

Battle of Ideas

Value System Characteristics of Hungarian Society

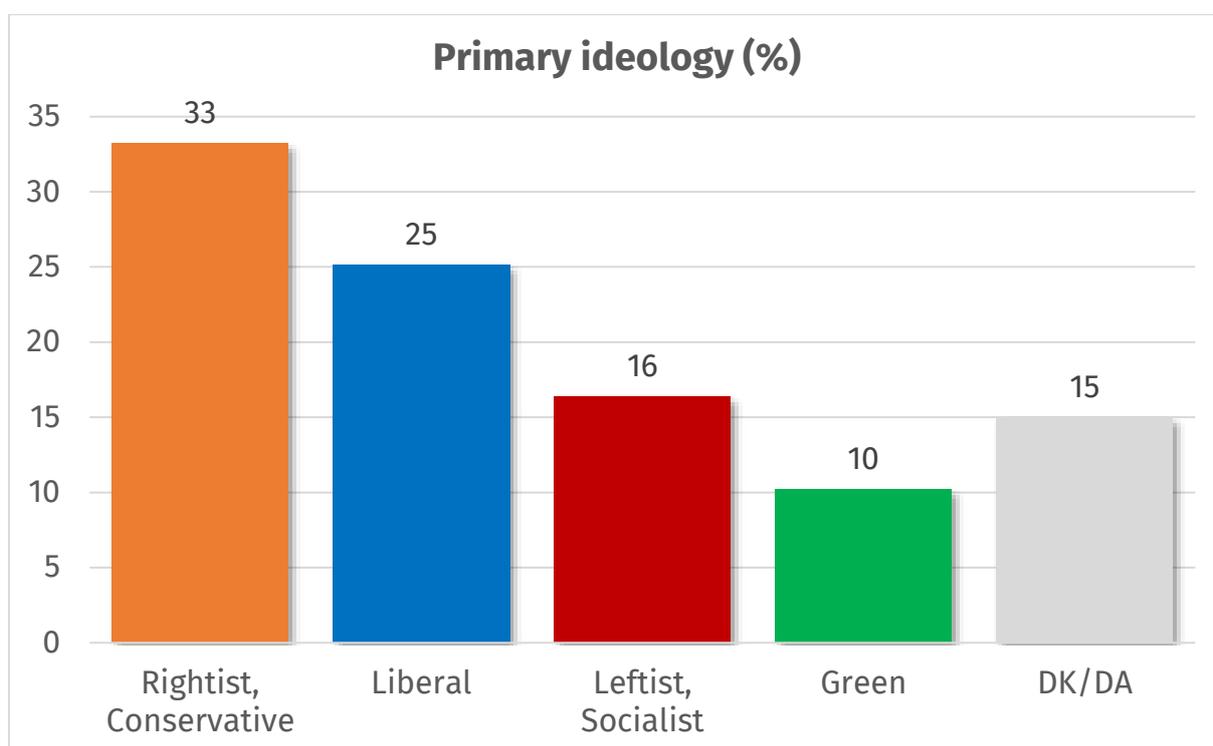
Analysis by Republikon Institute

March 2026



FINDINGS

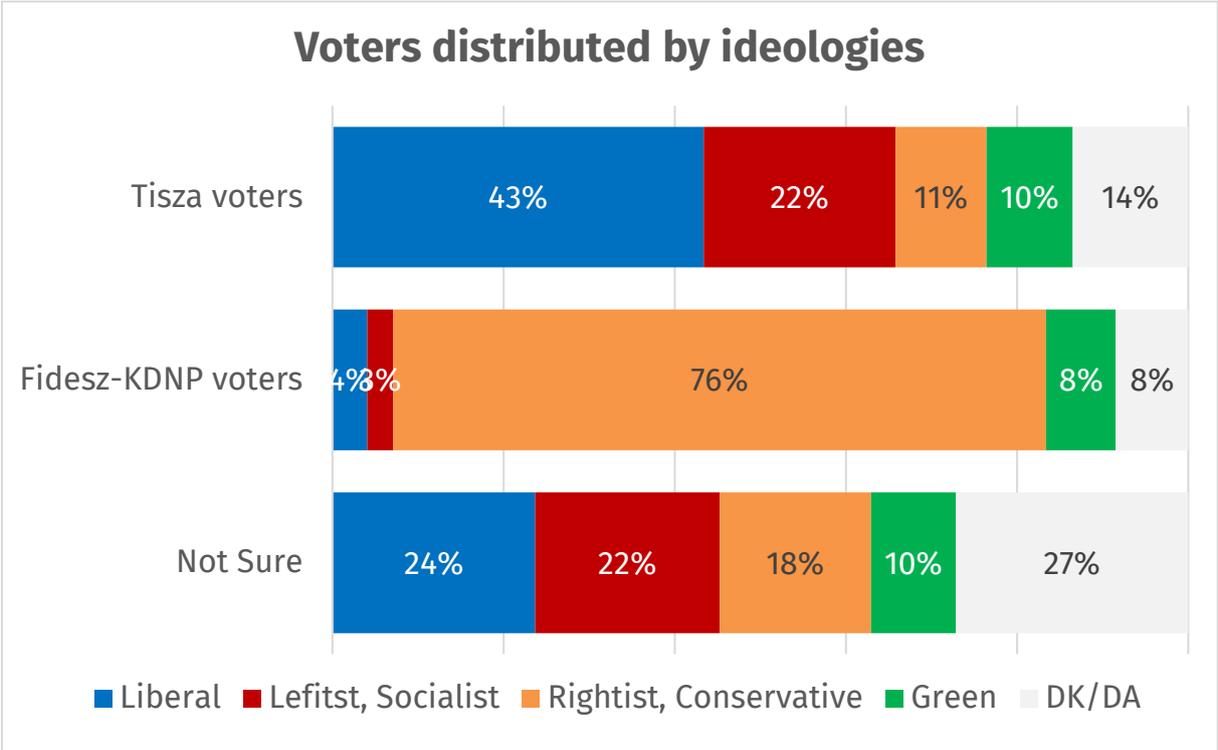
Right-wing, conservative values are the most common in Hungary, but only every third person identifies with them – according to the research by Republikon, conducted simultaneously with the February party preference survey.¹ The liberal worldview is the second most popular, with every fourth person placing themselves in this ideological group. 16 percent declare themselves left-wing, while the proportion of green, environmentalists is 10 percent.



Regarding the breakdown of party preferences, it is clear that the Fidesz-KDNP camp is the most homogeneous voter group; 76 percent of them declare themselves right-wing, which is hardly surprising given the party's clear right-wing self-classification. The voters of the governing parties never had to adapt or split their votes based on 'electoral mathematics'; as long as someone could believe in PM Viktor Orbán, they could find a point of connection, regardless of what specific policy the party represented at the time. Eight percent of them view themselves as green, and another 8 percent could not define their own values. The values of Tisza Party voters

¹ As a reminder: In February, Tisza led Fidesz-KDNP by 5 percentage points among the total population (35-30); among certain voters, their lead was 8 percentage points (47-39).

are more diverse; the liberal worldview is the most common among them, chosen by 43 percent. Well over one-fifth of Tisza voters are left-wing, the proportion of right-wingers is 11 percent, and greens are at 10 percent. 