

E-communications



Number of interviews:
26.786

Number of interviews:
1.000

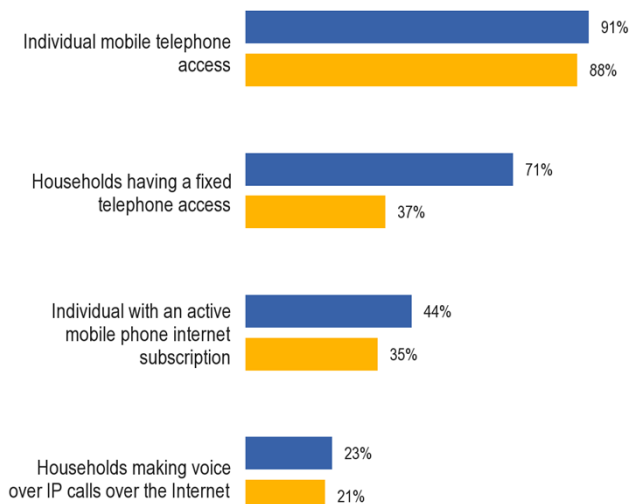
Fieldwork:
23/02-10/03/2013

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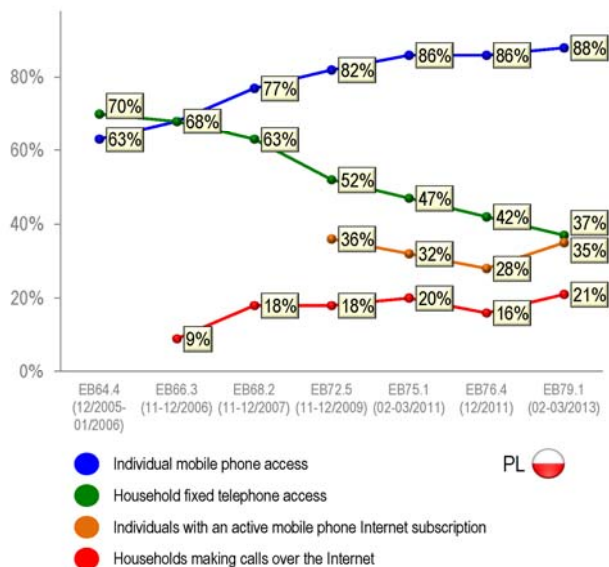
Methodology: face-to-face

PENETRATION RATES OF MAIN SERVICES (1)

