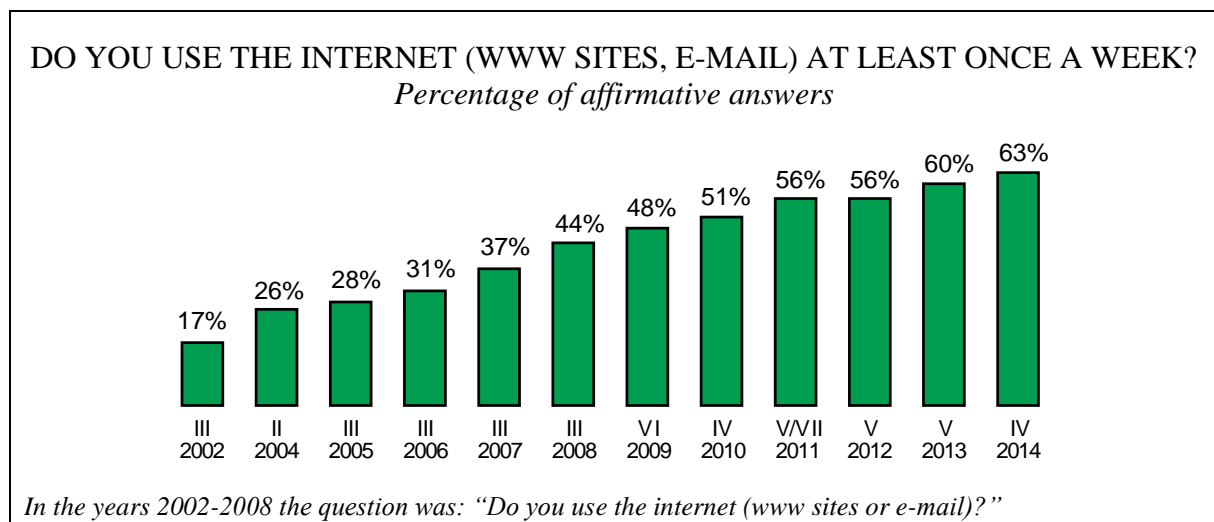
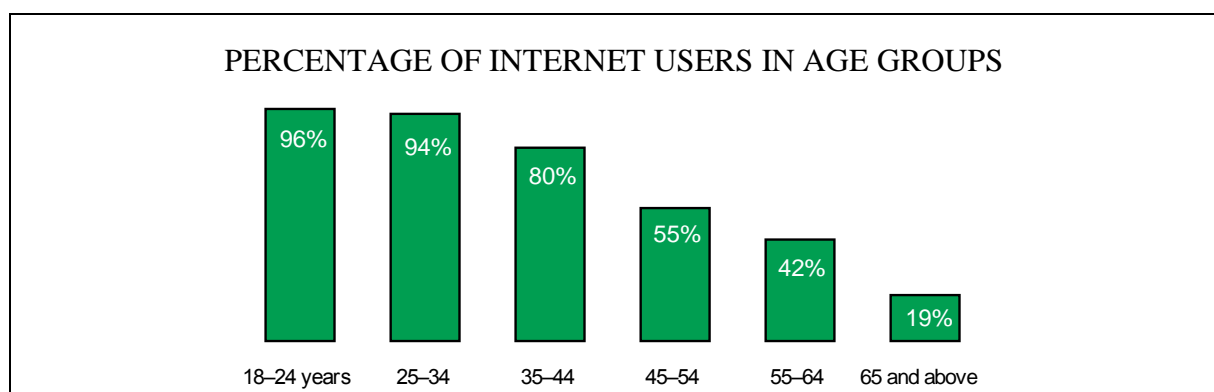


## INTERNET USE IN 2014

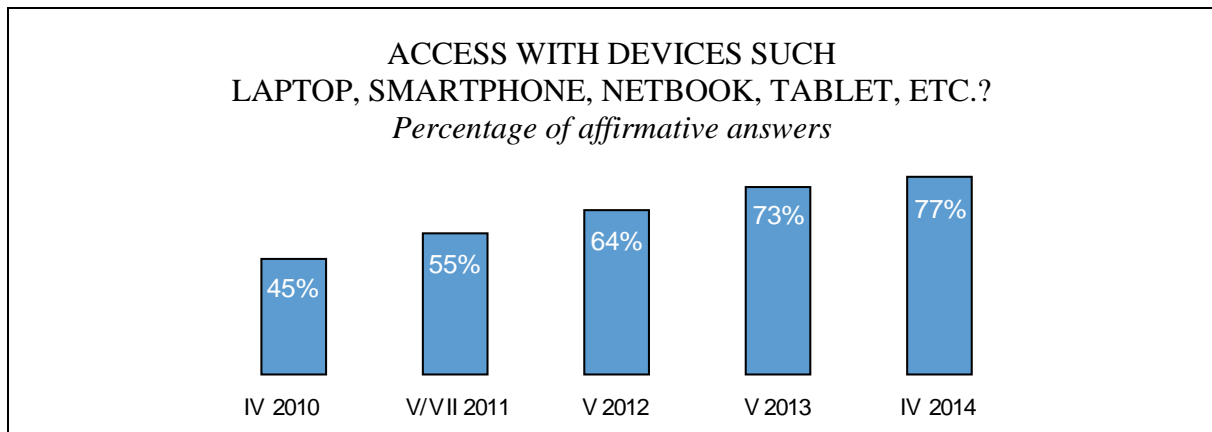
Since 2010, the majority of Poles have used the internet. In recent years the proportion of regular users has grown.



