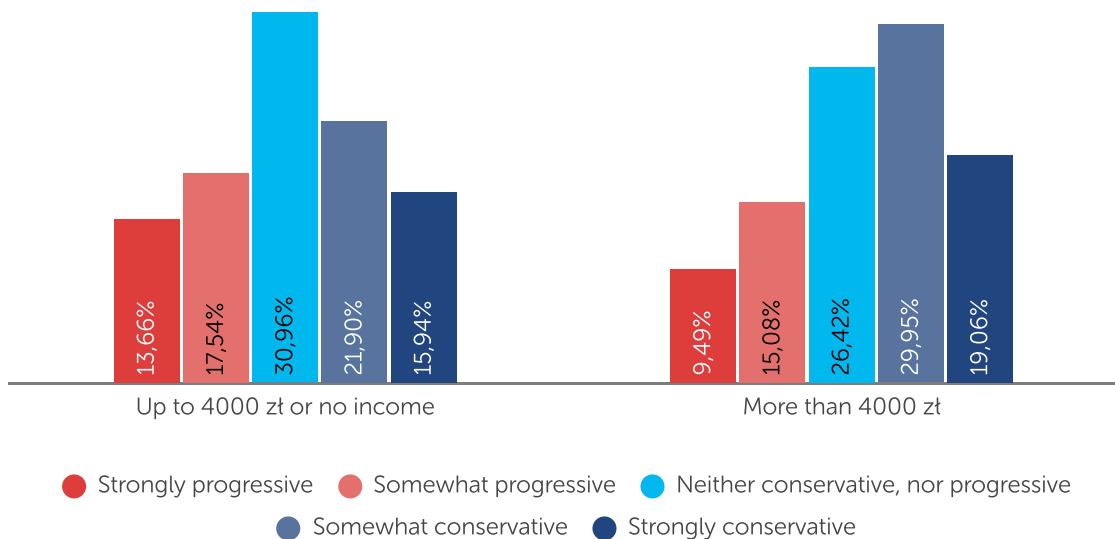
## WORLDVIEW



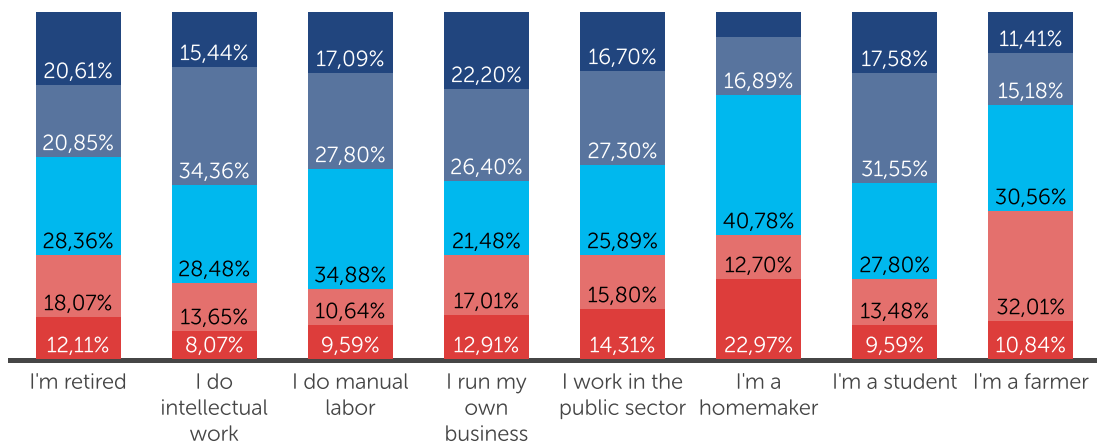


# MEDIA'S VALUES

## INCOME



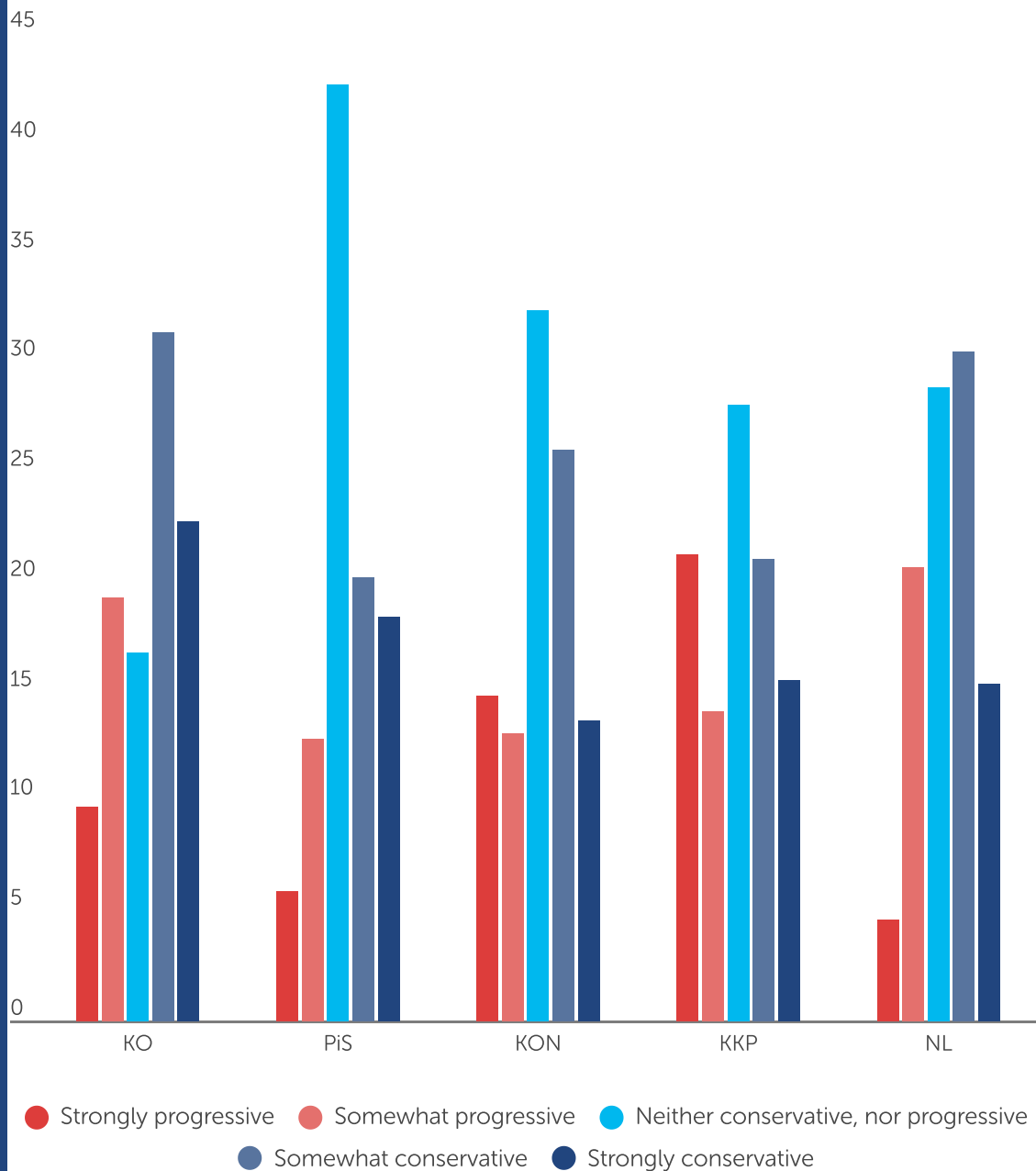
## OCCUPATION





# MEDIA'S VALUES

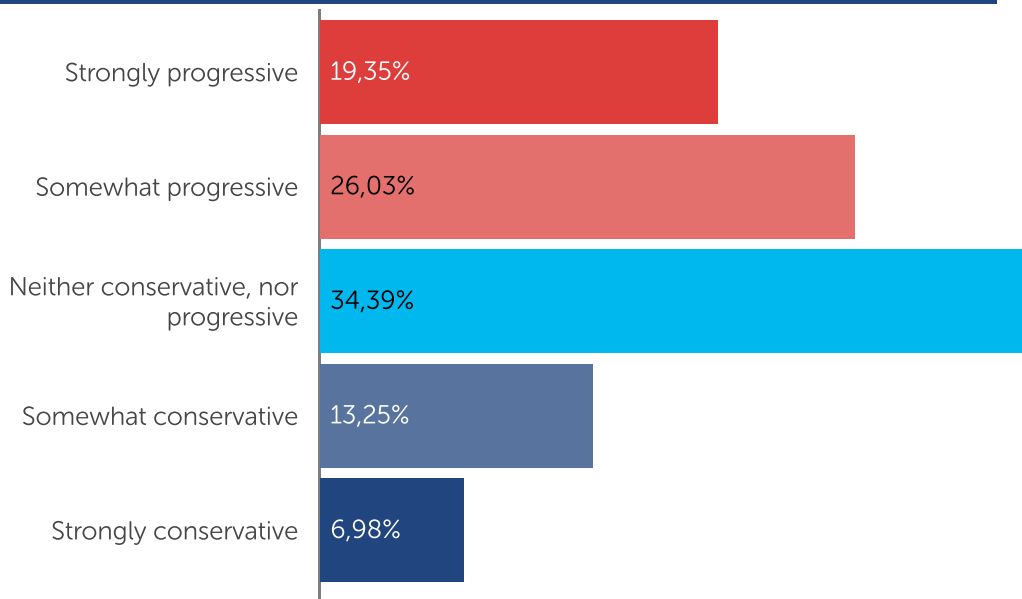
## POLITICAL PARTY



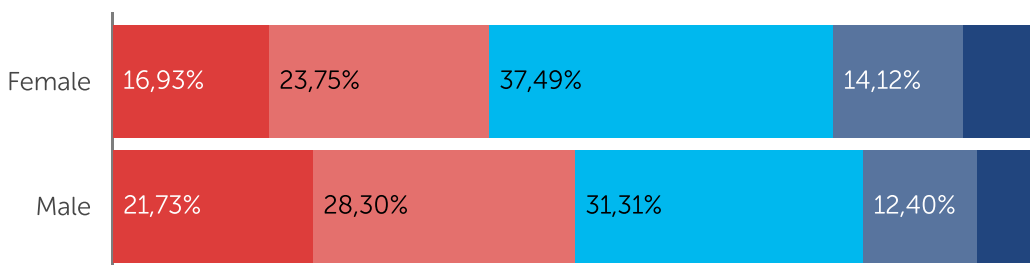


# MEDIA'S VALUES

One a scale from 1 to 5, where 1 means strongly progressive, and 5 strongly conservative, what kind of values, in your opinion, do social media currently present? - In Poland



## GENDER

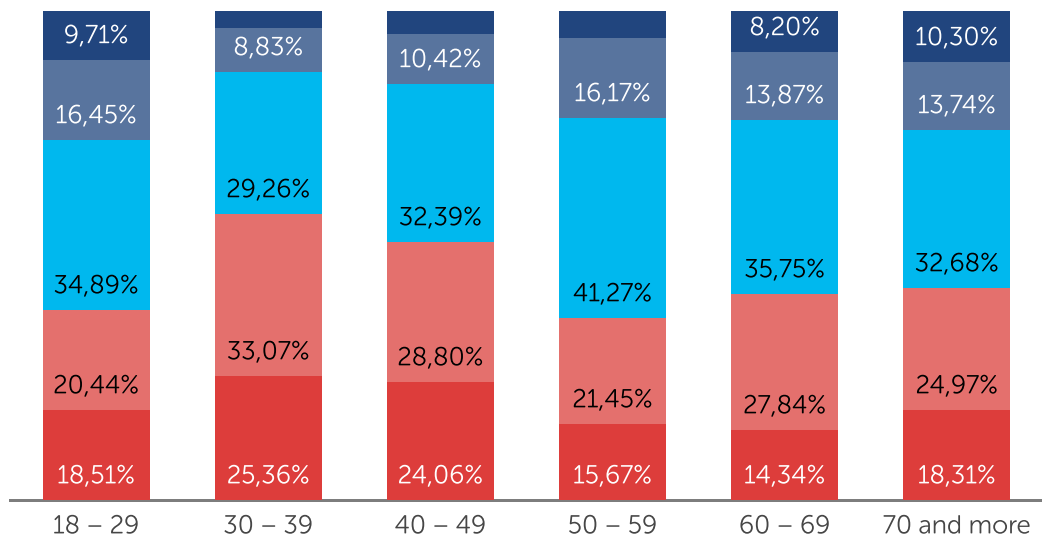


- Strongly progressive
- Somewhat progressive
- Neither conservative, nor progressive
- Somewhat conservative
- Strongly conservative

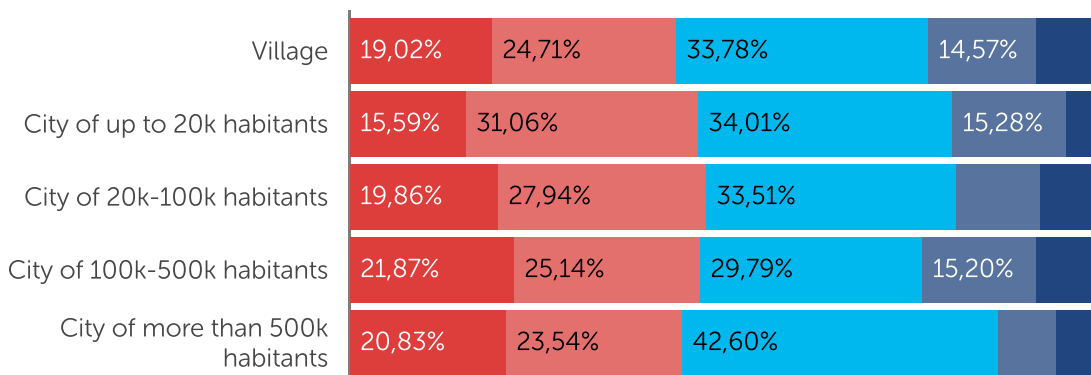


# MEDIA'S VALUES

## AGE



## PLACE OF RESIDENCE

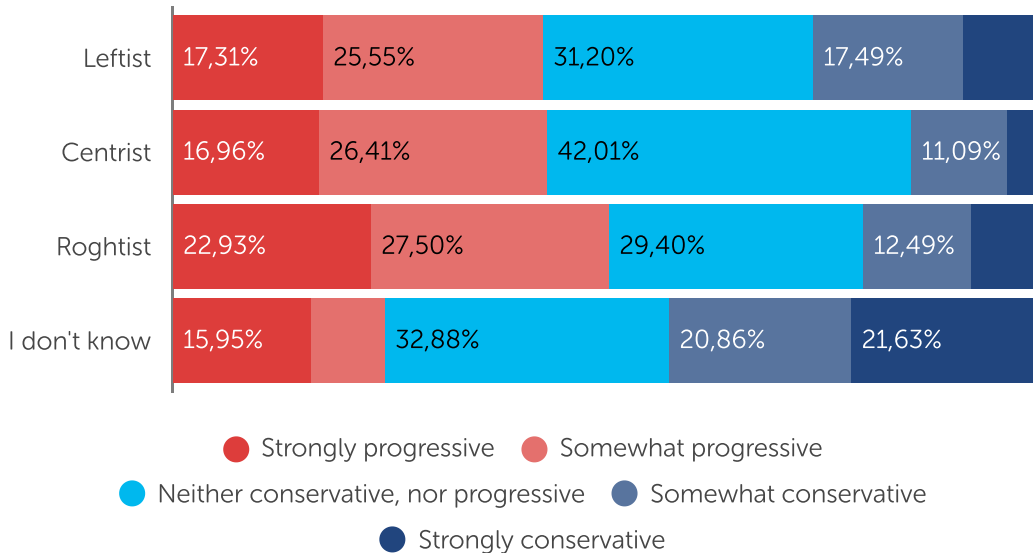


- Strongly progressive
- Somewhat progressive
- Neither conservative, nor progressive
- Somewhat conservative
- Strongly conservative

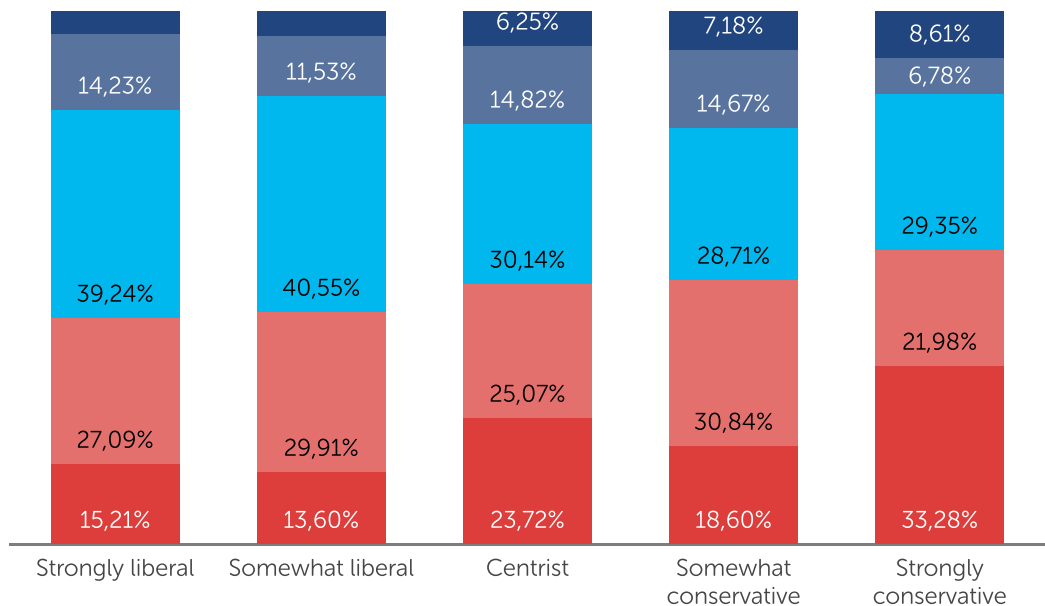


# MEDIA'S VALUES

## POLITICAL VIEWS



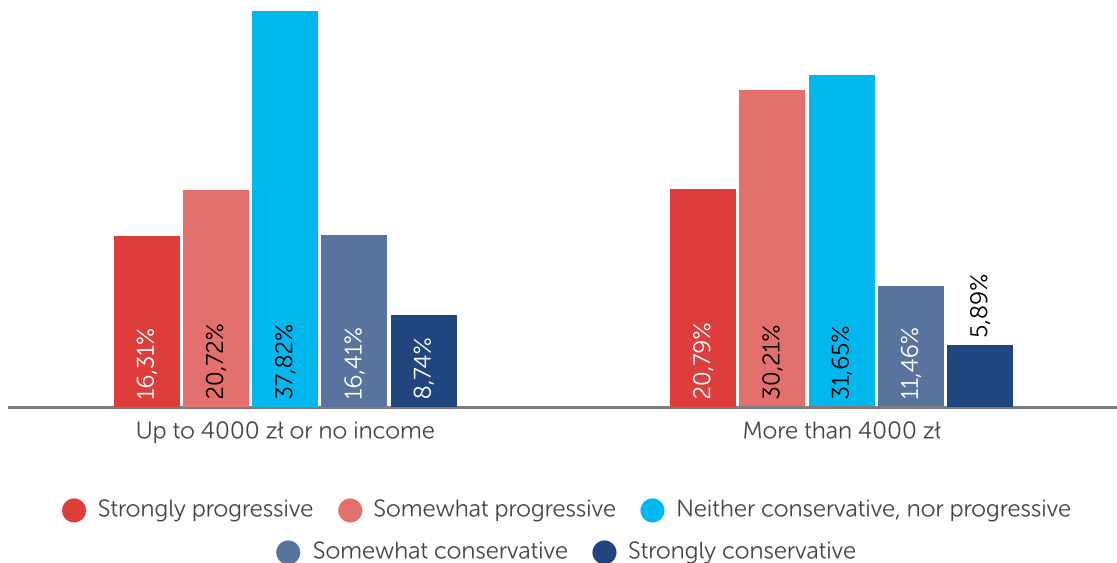
## WORLDVIEW



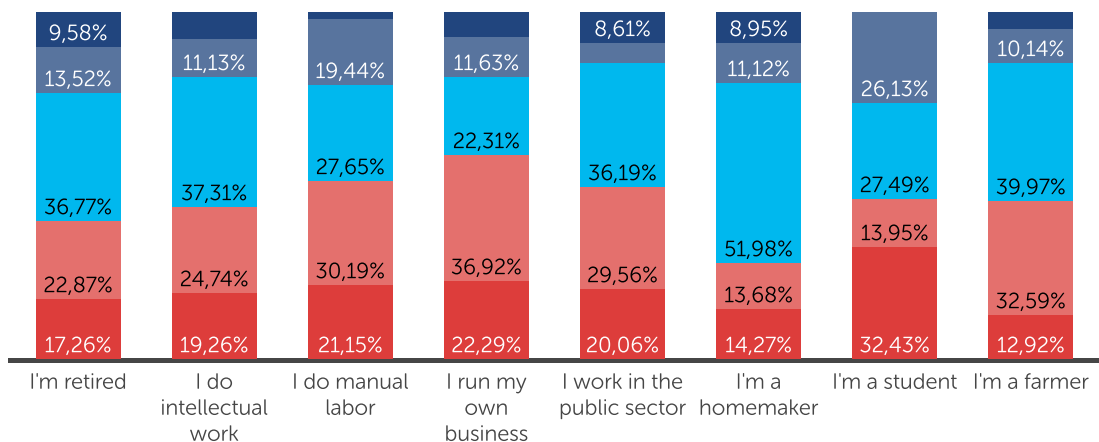


# MEDIA'S VALUES

## INCOME



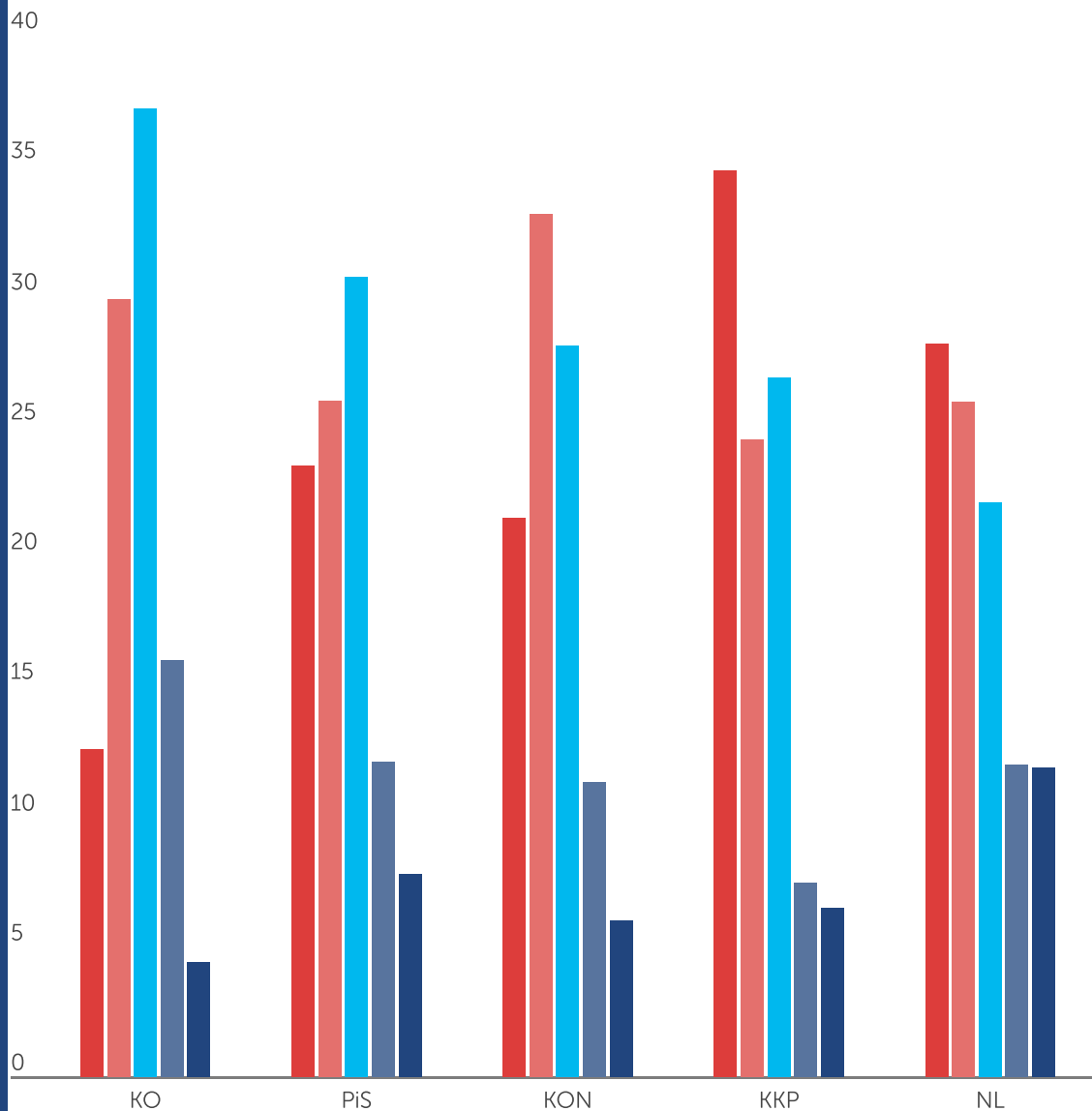
## OCCUPATION





# MEDIA'S VALUES

## POLITICAL PARTY

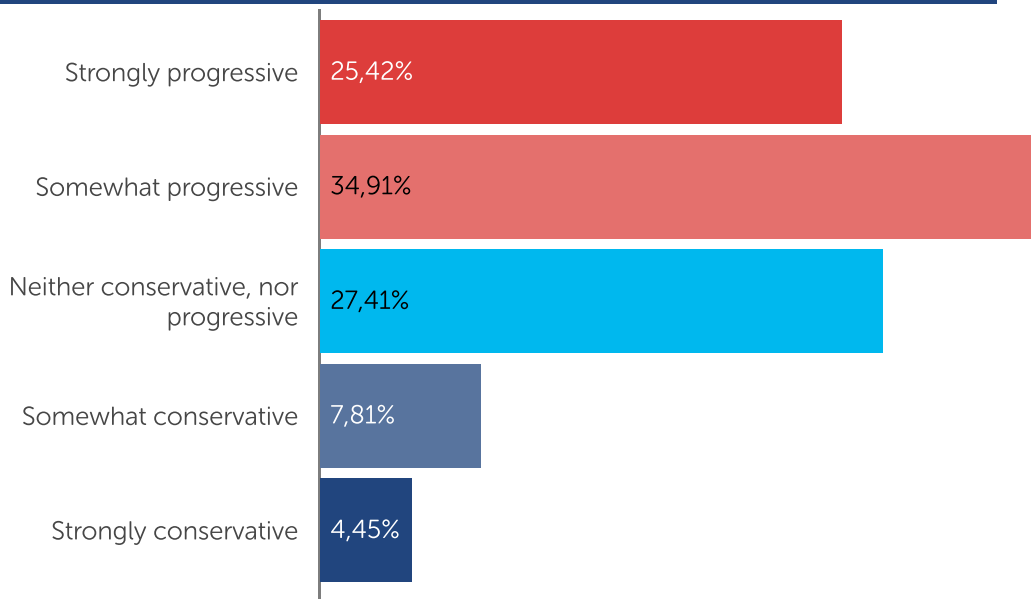


● Strongly progressive ● Somewhat progressive ● Neither conservative, nor progressive  
● Somewhat conservative ● Strongly conservative

