

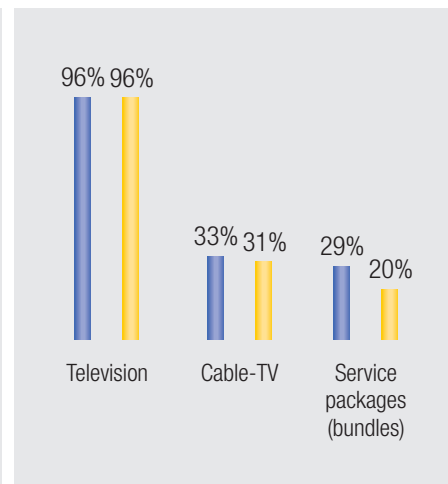
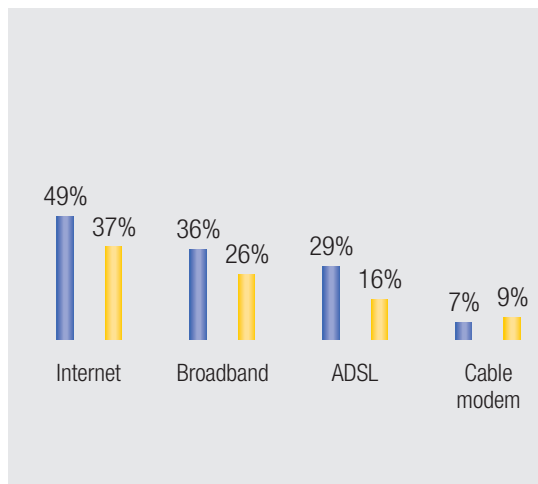
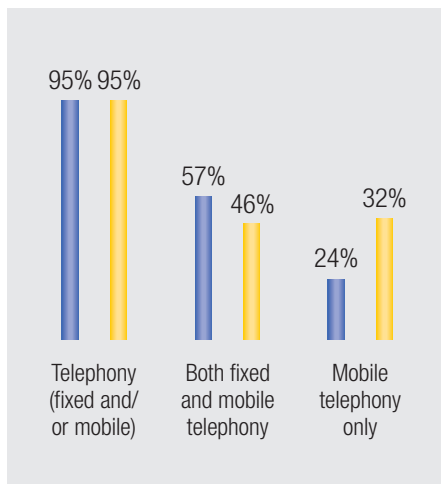


Special Eurobarometer N°293  
**E-Communications  
 Household Survey**



Results for Poland  
 Number of Interviews: 1,000  
 Fieldwork: 10th Nov. - 7th Dec. 2007

