

27.822 interviews  
17 > 26 / 10 / 2015

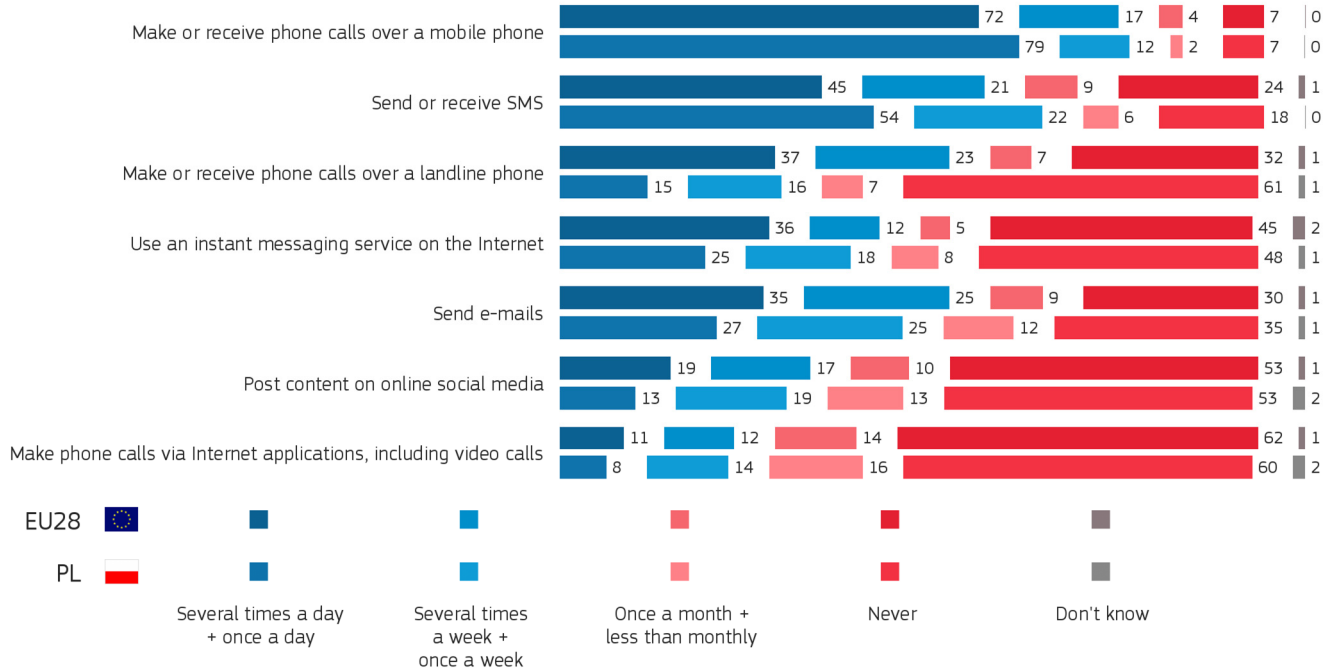
1.002 interviews  
17 > 26 / 10 / 2015

Methodology: face-to-face

Poland

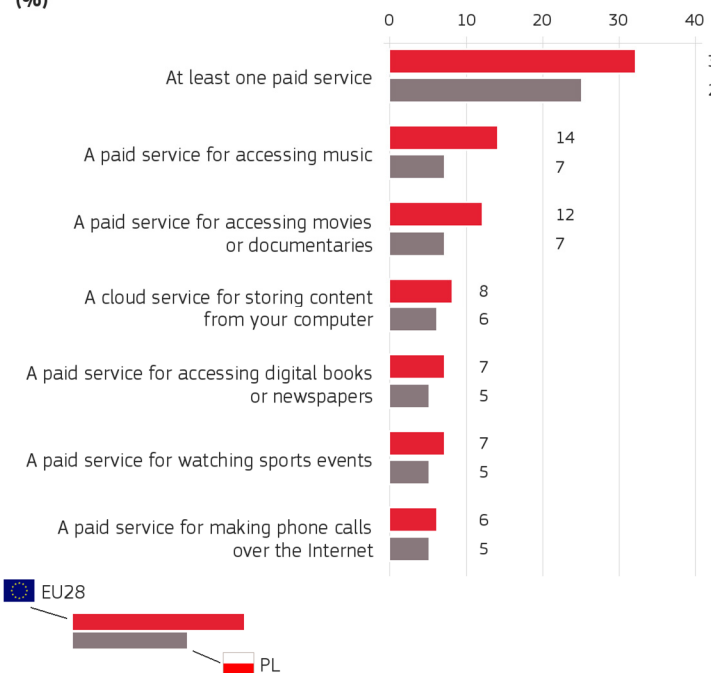
1. USE OF COMMUNICATION SERVICES

How often do you do any of the following?  
(%)