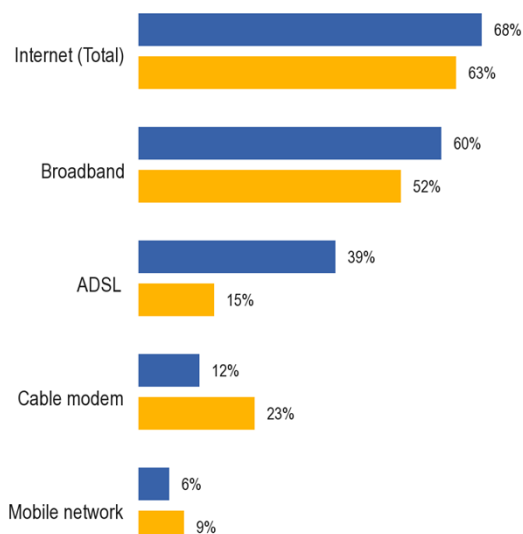
Telephone



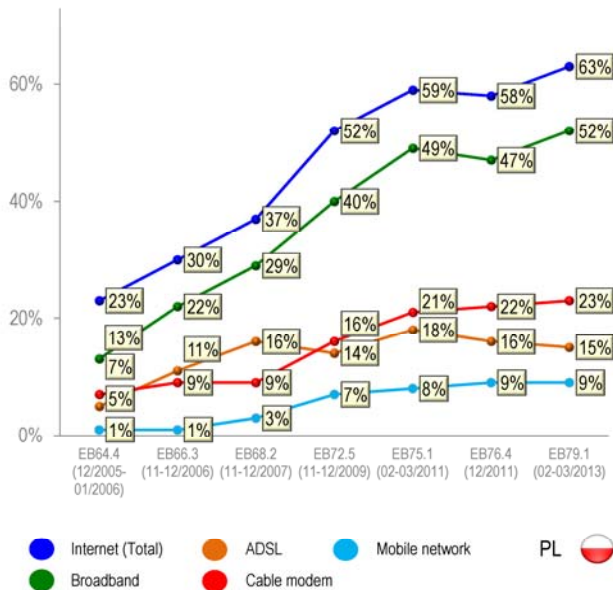
Evolution



Internet



Evolution



EUROBAROMETER 79.1 RESULTS FOR POLAND



E-communications



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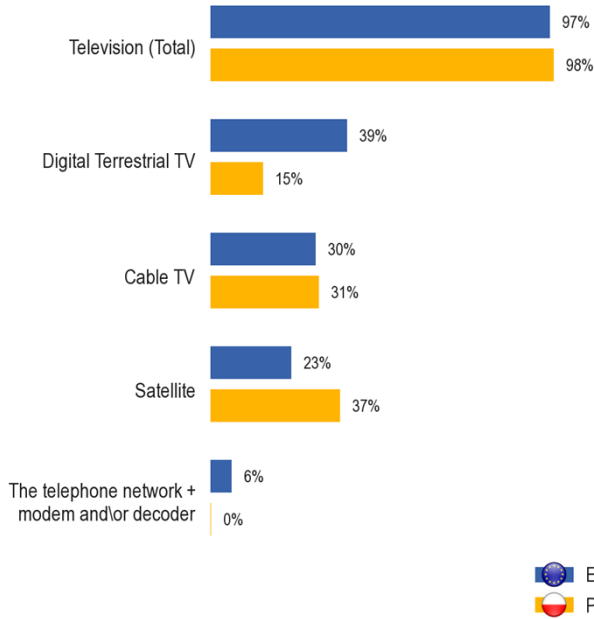
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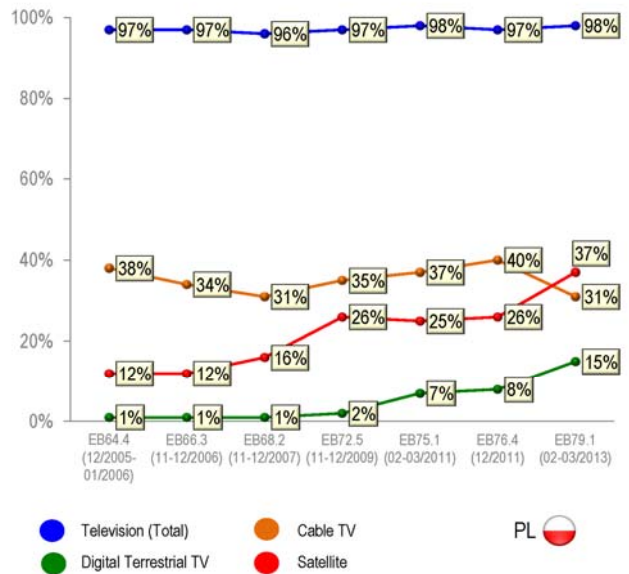
Methodology: face-to-face

PENETRATION RATES OF MAIN SERVICES (2)