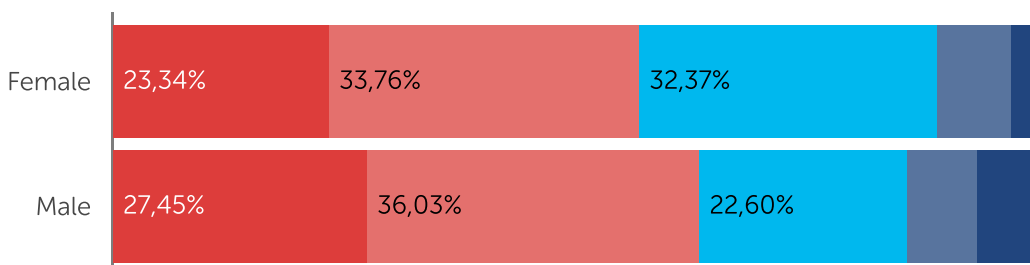


# MEDIA'S VALUES

One a scale from 1 to 5, where 1 means strongly progressive, and 5 strongly conservative, what kind of values, in your opinion, do social media currently present? - In European Union



## GENDER

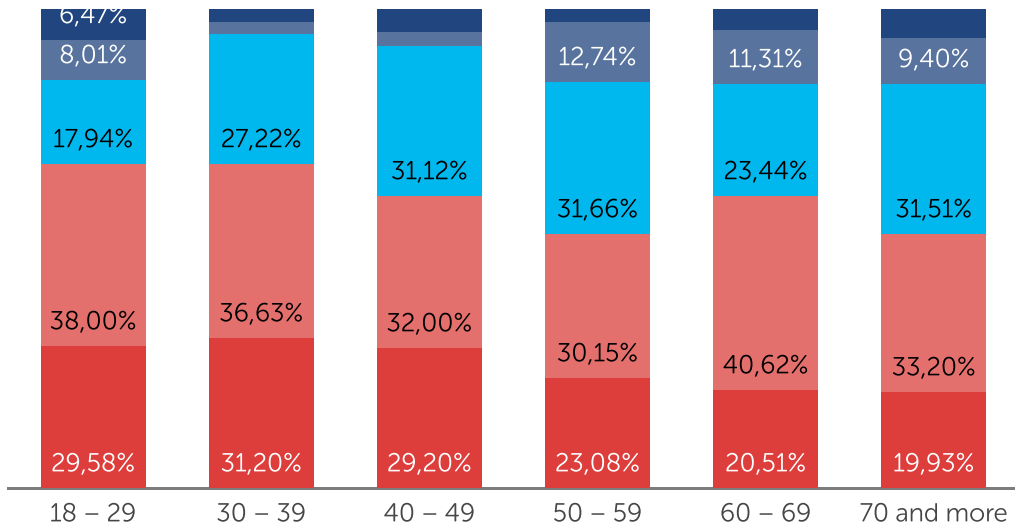


- Strongly progressive
- Somewhat progressive
- Neither conservative, nor progressive
- Somewhat conservative
- Strongly conservative

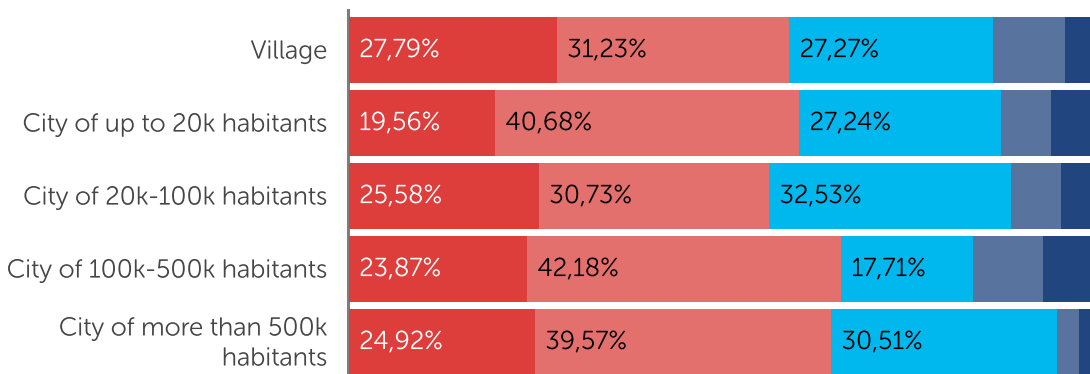


# MEDIA'S VALUES

## AGE



## PLACE OF RESIDENCE

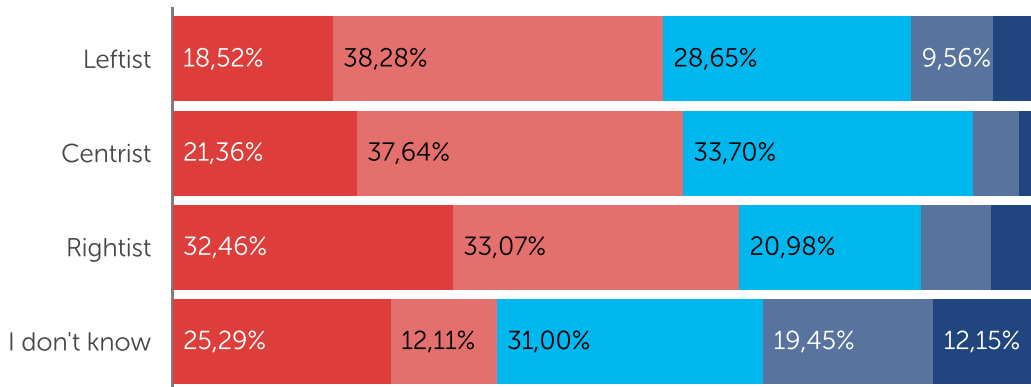


- Strongly progressive
- Somewhat progressive
- Neither conservative, nor progressive
- Somewhat conservative
- Strongly conservative

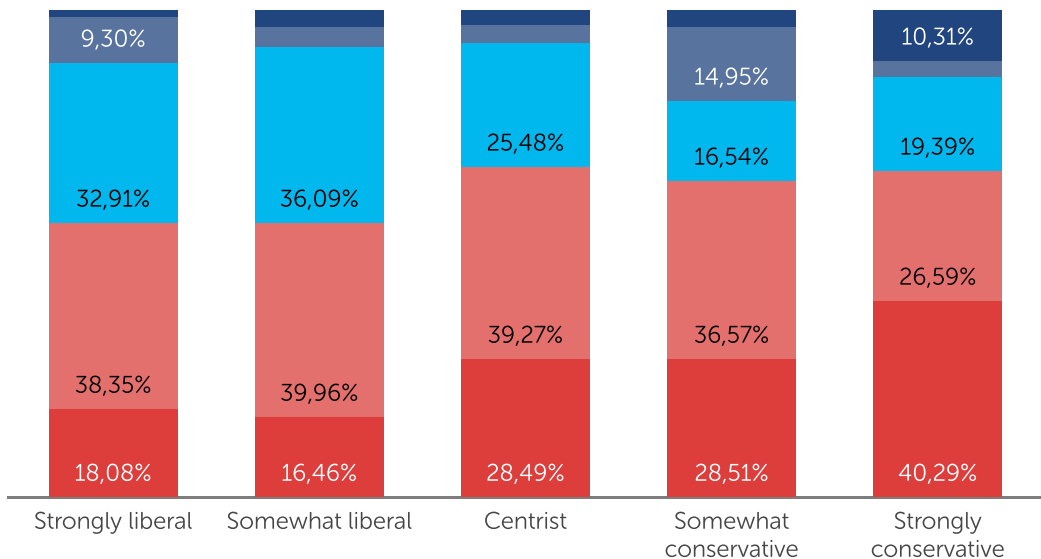


# MEDIA'S VALUES

## POLITICAL VIEWS



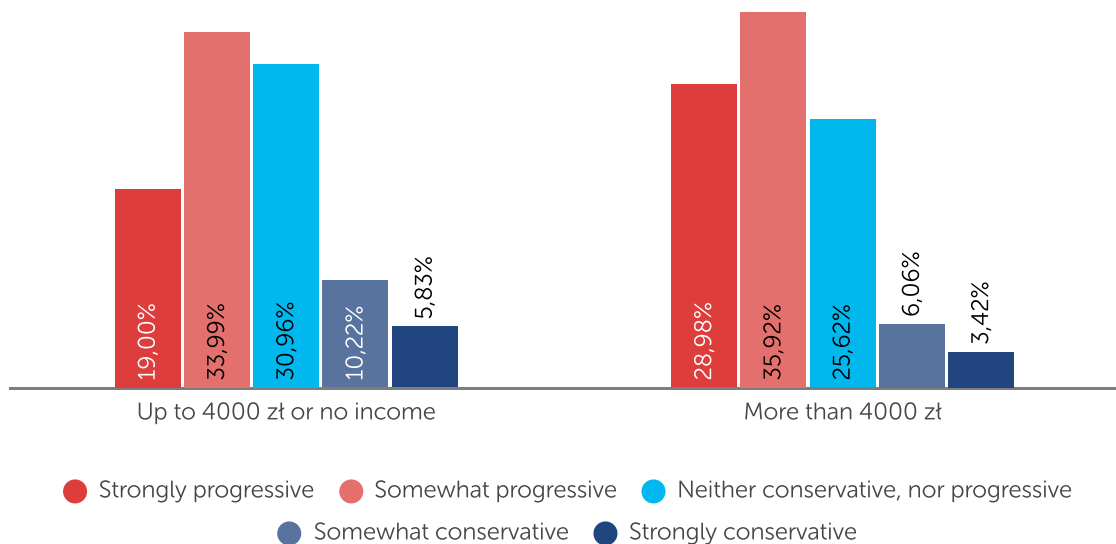
## WORLDVIEW



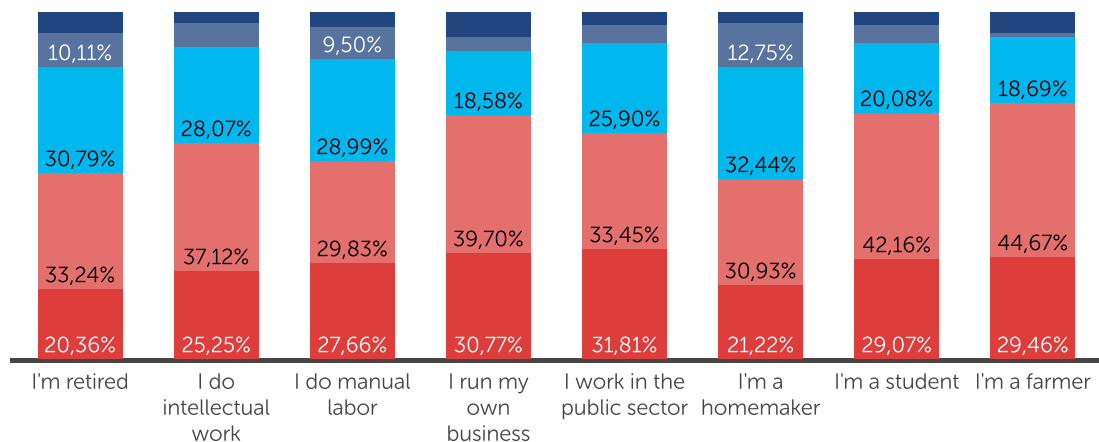


# MEDIA'S VALUES

## INCOME



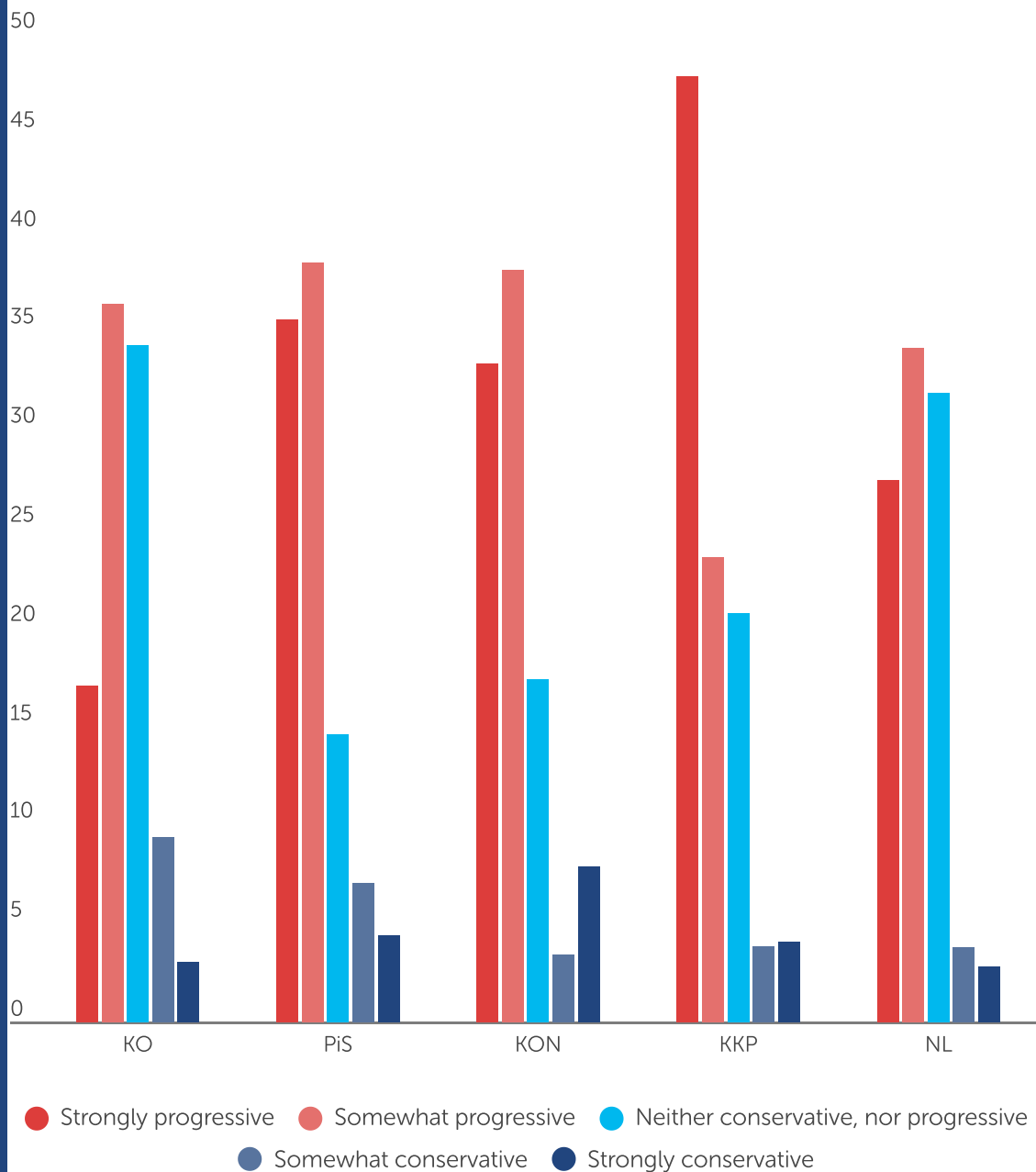
## OCCUPATION





# MEDIA'S VALUES

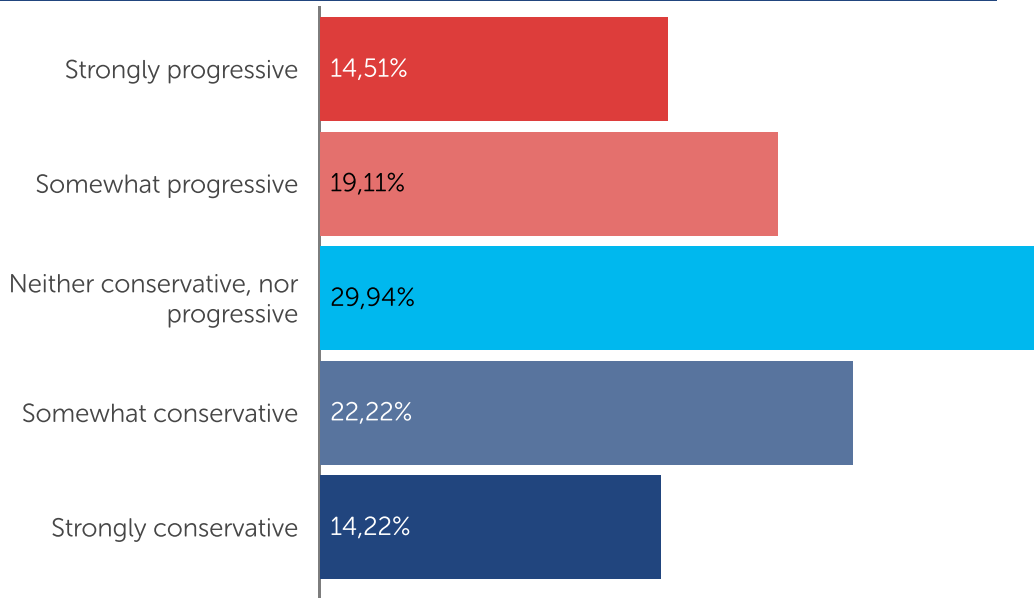
## POLITICAL PARTY



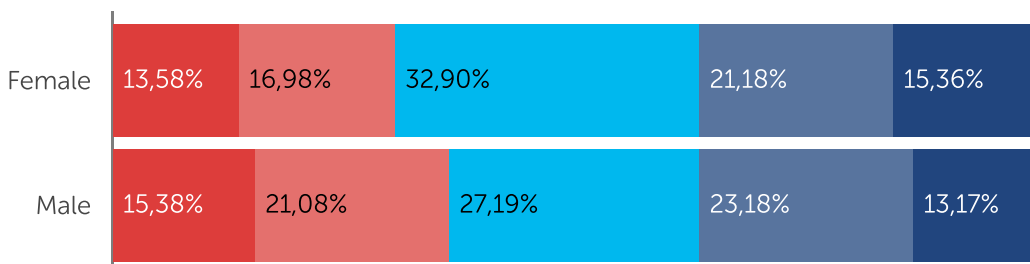


# MEDIA'S VALUES

One a scale from 1 to 5, where 1 means strongly progressive, and 5 strongly conservative, what kind of values, in your opinion, do social media currently present? - In the USA



## GENDER

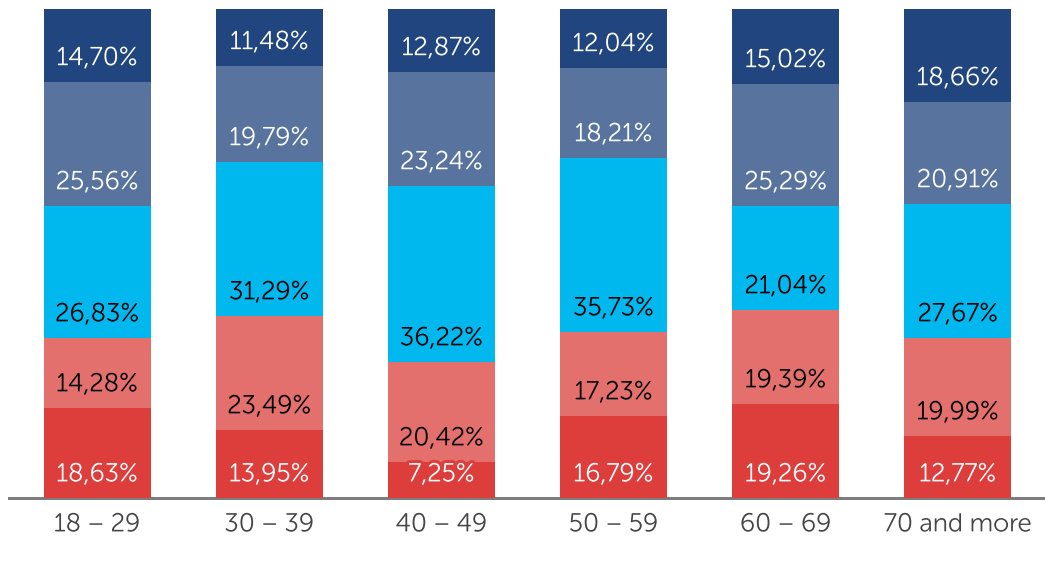


- Strongly progressive
- Somewhat progressive
- Neither conservative, nor progressive
- Somewhat conservative
- Strongly conservative

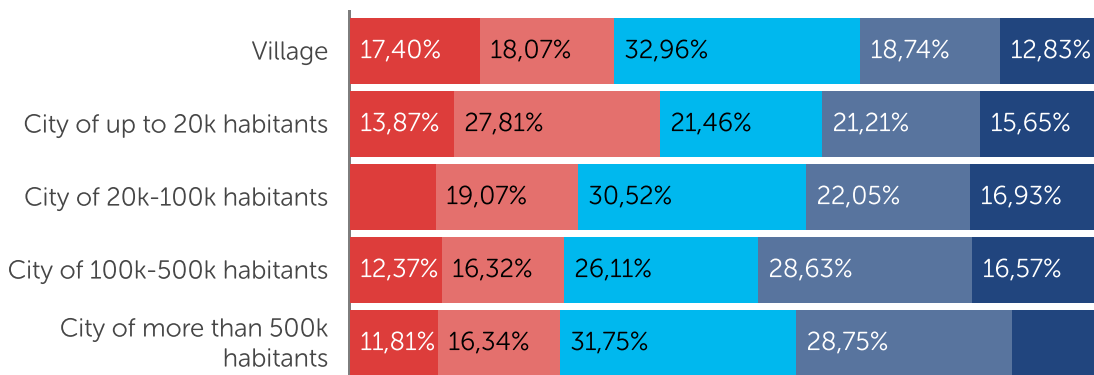


# MEDIA'S VALUES

## AGE



## PLACE OF RESIDENCE

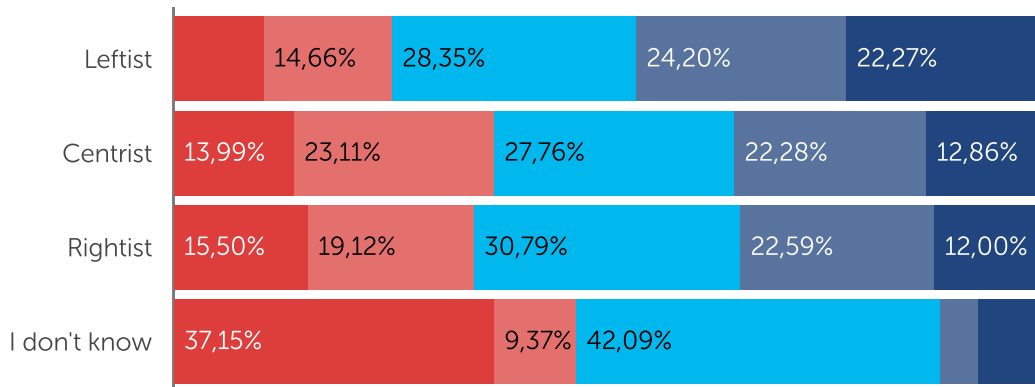


- Strongly progressive
- Somewhat progressive
- Neither conservative, nor progressive
- Somewhat conservative
- Strongly conservative