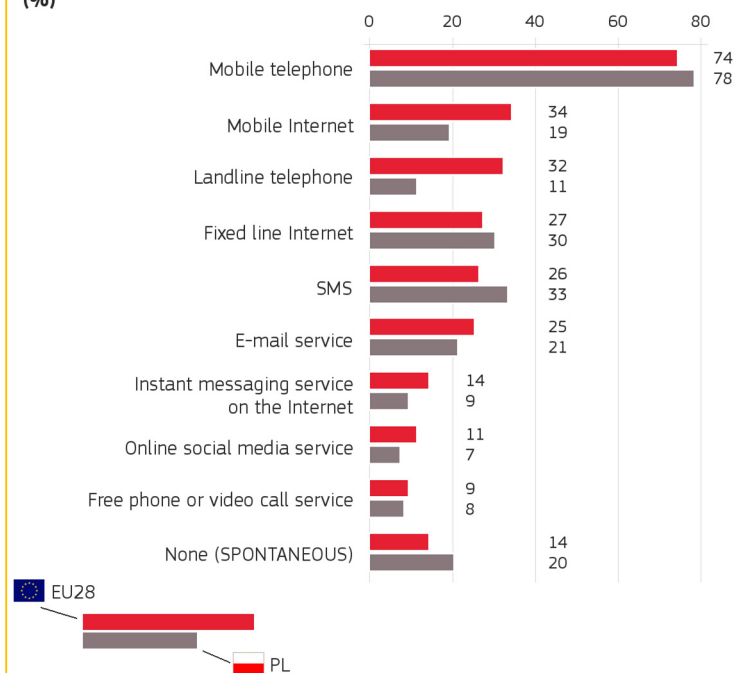
Base: all respondents

Which of the following paid services that you can access via the Internet, have you used? (MULTIPLE ANSWERS POSSIBLE)  
(%)



Base: all respondents

Which of the following services and applications do you consider the most important in your daily life? Firstly? And then? (MAX. 4 ANSWERS)  
(%)



Base: all respondents

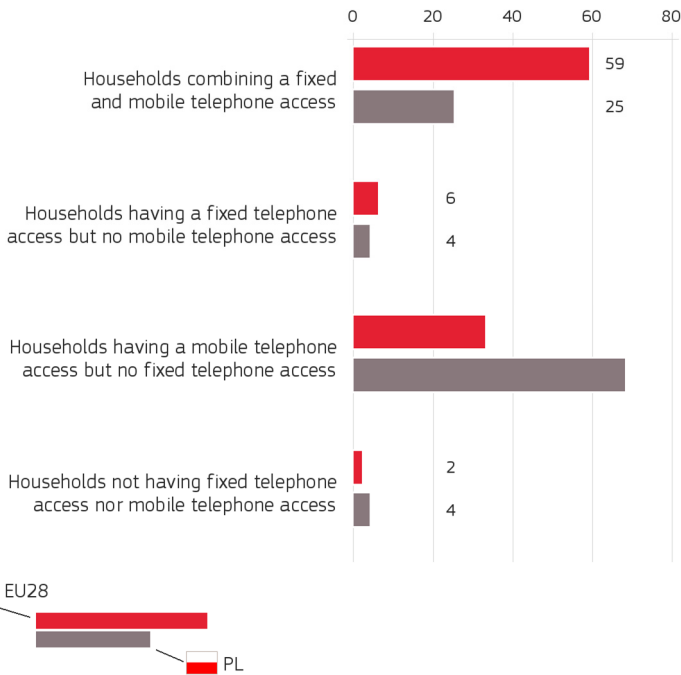
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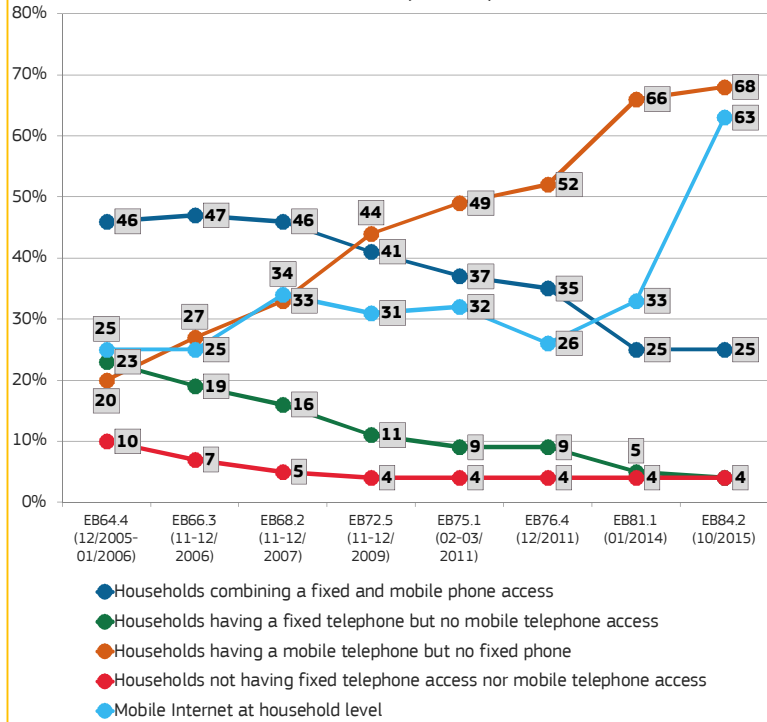
## 2. PENETRATION RATES OF MAIN SERVICES