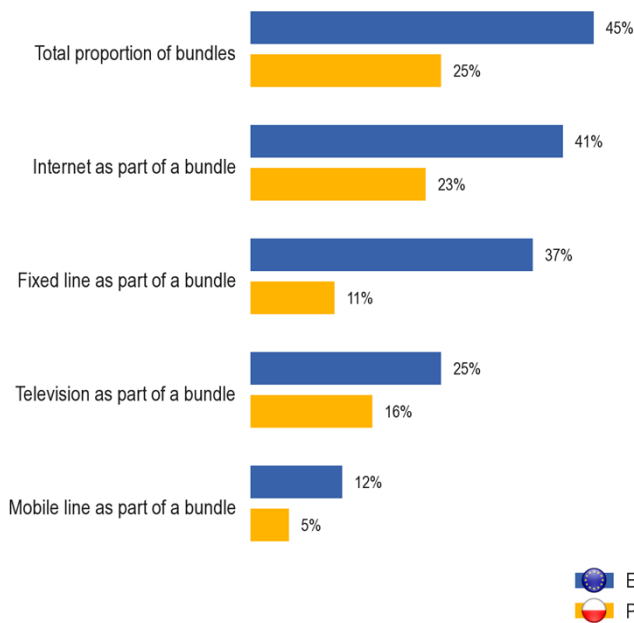
Television



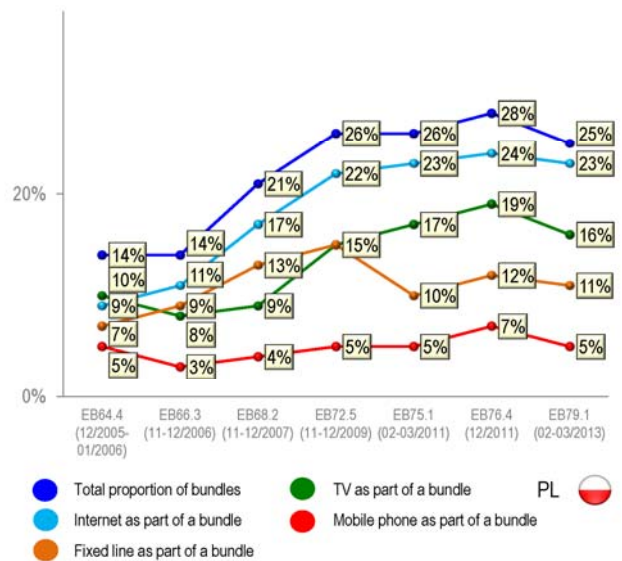
Evolution



Proportion of households with a service package



Evolution



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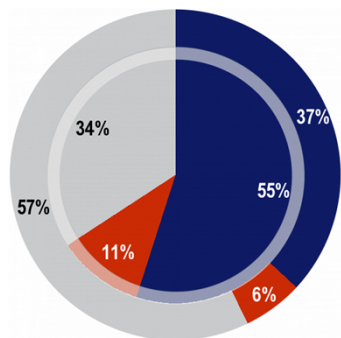
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23/02-10/03/2013

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CONSUMER'S SENSITIVITY TO THE SPEED OF INTERNET CONNECTION

What is the maximum download speed under the terms of your contract?



EU27 Outer pie PL Inner pie

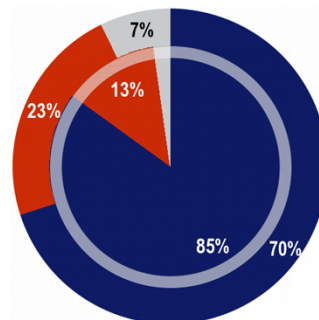
	EU27		PL	
	EB79.1	EB79.1-EB76.4	EB79.1	EB79.1-EB76.4
Valid answers	37%	+ 1	55%	=
Invalid answers	6%	=	11%	+ 4
Don't know	57%	- 1	34%	- 4

- Valid answers
- Invalid answers
- Don't know

Evolution 02-03/2013-12/2011
Base: Those who have a broadband Internet access at home

Please tell me whether you agree or disagree with each of the following.