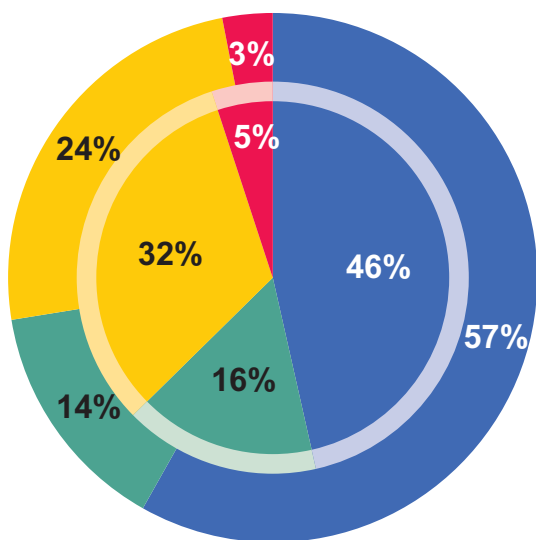
**KEY INDICATORS**  
 Overall results





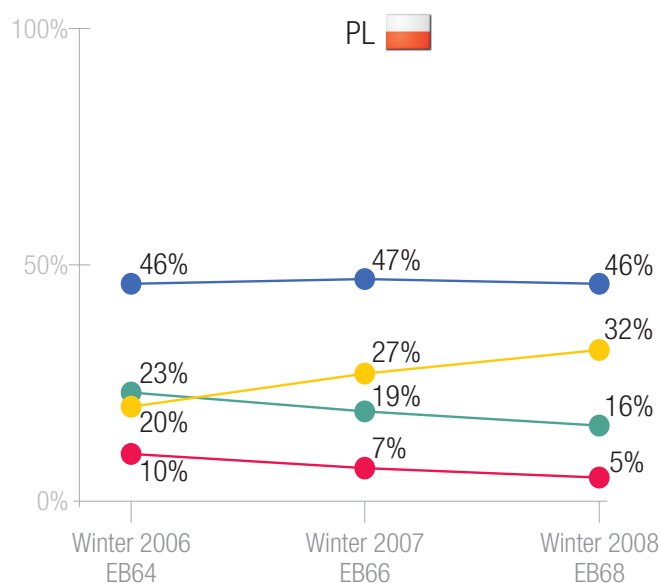
## 1. Telephone Access

QD1. For each of the following, please tell me how many of them are available in your household.  
Option: Households with...



EU27 Outer pie PL Inner pie

Evolution of the shares of households with...



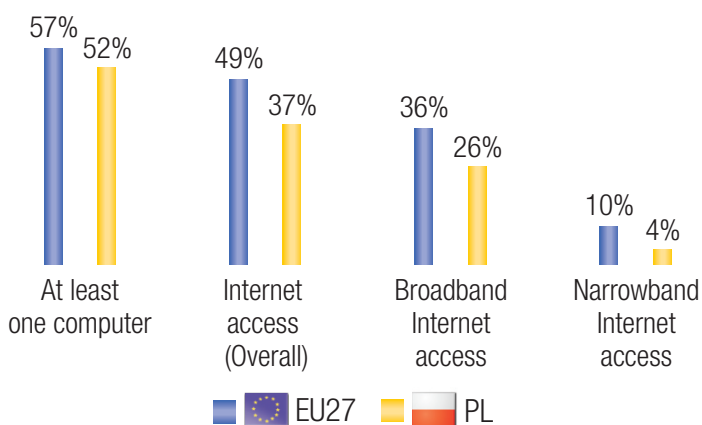
- Fixed telephone access and mobile telephone access
- Fixed telephone access but no mobile telephone access
- Mobile telephone access but no fixed telephone access
- Not having a fixed telephone access nor mobile telephone access

Under half of Polish households have both fixed telephone access and mobile telephone access, with the Polish figure here being lower than that for the EU as a whole. The number of Polish households with mobile access only has risen over the last two years, whilst the share of those with fixed access only or without access at all has declined.

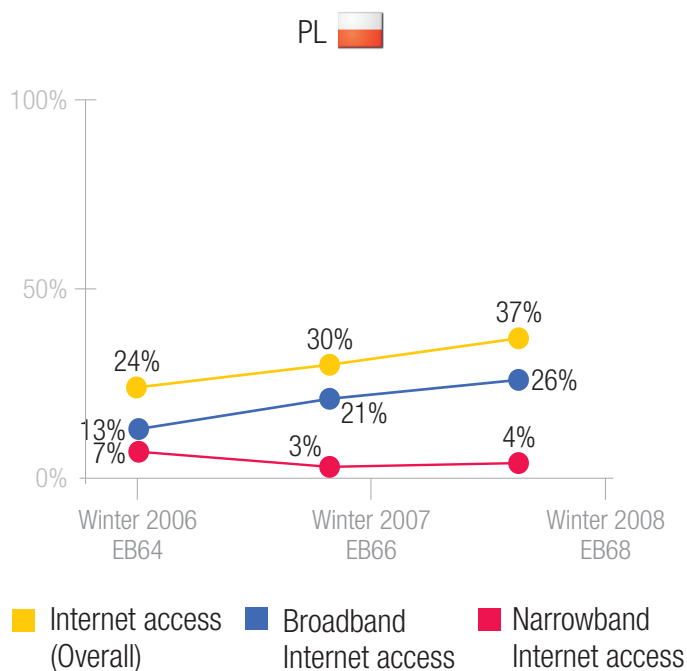


## 2. Internet Access

QD1. For each of the following, please tell me how many of them are available in your household.  
Option: Households with...