Telephone penetration (%)



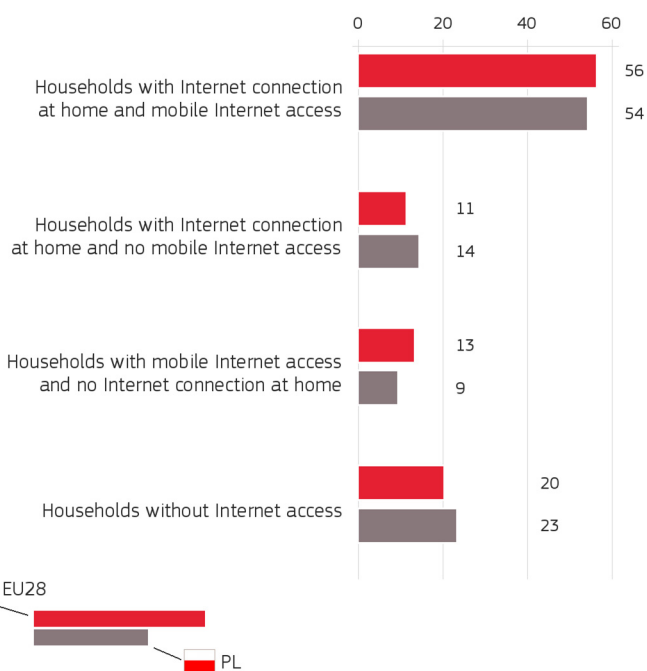
Base: all respondents

Evolution (% - PL)



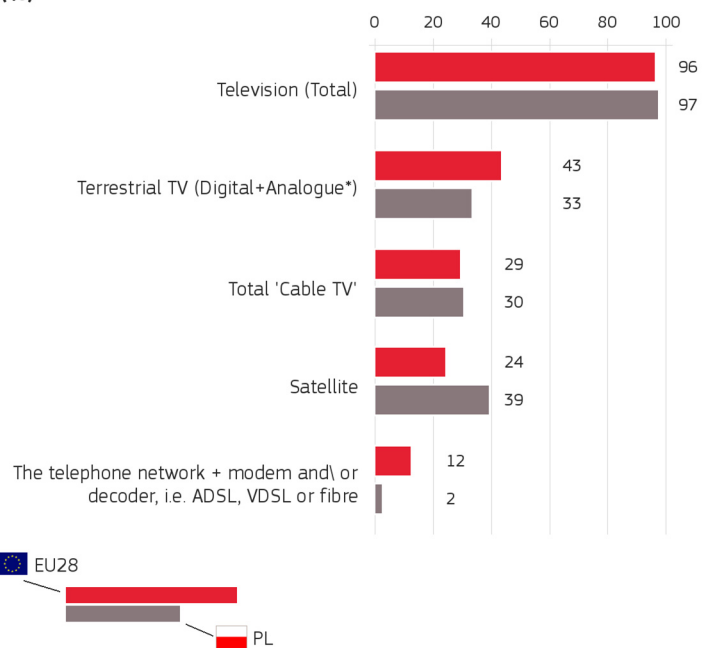
Base: all respondents

Internet penetration (%)