The download\upload speed matches the terms of your contract



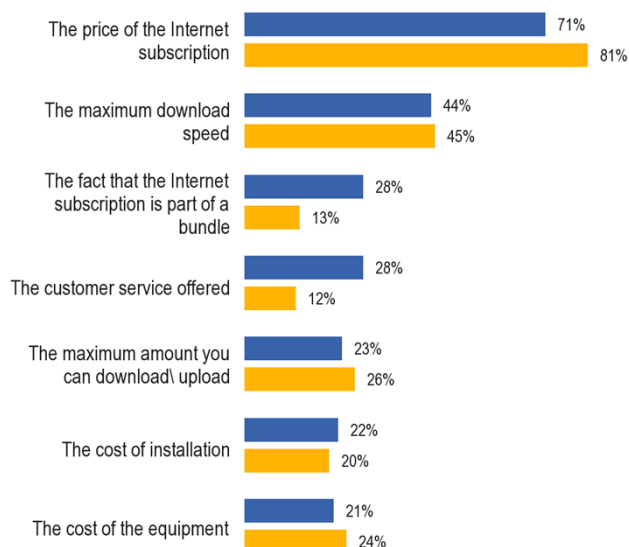
EU27 Outer pie PL Inner pie

	EU27		PL	
	EB79.1	EB79.1-EB76.4	EB79.1	EB79.1-EB76.4
Total 'Agree'	70%	+ 3	85%	- 2
Total 'Disagree'	23%	- 4	13%	+ 4
Don't know	7%	+ 1	2%	- 2

- Total 'Agree'
- Total 'Disagree'
- Don't know

Evolution 02-03/2013-12/2011
Base: Those who gave a valid answer about the maximum download speed

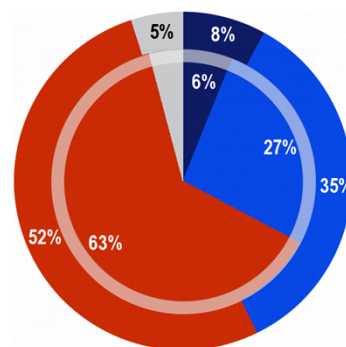
When subscribing to an Internet connection what are the main factors you consider?
(MULTIPLE ANSWERS POSSIBLE)



EU27 PL

Base: Households having an Internet access at home

Have you experienced difficulties accessing online content and applications due to insufficient speed or downloading capacity?



EU27 Outer pie PL Inner pie

	EU27		PL	
	EB79.1	EB79.1-EB76.4	EB79.1	EB79.1-EB76.4
Yes, often	8%	=	6%	=
Yes, sometimes	35%	+ 1	27%	+ 5
No, never	52%	=	63%	- 1
Don't know	5%	- 1	4%	- 4

- Yes, often
- Yes, sometimes
- No, never
- Don't know

Evolution 02-03/2013-12/2011

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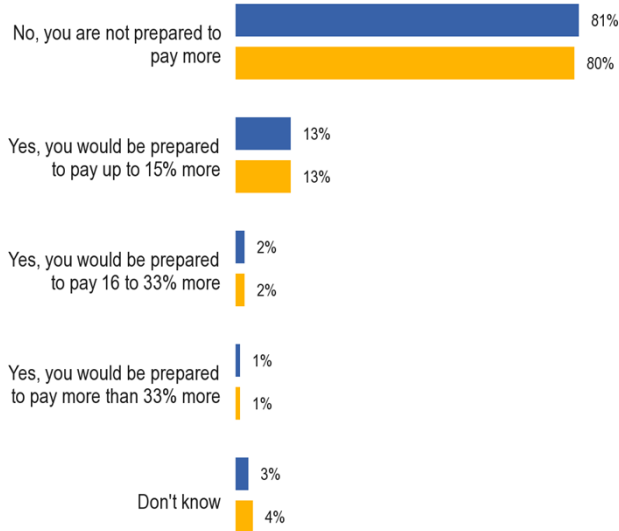
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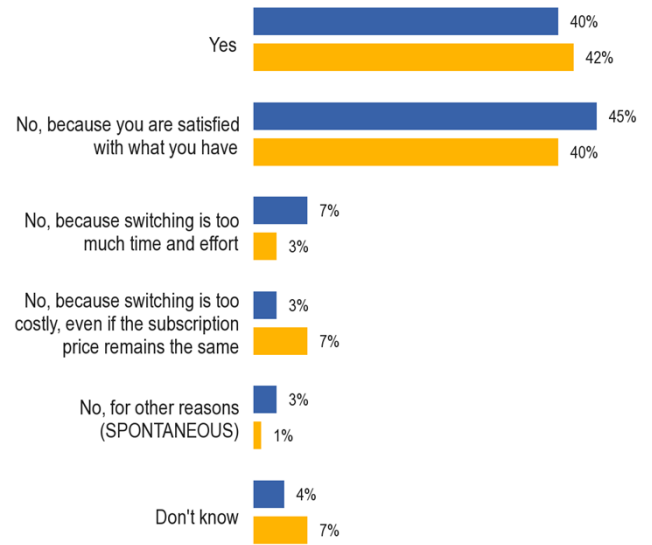
SWITCHING INTERNET SERVICE PROVIDER

