

## Poland

### The Polish online society

**Usage of the internet in Poland has crossed a threshold. One of the important consequences for the market research industry is that it has become a justifiable tool for market and social research.**

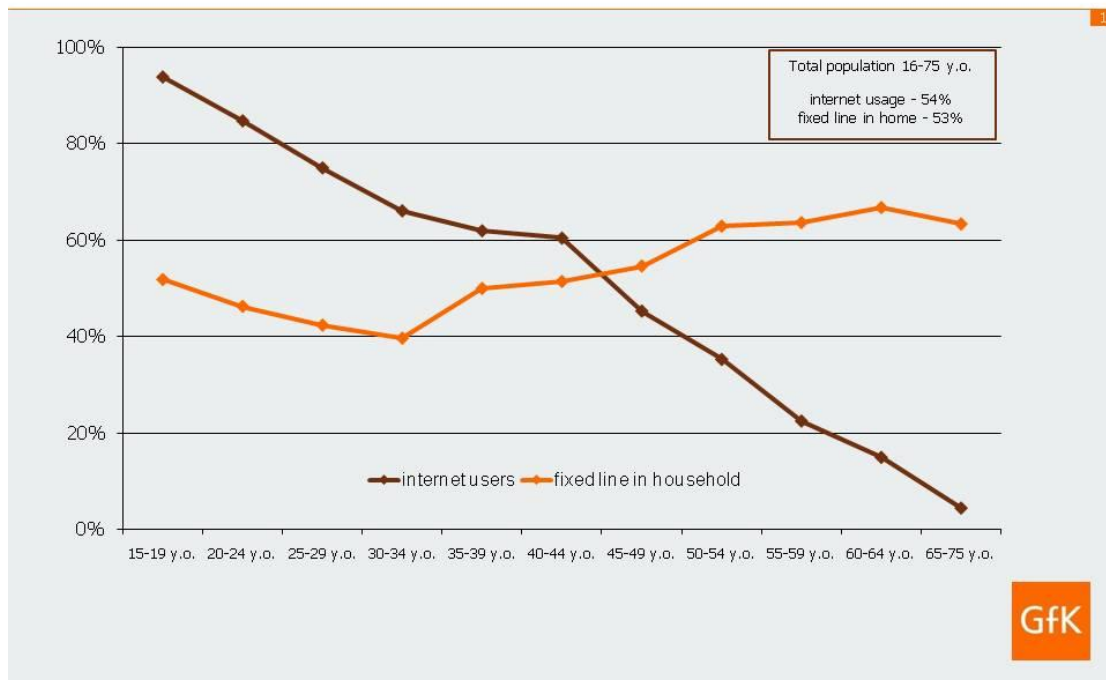
GfK Polonia provides a valuable measure of this phenomenon. Since the beginning of 2009 we have been exploring internet penetration and usage in the form of a face-to-face omnibus survey. Every month we ask a representative sample of 1,000 respondents nationwide about their access to the net and the way in which they use it.

GfK Poland

Internet Usage

2009

### Internet Usage I/1-3Q 2009

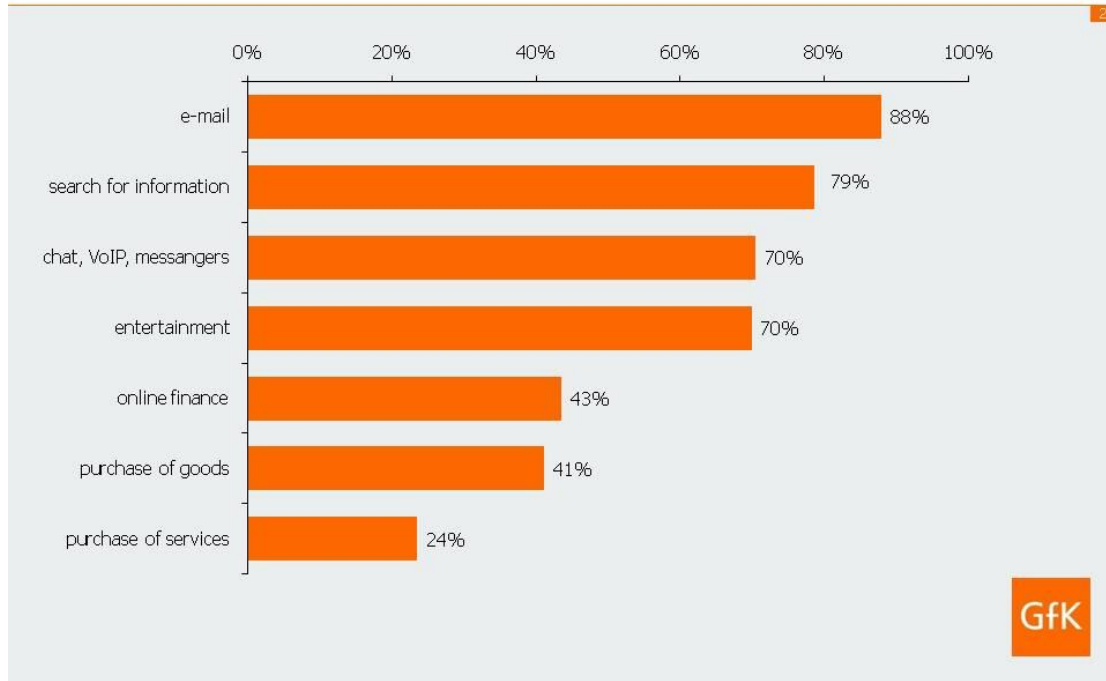


The results are stunning: in 2009, in the population of 16 to 75 year-olds, internet usage<sup>1</sup> exceeded the penetration of fixed line home phones (Fig. 1). The supremacy of the internet is even more distinct amongst the younger part of the population. We are definitely able to achieve better representativity online than in a CATI omnibus survey when interviewing persons under the age of 40 years.

The perspectives are even better. A price war amongst the internet providers is in full swing and they are also attempting to target the older section of society as a prospective niche. It is probable that we can expect that, in the near future, not only will the total penetration figures increase but access to the internet amongst the older population will also improve.

<sup>1</sup> at least once a month

## Internet Usage II



Another important piece of market information comes from an analysis of the purposes for which the internet is used (Fig. 2). It is not surprising that e-mail is in first place followed by the need for information. 70% of internet users use it for social contact and entertainment. Commercial usage - banking, purchase of goods - exceeds 40%. It will be interesting to observe what the pace of growth will be in the next year and the answer will be of vital importance to the fast growing online trade: we are well prepared to supply this information to them.

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