



CEDMO
Central European Digital
Media Observatory



CEDMO Trends SK - 15th wave through the eyes of Ipsos:

**Perception of disinformation narratives in
Slovakia**

Espresso



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1 Basic Parameters

Research name: CEDMO Trends

Date of the main data collection: 1st wave: 31/08/2023 – 08/09/2023, 2nd wave: 22/09/2023 – 01/10/2023, 3rd wave: 13/10/2023 – 25/10/2023, 4th wave: 10/11/2023 – 23/11/2023, 5th wave: 08/12/2023 – 18/12/2023, 6th wave: 12/01/2024 – 28/01/2024, 7th wave: 09/02 – 23/02/2024, 8th wave: 08/03/2024 – 24/03/2024, 9th wave: 12/04 – 25/04/2024, 10th wave: 17/05 – 31/05/2024, 11th wave: 14/06/2024 – 27/06/2024, 12th wave: 19/07 – 19/08/2024, 13th wave: 13/09/2024 – 27/09/2024, 14th wave: 11. 10. – 24. 10. 2024, 15th wave: 6. 11. – 14. 11. 2024

Target group: representative population 16+

Method of selection of male and female respondents: quota selection

Quota setting: according to the Statistical Office of the Slovak Republic

Quotas monitored: gender, age, education region, size of place of residence, internet use

Collection method: CASI survey using the Populacia.sk online panel and F2F surveys

Total sample: 1st wave: n = 2370, 2nd wave: n = 2106, 3rd wave: n = 2117, 4th wave: n = 1956, 5th wave: n = 2002, 6th wave: n = 2012, 7th wave: n = 1961, 8th wave: n = 1948, 9th wave: n = 1900, 10th wave: n = 1834, 11th wave: n = 1792, 12th wave: n = 1710, 13th wave: n = 1704, 14th wave: n = 1707, 15th wave: n = 1654

1.1 Research Specifications

The aim of the long-term research carried out in Slovakia is to monitor the attitudes and opinions of the population on various social topics, focused primarily on disinformation and hoaxes, information disorders, or the evaluation of democracy in Slovakia. Long-term research also focuses on mapping the development of these trends.

The research sponsor is the international multidisciplinary research institute CEDMO (Central European Digital Media Observatory), which is led by Charles University (Czech Republic) and the supplier is IPSOS. The head of the research team for CEDMO is Václav Moravec, Michal Kormaňák and Paula Ivanková are involved in the project on behalf of the IPSOS research team.

The research questionnaire was designed by the client and consulted with the supplier, while its final version was prepared in cooperation with the supplier.

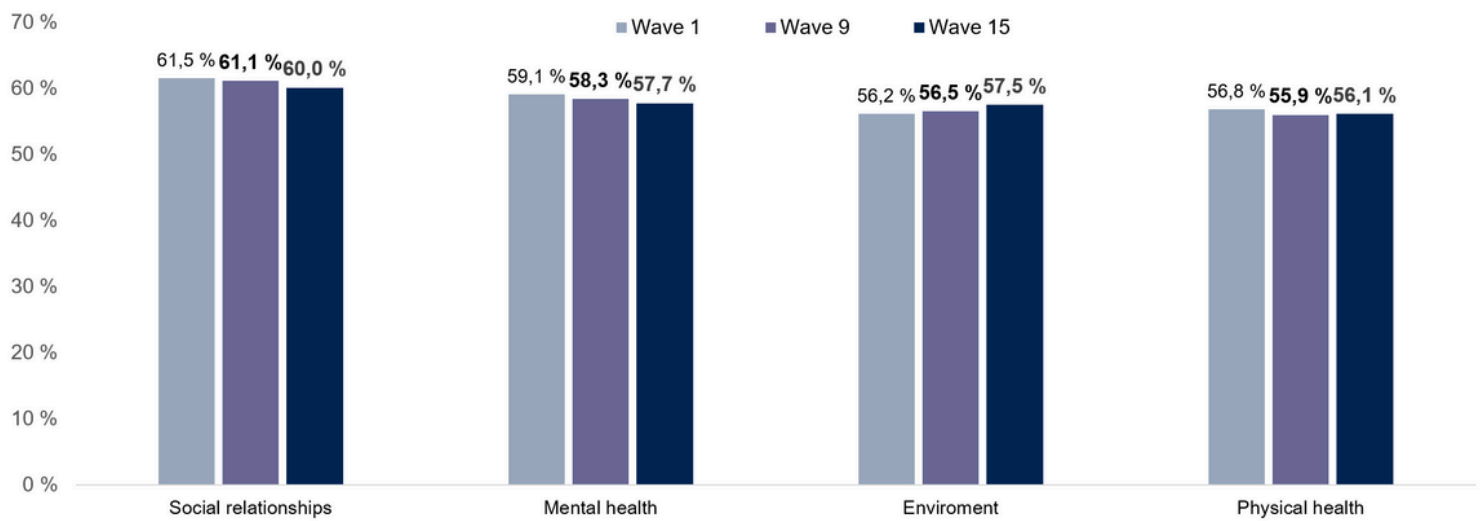
Data collection was carried out electronically in combination with personal interviews. The selection of respondents was provided by IPSOS through an online panel. Respondents were recruited on the basis of a quota regulation approved by the sponsor.