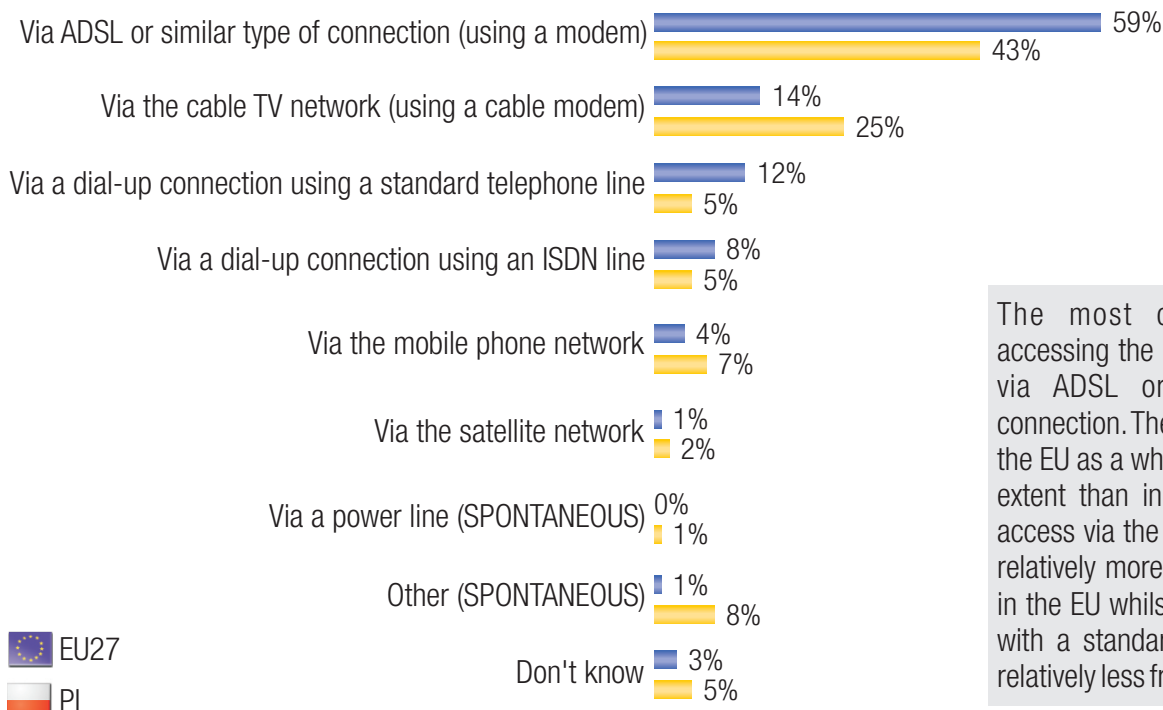


Evolution of the shares of households with...



Just over a half of all Polish households have at least one computer, a figure that is slightly lower than the EU average. Internet access is also relatively lower in Poland, with the difference between the Polish and EU figures being greater than for having a computer. As in the EU as a whole, access is more by broadband than narrowband. Looking at the dynamic picture, we can see that in Poland, Internet access is on the rise, with this being driven by an expansion in broadband.

QD8. How does your household access the Internet from home?  
BASE: Households with Internet access