Would you be prepared to pay more for an Internet connection with a higher speed or greater downloading capacity than your current one without changing your current Internet provider?



Base: Those who have a broadband Internet access at home

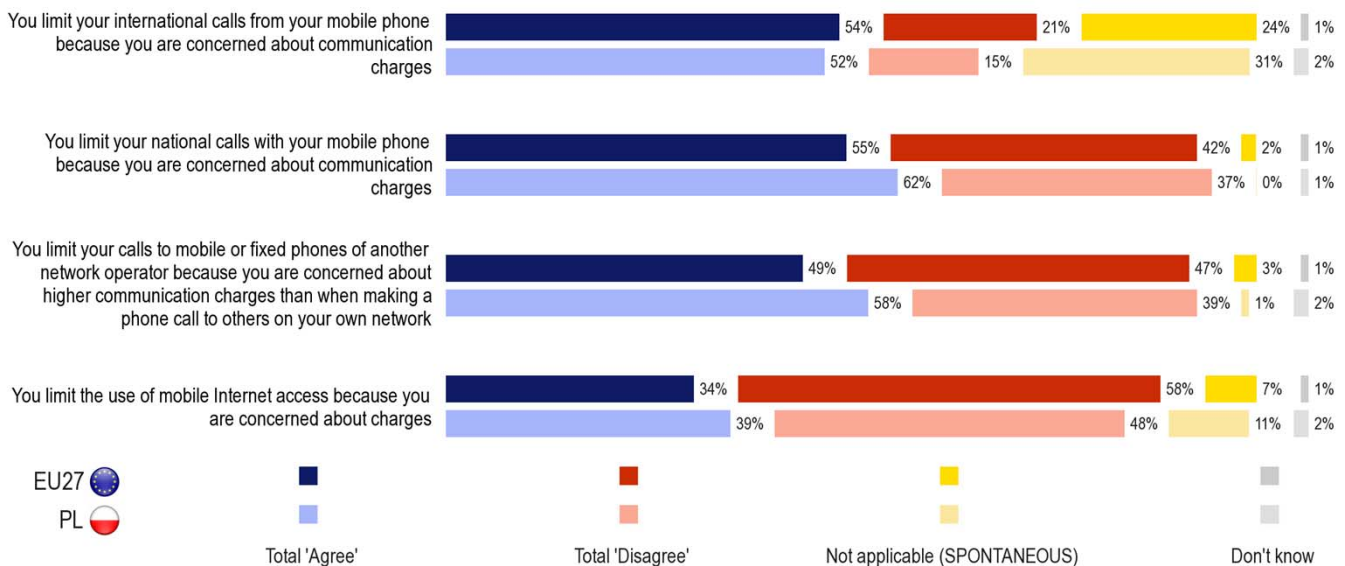
Would you be prepared to change your Internet provider if you were offered a higher speed or greater downloading capacity for the same price? (MULTIPLE ANSWERS POSSIBLE)



Base: Those who have a broadband Internet access at home

AFFORDABILITY OF E-COMM SERVICES

Please tell me whether you agree or disagree with each of the following.



Base: Those who have a mobile phone