This report was produced with the support of:



2 Perceived quality of life and satisfaction with health

Compared to the optimal quality of life, defined by the World Health Organization (WHO), Slovaks assess the quality of their lives in individual areas rather average or just above average. Ratings of all areas are at a very similar level. They are slightly more positive compared to social relations. On the contrary, the population is least satisfied with their physical health. In the long term, all domains perform relatively stable results.

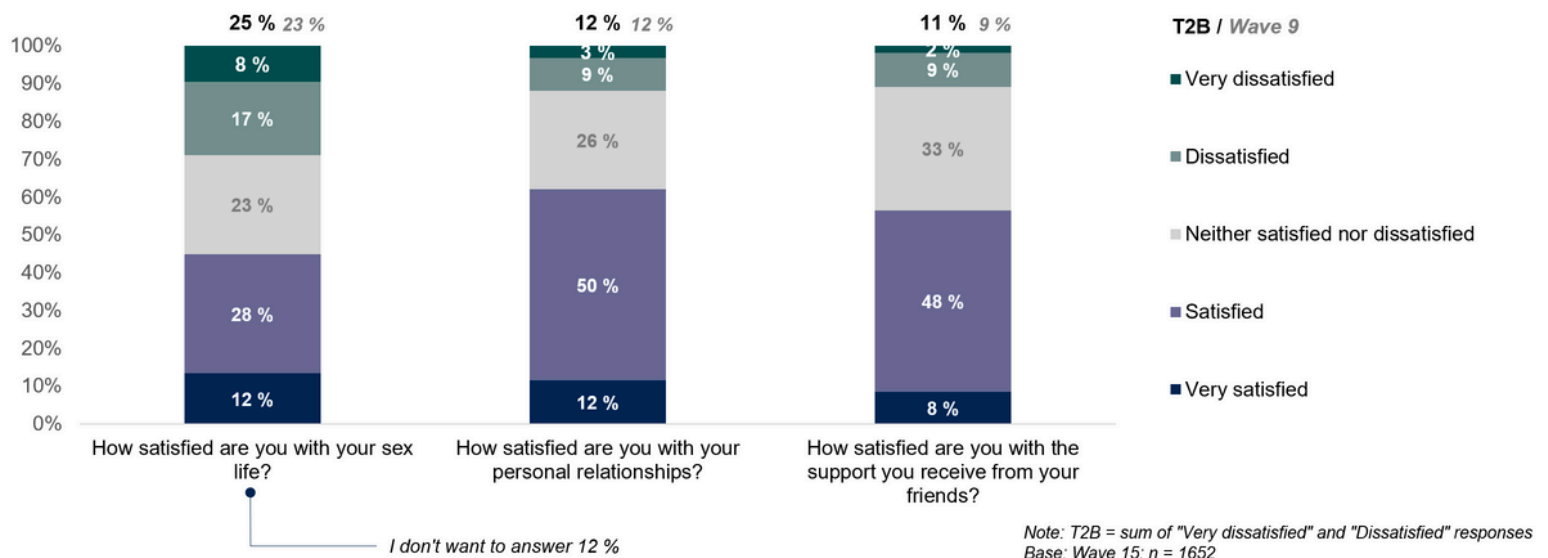


Note: The resulting normalized scores reflect the average quality of life across domains on a scale of 0 to 100, where 100 indicates optimal quality of life. Questions W3-W26 are included in the calculation