Age is the factor determining internet use to the largest extent. Almost all young respondents (up to the age 34) use the web, as do the vast majority of people in the 35-44 age bracket. Internet use is least common among the oldest respondents.



Every year, the popularity of mobile devices and wireless access increases.



The range of internet-based activities is wide. In the month preceding the survey, more than one-third of internet users (36%, or one fifth of all adults) shopped online. In the long-term perspective, there is increased interest in shopping online.

With every year, the proportion of users of online banking increases. At present, two-thirds of internet users (63%, or two fifths of all Poles) use such services. The popularity of paid access to content remains low: in the last month, 10% of users bought it. Almost two-fifths of users (37%, i.e. a quarter of all adults) downloaded free software, music or films.

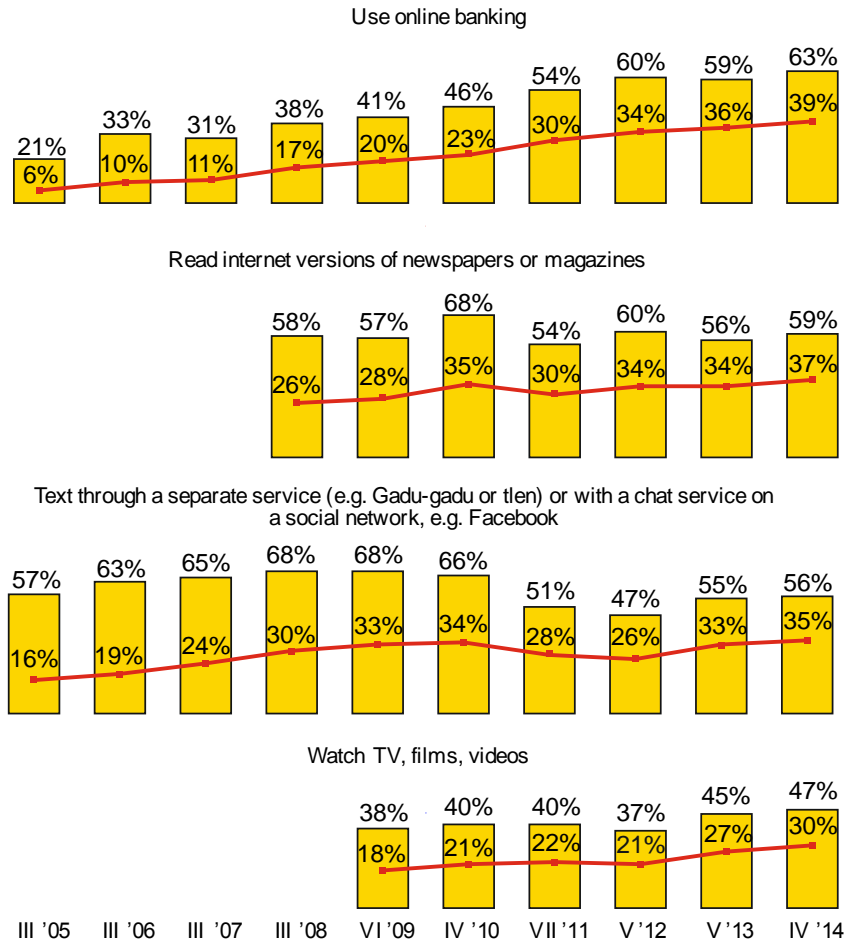
In the month preceding the survey, almost two-fifths of all adults, or three-fifths of internet users (59%) read newspapers or magazines online. Almost one-third of adults, which means close to half of internet users (47%), watch TV, films or videos on the web. Compared with previous years, the number of online viewers has increased. The percentage of people listening to radio on the net remains stable (one-fifth of all adults, or 34% of internet users). In recent years there has been an increase in the number of people who publish online their films or pictures. In the month preceding the survey, over a quarter (26%) of internet users, or one-sixth of all adults published such materials. The proportion of internet users who write a blog or have their own web page remains stable at 6%.

In the month before the survey was conducted, over half of internet users (56%, or about one-third of all respondents) used a texting service which is either a separate program or a part of another web page. More people than ever before (39% of web users, or a quarter of all adults) telephoned over the internet. One-third of web users (33%, or a fifth of all adults) wrote something on a forum or on a social network site. Compared with other forms of communication, playing games online is less popular, being done by a fifth of internet users.

IN THE LAST MONTH, DID YOU DO THE FOLLOWING ACTIVITIES ONLINE  
(ON THE INTERNET)...

*Most popular activities online*

Affirmative answers of: ■ internet users — all adults



More information about this topic can be found in CBOS report in Polish: *"Internet use in 2014"*, June 2014. Fieldwork for national sample: April 2014, N=1028. The random address sample is representative for adult population of Poland.