14 percent did not name an ideological affiliation. It is difficult to make a policy offer to such a mixed camp that everyone fully agrees with, especially regarding highly politicized issues. Aware of this, it is not surprising that Magyar and his party are cautious and measured on policy questions. Tisza has become a true "big tent" party over the past year, while with the shrinking of Fidesz-KDNP, its ideological palette has become more refined; its current supporters are committed right-wingers. For Fidesz, this may represent an opportunity to unsettle the small number of right-wing voters finding a place within Tisza; while this may no longer be enough to win their sympathy, it could be enough to ensure these voters ultimately stay home on election day.



Among the undecided, the liberal worldview is the most popular; every fourth undecided respondent placed themselves in this group. Left-wingers are overrepresented among them, with 22 percent indicating this worldview, signaling that there is no satisfactory left-wing alternative on the current party palette. In contrast, right-wingers are underrepresented among the undecided; their proportion is only 18 percent, compared to the 33 percent measured in the total

population – which, roughly corresponds to the support level of Fidesz-KDNP within the total population.

This shows that the opposition has more potential reserves among the undecided, although only a fraction of the currently undecided can be mobilized in the remaining month; thus, the election result will not depend on them, but rather on the cohesion of the existing camps. The ideological unity of the Fidesz camp is a situational advantage in this regard; however, right-wingers only make up one-third of adult society. Therefore, if Fidesz-KDNP cannot reach beyond the boundaries defined by its ideology, it will not be able to maintain the majority necessary for the formation of a government.

Methodology: The research was conducted through telephone interviews with 1000 individuals between February 12-17, 2026. The study is representative of the country's adult population by gender, age, educational qualification, and type of settlement. The margin of error is +/- 3.5%