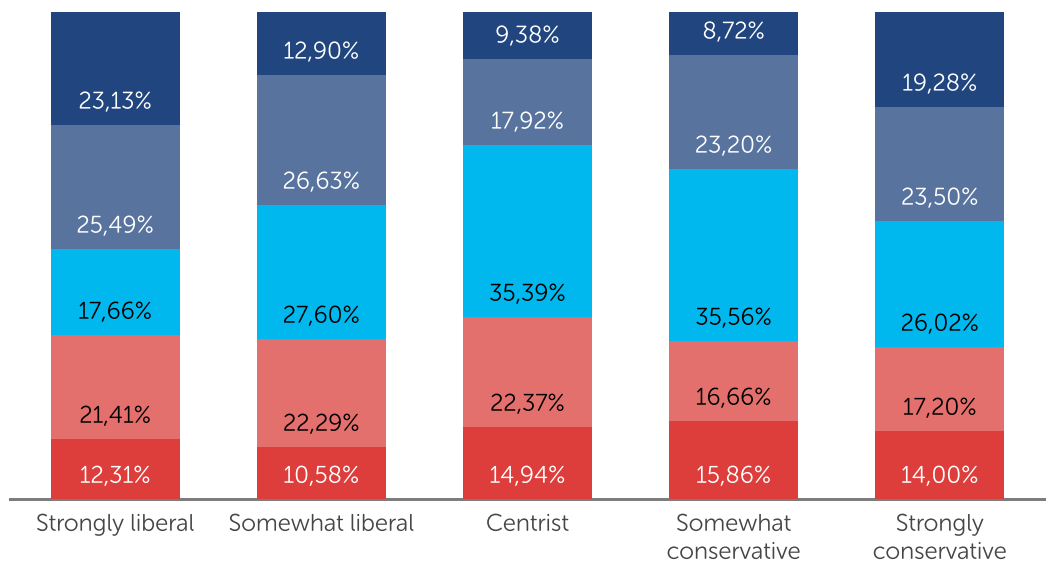


# MEDIA'S VALUES

## POLITICAL VIEWS



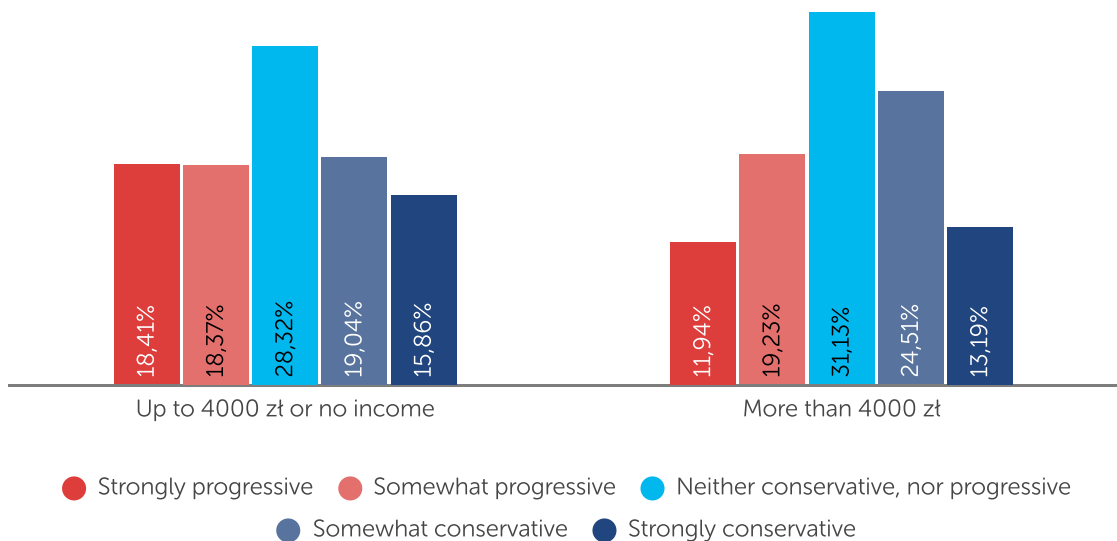
## WORLDVIEW



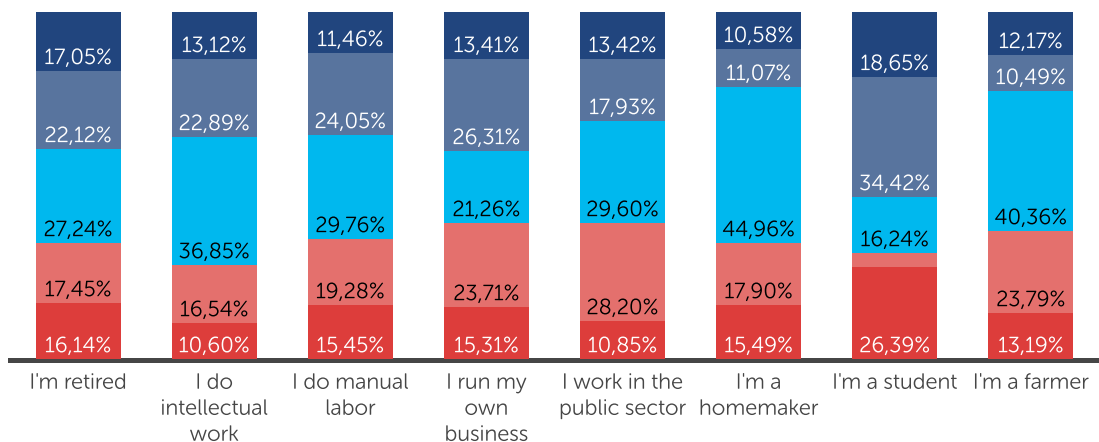


# MEDIA'S VALUES

## INCOME



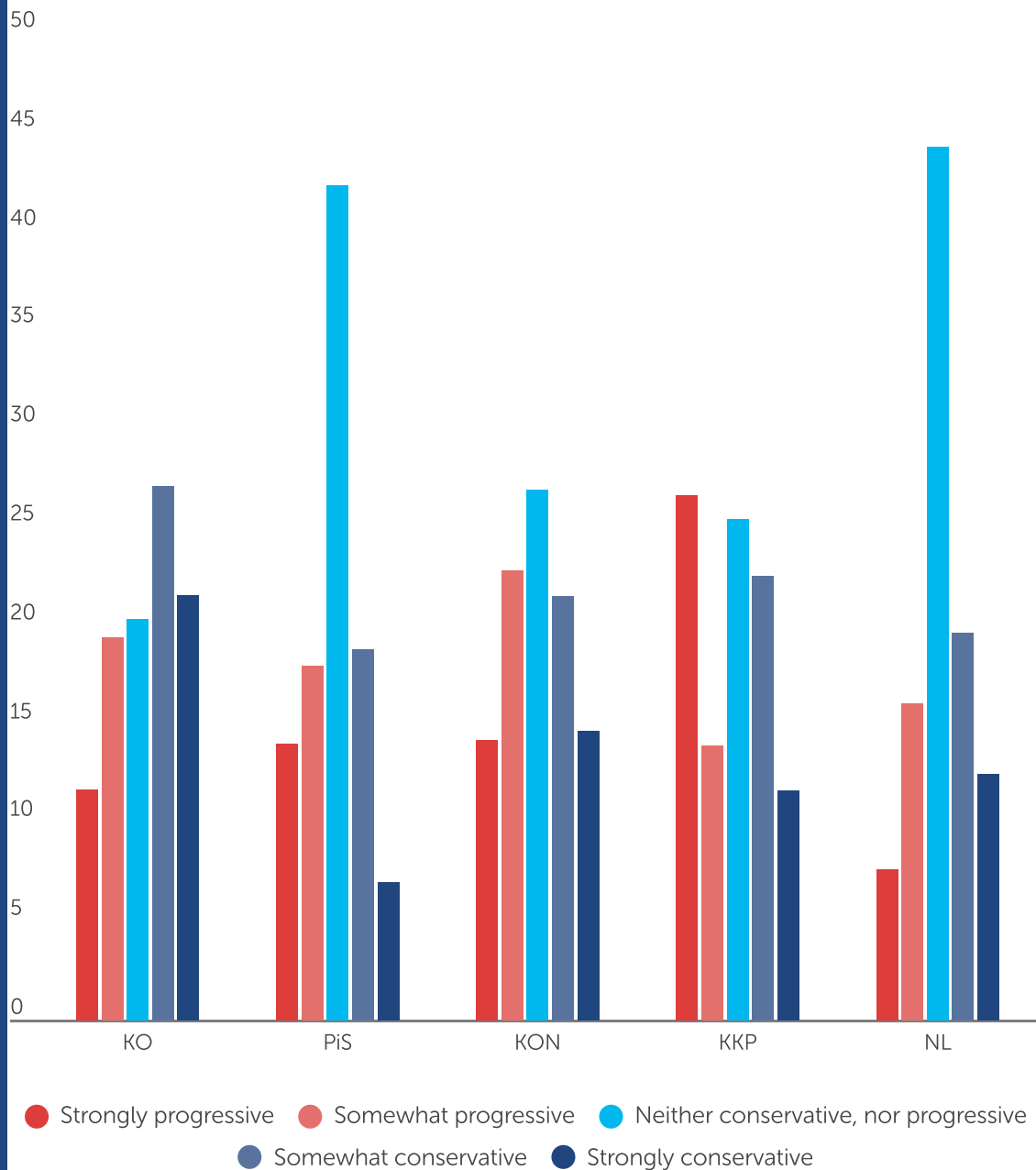
## OCCUPATION





# MEDIA'S VALUES

## POLITICAL PARTY



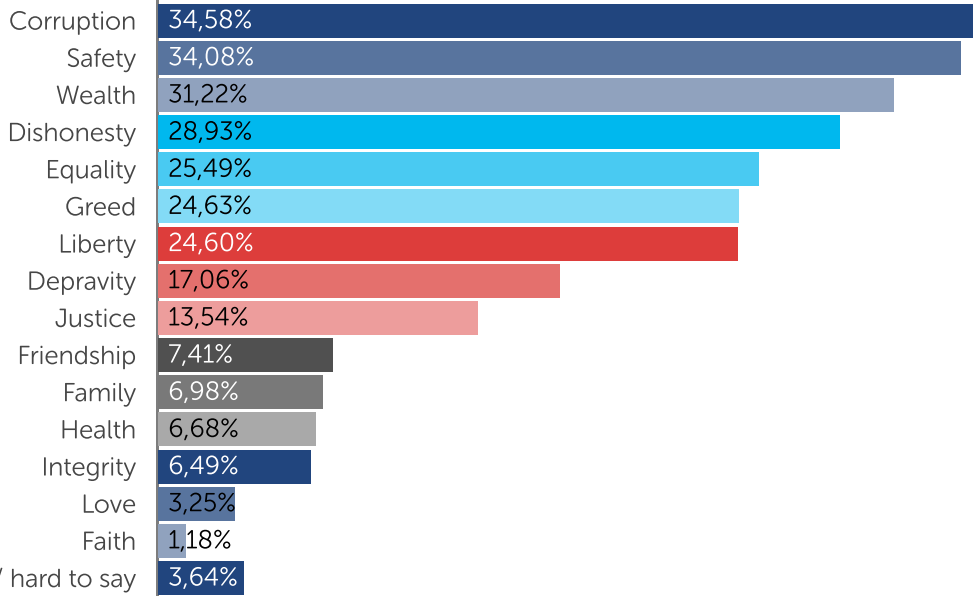


# REPRESENTED VALUES

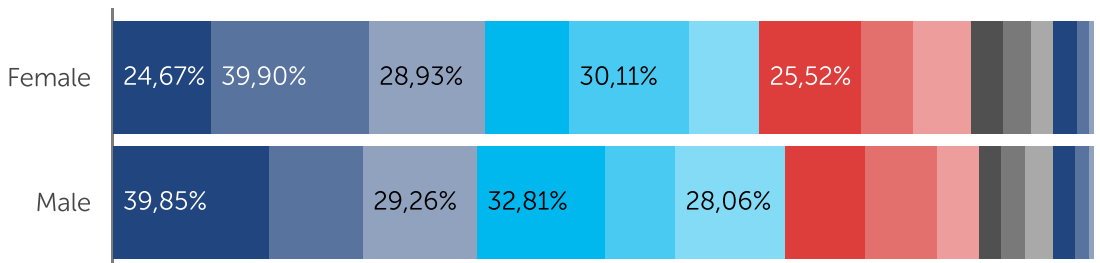


# REPRESENTED VALUES

What values do you associate with the European Union?



## GENDER

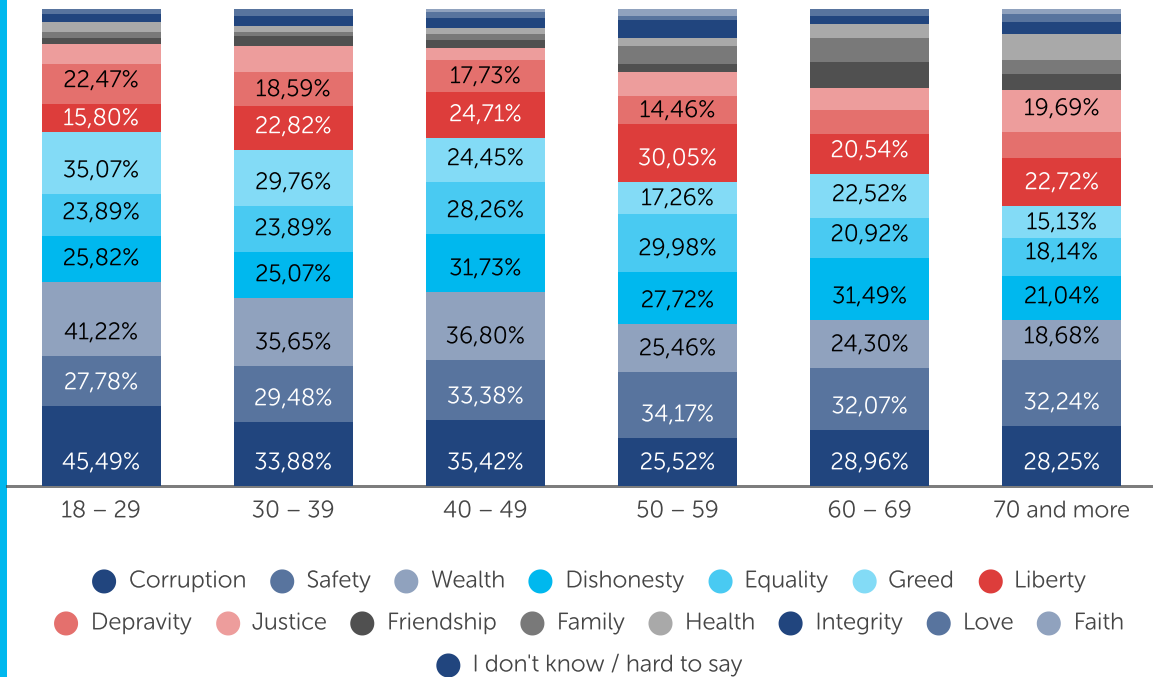


- Corruption
- Safety
- Wealth
- Dishonesty
- Equality
- Greed
- Liberty
- Depravity
- Justice
- Friendship
- Family
- Health
- Integrity
- Love
- Faith
- I don't know / hard to say

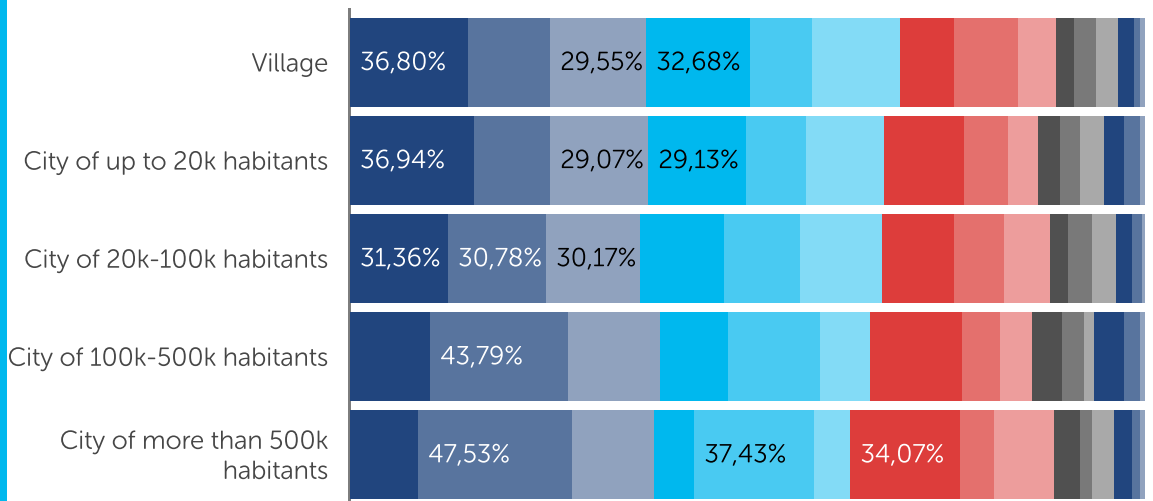


# REPRESENTED VALUES

## AGE



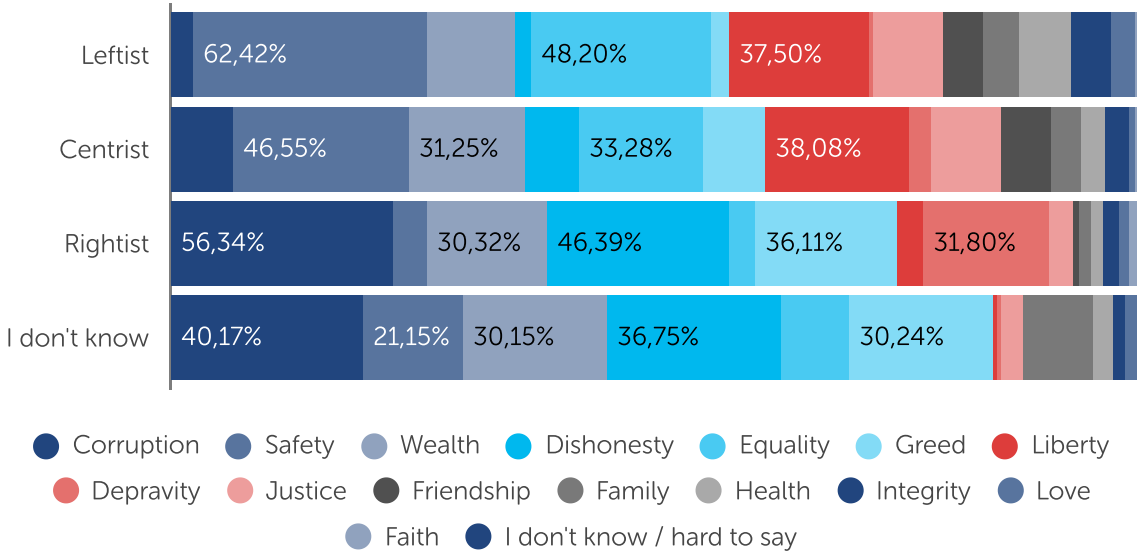
## PLACE OF RESIDENCE



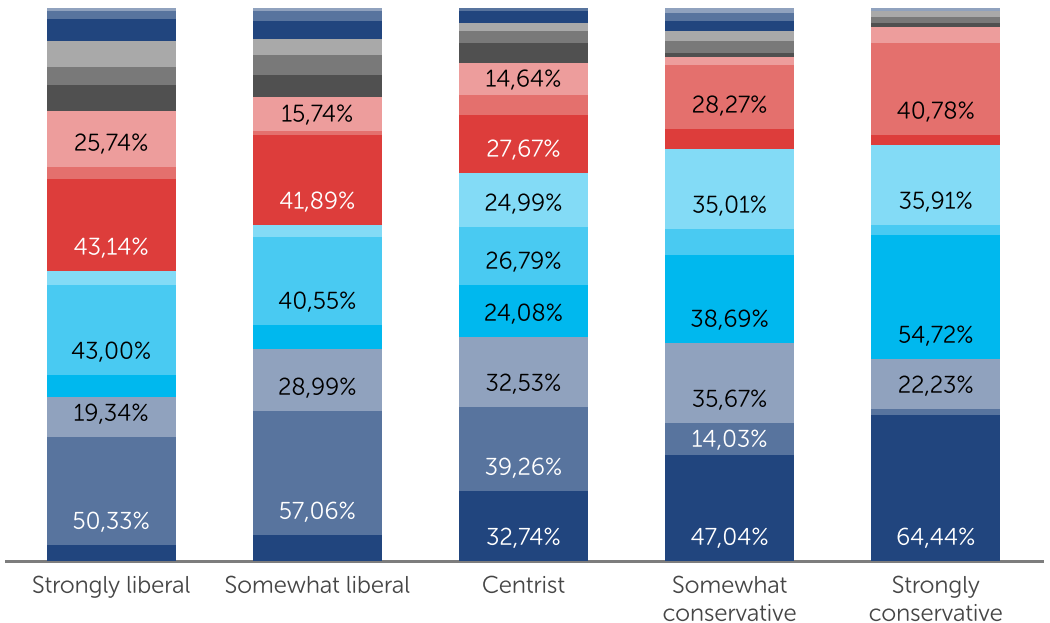


# REPRESENTED VALUES

## POLITICAL VIEWS



## WORLDVIEW





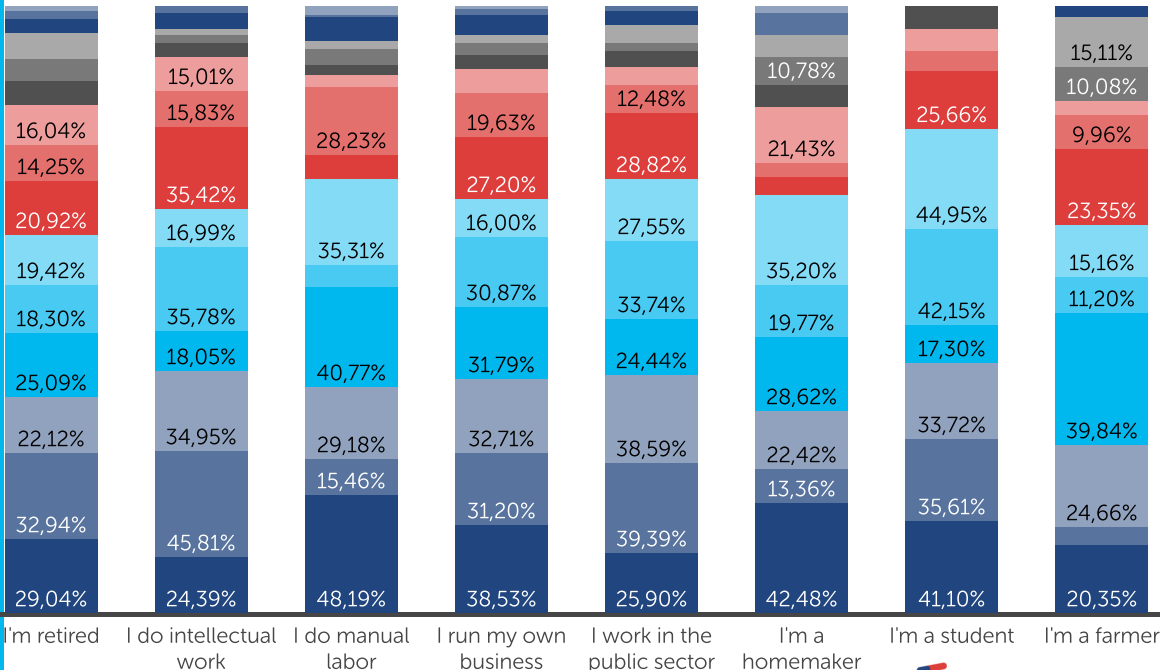
# REPRESENTED VALUES

## INCOME



- Corruption
- Safety
- Wealth
- Dishonesty
- Equality
- Greed
- Liberty
- Depravity
- Justice
- Friendship
- Family
- Health
- Integrity
- Love
- Faith
- I don't know / hard to say

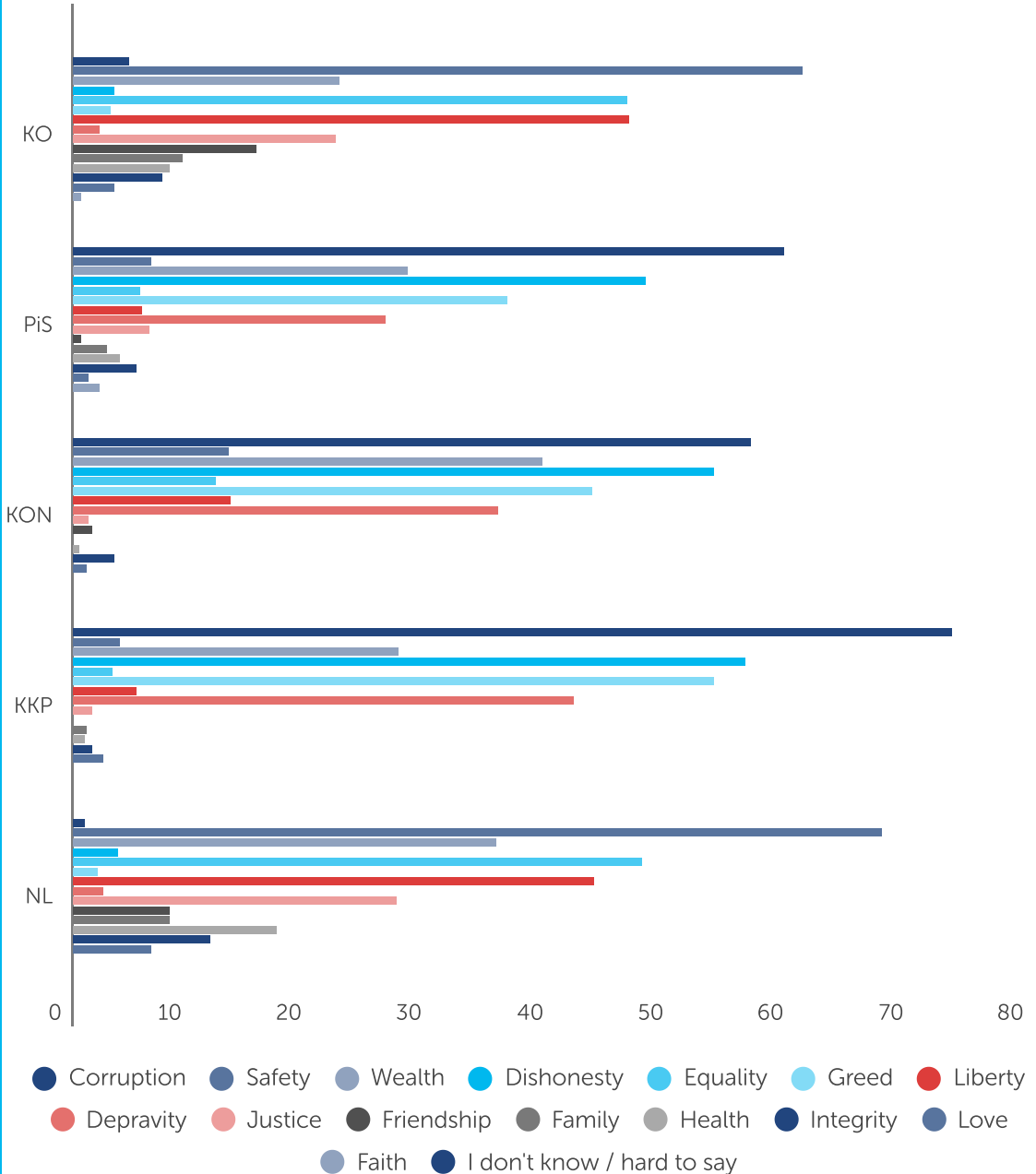
## OCCUPATION





# REPRESENTED VALUES

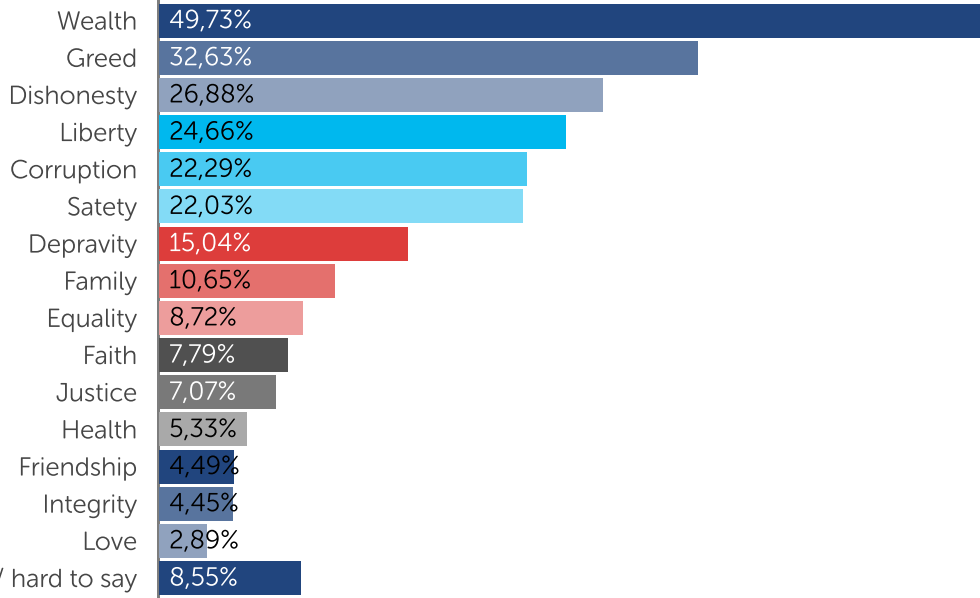
## POLITICAL PARTY



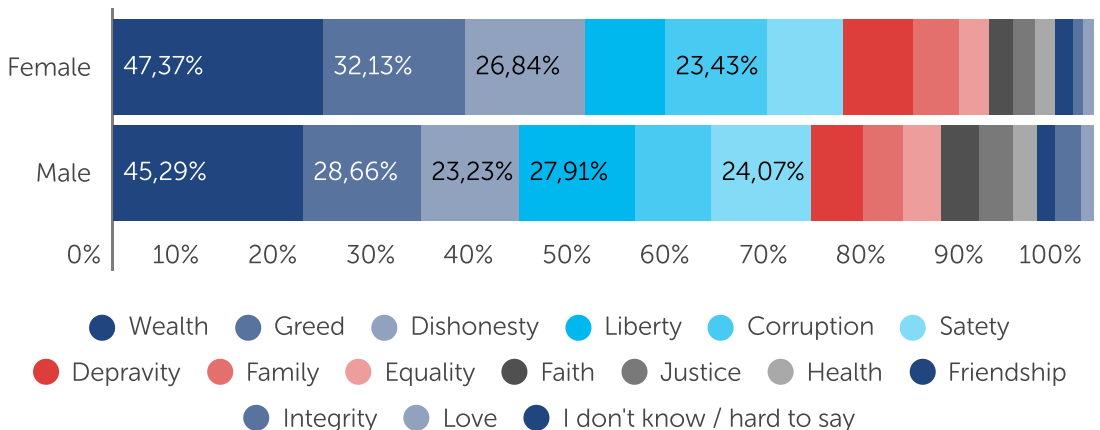


# REPRESENTED VALUES

What values do you associate with the United States?