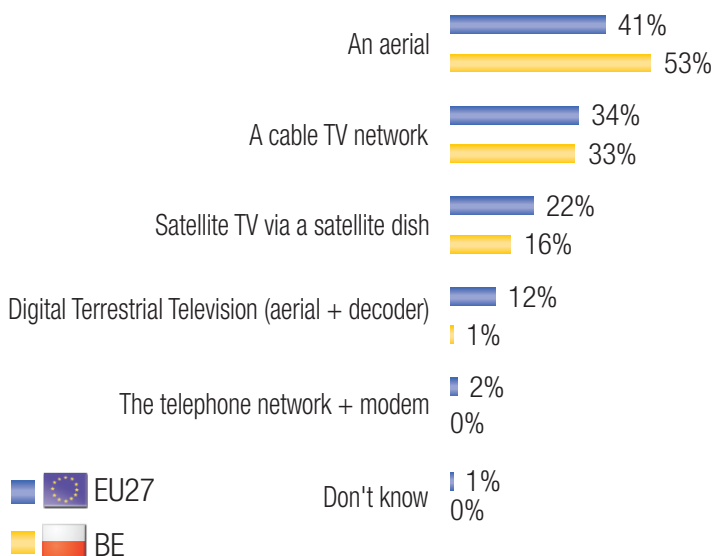


The most common way of accessing the Internet in Poland is via ADSL or similar type of connection. The same is also true in the EU as a whole, and to a greater extent than in Poland. In Poland, access via the cable TV network is relatively more commonplace than in the EU whilst access via dial-up with a standard telephone line is relatively less frequent.



### 3. Television

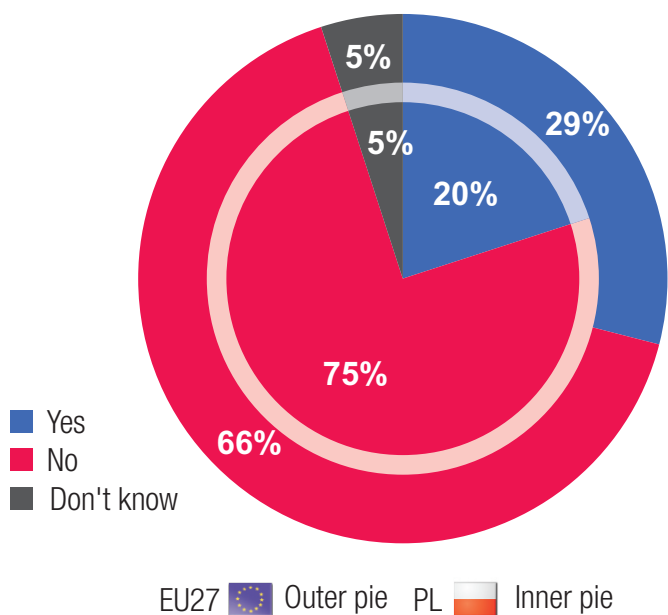
QD2. Does your household receive the television via...?  
BASE: Households with television access



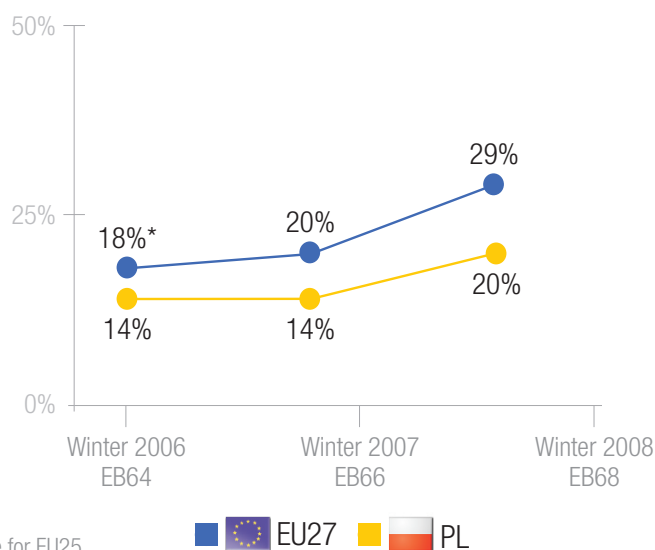
Almost all Polish households have TV access, with over half of this accounted for by access via an aerial. Compared to in the EU as a whole, a greater share of Polish households use this method. Around a third of Polish households use cable. Access via satellite and especially digital terrestrial television are both less commonplace in Poland than they are in the EU.

### 4. Service Packages

QD14. By bundle, we mean a combined package offering more than one communication service from the same provider at a single price. Does your household buy two or more of the following services as part of a bundle?



Evolution of the share of households buying communication services as part of a bundle



\*Figure for EU25

One in five Polish households buys more than one communication service from the same provider at a single price. This figure is lower than that for the overall share of EU households who buy a 'bundle' of packages. Over the course of 2007, the proportion of Polish households buying a bundle increased, although at a slightly lower rate than seen across the EU.