Base: all respondents

Television (%)



\*in countries where analogue TV is still relevant

Base: all respondents

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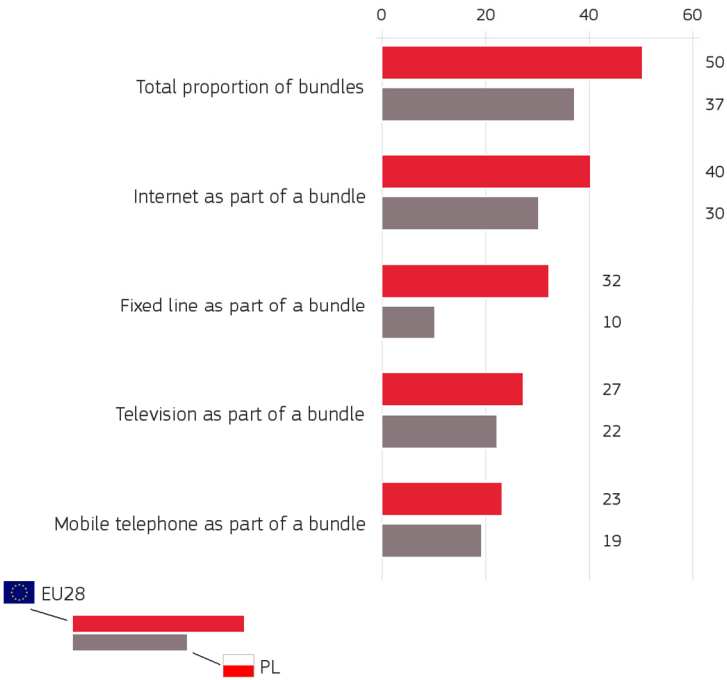
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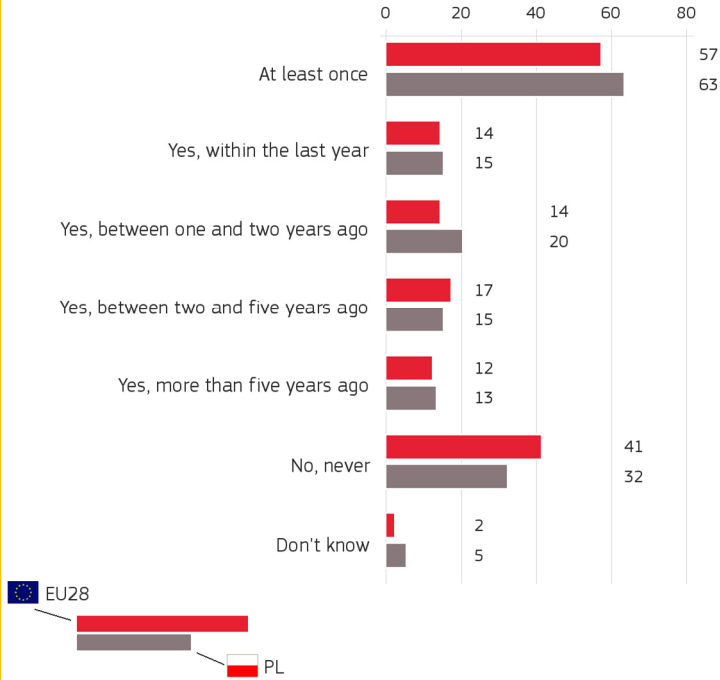
### 3. BUNDLES AND SWITCHING SERVICE PROVIDER

Proportion of households with a service package (%)