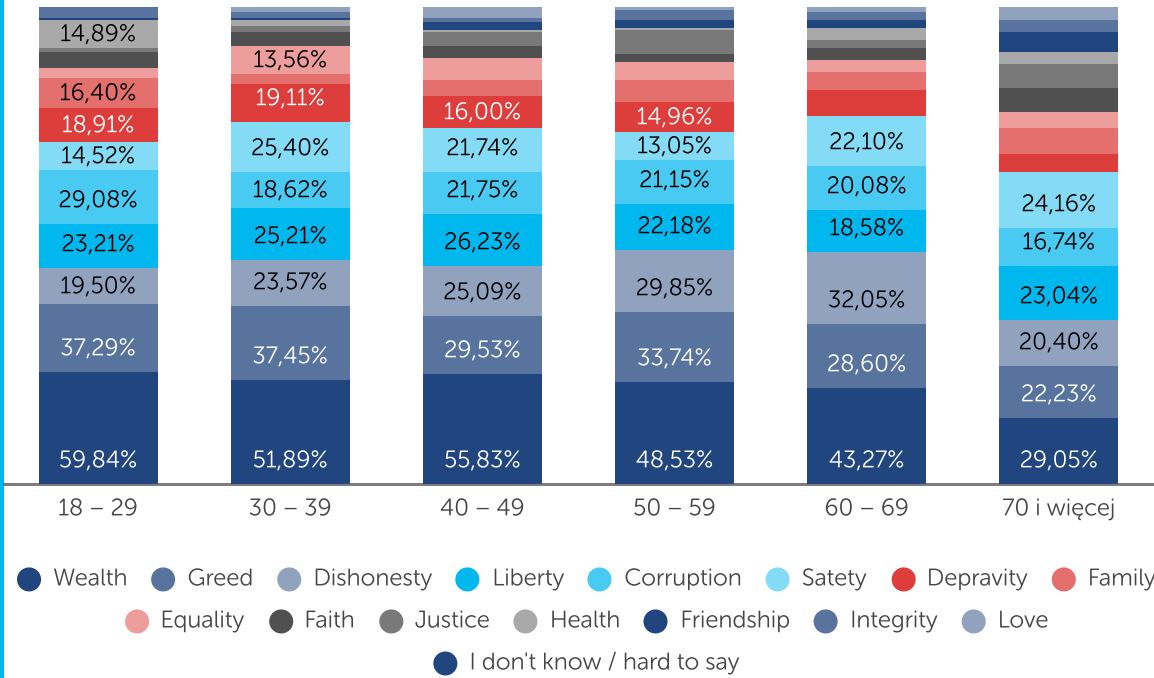
## GENDER



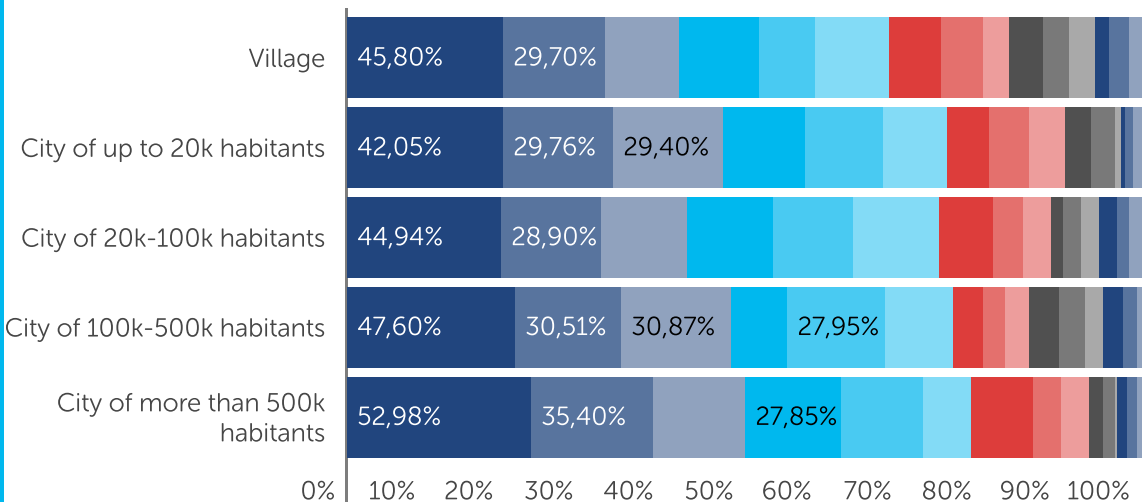


# REPRESENTED VALUES

## AGE



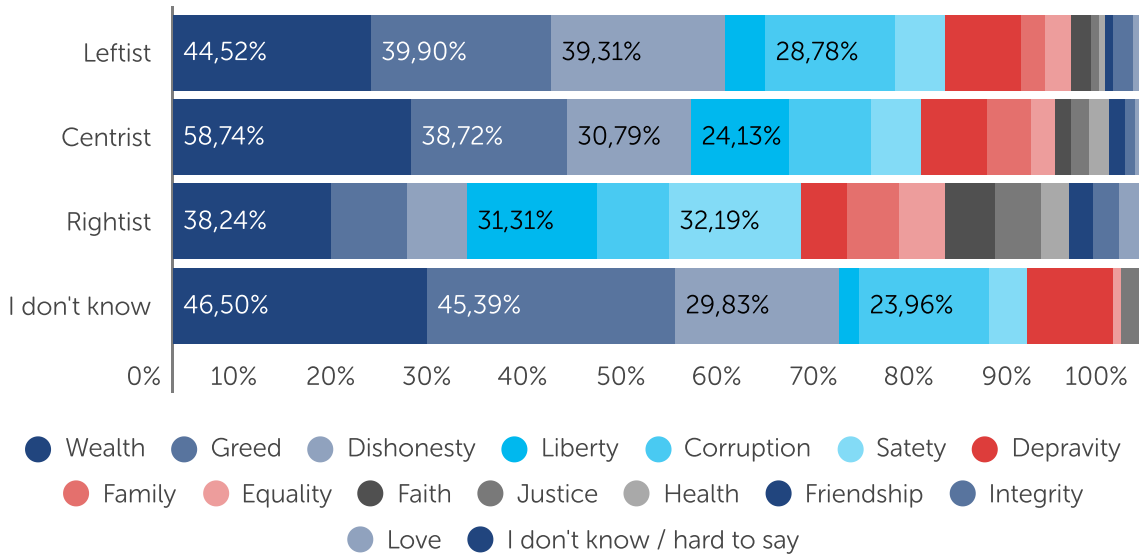
## PLACE OF RESIDENCE



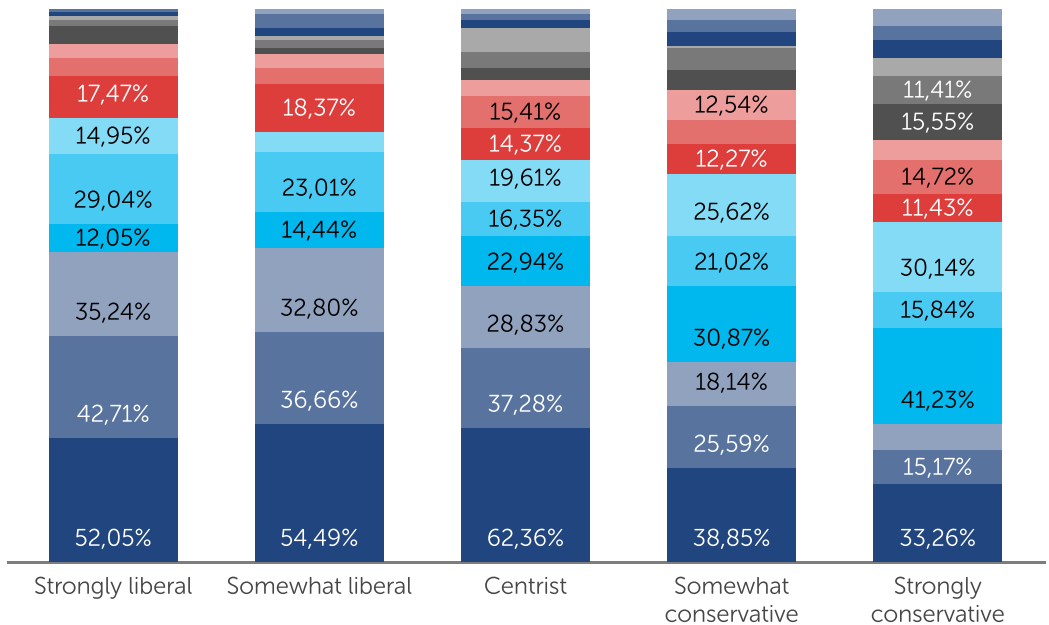


# REPRESENTED VALUES

## POLITICAL VIEWS



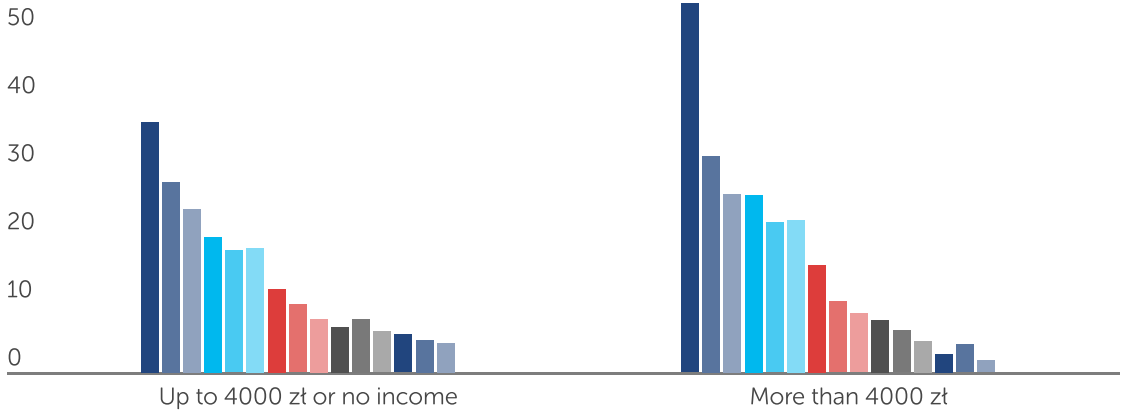
## WORLDVIEW





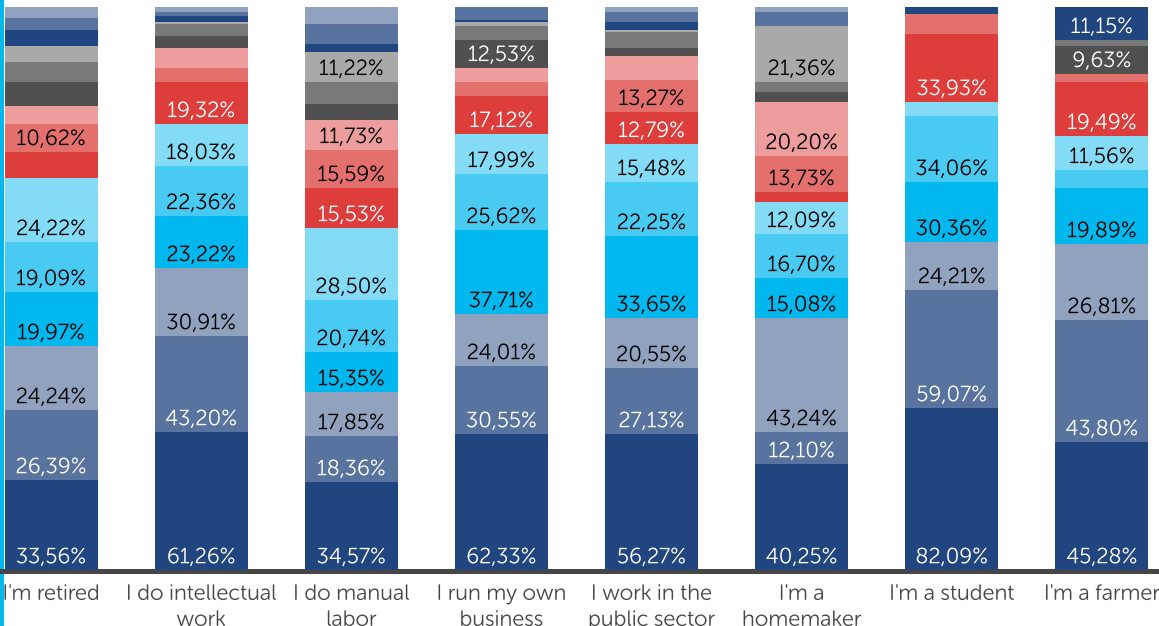
# REPRESENTED VALUES

## INCOME



- Wealth
- Greed
- Dishonesty
- Liberty
- Corruption
- Safety
- Depravity
- Family
- Equality
- Faith
- Justice
- Health
- Friendship
- Integrity
- Love
- I don't know / hard to say

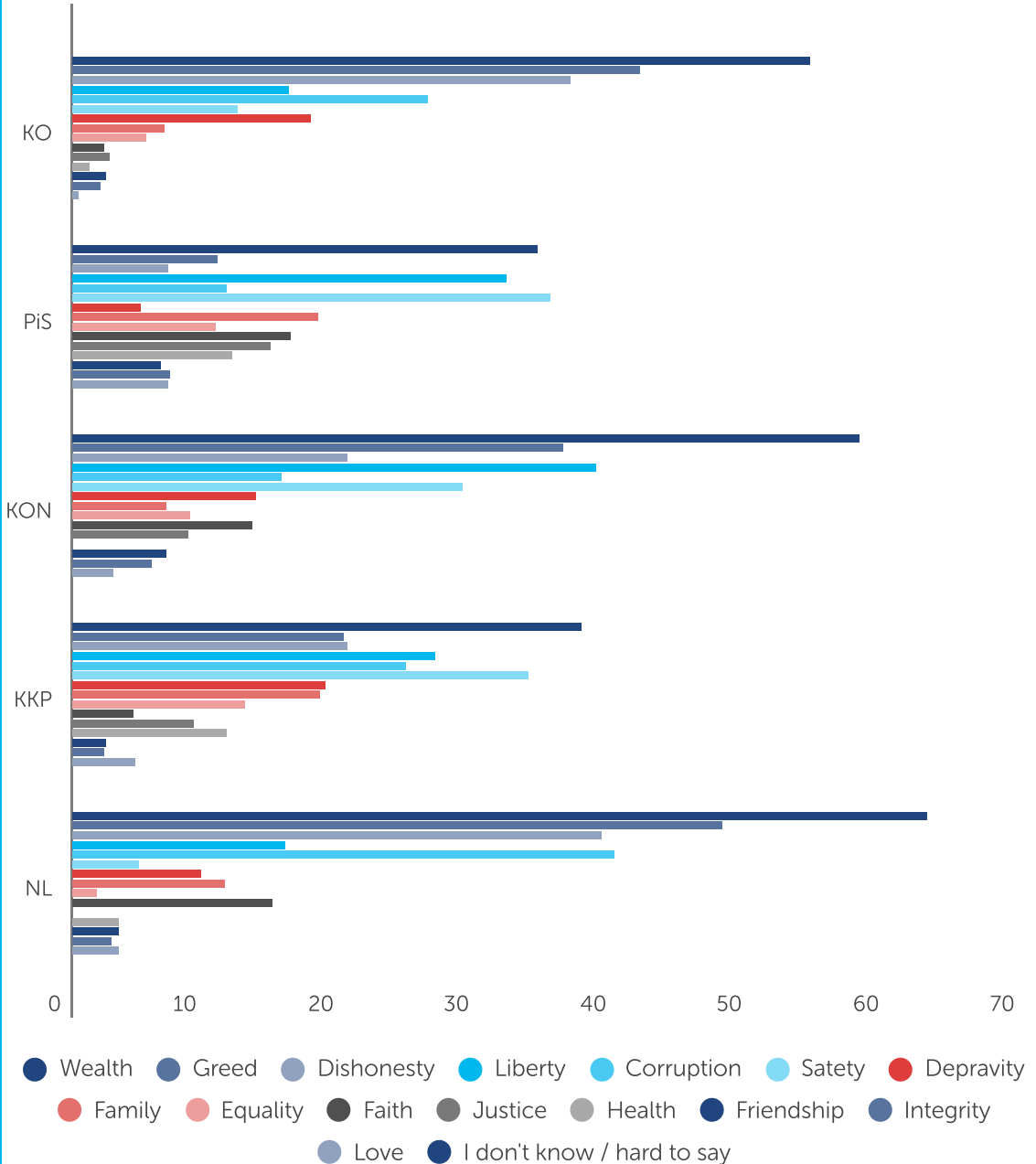
## OCCUPATION





# REPRESENTED VALUES

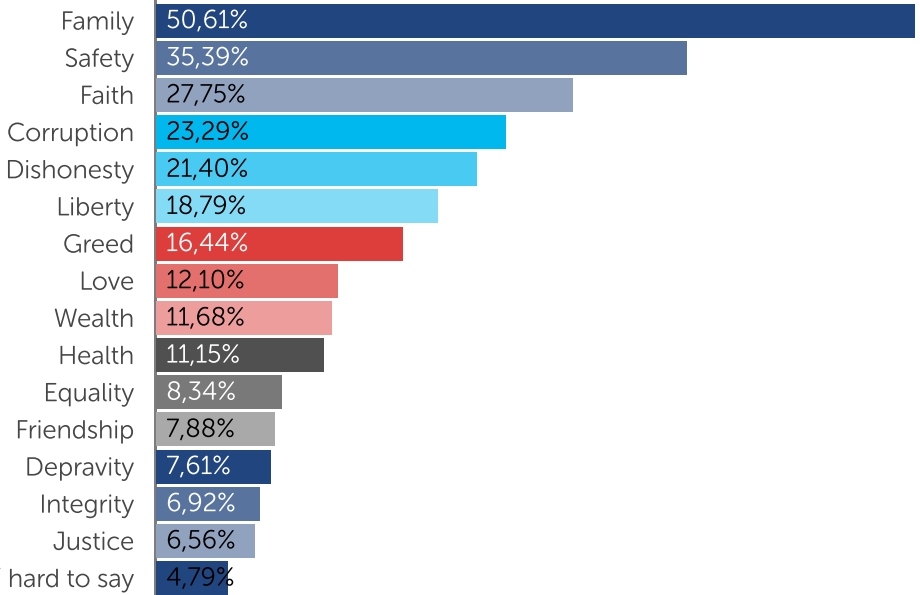
## POLITICAL PARTY



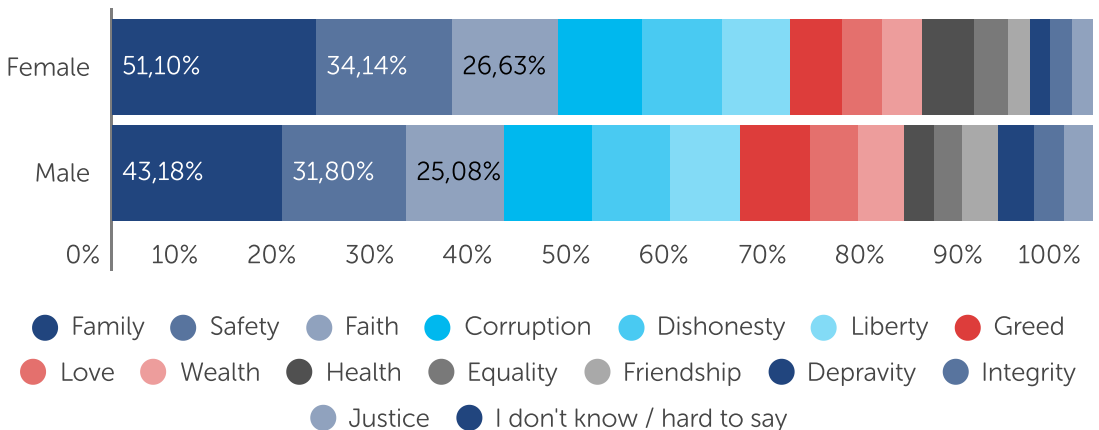


# REPRESENTED VALUES

What values do you associate with Poland?