Base: Wave 15 n = 1653

2.1 Perceived quality of life - social relationships

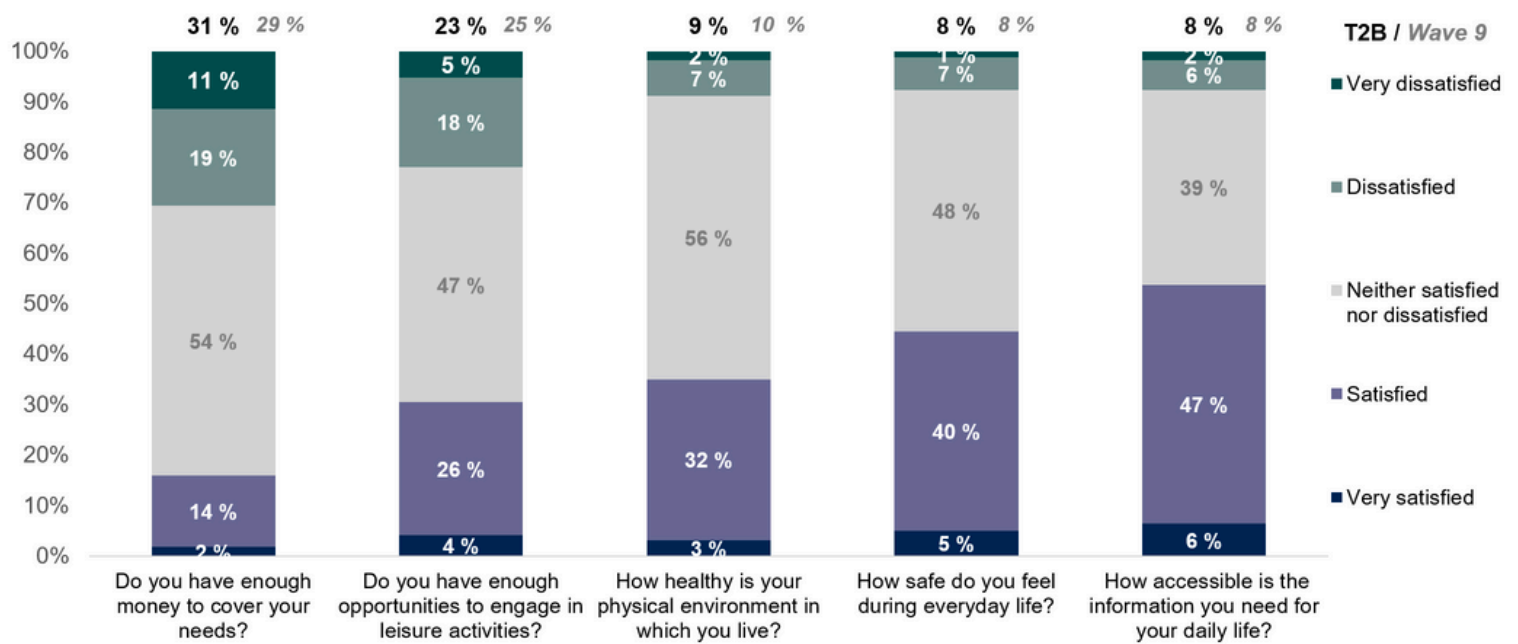
In the area of social relationships, the highest proportion of Slovak women and men rate their personal relationships positively. Almost two thirds of the respondents (62%) expressed satisfaction. On the other hand, only 40% of the population is satisfied with their sex life, while 25% perceive their sex life negatively; gender does not play a significant role in this respect. The highest level of satisfaction with their sex life was expressed by people aged 25-34 years (49%), people from the Bratislava region (45%), but also from larger cities of over 100 thousand inhabitants (46 %) and people with university degree (47 %). In general, people over 65 years of age and from larger cities over 100 thousand inhabitants are more satisfied with their personal relationships and the support of friends.



