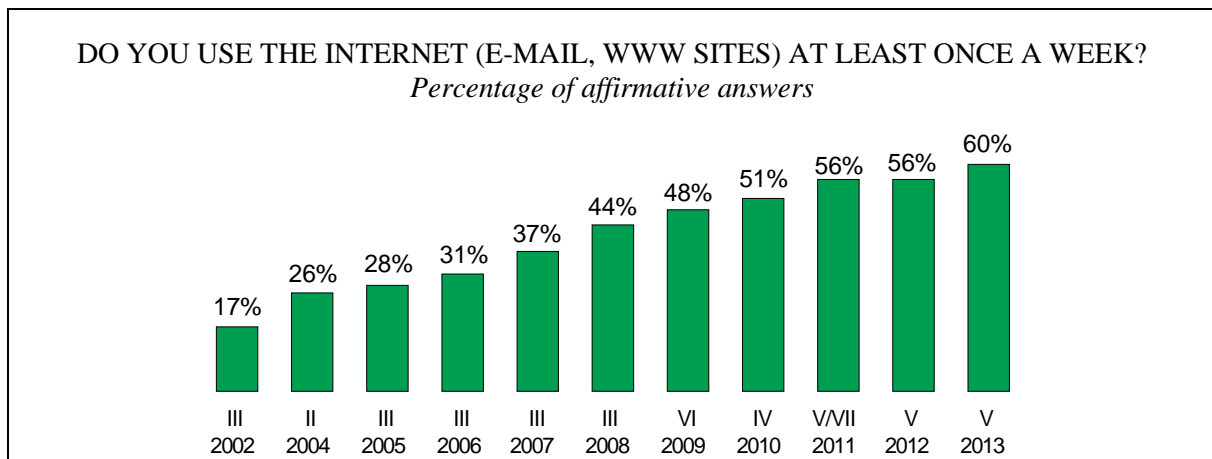
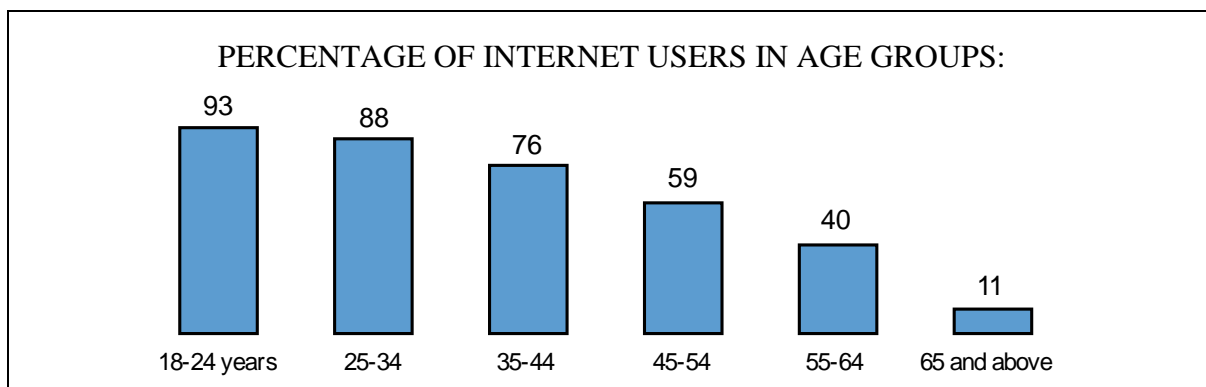


INTERNET USE IN 2013

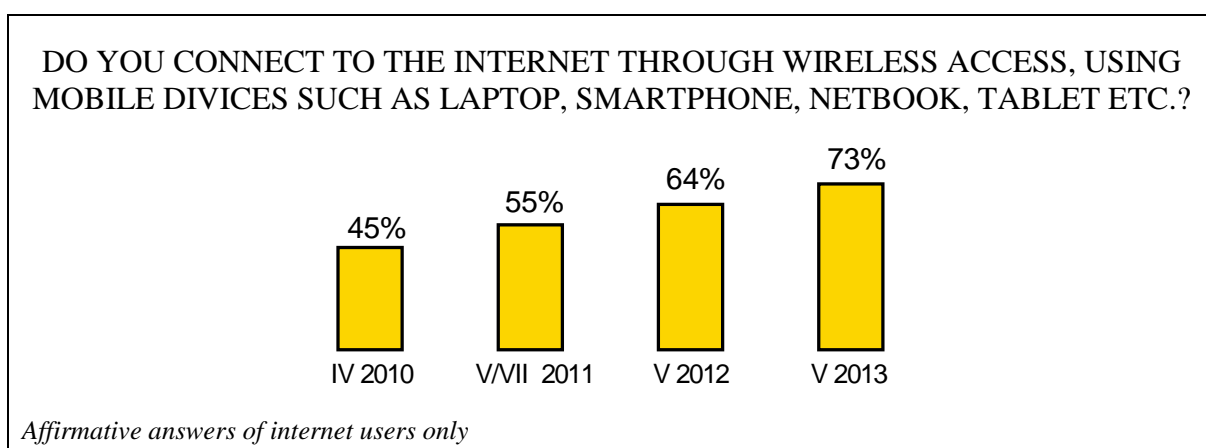
In the previous decade, internet use spread dynamically. In 2002, less than one-fifth of Poles (17%) used the web, and in 2010 half of all adults (51%) did. This year, further increase in the number of users has been noted. At present, 60% are online (4-point increase since last year).