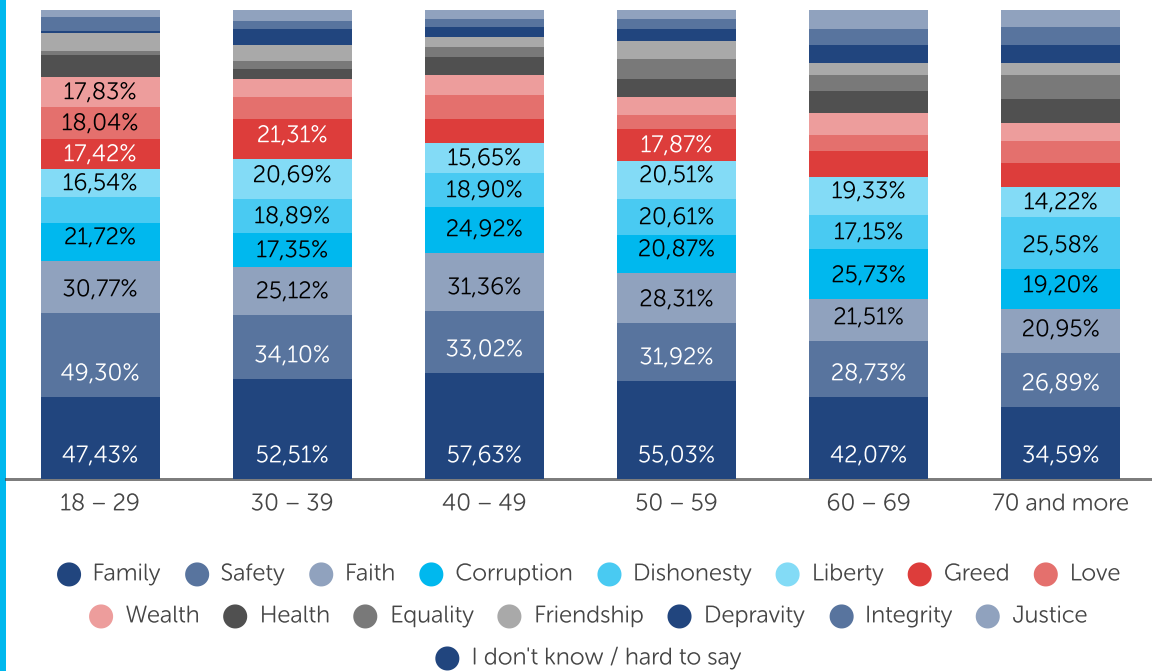
## GENDER



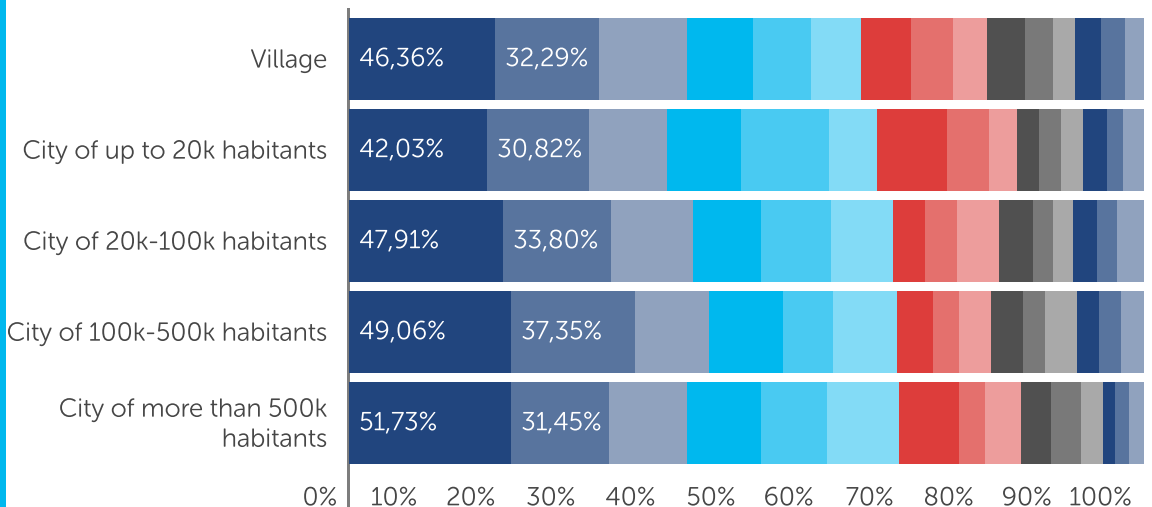


# REPRESENTED VALUES

## AGE



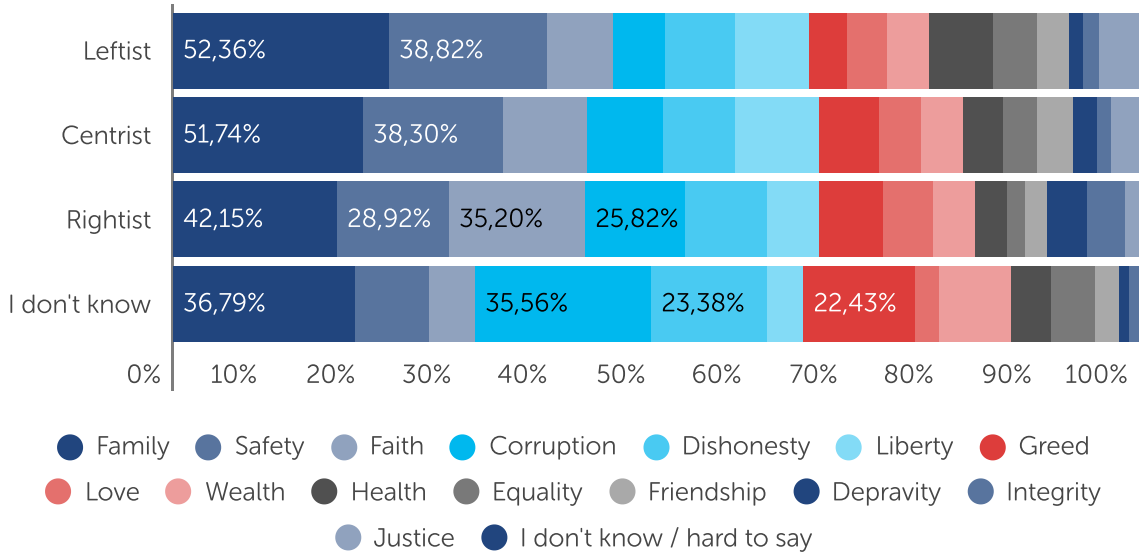
## PLACE OF RESIDENCE



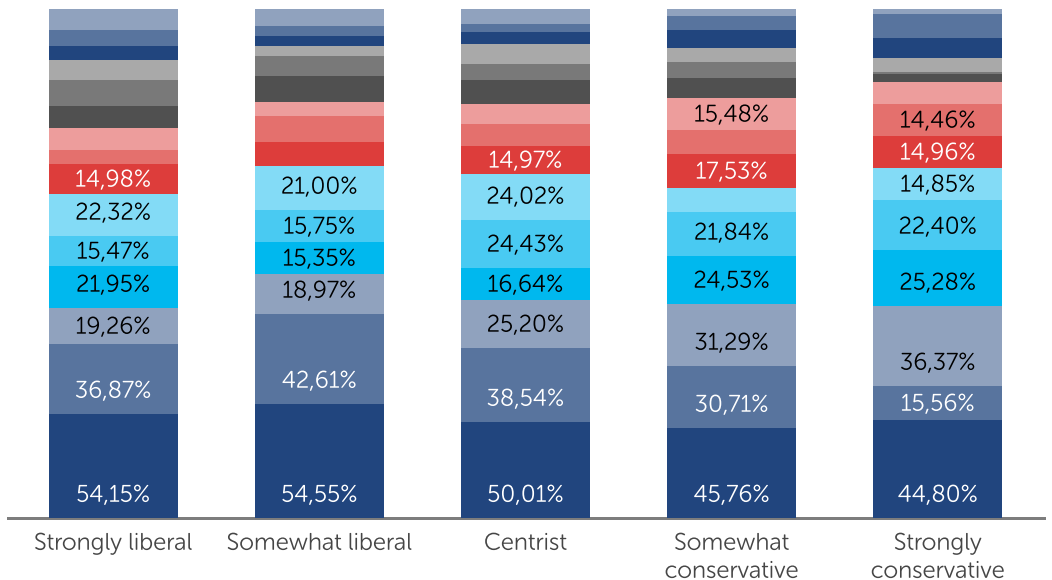


# REPRESENTED VALUES

## POLITICAL VIEWS



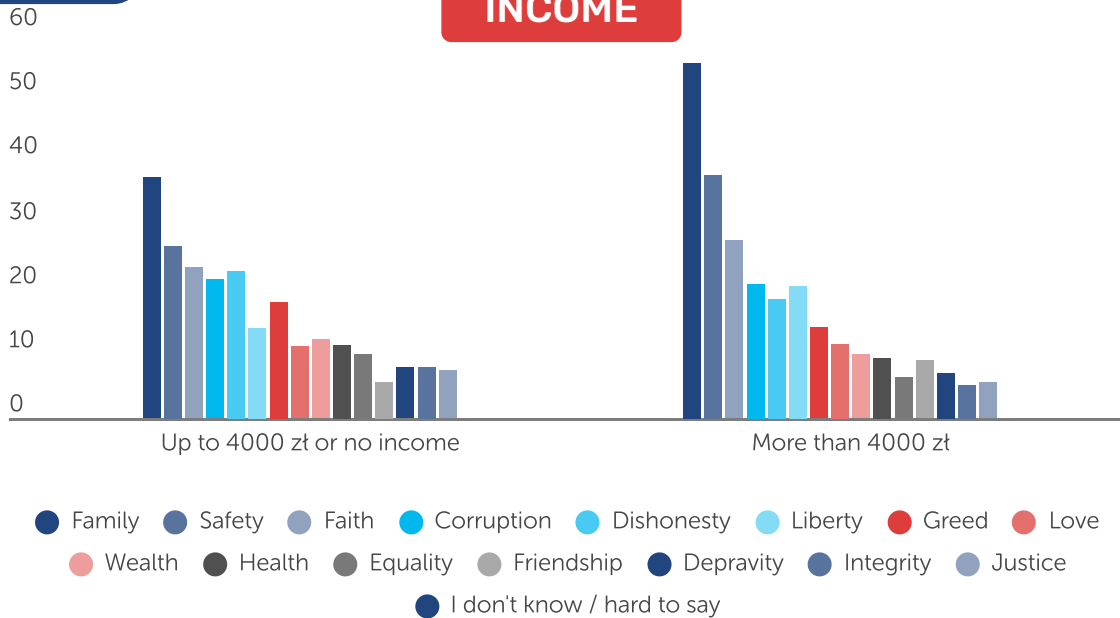
## WORLDVIEW



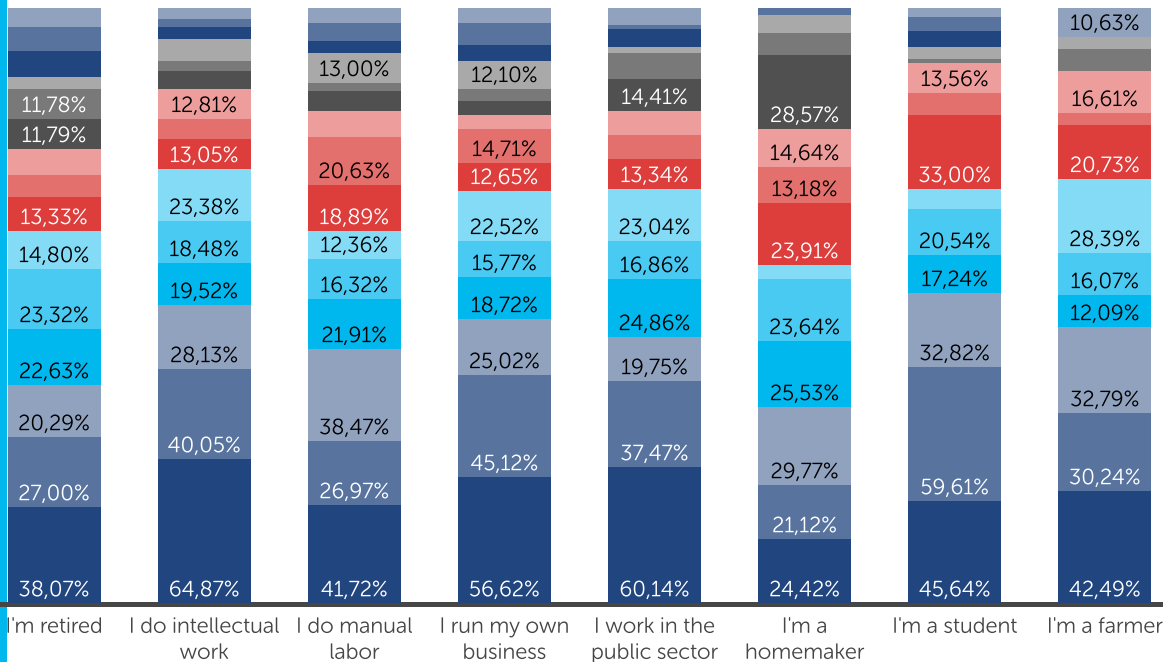


# REPRESENTED VALUES

## INCOME



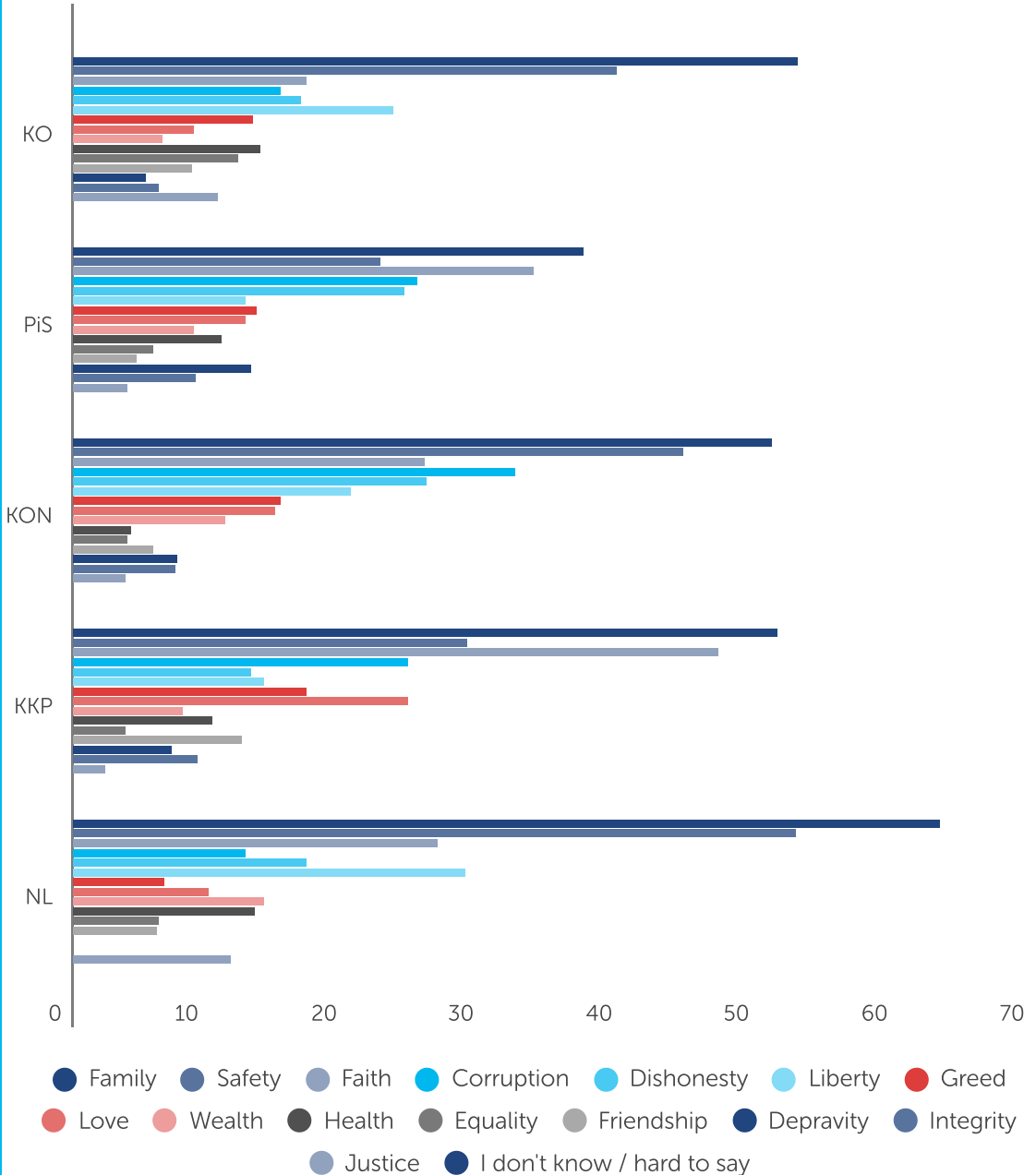
## OCCUPATION





# REPRESENTED VALUES

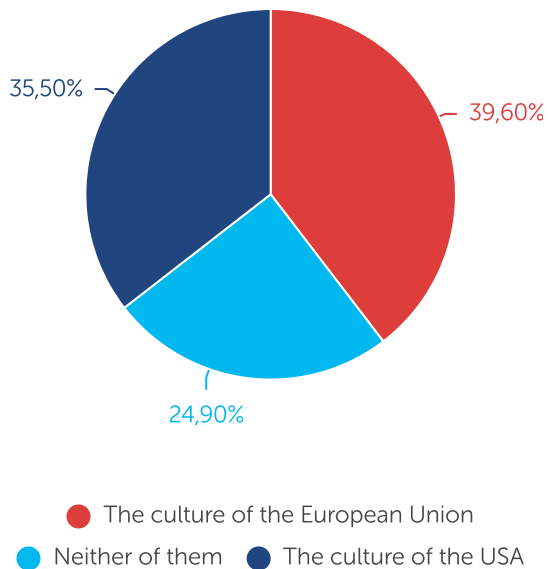
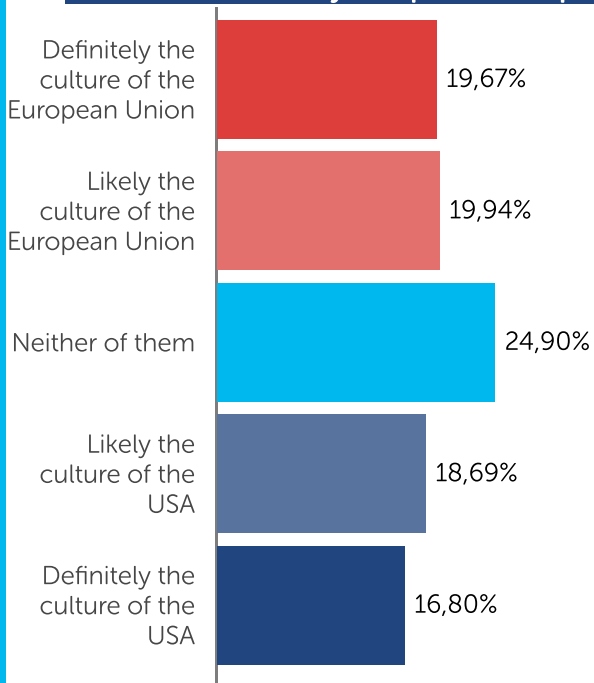
## POLITICAL PARTY



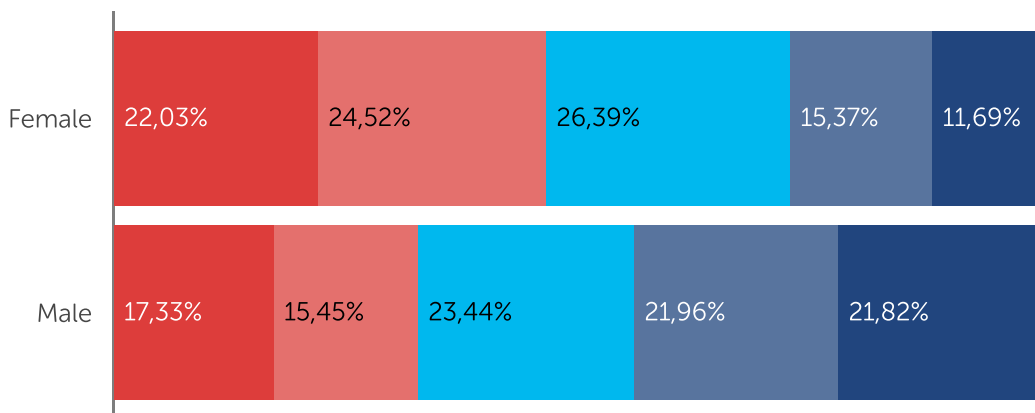


# REPRESENTED VALUES

Which of the cultures has the more correct approach to traditional values in your opinion: European Union or the USA?



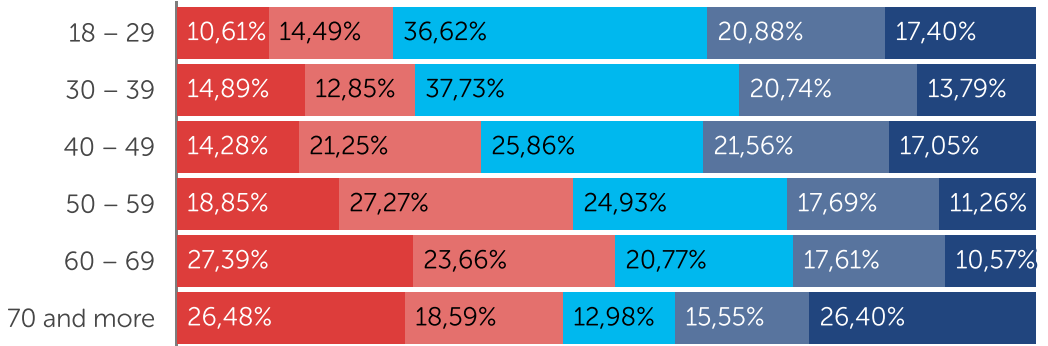
## GENDER





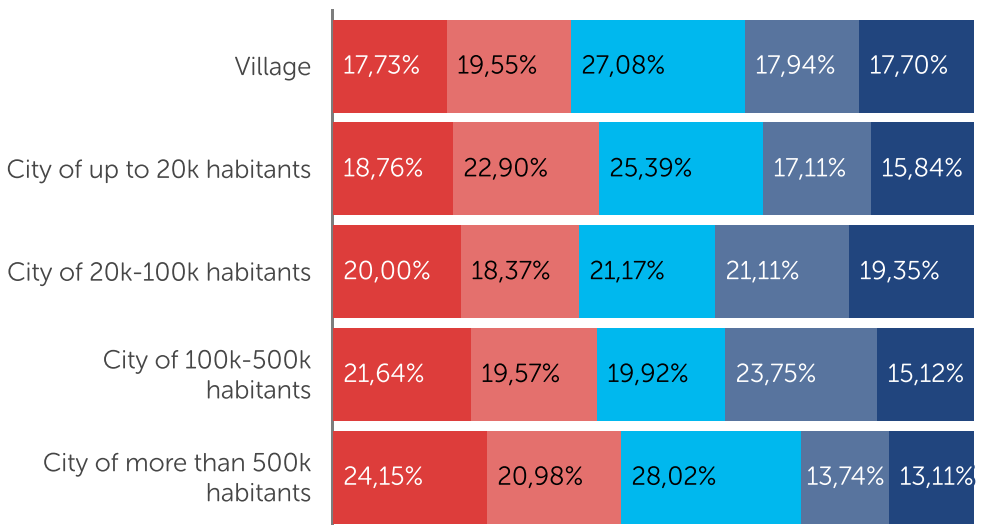
# REPRESENTED VALUES

## AGE



- Definitely the culture of the European Union
- Likely the culture of the European Union
- Neither of them
- Likely the culture of the USA
- Definitely the culture of the USA

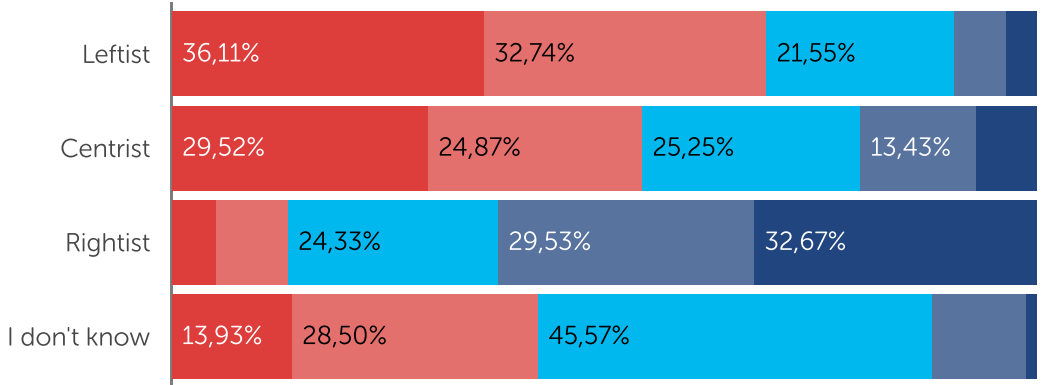
## PLACE OF RESIDENCE





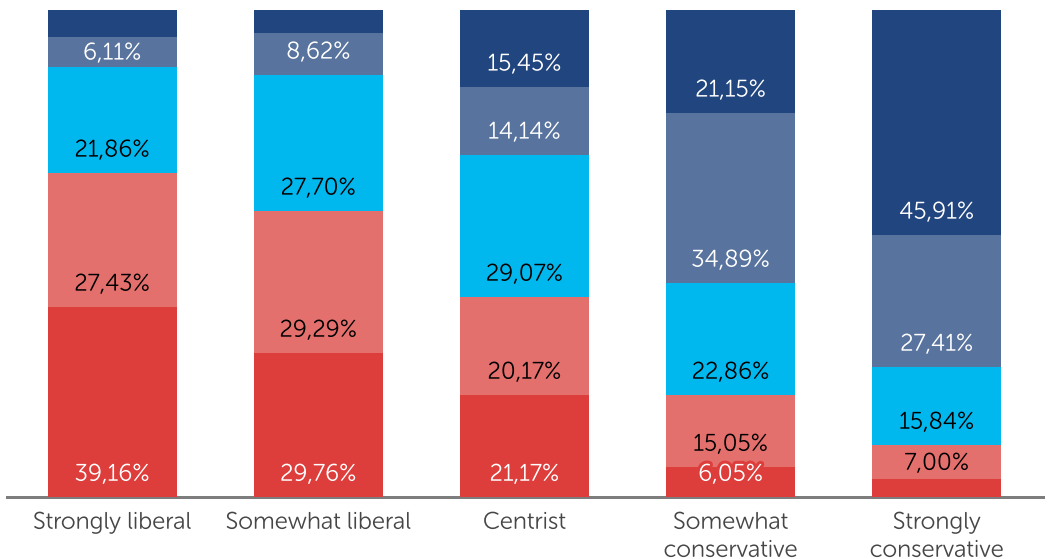
# REPRESENTED VALUES

## POLITICAL VIEWS



- Definitely the culture of the European Union
- Likely the culture of the European Union
- Neither of them
- Likely the culture of the USA
- Definitely the culture of the USA