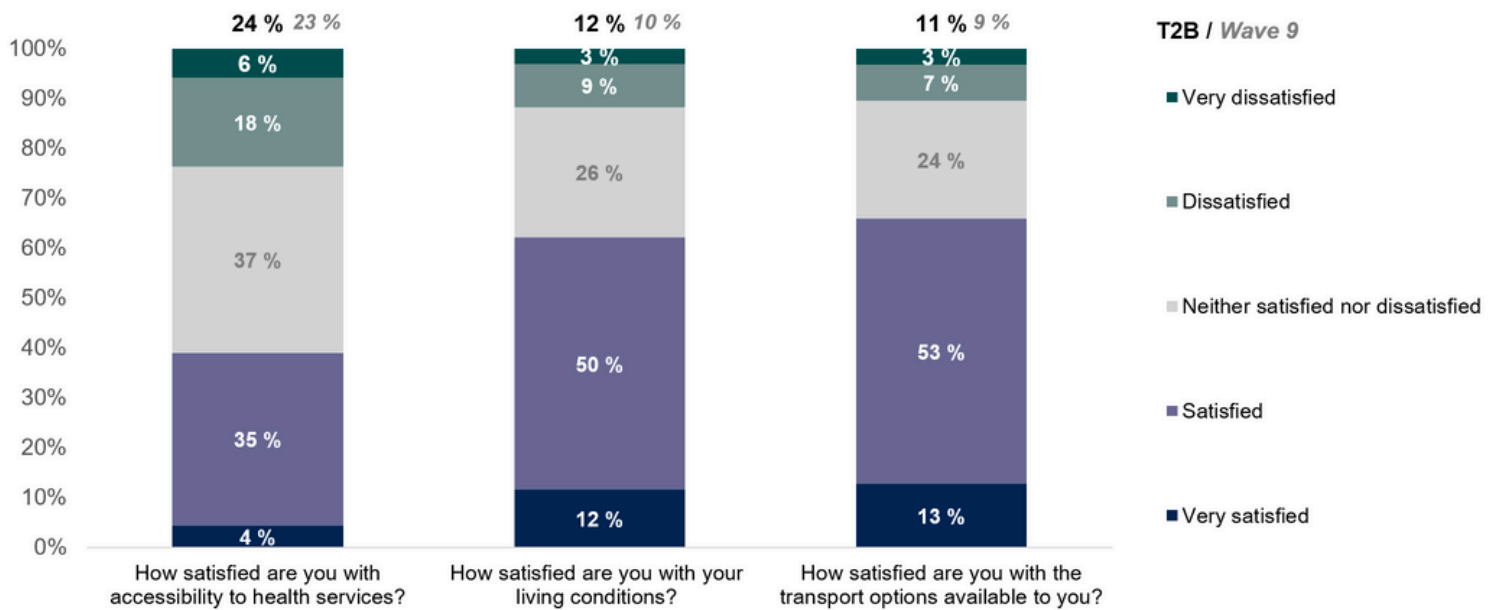
2.2 Perceived quality of life - environment

31% of the Slovak population feel that they have little or no money to cover their needs. Only 16% of the respondents declared that they had enough money. Almost a quarter also said in the November wave that they do not have enough time for leisure activities in their daily lives (not at all + a little - 23%), with young people aged 16-34 being the most frequent (31-34%). Men were significantly more likely than women to say they had above average time to engage in these activities (very + extremely - 35% men vs. 26% women).

The vast majority of the population does not feel threatened by any danger during their daily lives, or perceives only minimal or average threat. However, women are significantly more likely than men to perceive a lower level of safety. However, a quarter of male and female respondents expressed dissatisfaction with the availability of health services (24%). On the other hand, the majority of the population is satisfied with the housing conditions (62%) and the transport options available to them (66%). In general, people living in cities with more than 100 000 inhabitants are significantly more likely to be satisfied with the availability of health services, housing conditions, and transport options.