Base: all respondents

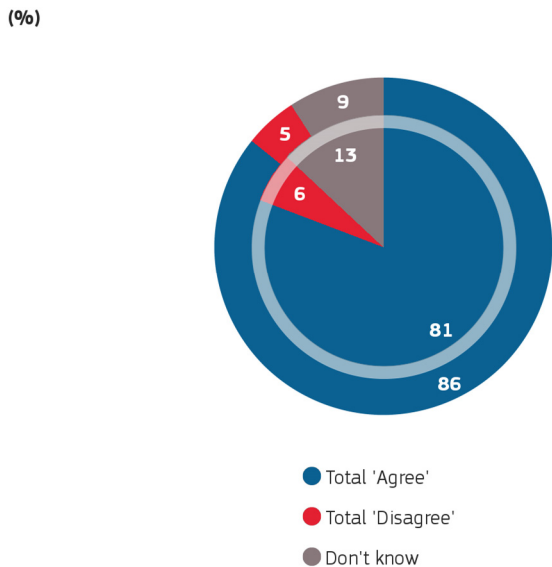
Have you or someone in your household changed bundle service provider? (%)



Base: respondents who have a bundle

### 4. CONSUMER PROTECTION AND COMMUNICATION SERVICES

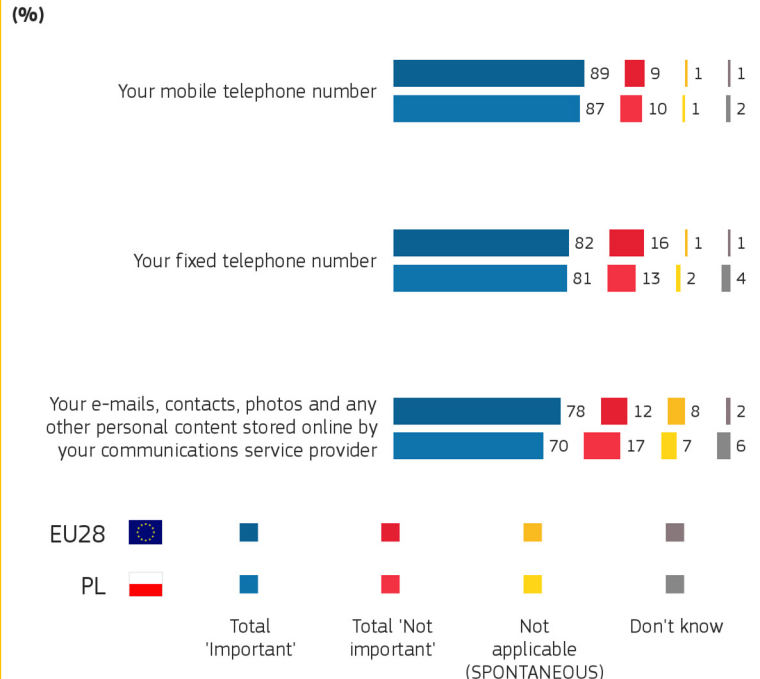
Please tell me whether you agree or disagree with the following statement:  
The same level of consumer protection, including data protection and security, should be applied when using messaging services, e-mail services or phone service applications via the Internet as when using traditional communications services (such as phones or SMS).



EU28 Outer pie PL Inner pie

Base: all respondents

If you were to switch your communications service provider, how important would it be to keep each of the following?



Base: respondents who have access to the respective services

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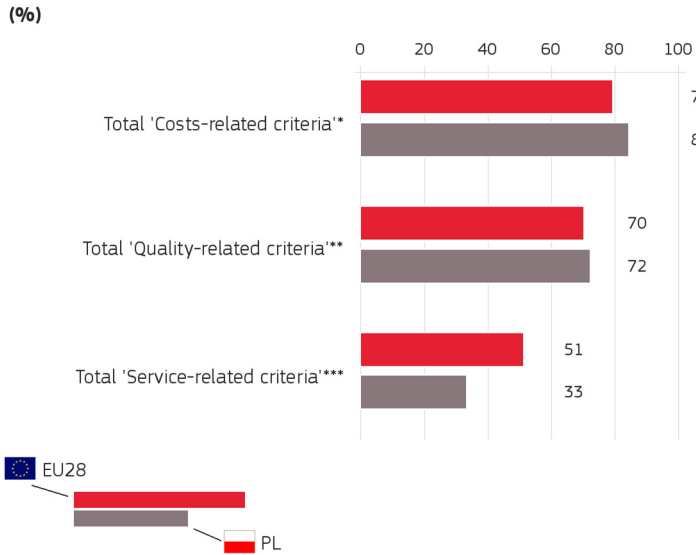
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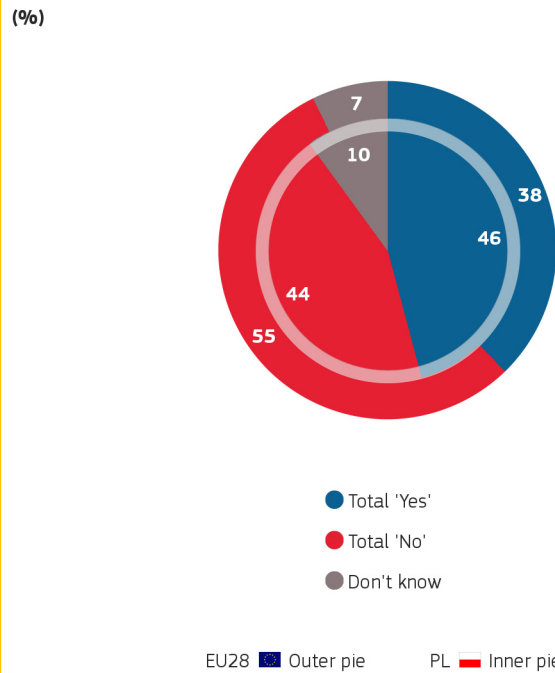
### 5. PURCHASING AND SIGNING COMMUNICATION CONTRACT