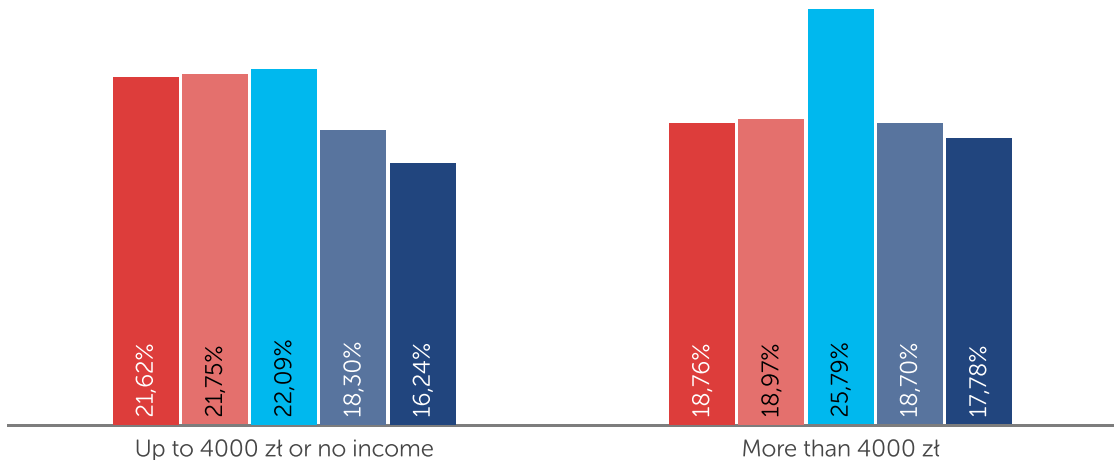
## WORLDVIEW





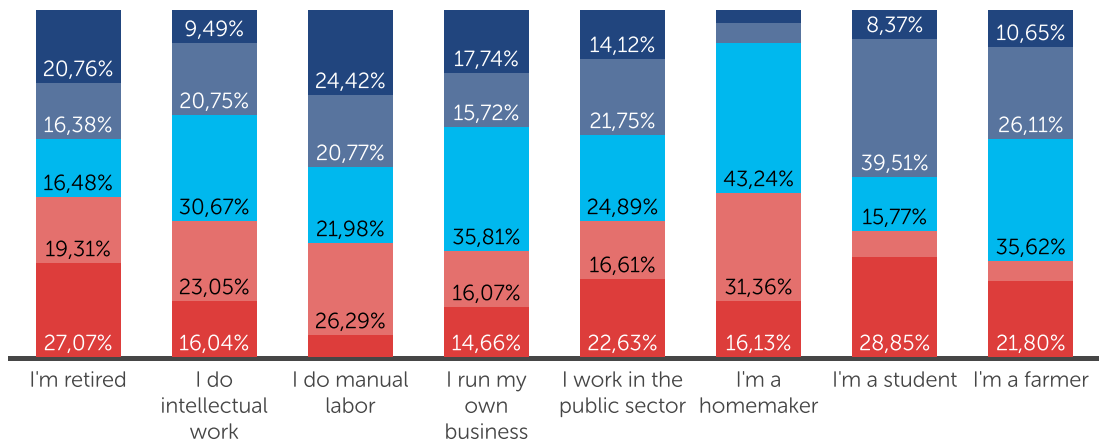
# REPRESENTED VALUES

## INCOME



- Definitely the culture of the European Union
- Likely the culture of the European Union
- Neither of them
- Likely the culture of the USA
- Definitely the culture of the USA

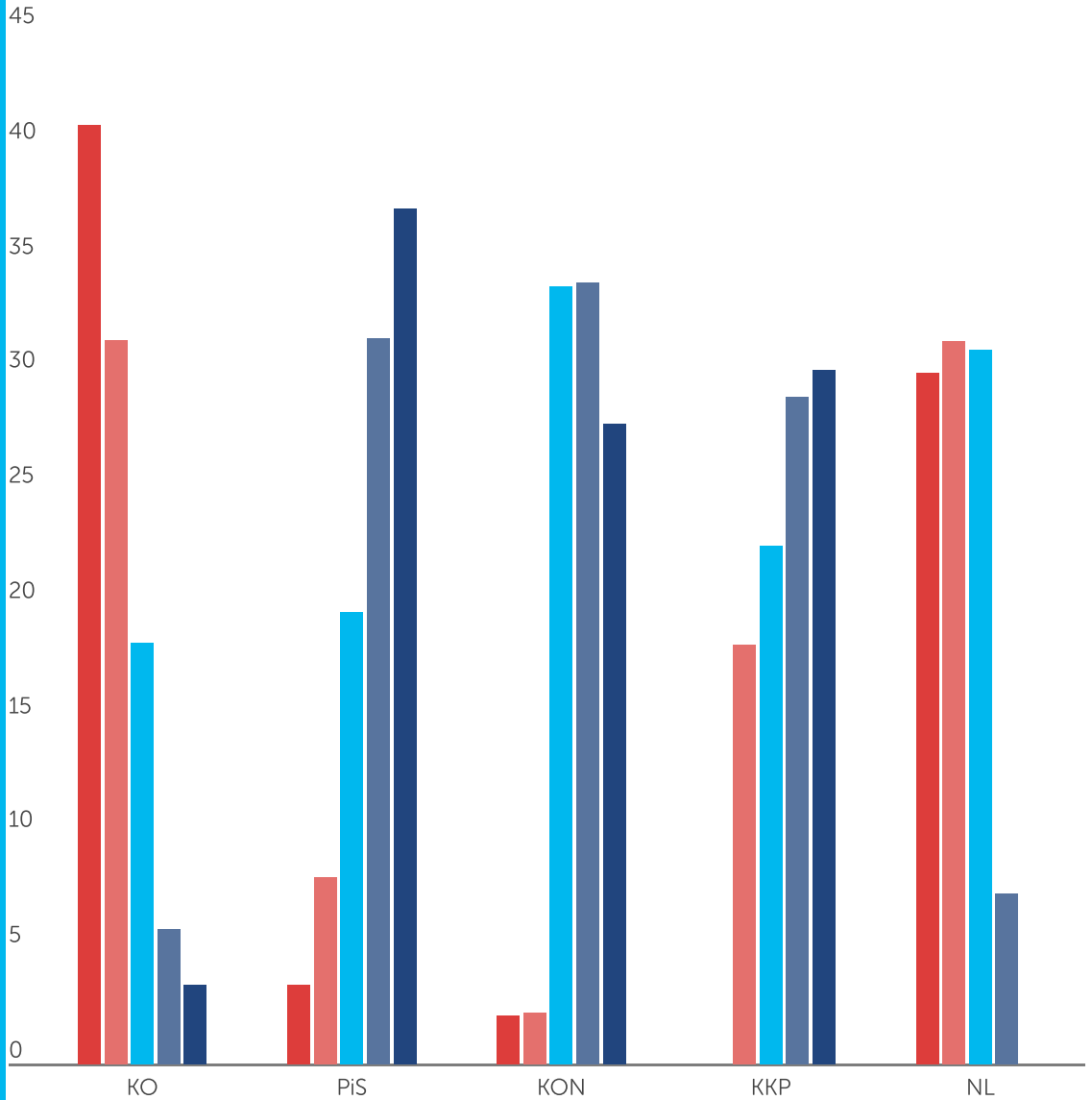
## OCCUPATION





# REPRESENTED VALUES

## POLITICAL PARTY



- Definitely the culture of the European Union
- Likely the culture of the European Union
- Neither of them
- Likely the culture of the USA
- Definitely the culture of the USA

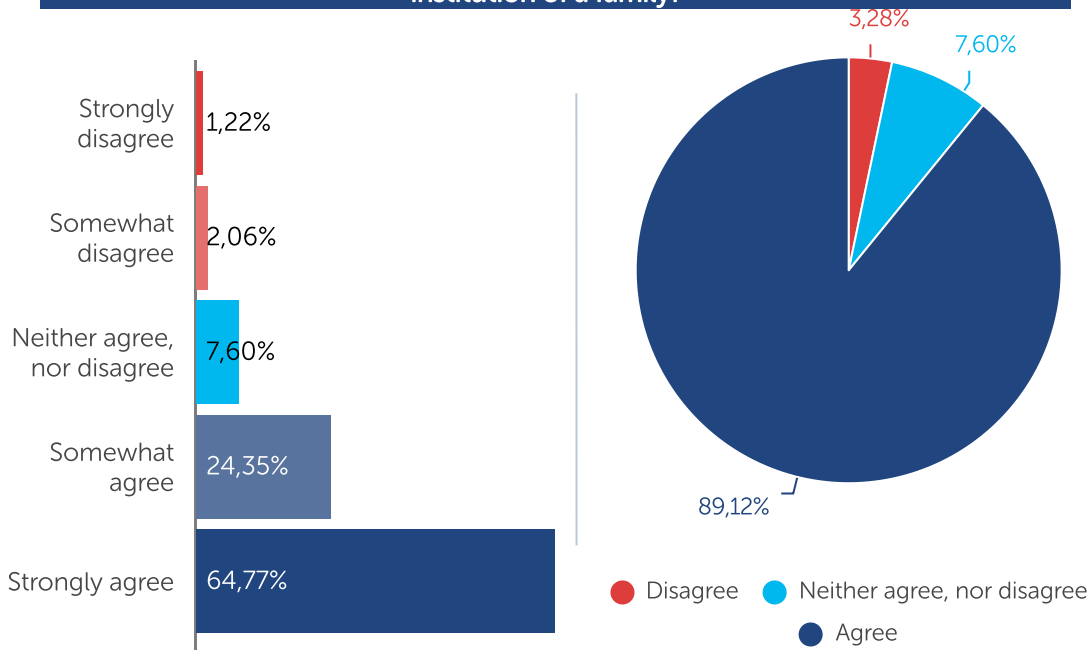


# **THE STATE AND THE FAMILY**

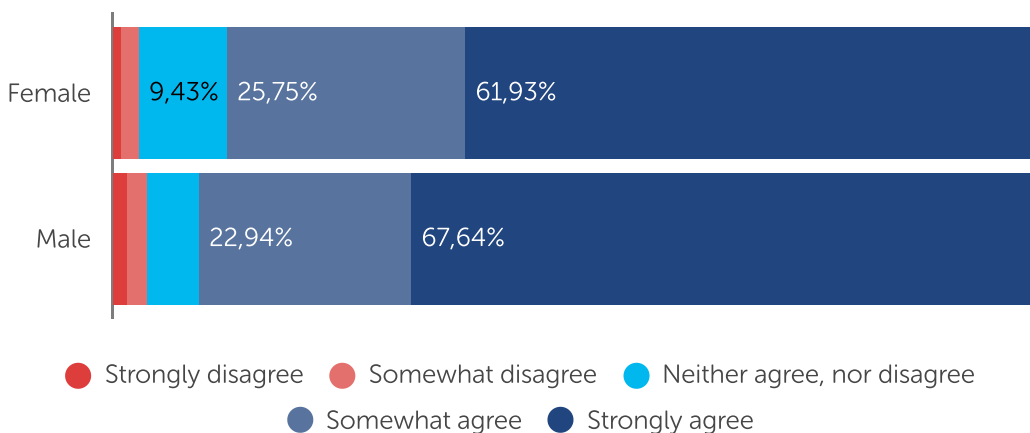


# THE STATE AND THE FAMILY

Do you agree with the statement that the Polish state should protect the institution of a family?



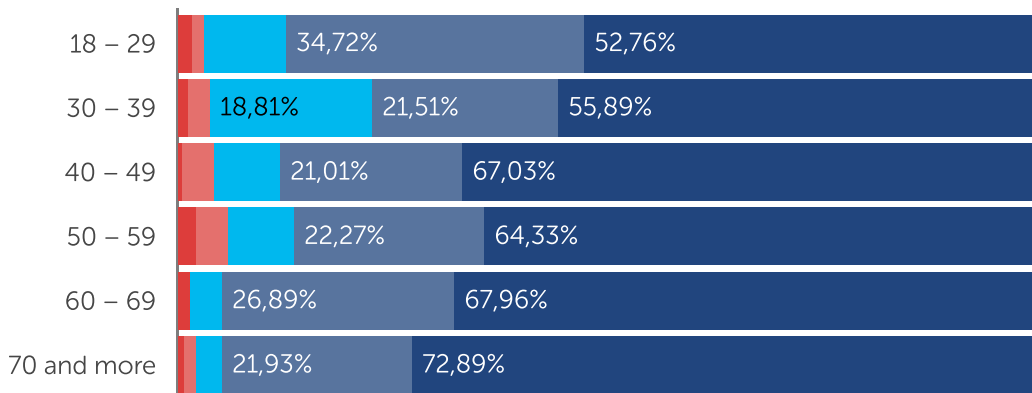
## GENDER





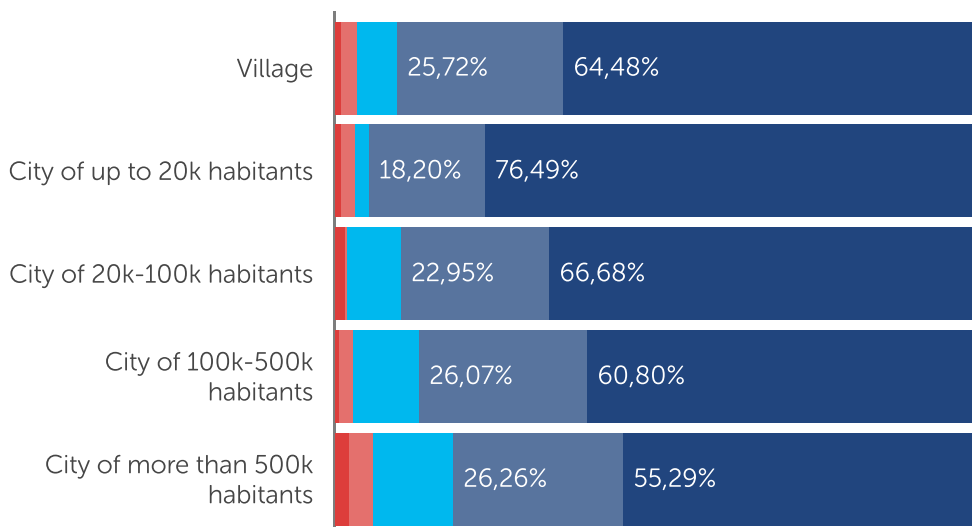
# THE STATE AND THE FAMILY

## AGE



● Strongly disagree ● Somewhat disagree ● Neither agree, nor disagree  
● Somewhat agree ● Strongly agree

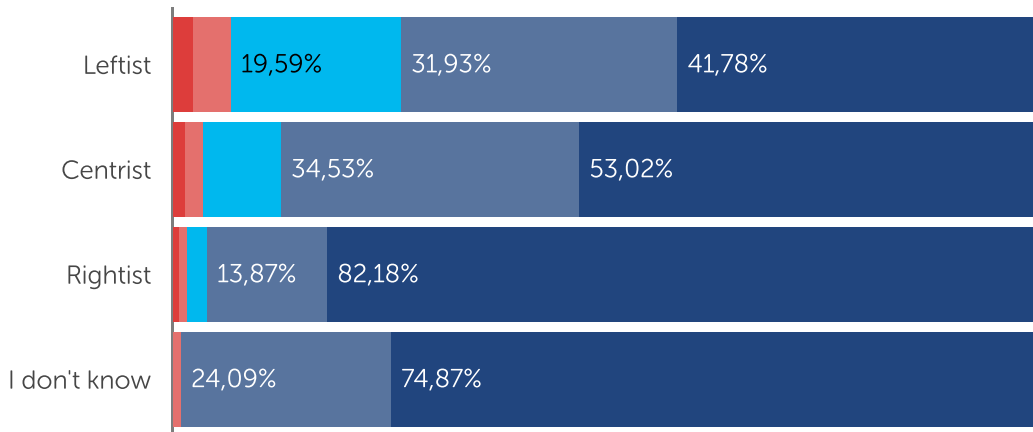
## PLACE OF RESIDENCE





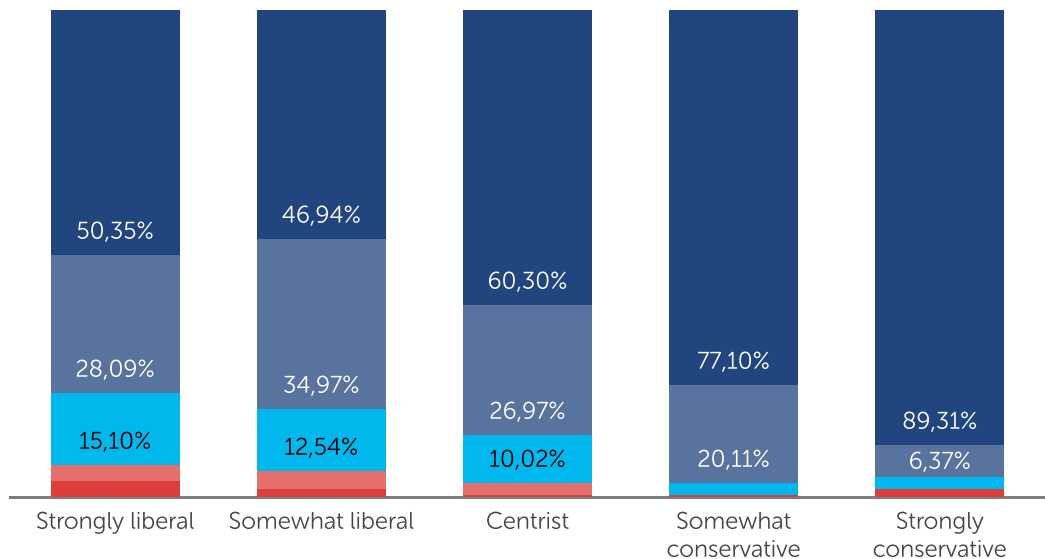
# THE STATE AND THE FAMILY

## POLITICAL VIEWS



● Strongly disagree ● Somewhat disagree ● Neither agree, nor disagree  
● Somewhat agree ● Strongly agree

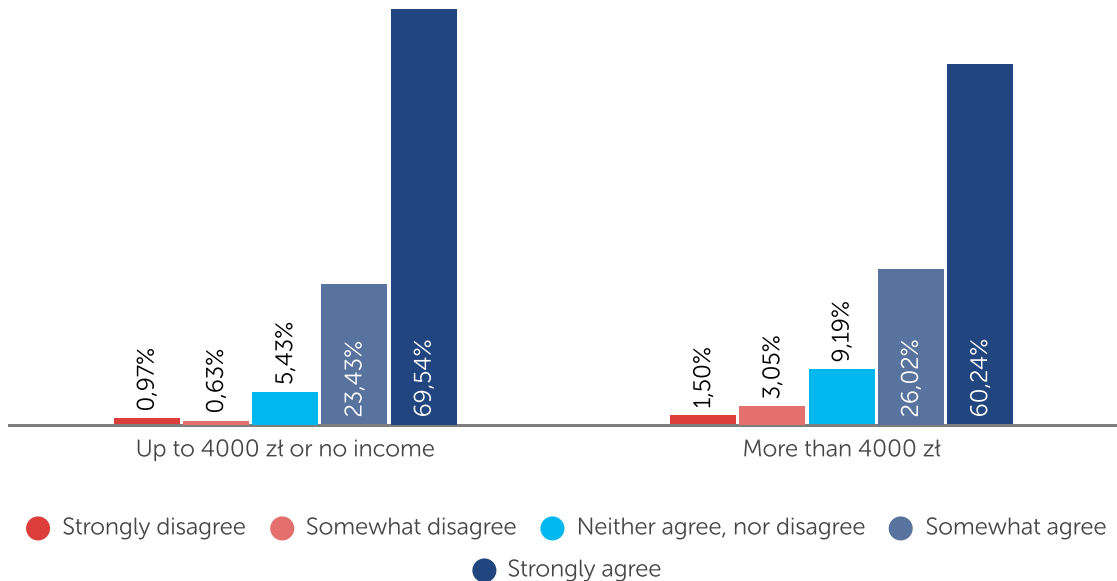
## WORLDVIEW



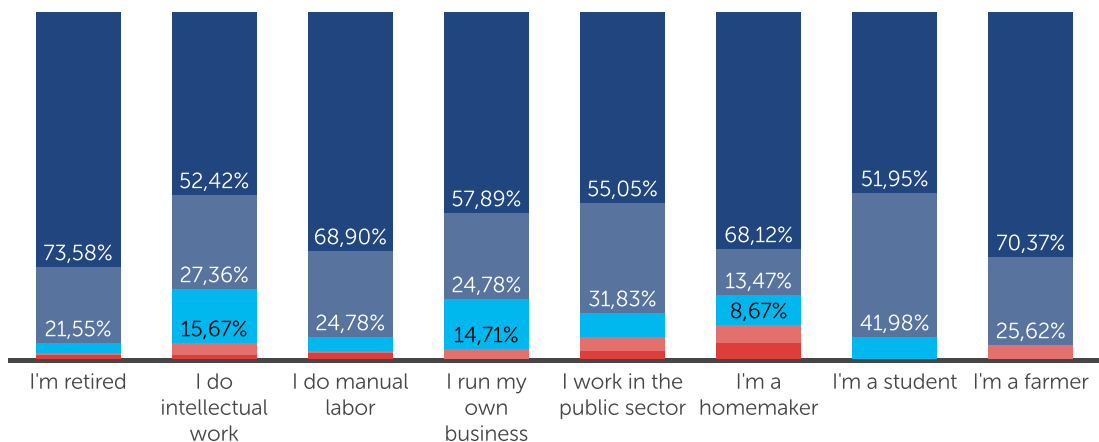


# THE STATE AND THE FAMILY

## INCOME



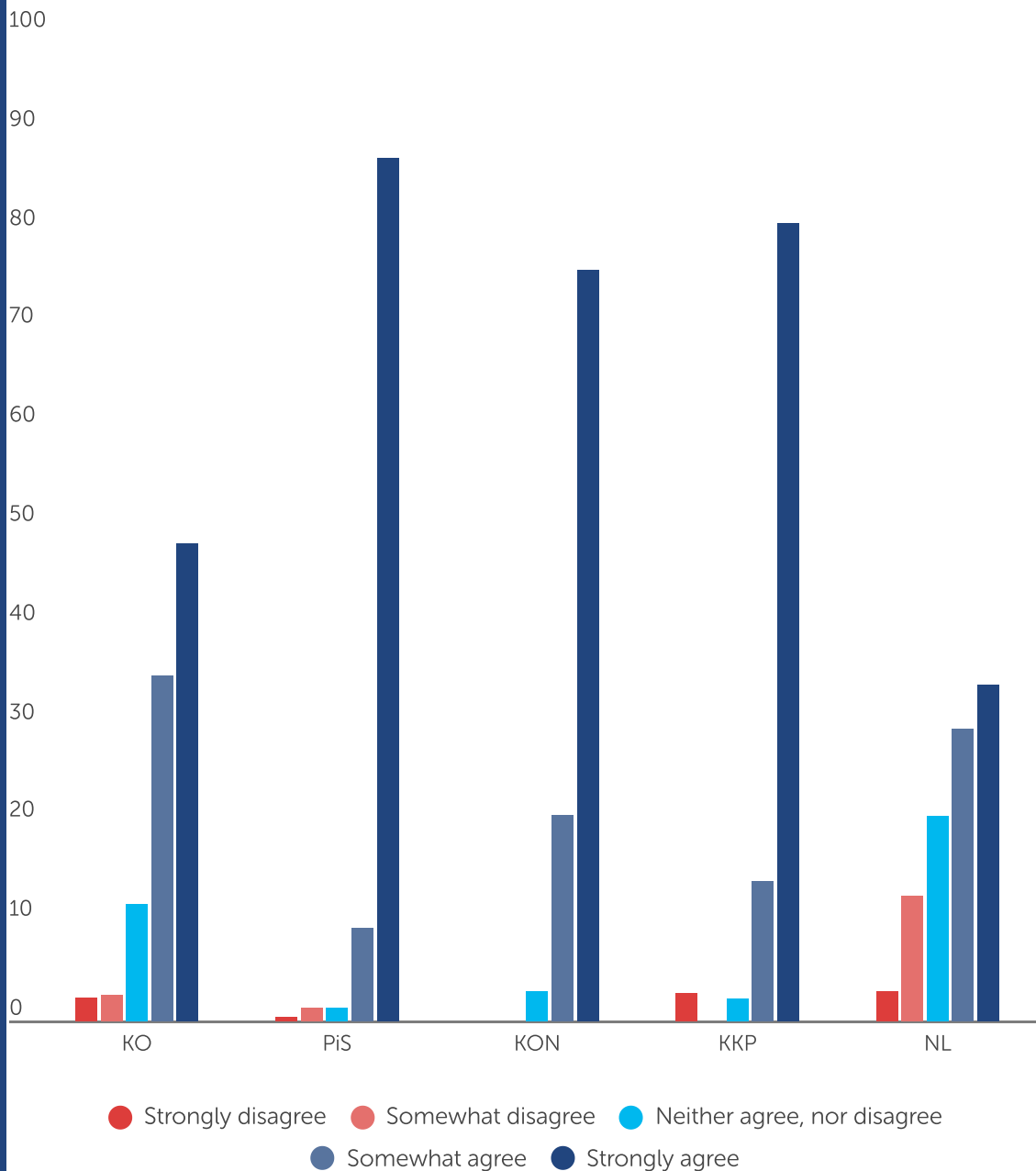
## OCCUPATION





# THE STATE AND THE FAMILY

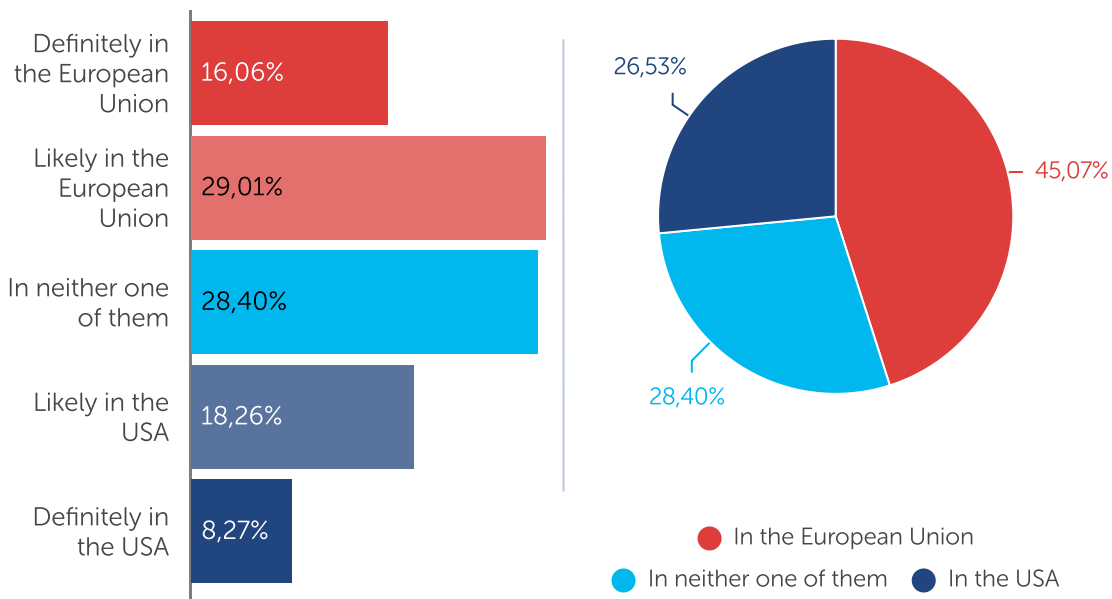
## POLITICAL PARTY



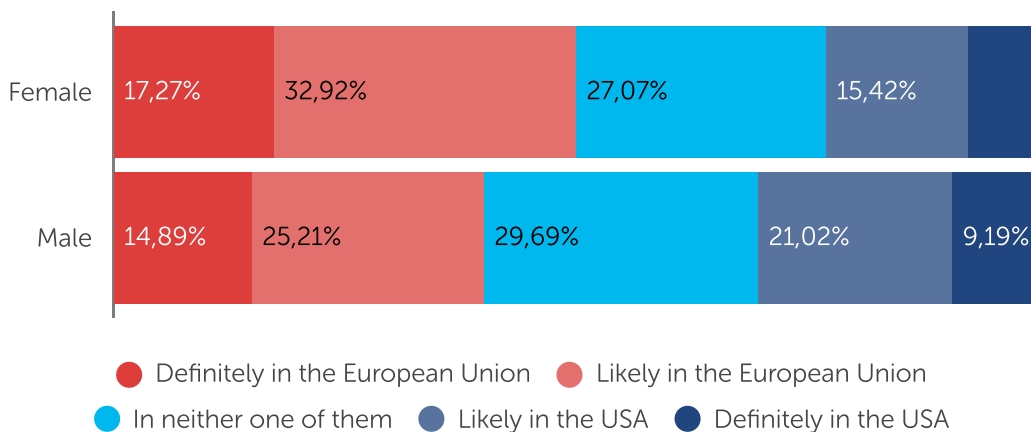


# THE STATE AND THE FAMILY

Where is the institution of a family supported more by the state?