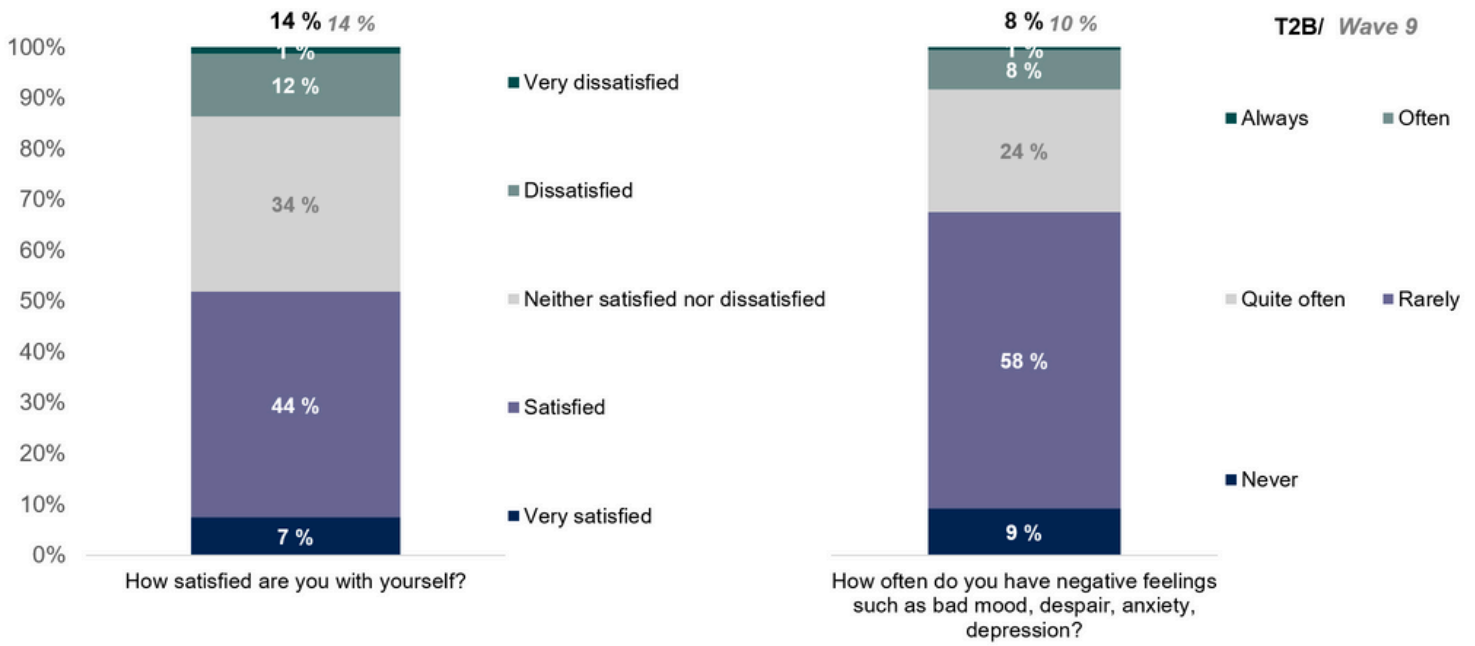
Note: T2B = sum of "Not at all" and "Somewhat" or "Very dissatisfied" and "Dissatisfied"



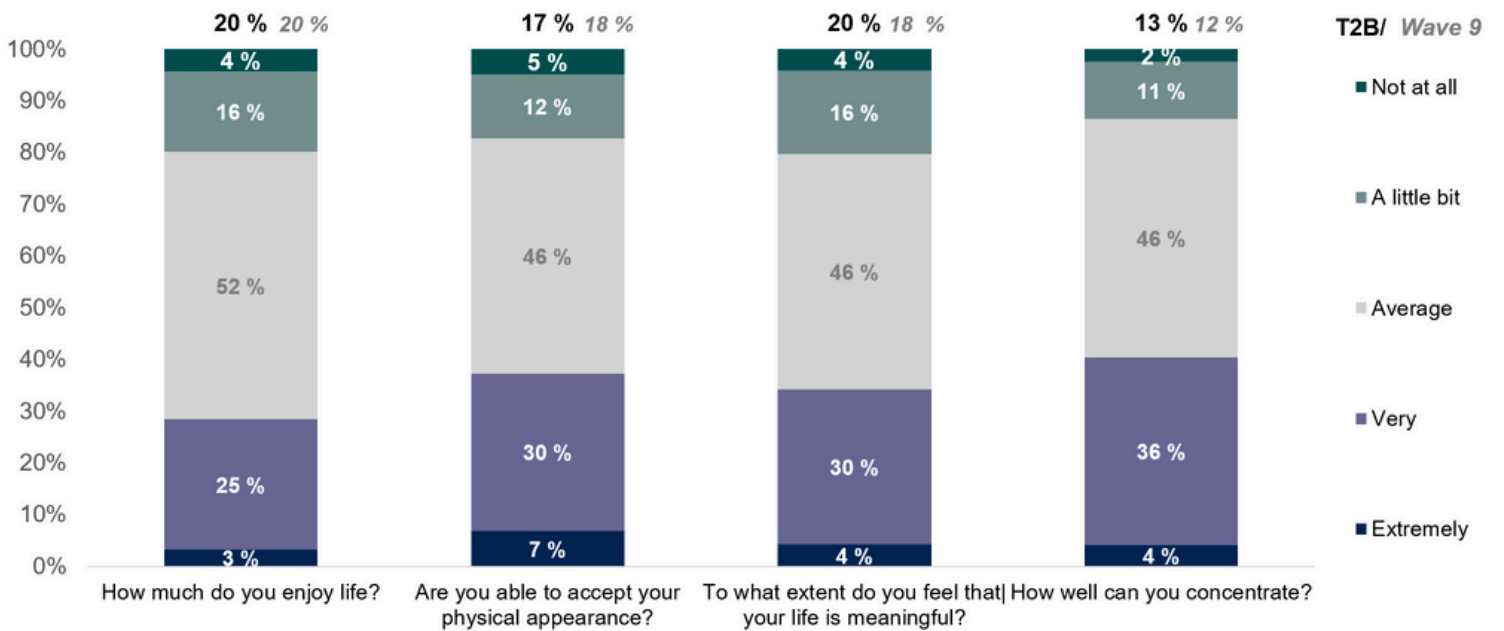
Note: T2B = sum of "Not at all" and "A little", or "Very dissatisfied" and "Dissatisfied"