When subscribing to an Internet connection what are the main factors you consider? Firstly? And then? (MAX. 4 ANSWERS)



\*Items "The price of the Internet subscription", "The cost of the equipment", "The cost of installation"  
 \*\*Items "The maximum download or upload speed", "The maximum amount of data (MB, GB) you can download or upload", "The ability to use multiple connected devices at the same time without loss of quality"  
 \*\*\*Items "The notice period to terminate the contract with the provider", "The fact that the Internet subscription is part of a bundle", "The customer service"  
 Base: respondents with Internet access in the household

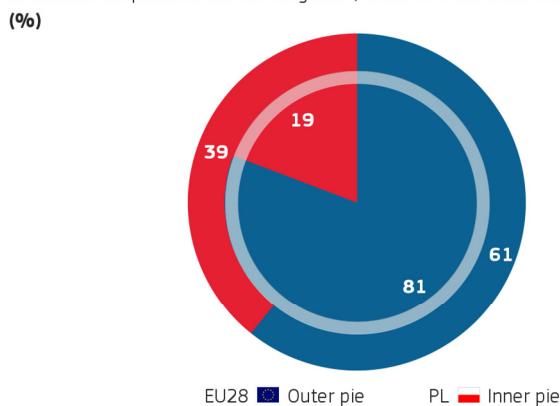
The maximum duration of a communication services contract is currently two years. Would you be prepared to sign a contract with a provider for a longer period in exchange for a much higher speed and enhanced quality of service?



Base: respondents with Internet access in the household

### 6. THE EUROPEAN EMERGENCY NUMBER 112

Can you tell me what telephone number you would call in the event of an emergency in (OUR COUNTRY); for example, if someone needs urgent medical assistance or if you need to contact the police or the fire brigade? (MULTIPLE ANSWERS POSSIBLE)

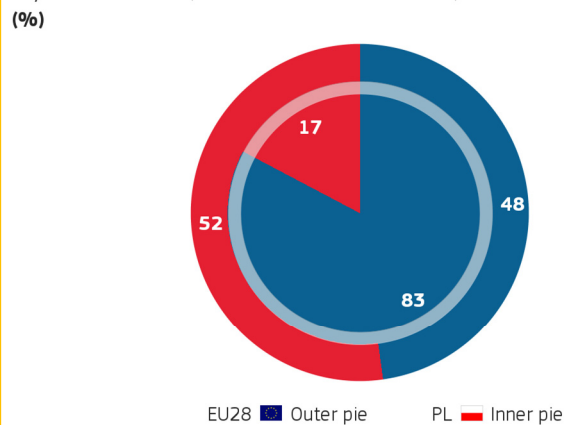


	EU28		PL	
	2015	2015-2014	2015	2015-2014
112	61	+ 3	81	+ 7
Did not mention 112	39	- 3	19	- 7

Open-ended question, spontaneous answers

Base: all respondents

Can you tell me what telephone number enables you to call emergency services anywhere in the EU? (MULTIPLE ANSWERS POSSIBLE)



	EU28		PL	
	2015	2015-2014	2015	2015-2014
112	48	+ 7	83	+ 13
Did not mention 112	52	- 7	17	- 13

Open-ended question, spontaneous answers

Base: all respondents