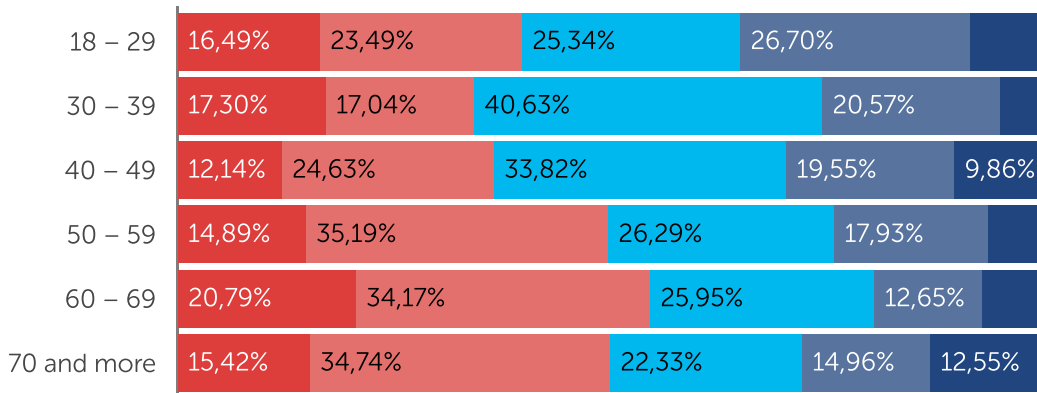
## GENDER





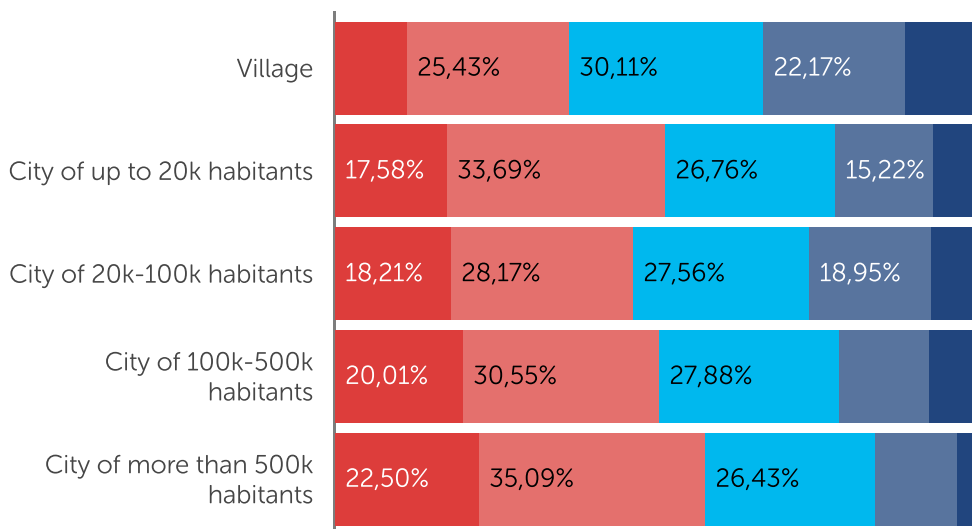
# THE STATE AND THE FAMILY

## AGE



- Definitely in the European Union
- Likely in the European Union
- In neither one of them
- Likely in the USA
- Definitely in the USA

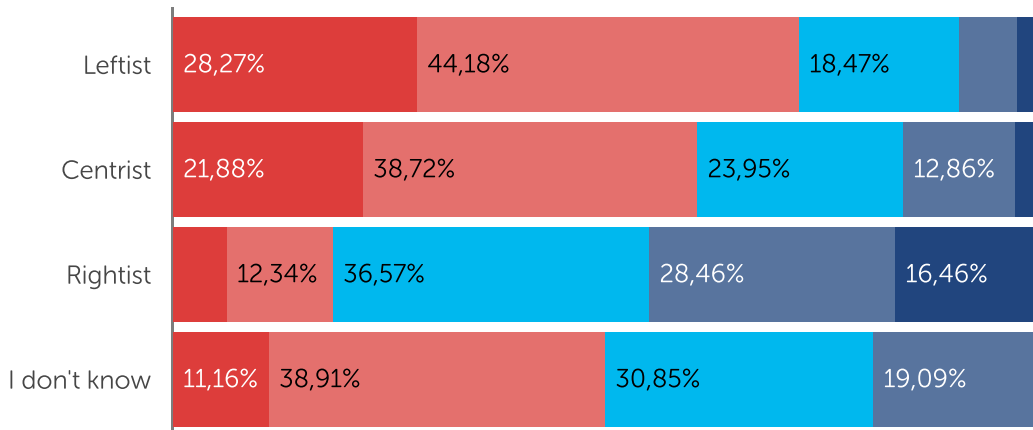
## PLACE OF RESIDENCE





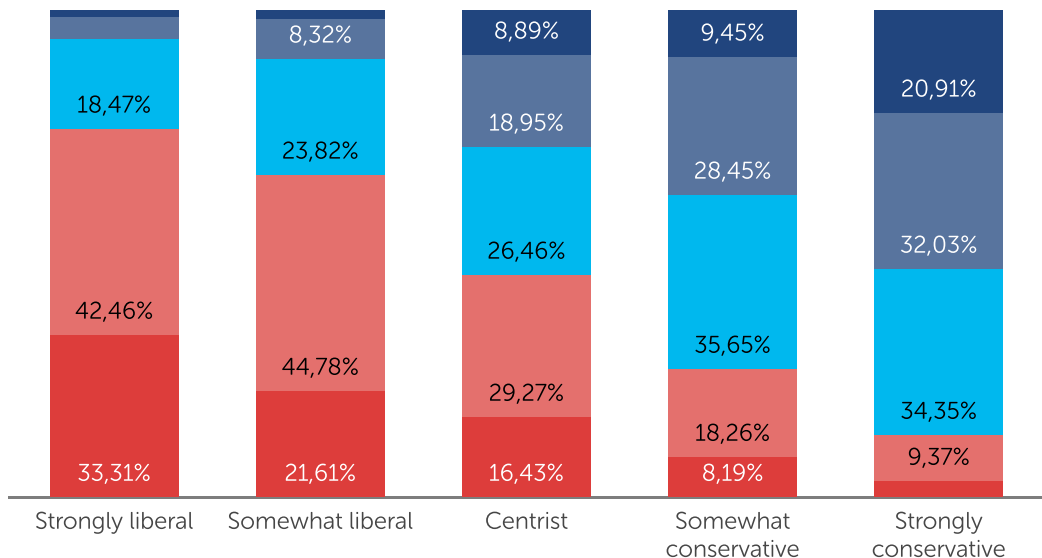
# THE STATE AND THE FAMILY

## POLITICAL VIEWS



- Definitely in the European Union
- Likely in the European Union
- In neither one of them
- Likely in the USA
- Definitely in the USA

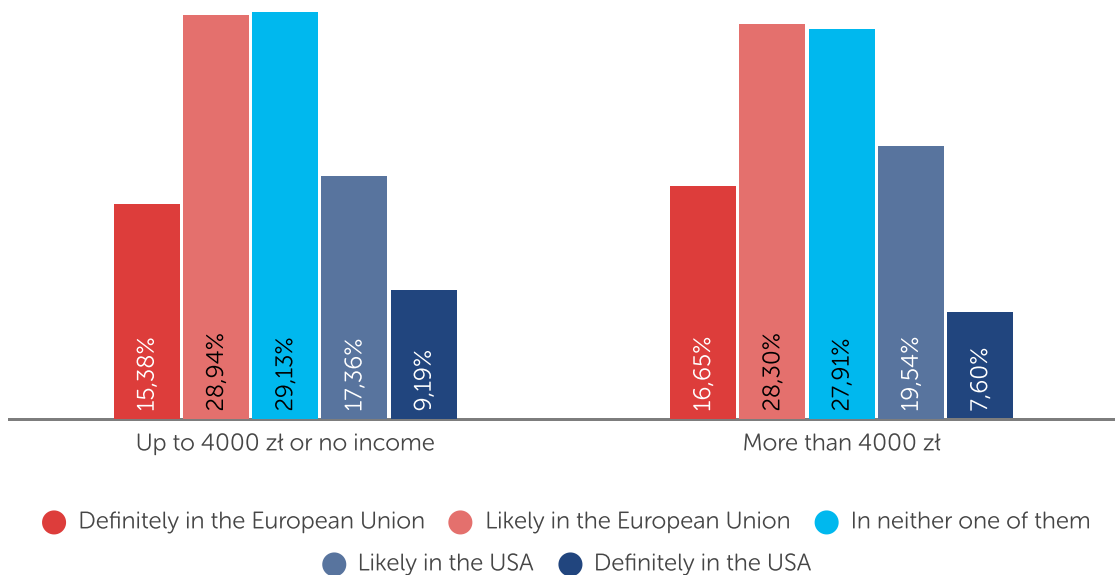
## WORLDVIEW



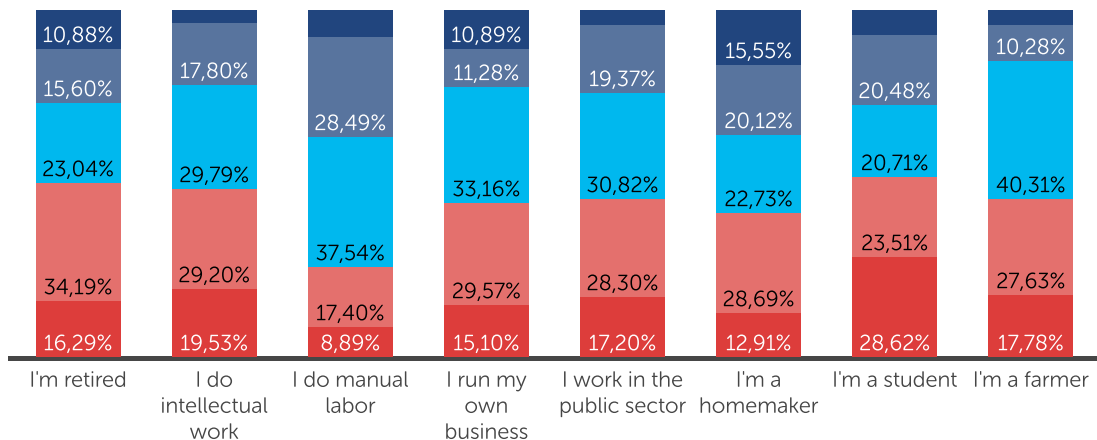


# THE STATE AND THE FAMILY

## INCOME



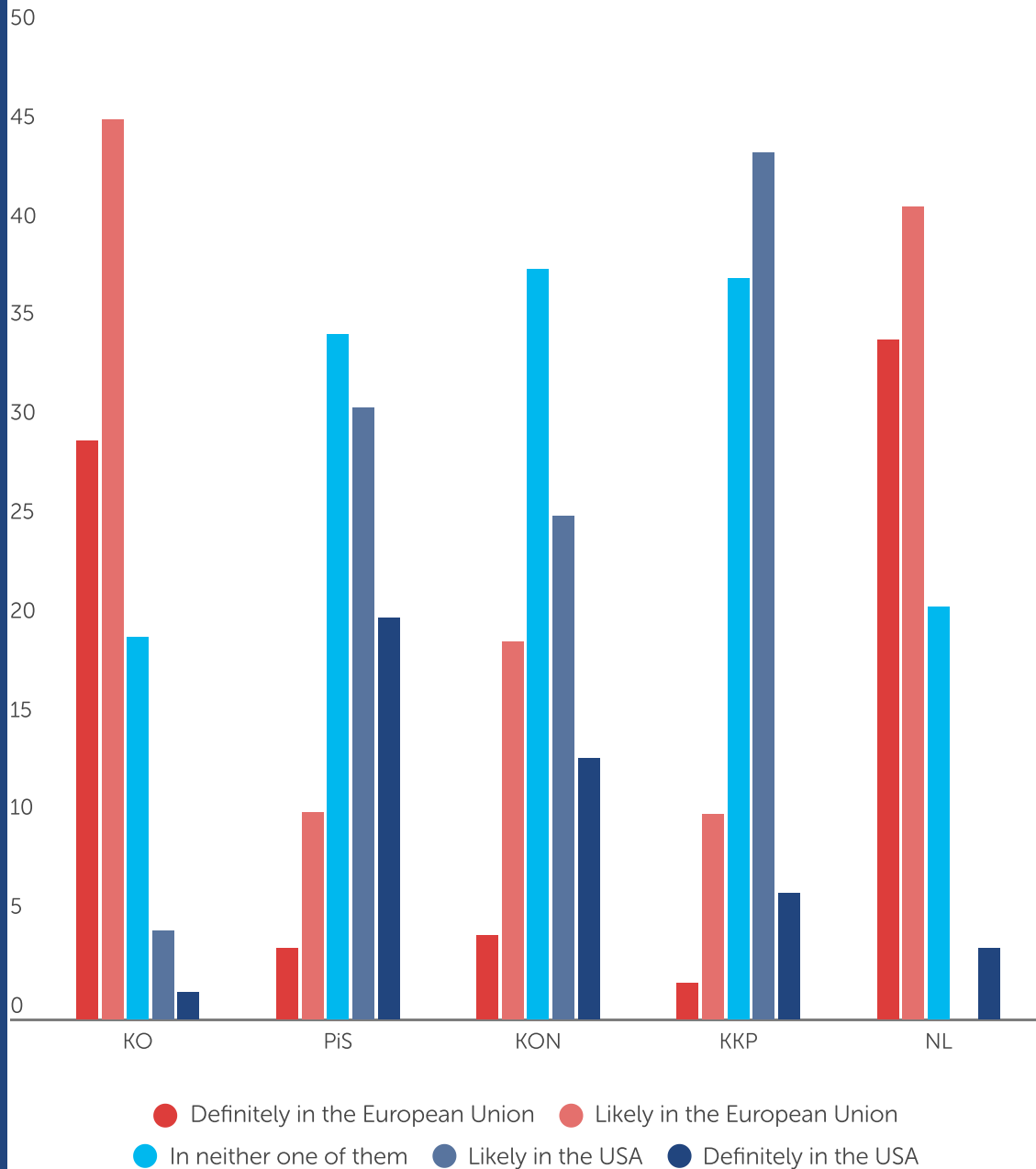
## OCCUPATION





# THE STATE AND THE FAMILY

## POLITICAL PARTY



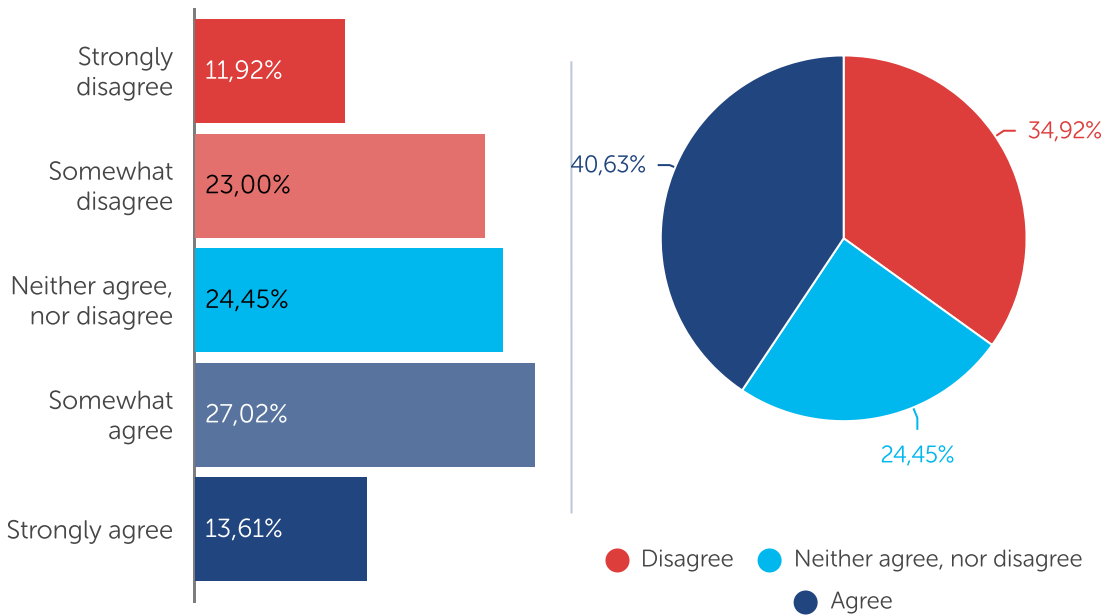


# **CONSERVATIVE TRENDS**

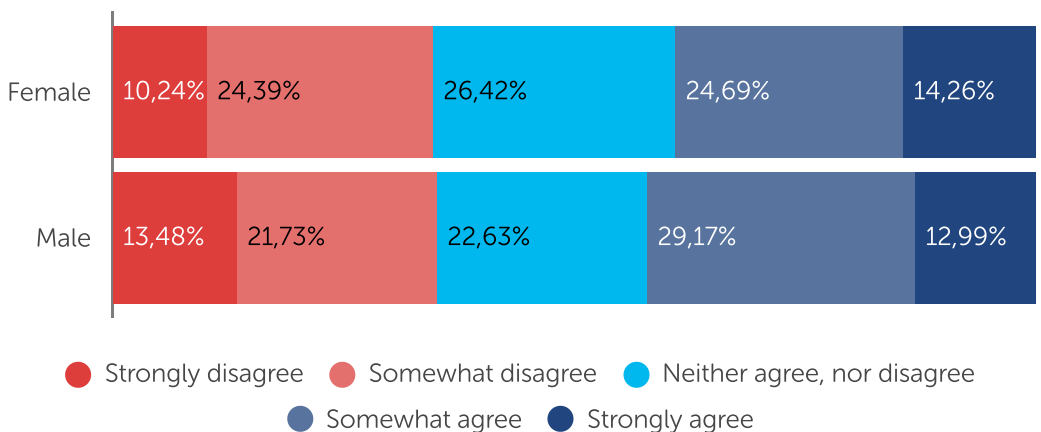


# CONSERVATIVE TRENDS

Do you think that Donald Trump's global politics will cause a return to the traditional values in countries such as Poland?



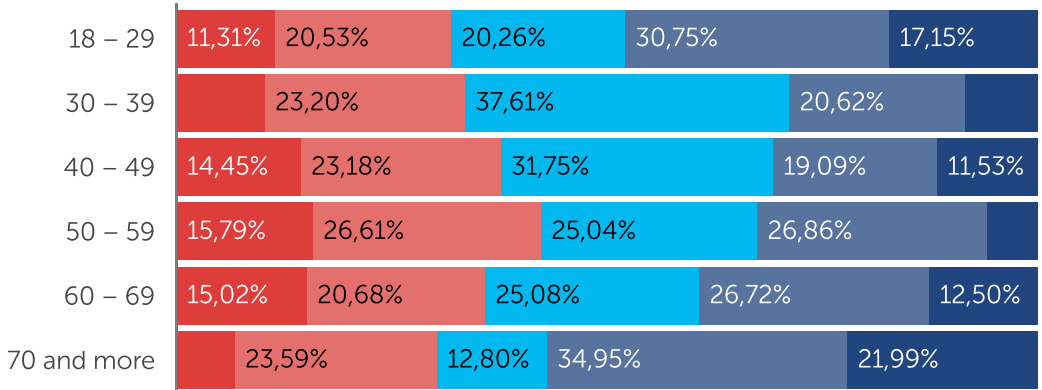
## GENDER





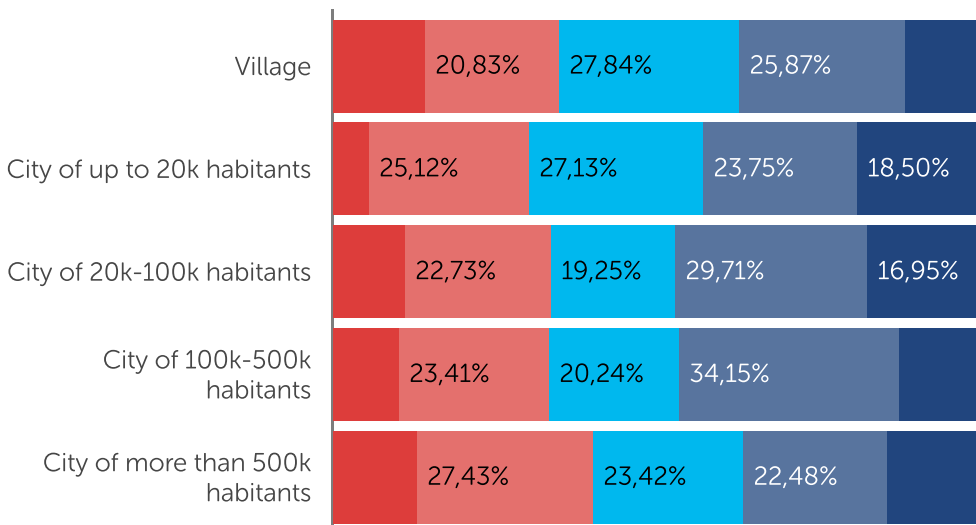
# CONSERVATIVE TRENDS

## AGE



- Strongly disagree
- Somewhat disagree
- Neither agree, nor disagree
- Somewhat agree
- Strongly agree

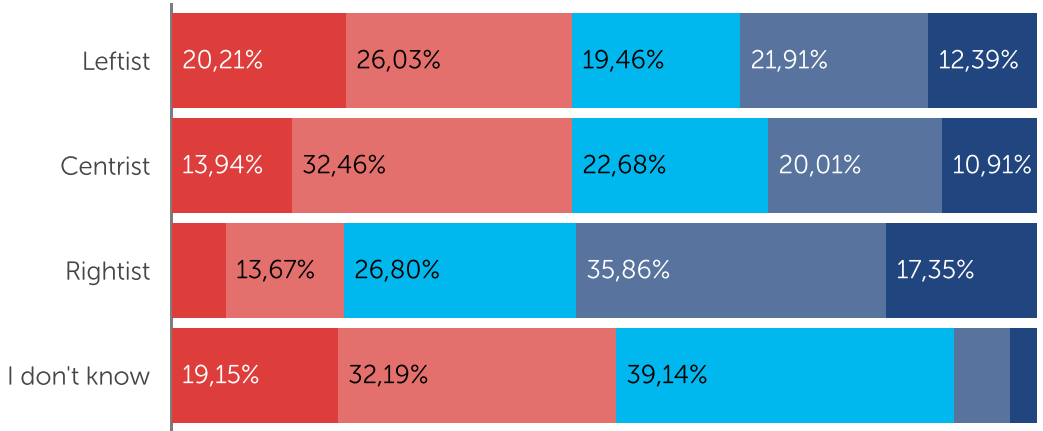
## PLACE OF RESIDENCE





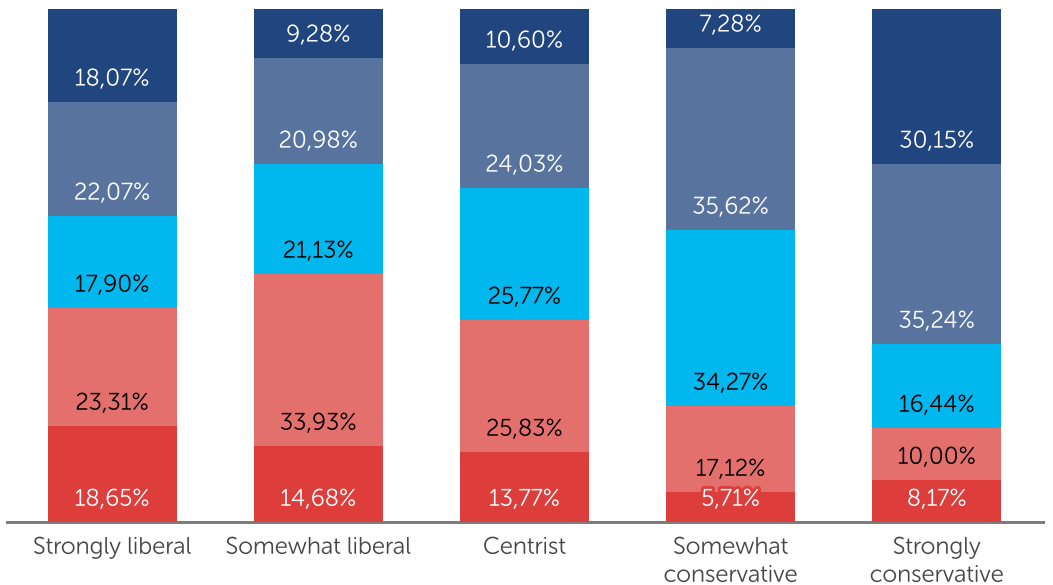
# CONSERVATIVE TRENDS

## POLITICAL VIEWS



- Strongly disagree
- Somewhat disagree
- Neither agree, nor disagree
- Somewhat agree
- Strongly agree