2.3 Perceived quality of life - mental health

In terms of mental health, half of the population reported being happy with themselves (51%), however, only 37% of those surveyed were able to positively (very or extremely) accept their physical appearance. Significantly higher levels of satisfaction were recorded among men in both of these areas. A third (34%) of Slovak women and men consider their life to be above average (very or extremely) meaningful. On the other hand, only 28% said they enjoy their life very much or extremely much. The majority of the population also perceives their mental state positively, and only 8% admit to always or very often having negative feelings, bad moods, anxiety or depressive states. Significantly more often women and young people under 34 years of age. Again, it appears that people from large cities perceive their lives as meaningful and enjoyable in a significantly more positive way than the general population.



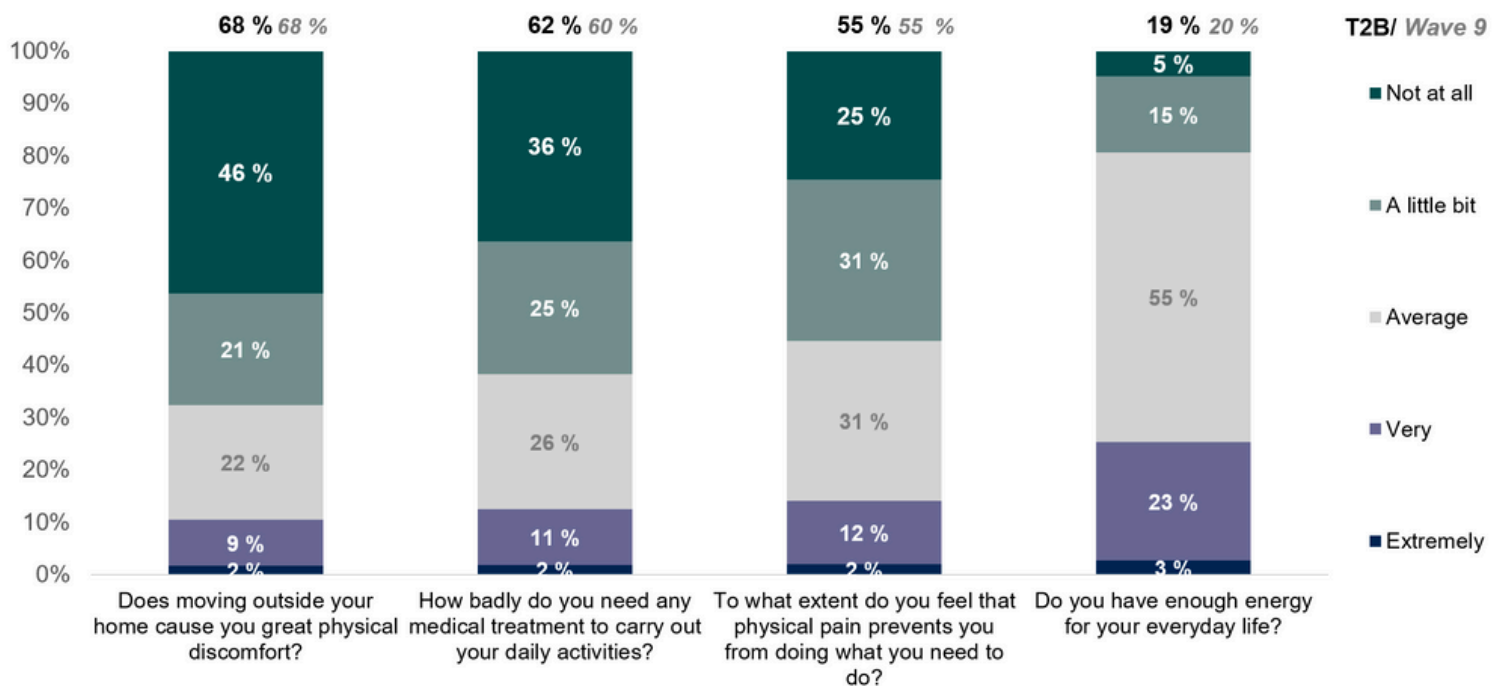
Note: T2B = sum of "Not at all" and "A little" or "Very dissatisfied" and "Dissatisfied" or "Always" and "Very often"



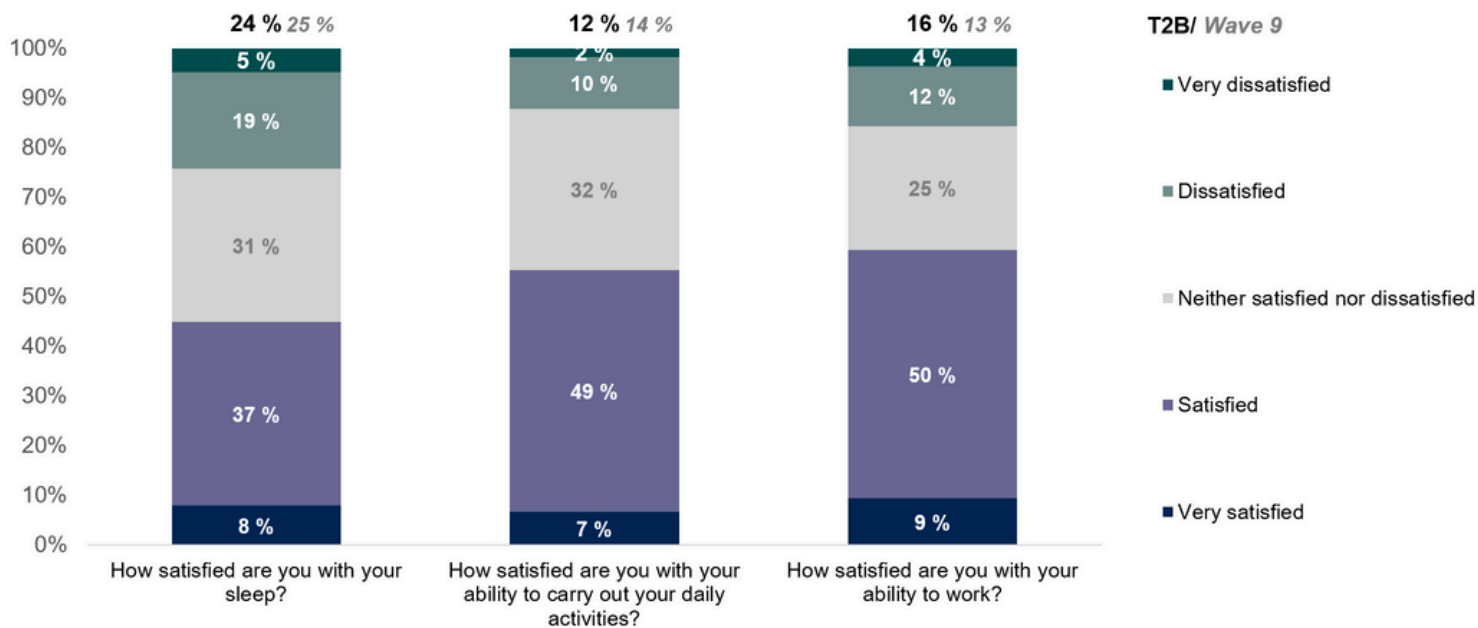
Note: T2B = sum of "Not at all" and "A little" or "Very dissatisfied" and "Dissatisfied" or "Always" and "Very often"

2.4 Perceived quality of life - physical health

In general, physical health is also rated mostly positive by the population. More than two thirds experience no or few physical difficulties in their daily activities outside their home (67%). At the same time, almost two thirds do not need any medical treatment or only sometimes need it to carry out these activities on a daily basis (61%). On the other hand, the majority of the population experience only an average level of energy during daily activities (55%), with 56% satisfied with their ability to perform these activities. A quarter of the population is not satisfied with their sleep (24%). Again, living in a large city is one of the key factors associated with higher levels of satisfaction with and more positive perceptions of physical health.



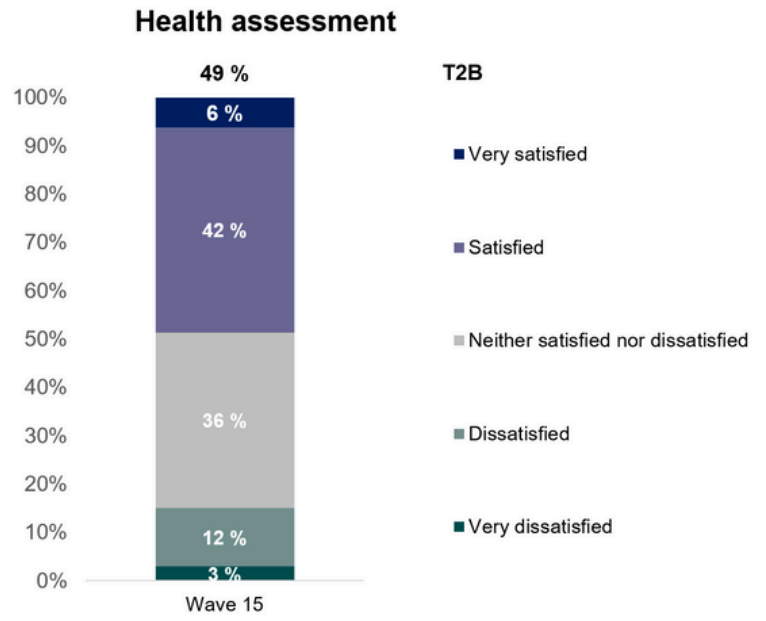
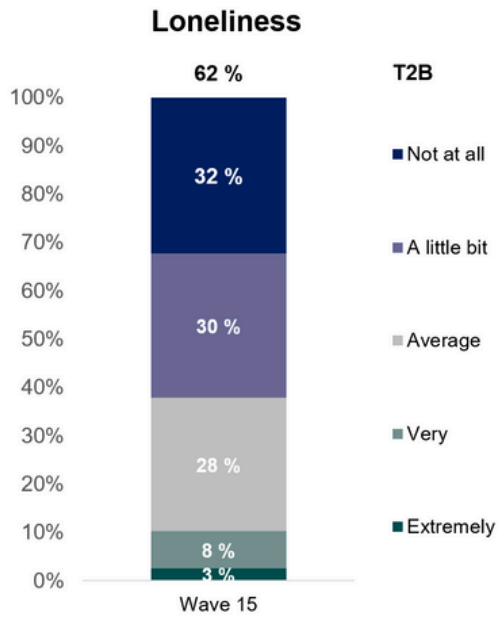
Note: T2B = sum of "Not at all" and "A little", or "Very dissatisfied" and "Dissatisfied"



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2.5 Perceptions of loneliness and health status assessment

A third of the population does not feel lonely at all, while another almost a third feel only a little lonely. Significantly higher levels of loneliness are experienced by the youngest age groups up to 24 years and people with primary education. Conversely, the level of loneliness is significantly lower among the university educated. However, only 6% are very satisfied with their health, while 42% expressed satisfaction. In contrast, only 15% of respondents expressed dissatisfaction with their health. On the other hand, the youngest age groups and people up to 44 years of age rate their health status significantly more positively than the population as a whole. Higher levels of satisfaction with health and, conversely, lower levels of loneliness can be observed again among people living in large cities (over 100,000 inhabitants).



Q: F13. To what extent do you feel lonely in your life? G1. How would you rate your health?