The strongest determinant of internet use is age. Almost all young people are online, but the proportion of users decreases in older age groups. Internet use depends also on socio-economic status (better education and higher income increase the probability), and place of residence (internet use is higher in big cities).



As the popularity of mobile devices increases, the number of users who connect to the web through wireless access rises. At present, they constitute 73% of all web users, which indicates a 9-point growth since last year and 28-point rise relative to the survey taken 3 years ago.



A lot of activities are performed online. In the month preceding the survey, two-fifths of web users (42%) shopped online. The number of people buying on the internet has risen in the last year and now it is the highest recorded in the last eleven years.

In the last eight years, the number of Poles accessing bank services via the internet has systematically increased. This year, three-fifths (59%) of web users declare having accessed their bank account online in the month preceding the survey.

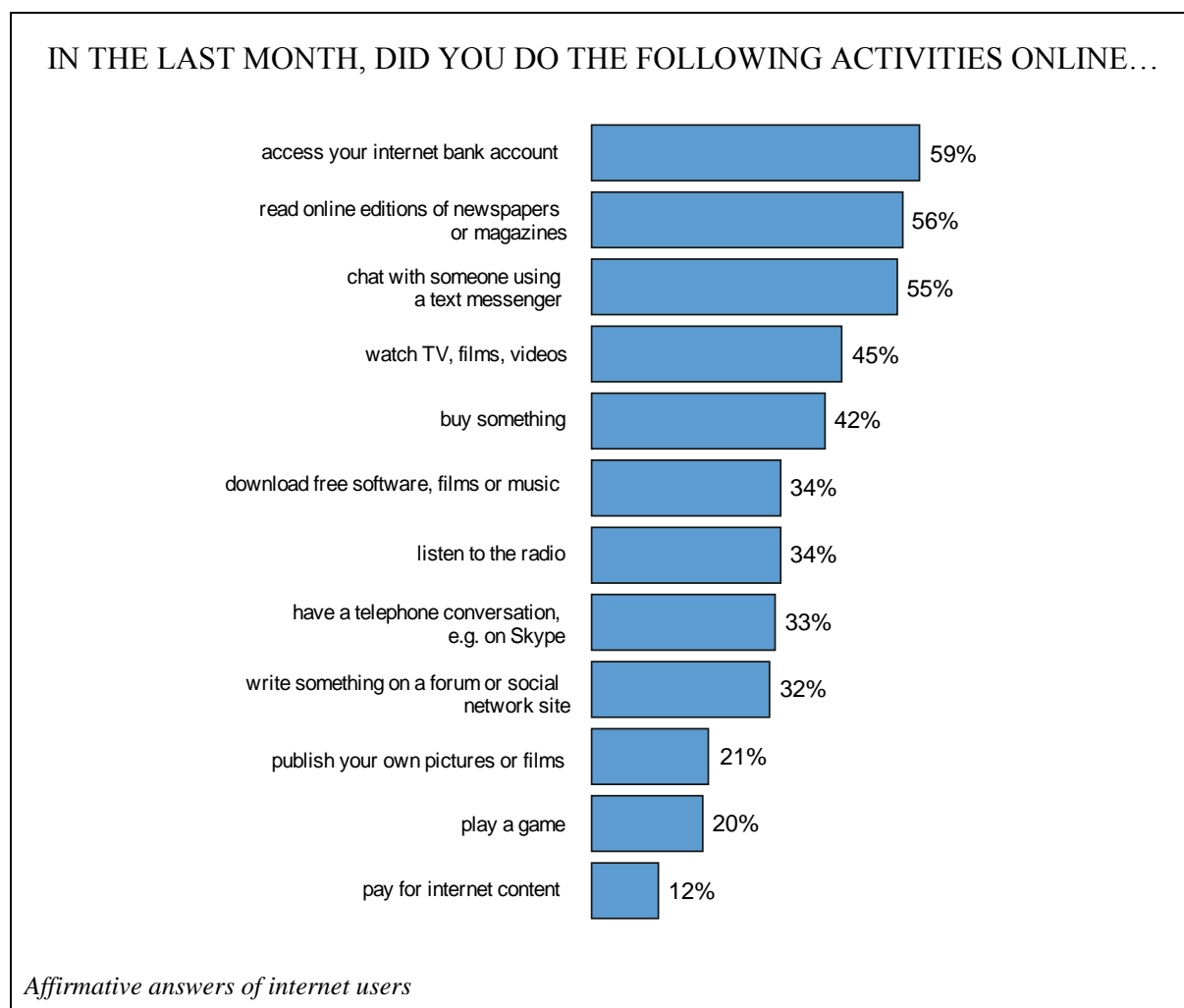
Downloading free software, music and films is an activity performed by one-third of web users (34%). Paying for content available online is relatively rare, being declared by one-eighth of users (12%).

In the month preceding the survey, three-fifths of internet users (56%) read newspapers or magazines online. Internet has increased in importance as a channel for transmitting TV programs, films and video materials: spectators are almost half of web users (45%). Listening to online radio is less popular: one-third of web users do it (34%).

The majority of internet users (55%) used a text messenger, either as a separate program or attached to a website. One-third of users (33%) conduct telephone conversations online.

Almost one-third of users (32%) wrote something last month on a forum or a social network site. Playing games online is less popular, being declared by one-fifth of people using the internet.

In the month preceding the survey, one-fifth of people using the internet published some materials online, such as their own pictures or films.



More information about this topic can be found in CBOS report in Polish: *"Internet use in 2013"*, June 2013. Fieldwork for national sample: May 2013, N=1101. The random address sample is representative for adult population of Poland.