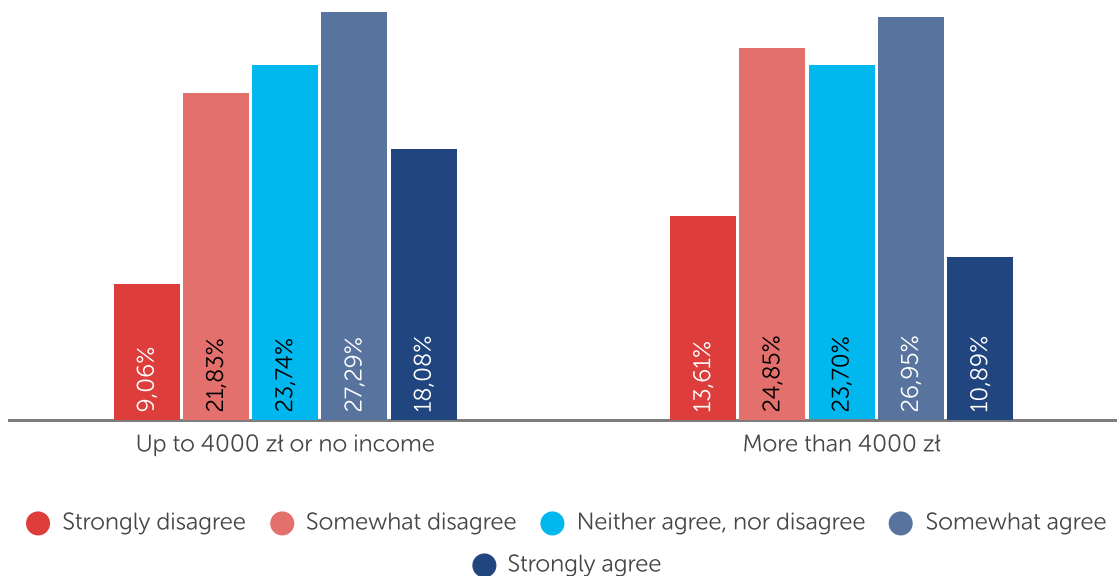
## WORLDVIEW



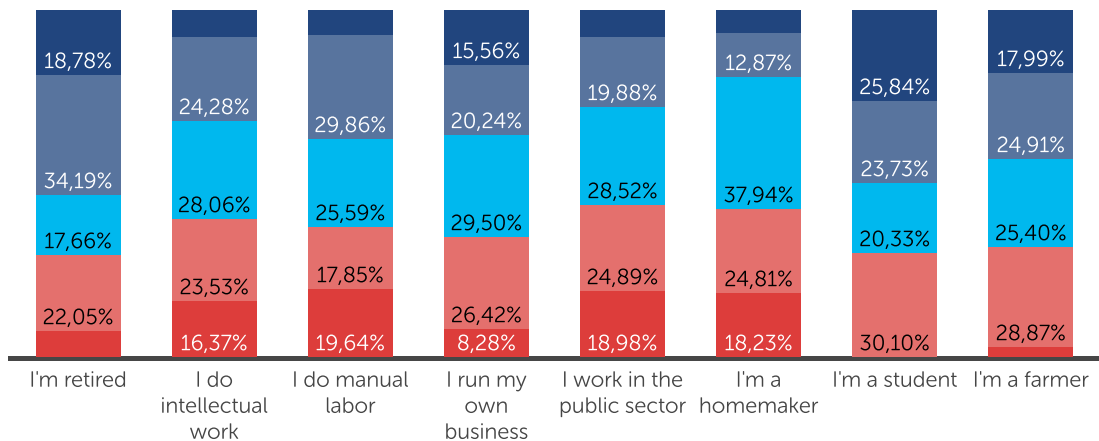


# CONSERVATIVE TRENDS

## INCOME



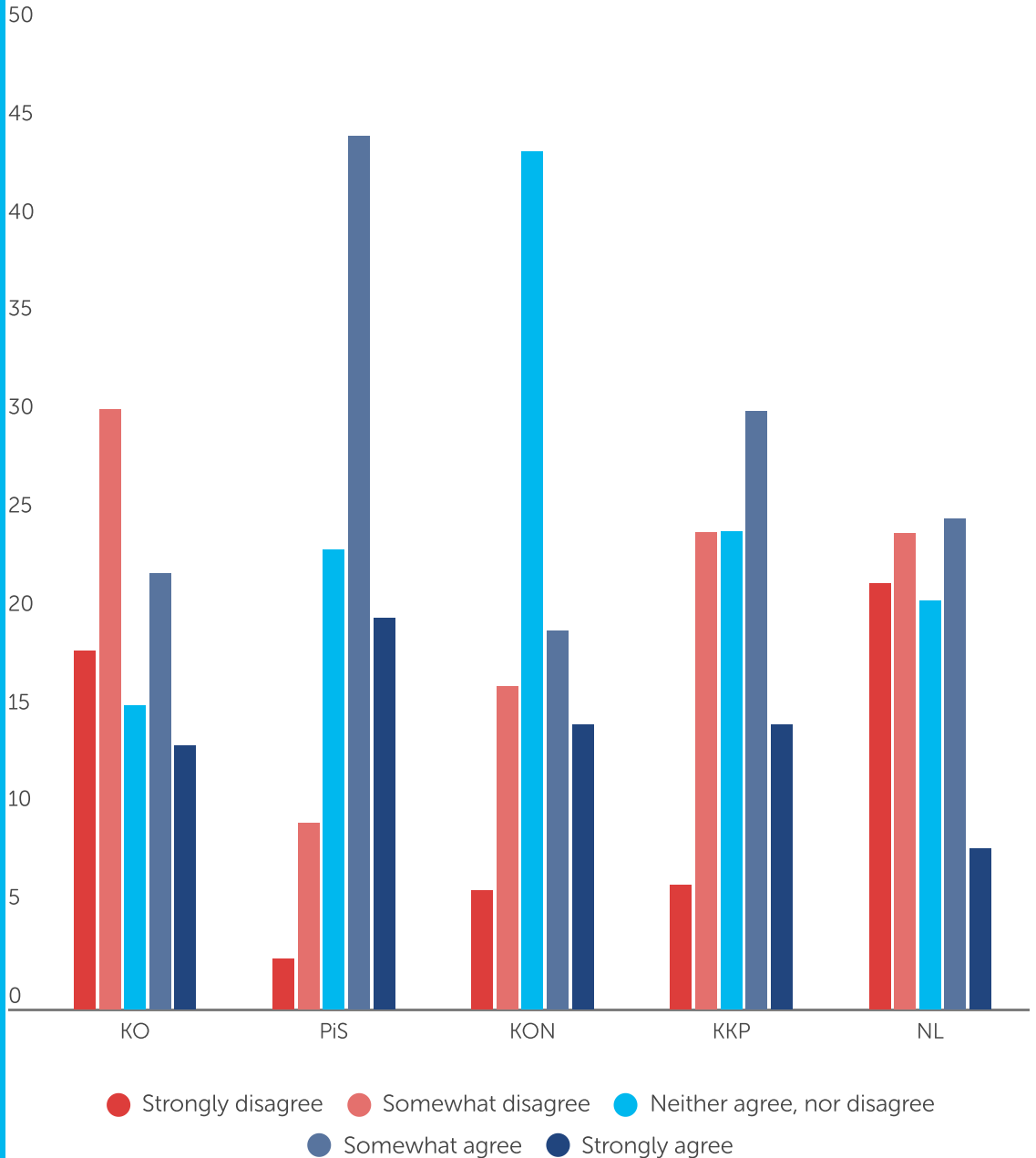
## OCCUPATION





# CONSERVATIVE TRENDS

## POLITICAL PARTY



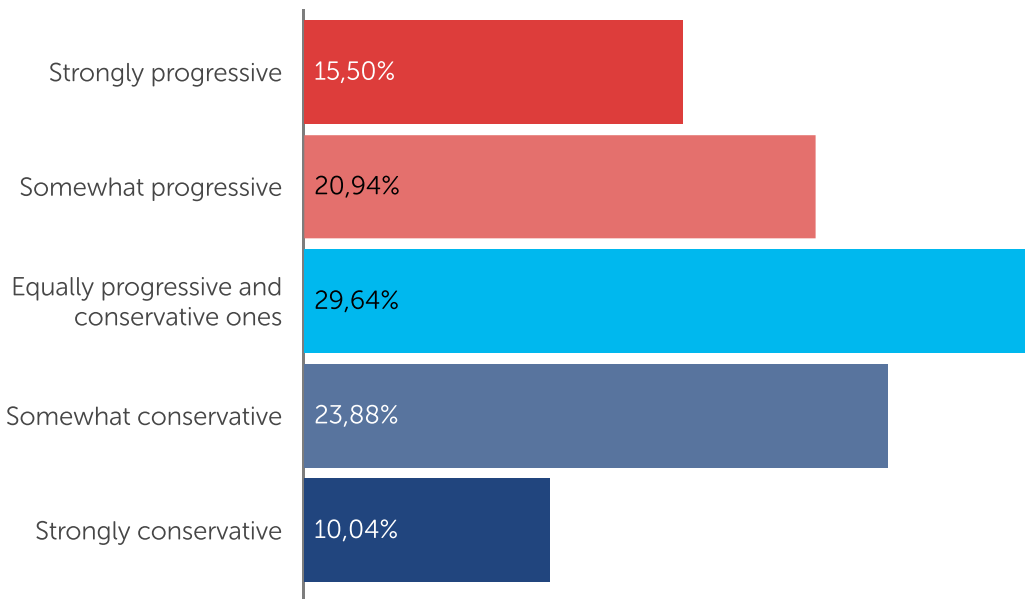


# POLITICIANS AND FREEDOM

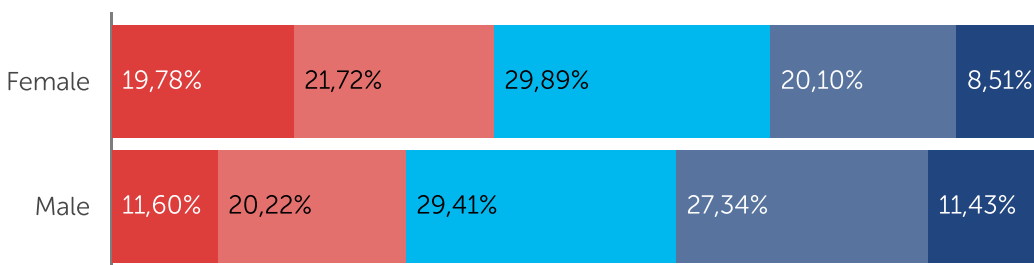


# POLITICIANS AND FREEDOM

Politicians sharing what kind of values, in your opinion, offer more freedom in the public life in Poland?



## GENDER

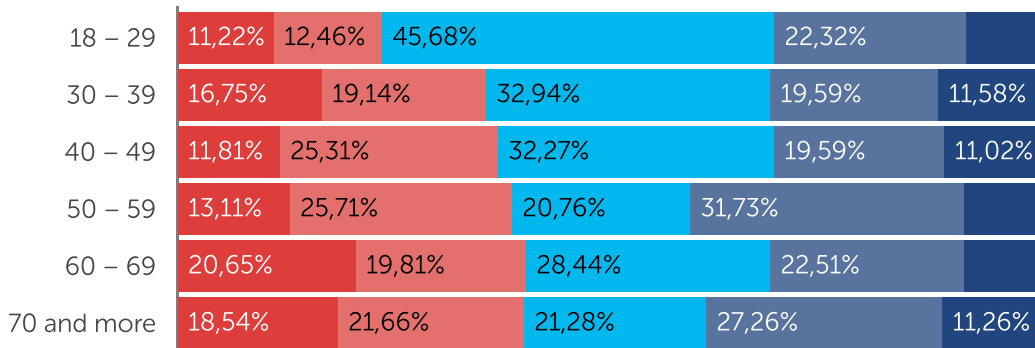


- Strongly progressive
- Somewhat progressive
- Equally progressive and conservative ones
- Somewhat conservative
- Strongly conservative



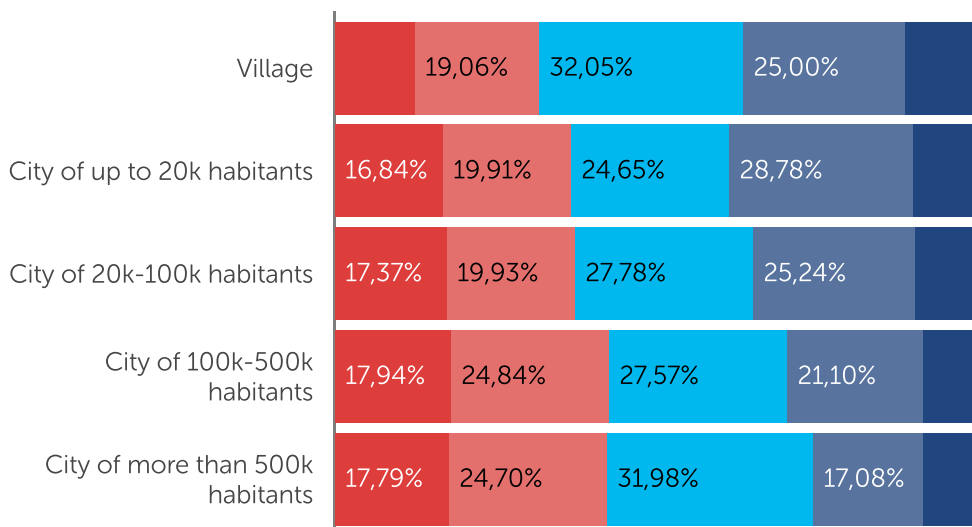
# POLITICIANS AND FREEDOM

## AGE



- Strongly progressive
- Somewhat progressive
- Equally progressive and conservative ones
- Somewhat conservative
- Strongly conservative

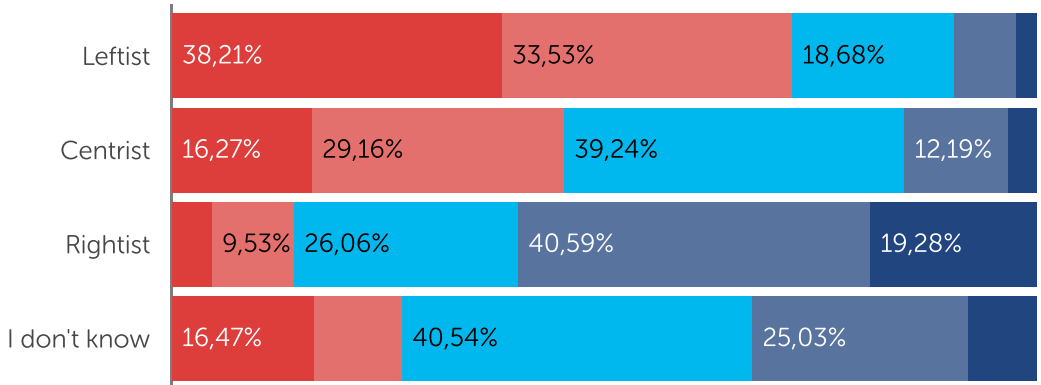
## PLACE OF RESIDENCE





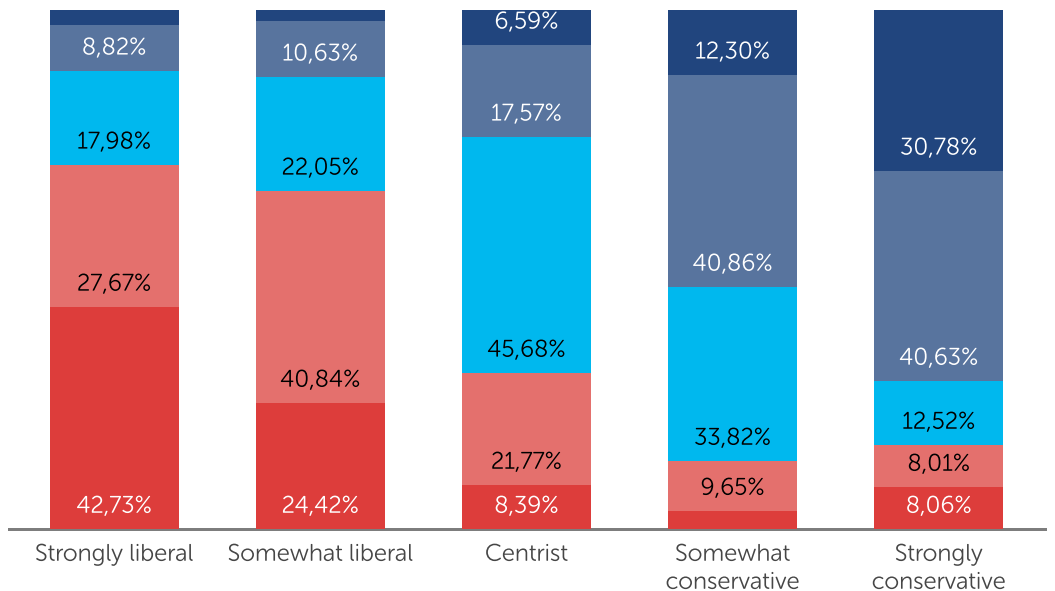
# POLITICIANS AND FREEDOM

## POLITICAL VIEWS



- Strongly progressive
- Somewhat progressive
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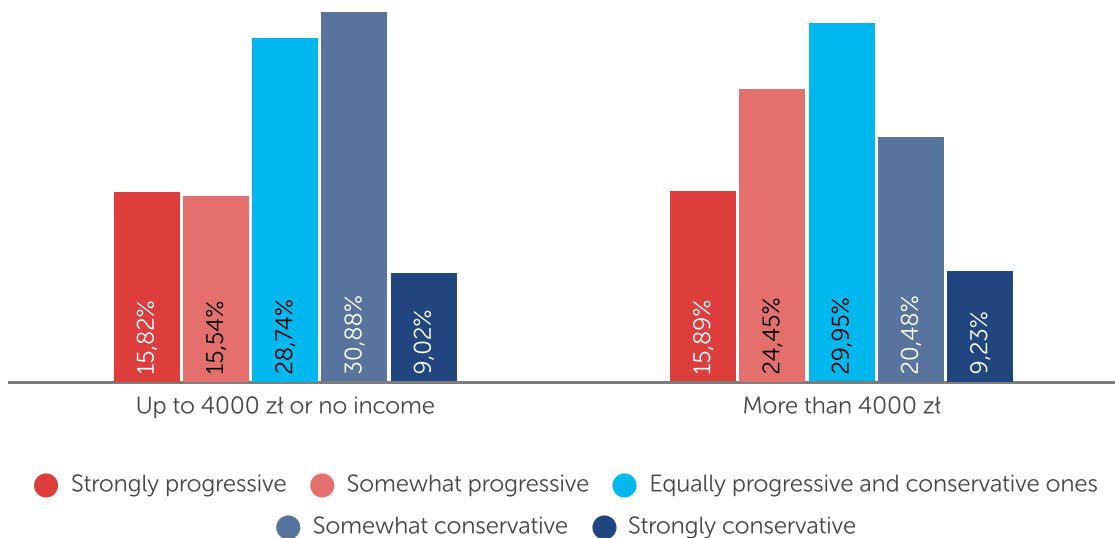
## WORLDVIEW



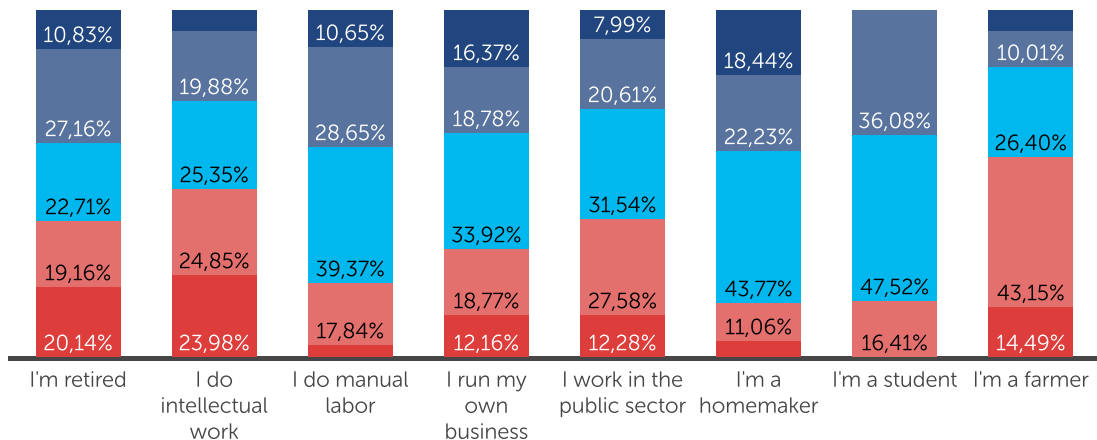


# POLITICIANS AND FREEDOM

## INCOME



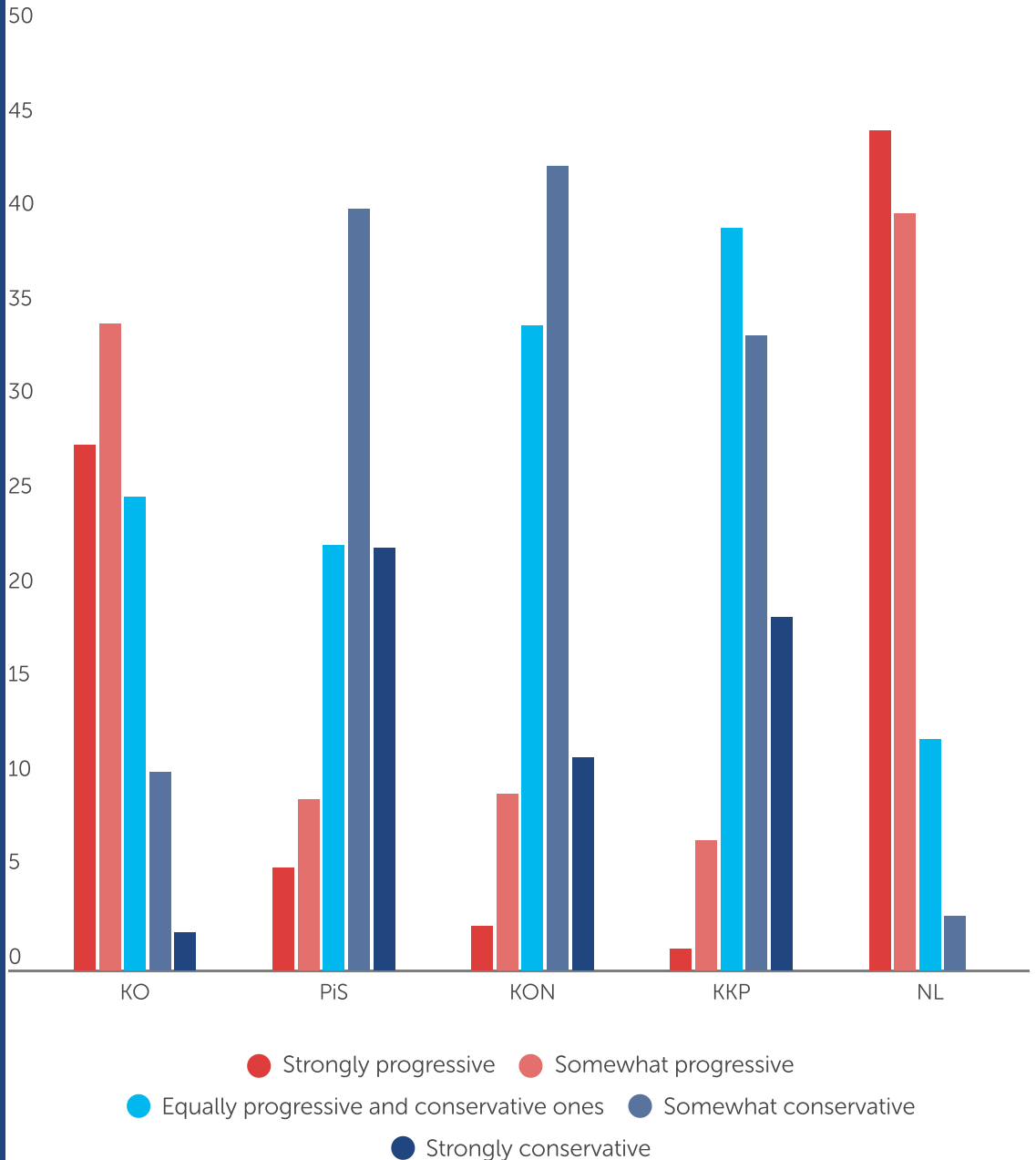
## OCCUPATION





# POLITICIANS AND FREEDOM

## POLITICAL PARTY





# ABOUT US



# THEY TRUSTED US



## CONTACT US

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 @LukasPawlowski



# THANK YOU FOR YOUR ATTENTION

OGB IS SO MUCH MORE THAN JUST RESEARCH

OGB IS ALSO:

