

Public opinion survey on the functioning of the telecommunications services market and consumer preferences




Report from the survey carried out among individual customers
aged 60+

Warsaw, Gdańsk, 29 November 2019

| | |
|----|--|
| 3 | Basic information about the survey |
| 4 | Characteristics of the sample |
| 9 | Fixed telephony |
| 14 | Mobile telephony |
| 20 | Computer use |
| 25 | Internet use |
| 42 | Contracts |
| 45 | Customer Service and customer complaints |
| 50 | Summary |

Basic information

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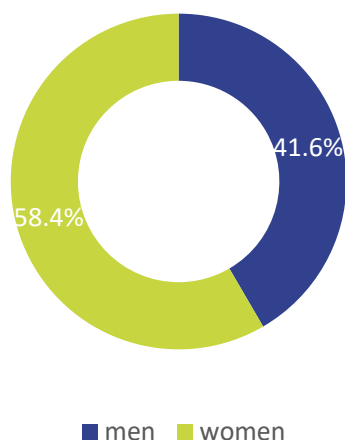
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|------------------|--|---|---|
| Title | Public opinion survey on the functioning of the telecommunications service market and preferences among consumers/private customers aged 60+ | | |
| Procurer | Office of Electronic Communications |  | |
| Contractor | Danae Sp. z o.o. and Realizacja Sp. z o.o. |  |  |
| Sample size | N=1,000 respondents | | |
| Sample selection | Random quota sampling, stratified by location, age and gender | | |
| Technique | CAPI – computer assisted personal interviewing | | |
| Location | Nation-wide survey | | |
| Dates | October – November 2019 | | |

Characteristics of the sample

Characteristics of the sample

UKE

Gender



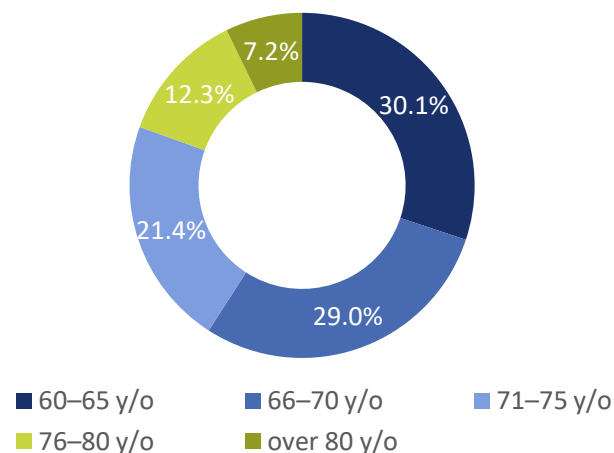
Income



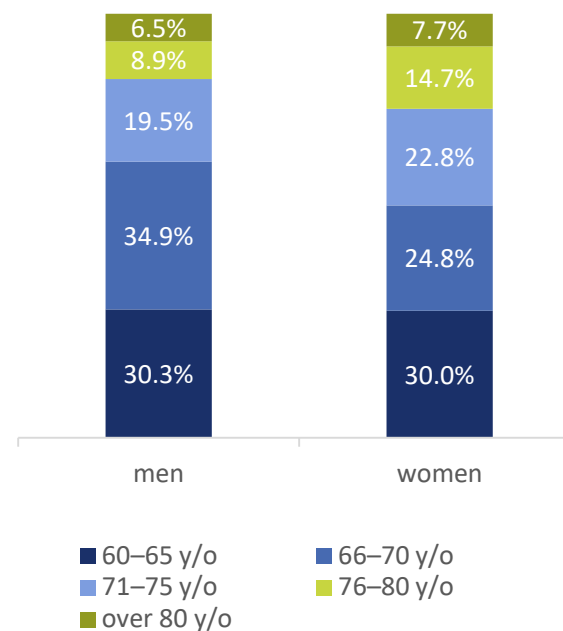
Reflecting Poland's demographic structure, women were dominant in the sample of people aged 60+ (58.4%).

For 30.0% of the respondents, the average monthly income of household members ranges between PLN 1,001 and PLN 3,000. For 26.9% of the respondents, on the other hand, the income ranges between PLN 3,001 and PLN 5,000. It should be noted that a considerable group of respondents refused to answer this question.

Age



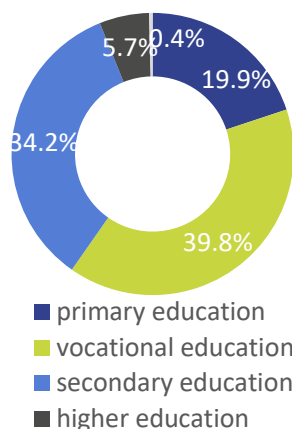
Age representation by gender



People aged between 60 and 65 accounted for 30.1% of the sample, and people aged between 66 and 70 – for 29.0%. The share of respondents aged 71–80 was 33.7%, while those aged 80+ accounted for 7.2%. It should be noted that there are more men in the 66–70 age bracket, with more women in the 71 and above age bracket.

Characteristics of the sample

Education



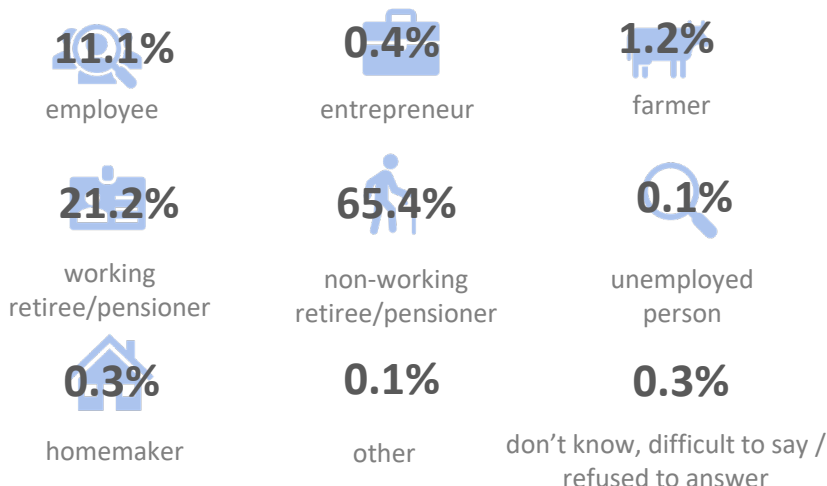
The largest group within the analysed sample were people with vocational education – 39.8% of the respondents. The next largest group are people with secondary education (34.2%) and primary education (19.9%). Less than 6% of the respondents had a higher education degree.

Because of their age, the majority of the respondents were retirees/pensioners, with 65.4% not working and 21.1% being working retirees/pensioners. Nearly 11.1% of the respondents worked part- or full-time or performed casual work.

More than half of the respondents (54.8%) cohabited in two-person households, with one fourth living in single-person households. One in ten households was a three-person household (10%).

Reference group: All respondents, N=1,000

Occupational situation



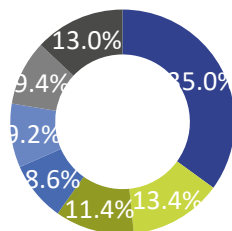
Number of people in a household



Characteristics of the sample

UKE

Town size

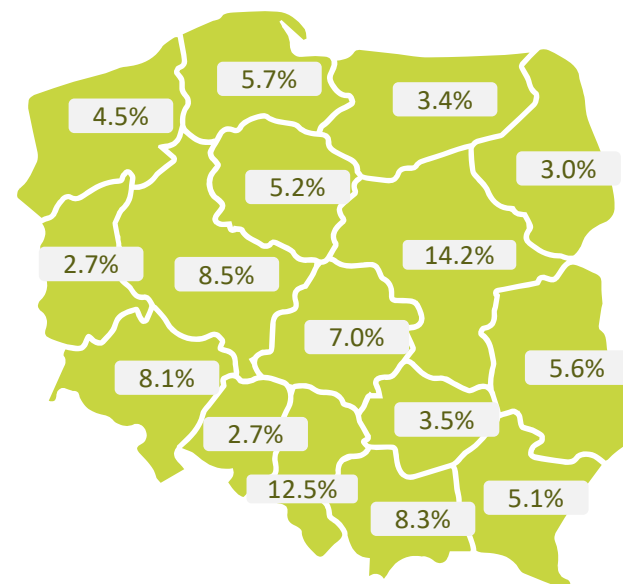


- countryside
- town with a population of up to 20,000
- town with a population of 20,000–50,000
- town with a population of 50,000–100,000
- town with a population of 100,000–200,000
- town with a population of 200,000–500,000
- town with a population of over 500,000

35% of the respondents resided in rural areas, with 13.4% living in small towns (up to 20 thousand residents). 13% of the respondents come from the largest cities (with a population over 500,000), and 9.4% are residents of cities with populations ranging between 200,000 and 500,000.

The following voivodeships had the largest representations within the sample: Mazowieckie (14.2%), Śląskie (12.5%), as well as Małopolskie and Wielkopolskie (8.3% and 8.5%, respectively).

Voivodeship



| VOIVODESHIP | % | VOIVODESHIP | % |
|--------------------|-------|---------------------|-------|
| Dolnośląskie | 8.1% | Podkarpackie | 5.1% |
| Kujawsko-pomorskie | 5.2% | Podlaskie | 3.0% |
| Lubelskie | 5.6% | Pomorskie | 5.7% |
| Lubuskie | 2.7% | Śląskie | 12.5% |
| Łódzkie | 7.0% | Świętokrzyskie | 3.5% |
| Małopolskie | 8.3% | Warmińsko-mazurskie | 3.4% |
| Mazowieckie | 14.2% | Wielkopolskie | 8.5% |
| Opolskie | 2.7% | Zachodniopomorskie | 4.5% |

Use of services



Mobile phone

81.6%



Fixed-line phone

22.0%



Internet

30.2%

6.7%

I don't use any



Mobile internet
on the phone

50.9%



Fixed-line internet

54.7%



Mobile internet
(other than on the
phone)

32.5%

The most popular telecommunications service is mobile telephony, used by more than eight out of ten respondents. Fixed-line phones are used by 22% of people aged over 60.

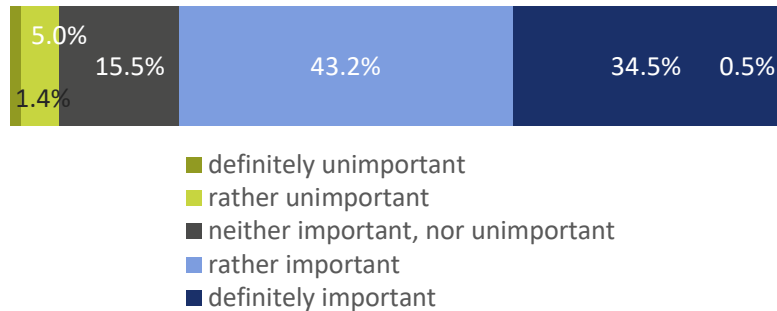
Three out of ten seniors use the internet. The shares of those with access to fixed (54.7%) and mobile phone (50.9%) internet are similar. Mobile internet (other than on the phone) is used by nearly 32.5% of respondents within this group.

6.7% are people who do not use any telecommunications services.

Fixed telephony

Phone ownership

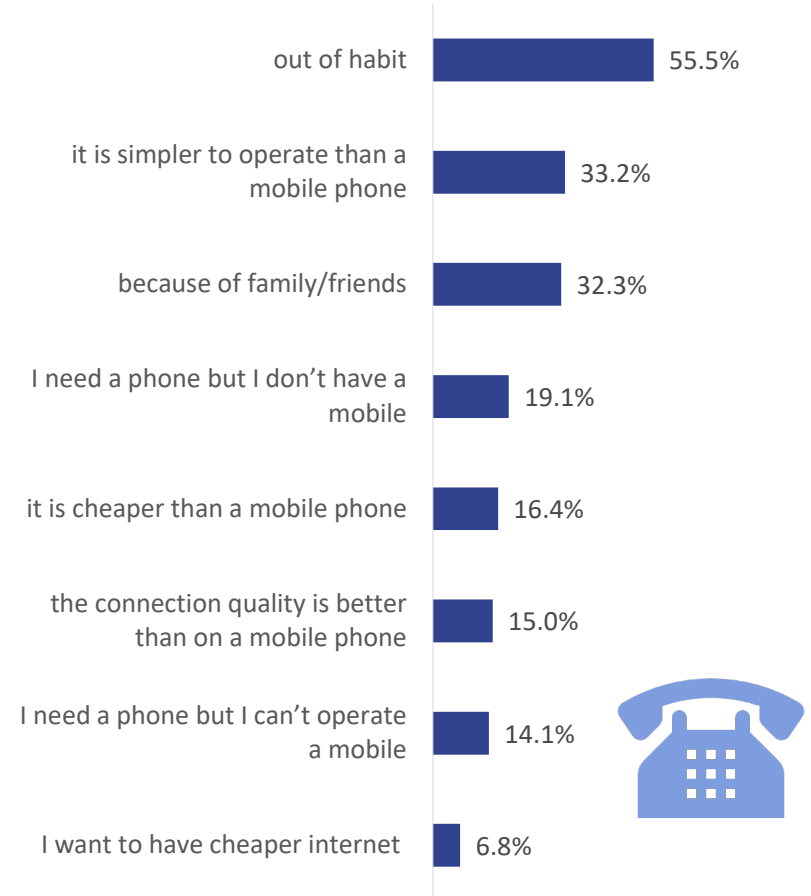
How important is it for you to own a fixed-line phone?



More than three quarters of the respondents consider owning a fixed-line phone important, with 34.5% seeing it as very important.

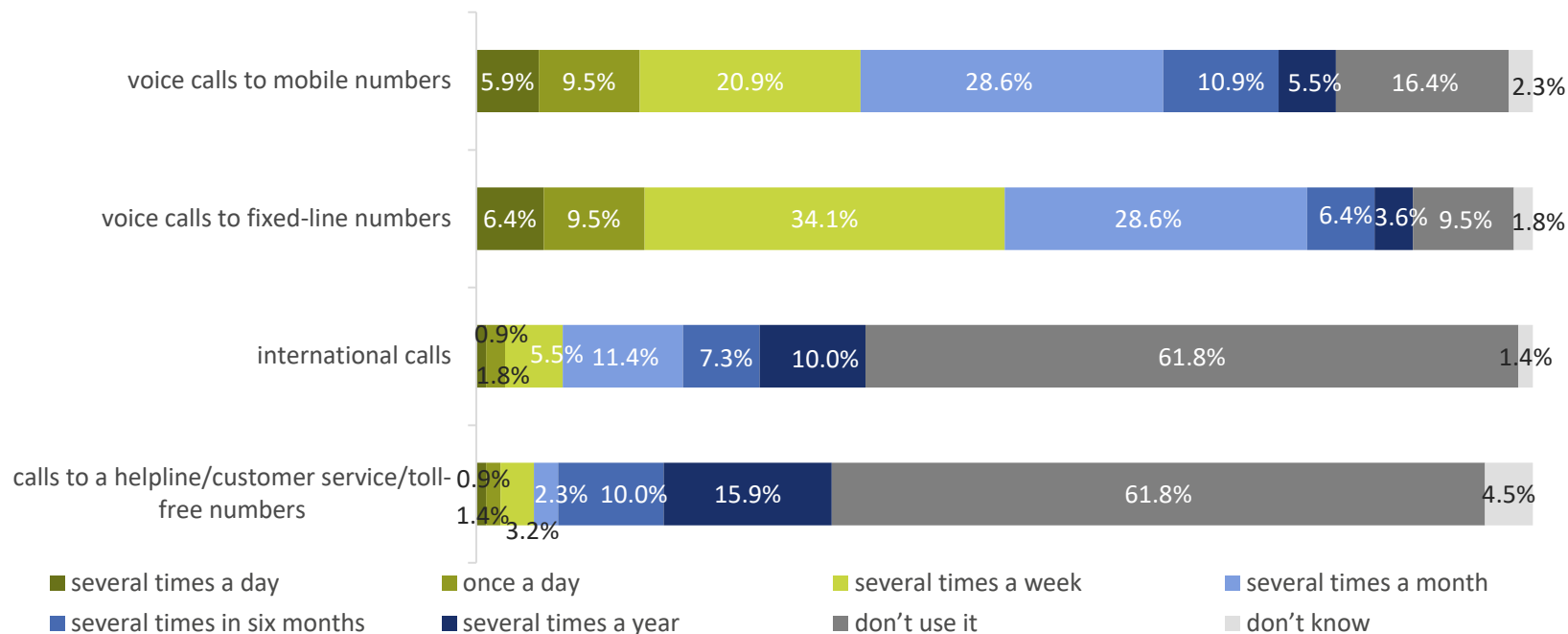
The respondents considered habit to be the most important argument in favour of owning a fixed-line phone – 55.5%. A third of the seniors is appreciative of the fact that it is simpler to operate than a mobile phone, and chooses to use it to stay in contact with family and/or friends who use fixed telephony (33.2% and 32.3% respectively).

Why do you own a fixed-line phone?



Use of fixed telephony services

In the last year, how often did you use the following fixed telephony services?

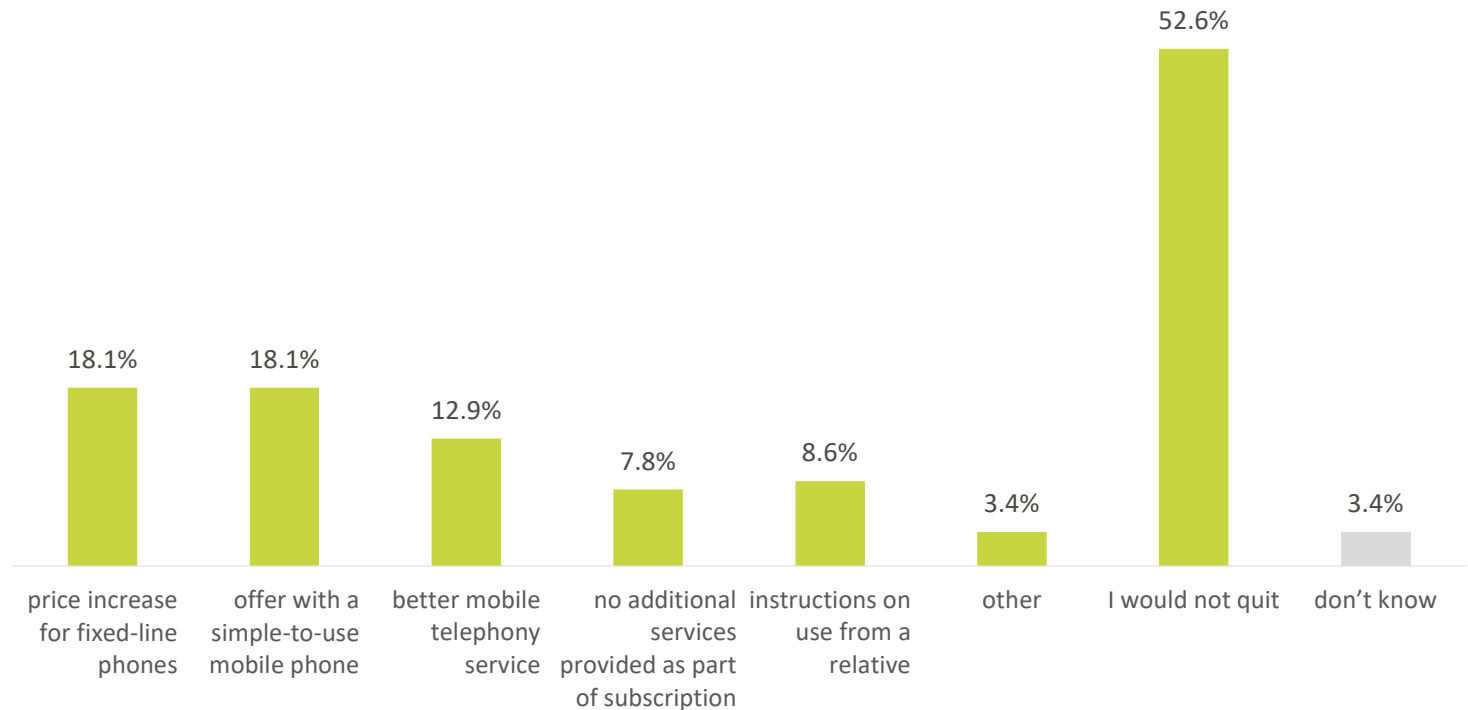


Fixed telephony is most often used to make calls to other fixed-line numbers – 15.9% of users make use of this functionality at least once a day, more than a third of users make several calls a week. Further ranks were assigned to voice calls to mobile numbers, used by more than 80% of the respondents with varied frequency.

61.8% of people aged over 60 do not make any international calls, or calls to a helpline or toll free numbers.

Use of fixed telephony services

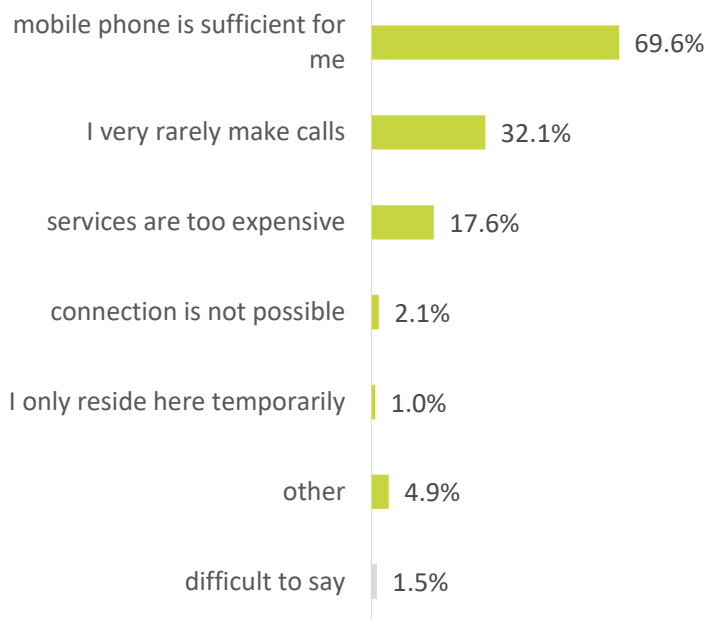
What would convince you to quit using fixed telephony services in favour of mobile telephony?



More than half of the seniors surveyed would not quit using fixed telephony services in favour of mobile telephony. 18.1% of the respondents would be willing to switch if the costs of using fixed telephony services were to increase, and also if they were offered a mobile phone that is simple to use.

No fixed-line phone access

Why do you not have a fixed-line phone at home?

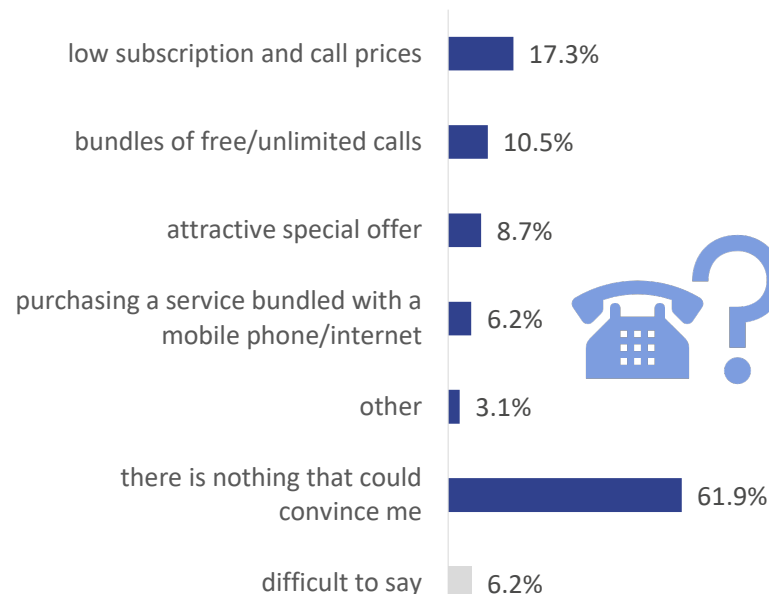


Not owning a fixed-line phone is predominantly the result of owning a mobile phone, which the respondents consider to be sufficient (69.6%). The second reason is not making frequent calls, indicated by nearly a third of respondents not using fixed telephony.

The third factor is the fact that service prices are too high (17.6%).

Reference group: People not using a fixed-line phone, N=780

What would convince you to connect to a fixed telephony network?



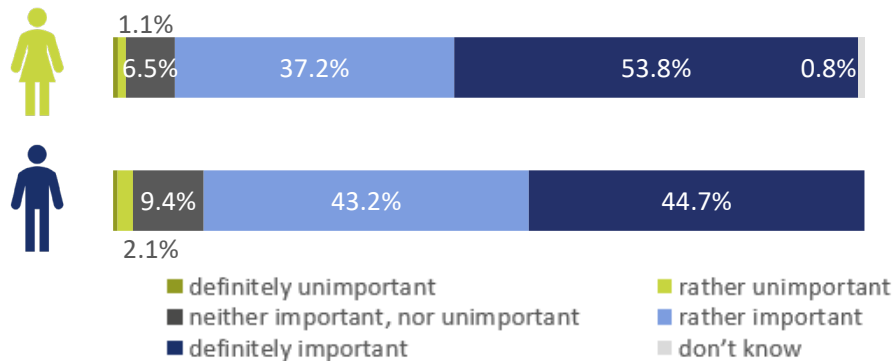
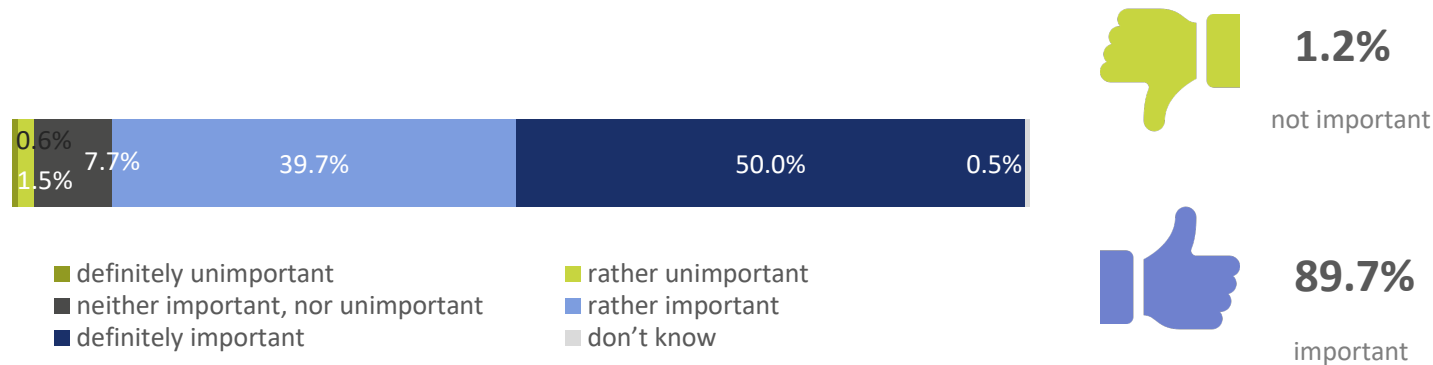
The decision to connect to a fixed telephony network could be motivated, above all else, by low subscription and call prices (17.3%), as well as attractive bundles of free and/or unlimited calls (10.5%).

However, six out of ten respondents is of the opinion that there is nothing that could convince them to connect to a fixed telephony network.

Mobile telephony

Phone ownership

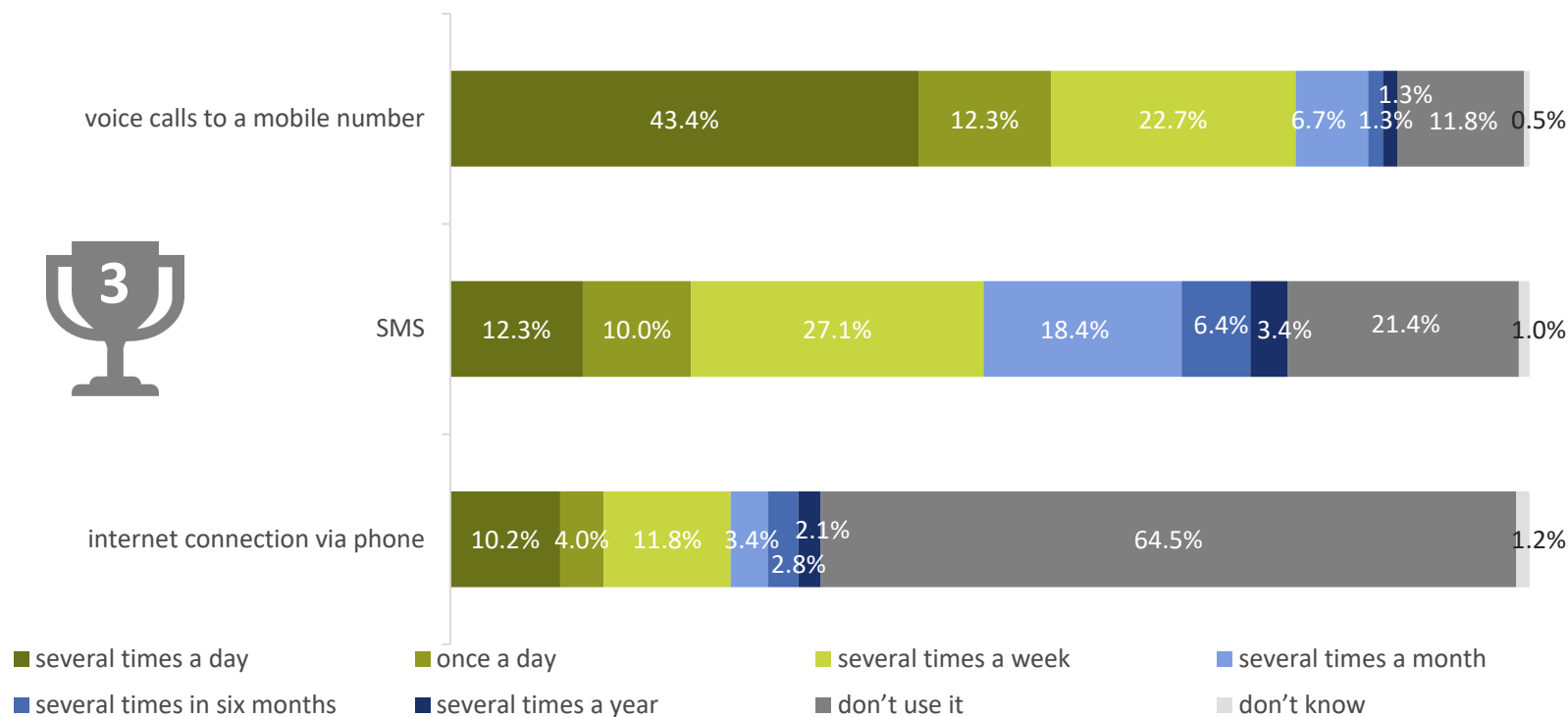
How important is it for you to own a mobile phone?



A vast majority of mobile phone users considers owning one important (89.7%), with more than half of seniors responding that it is very important. No gender differences among the respondents were observed in this area (positive responses among women – 91.0% vs 87.9% among men).

Use of mobile telephony services

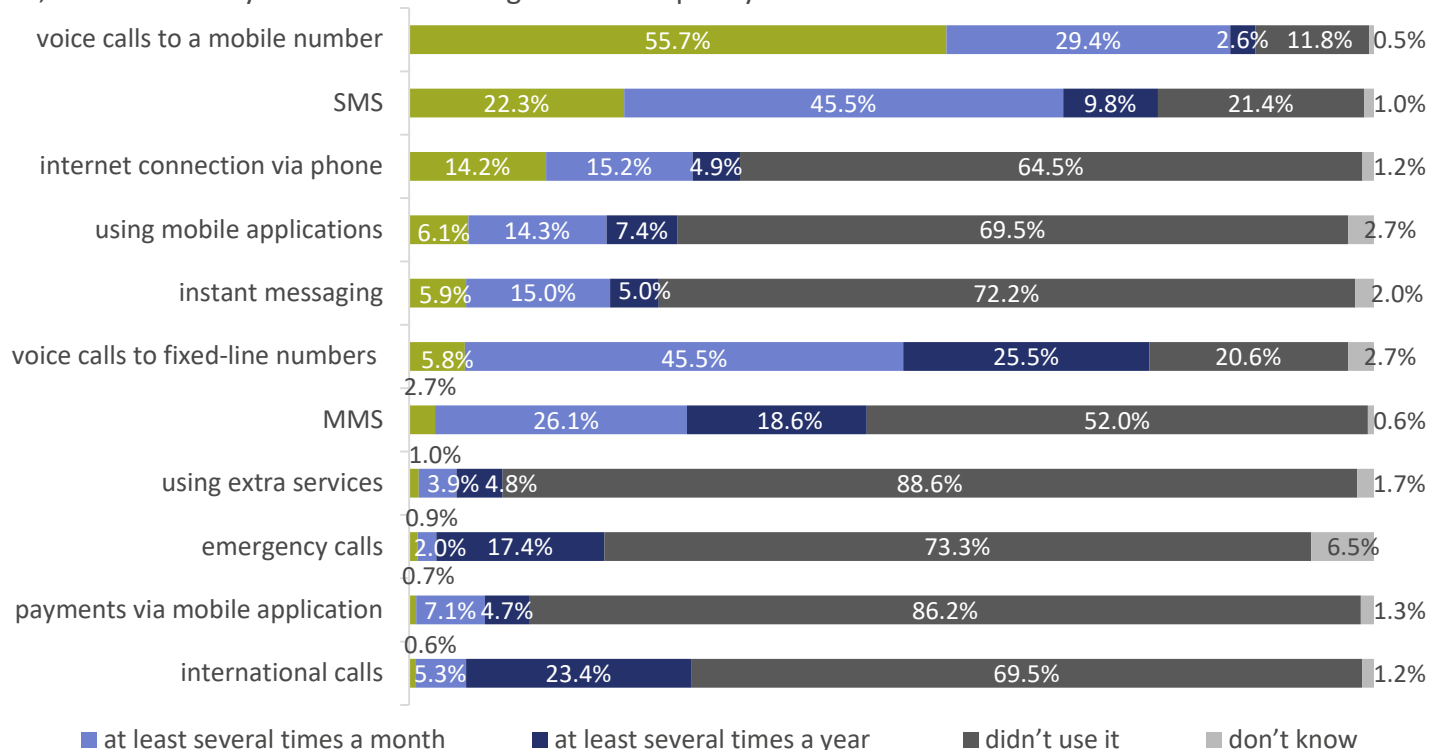
In the last year, how often did you use the following mobile telephony services?



Three most frequently used mobile telephony services are: calls made to a mobile number, texting and connecting to the internet via phone. 43.4% of the respondents make several calls a day to another mobile phone, 12.3% send text messages, and one in ten uses mobile data.

Use of mobile telephony services

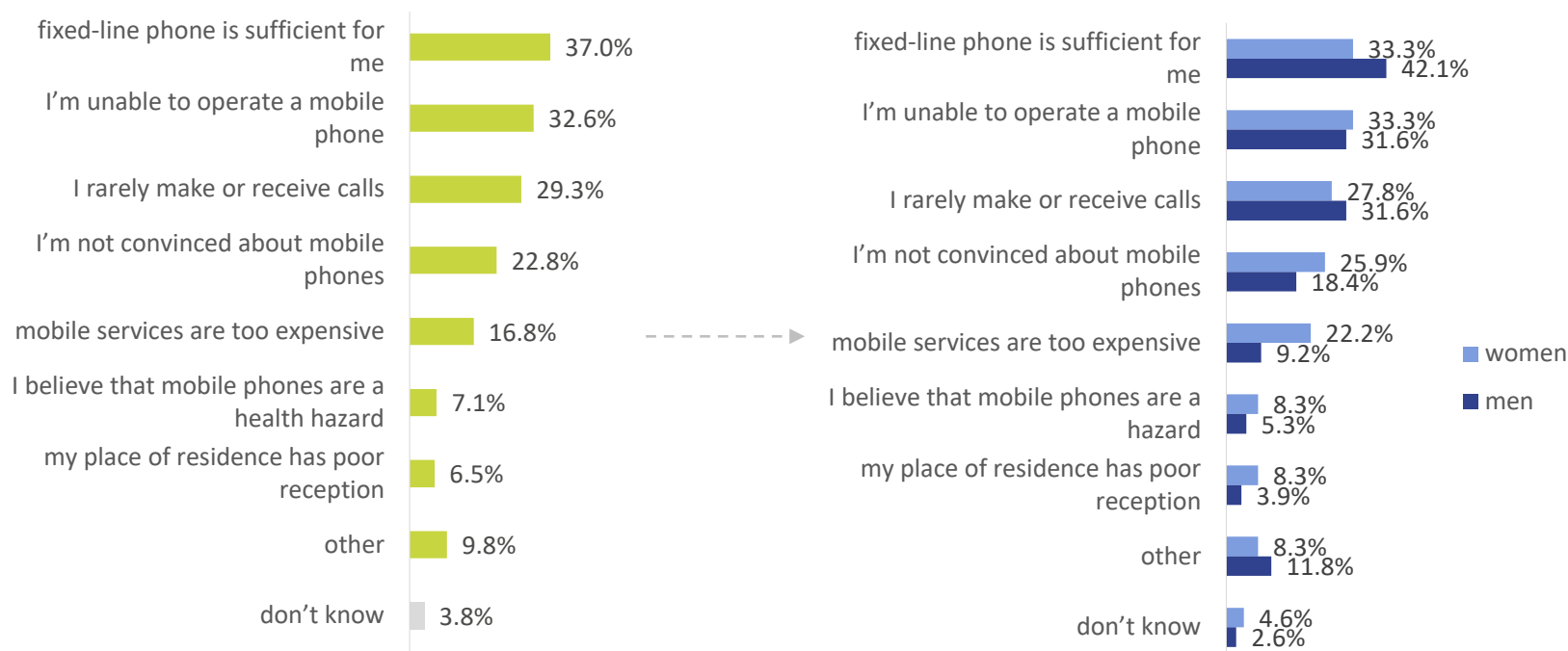
In the last year, how often did you use the following mobile telephony services?



Other mobile telephony services are not as popular. 6.1% of people over the age of 60 use mobile applications at least once a day, with 5.9% using instant messaging. Users also make calls to fixed-line numbers – even if infrequently, they are made by over three quarters of the respondents.

No mobile phone

Why do you not use a mobile phone?

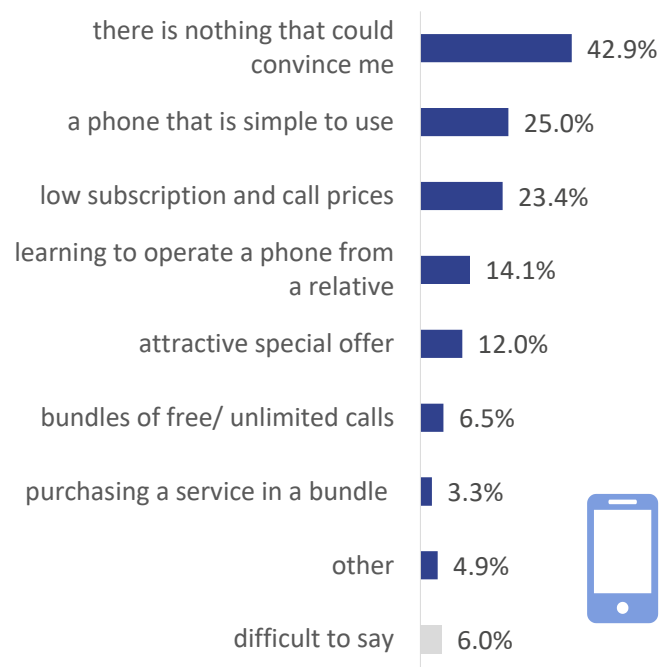


The most frequently cited reasons for not using mobile telephony include owning a fixed-line phone (37.0%), being unable to operate a mobile phone (32.6%), as well as not making and receiving enough calls (29.3%).

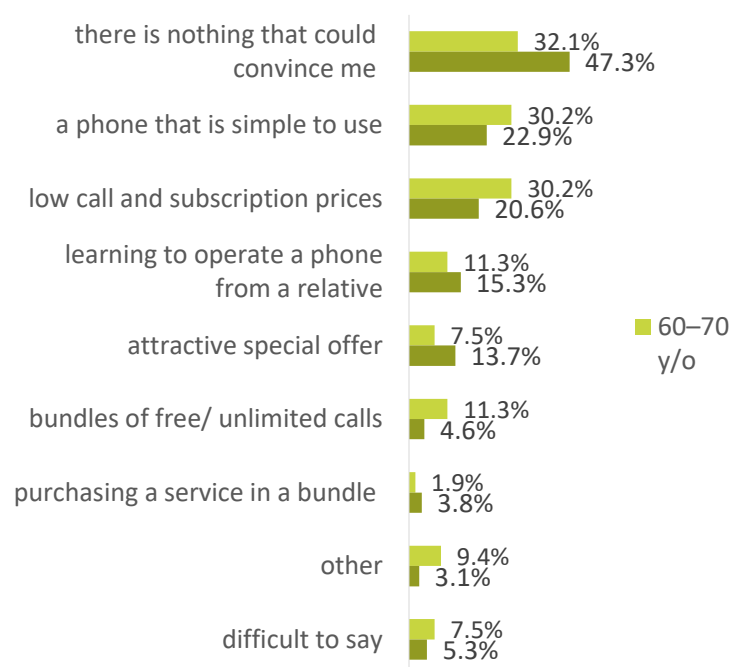
It is worth noting that reasons such as being uncertain about the merits of using a mobile phone and mobile telephony prices being too high are more frequently cited by women. By the same token, men gave slightly more responses of a fixed-line phone being sufficient, as well as low frequency of making and receiving calls.

No mobile phone

What would convince you to own a mobile phone?



What would convince you to own a mobile phone?



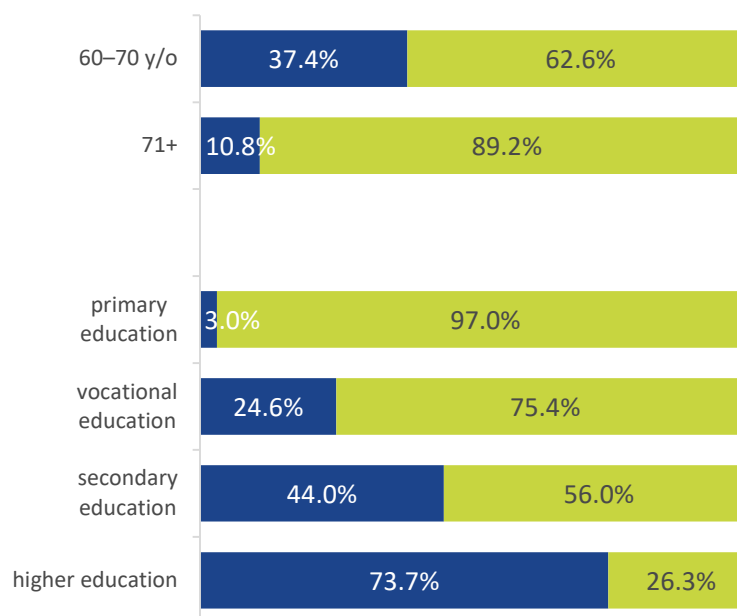
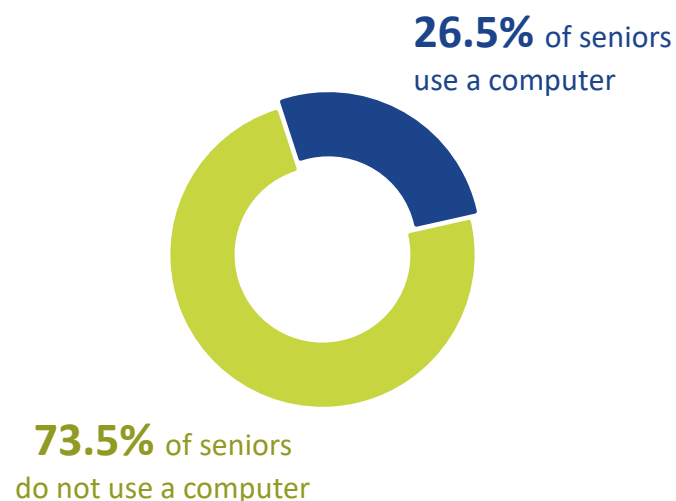
More than four out of ten respondents are not willing to own a mobile phone (42.9%). On the other hand, one fourth of people aged 60+ could be encouraged by a phone that is easy to operate and 23.4% would consider owning a mobile phone if subscription and call prices were lower. The survey conducted shows that people aged 70+ are less willing to change their decision – nearly half of the people who do not own a phone declare that nothing could convince them to own one. At the same time, the respondents aged between 60 and 70 would be willing to change their decision if the phone was simple to operate, with low subscription and call prices.

Computer use

Computer use

Computer use

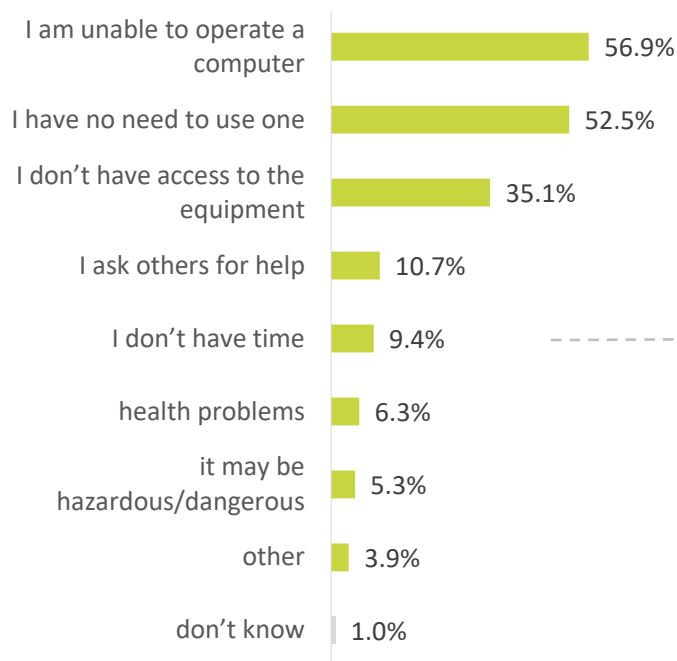
Do you use a computer (regardless of the location)?



The percentage of seniors who use a computer (26.5%) is markedly lower than of those who do not (73.5%). Definitely more frequent use of computer equipment was reported by people in the 60–70 age bracket. It was also observed that the declarations of computer use increase with the education of respondents. On the other hand, the results reflect no differences based on the respondents' gender.

Not using a computer

Why do you not use a computer?



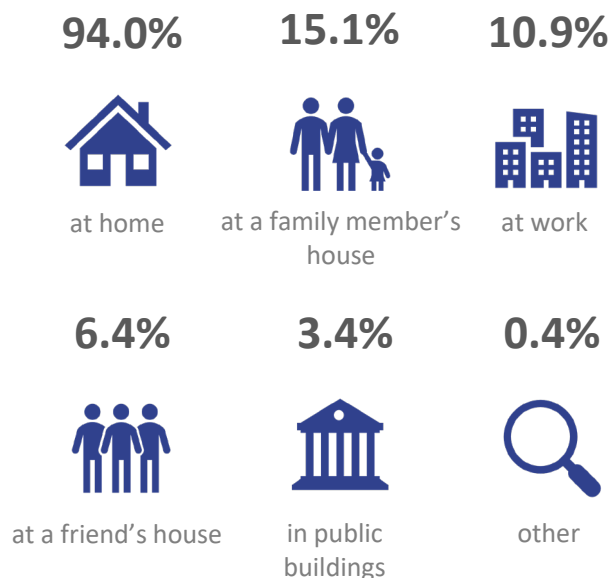
The main barrier related to seniors using computers is their inability to operate them (56.9%) and no need to do it (52.5%). However, it happens relatively frequently that people over the age of 60 do not have access to hardware (35.1%).

It should be noted, however, that reasons such as the inability to operate a computer, lack of hardware access or health problems were slightly more frequently cited by persons over 70. Respondents in the age bracket 60–70 more frequently stated that they had no need to use a computer or no time.

Computer use

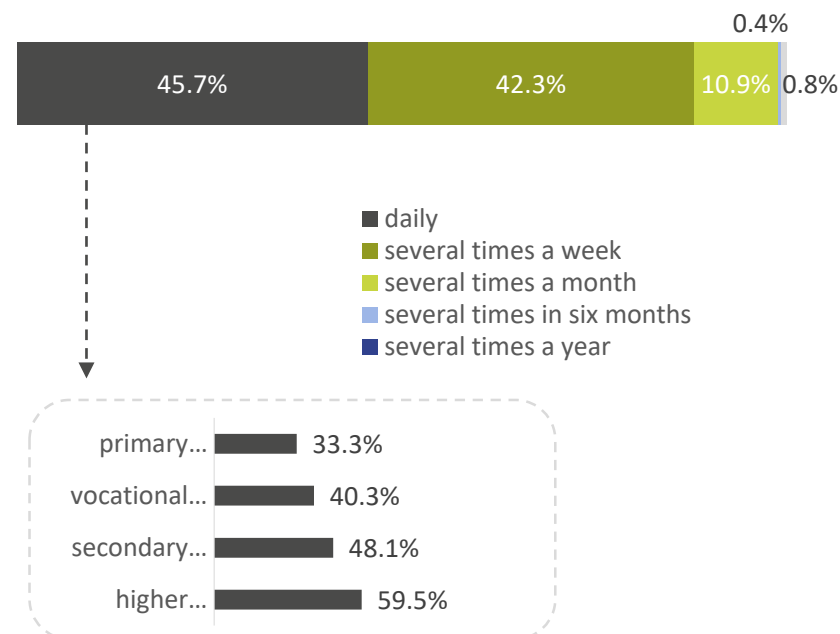
Using a computer

Where do you use a computer?



Seniors who use a computer, usually do it at their own homes (94%). They do it less frequently at a family member's house (15.1%) and at work (10.9%).

How frequently do you use a computer?

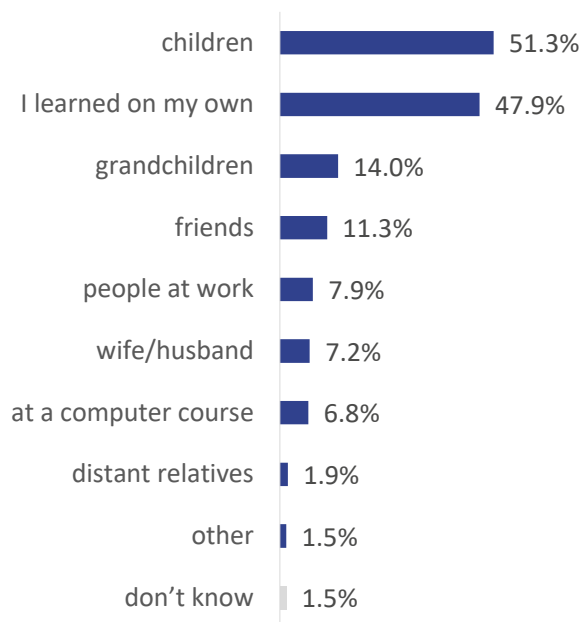


Nearly 90% of the respondents who use a computer declare that they use it daily (45.7%) or several times a week (42.3%). It is also worth noting that the percentage of responses citing everyday use rises with the respondents' education level.

Computer use

Using a computer

Who taught you to use a computer?



The group from which the seniors most frequently receive knowledge on using a computer are their children (51.3%). However, a similar share of respondents pointed out that they have learned to use a computer on their own. Grandchildren, friends or enrolling for a dedicated course were mentioned considerably less frequently.

Reference group: Respondents using a computer, N=265

How do you rate your computer skills?



I am good at operating a computer



I am a beginner user who often needs assistance from others to be able to use a computer



I rate my skills very highly, I have no difficulties with using a computer

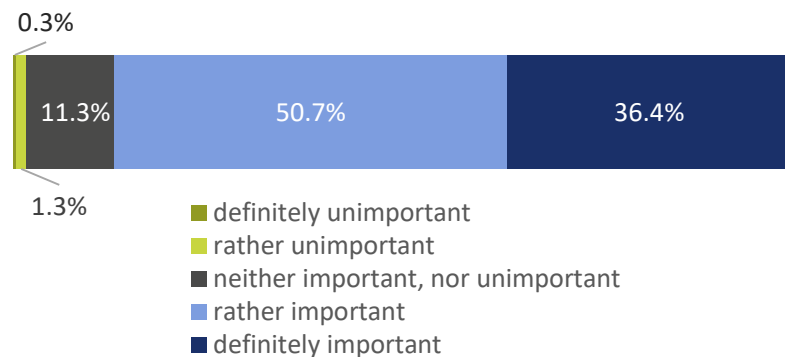
Three quarters of the respondents who use a computer rate their skills in this area as good. Only 16.2% describe themselves as beginners and 8.3% point out that they do not experience any difficulties in this context.

Reference group: Respondents using a computer, N=265

Internet use

Internet use

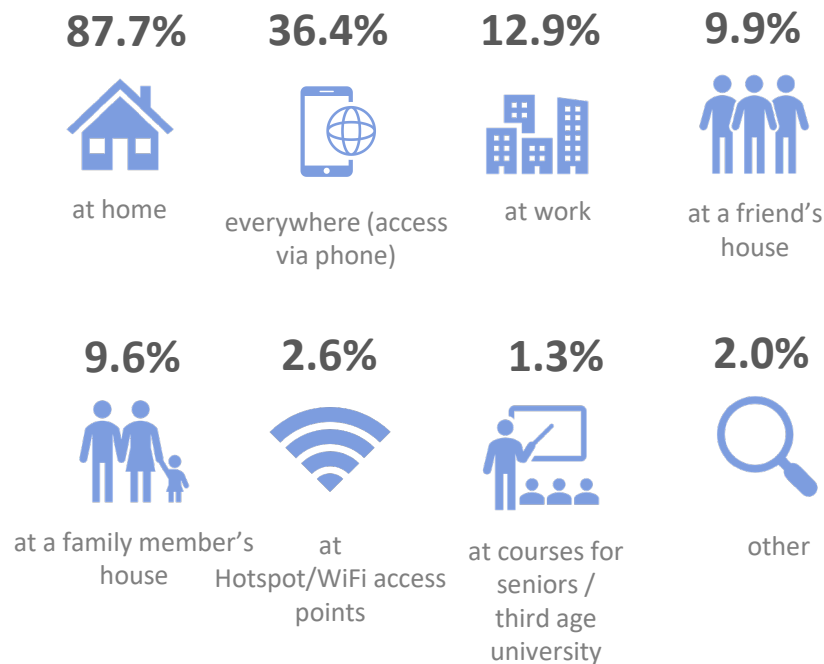
How important is it for you to have access to the internet?



Nearly 90% of people over 60 that use the internet consider having access to it important. Only 1.7% of them gave a different answer.

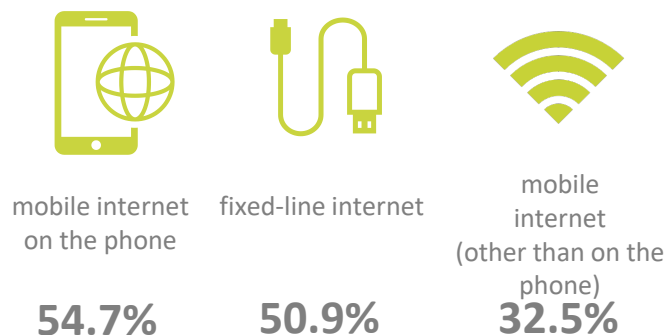
Seniors most frequently use the internet at their own homes (87.7%). Quite often, however, they use mobile internet, accessing it via phone (36.4%). Locations mentioned relatively rarely in the context of using the internet included work, family member's/friend's apartment or Hotspot/WiFi access points.

Where do you use the internet?



Type of access

What type of internet access do you have?

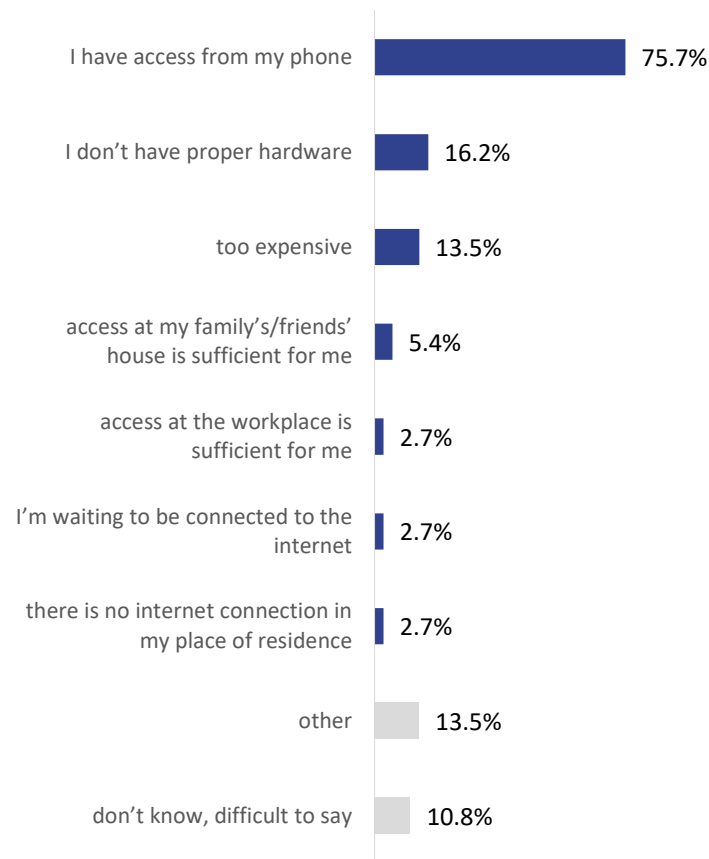


Mobile internet on the phone is the form of internet access seniors use most often (54.7%). The share of responses mentioning fixed-line internet was only slightly lower (50.9%). The least popular form of access is mobile internet (32.5%).

The most frequently cited reason for the respondents not having internet access at their place of residence is the fact that they can access it via their phone (75.7%), enabling access anywhere. A much less frequent occurrence is that the respondents do not have the appropriate hardware to be able to use it (16.2%) or the prices are too high for them (13.5%).

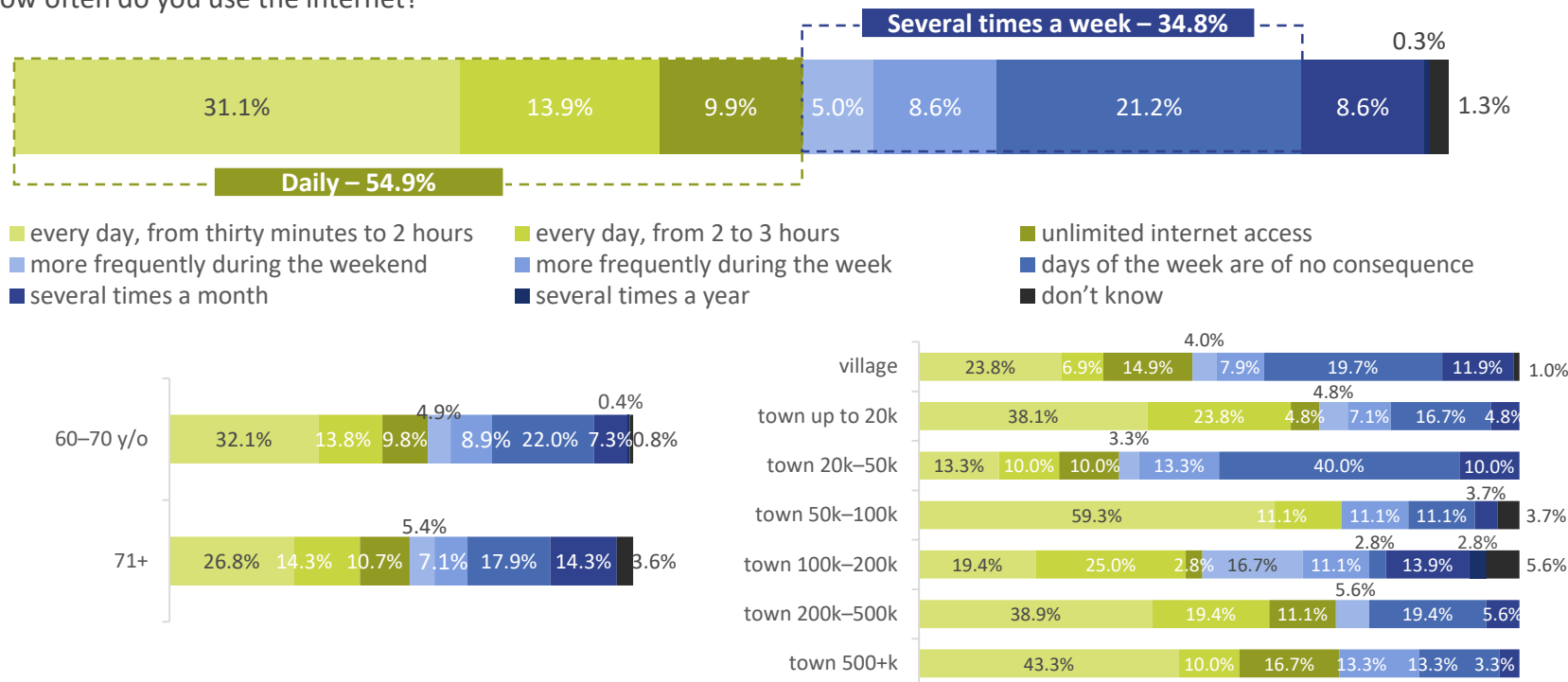
Reasons for not having access to the internet

Why do you not have access to the internet at your place of residence?



Frequency of use

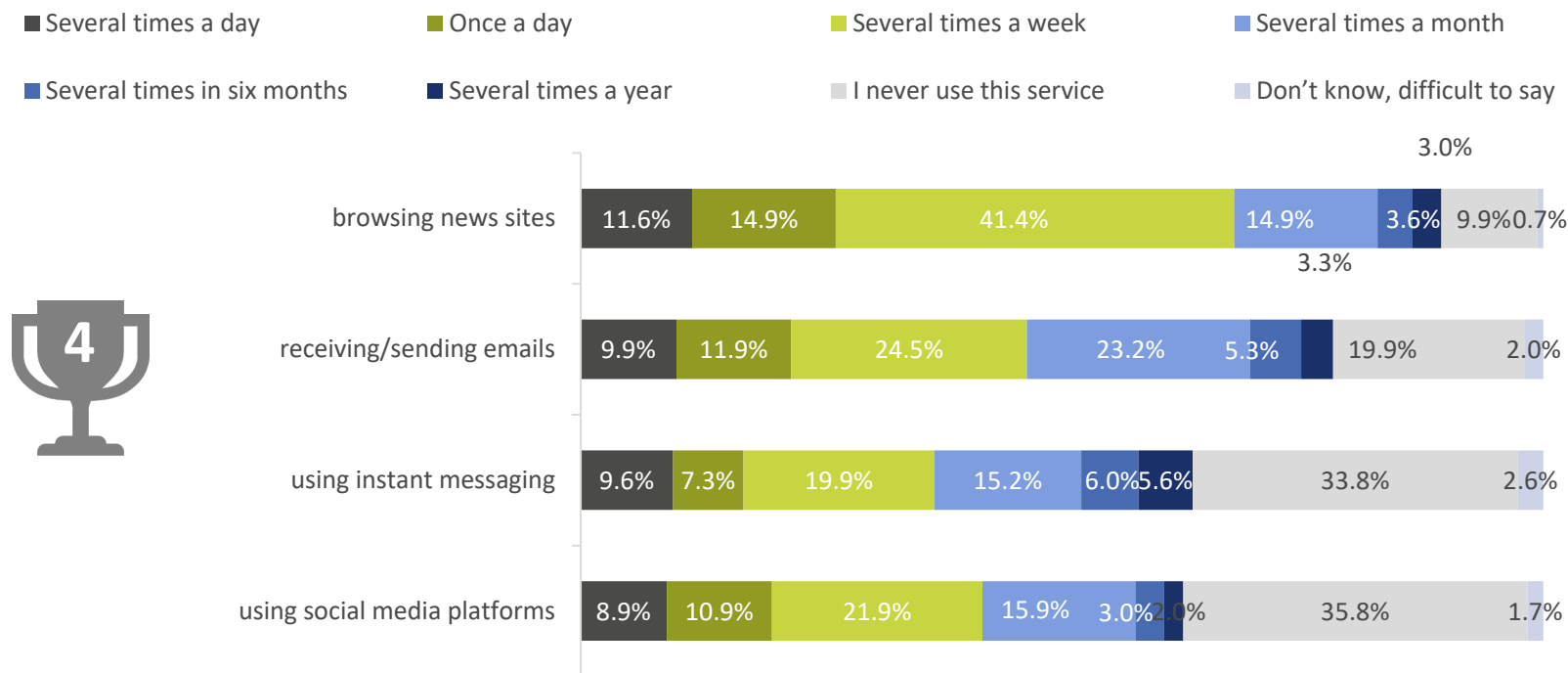
How often do you use the internet?



More than half (54.9%) of the seniors who use the internet declare that they use it every day, usually for thirty minutes to two hours (31.1%). Several times a week was mentioned much less often (34.8%). In this case the days of the week are usually of no consequence. Age does not account for significant differences in results, however, it should be pointed out that respondents in the 60–70 age bracket more often responded with 'daily'. An analogous tendency was observed among those surveyed in small (with population under 20,000), medium (50,000–100,000) and large towns (200,000 and more).

Use of internet services

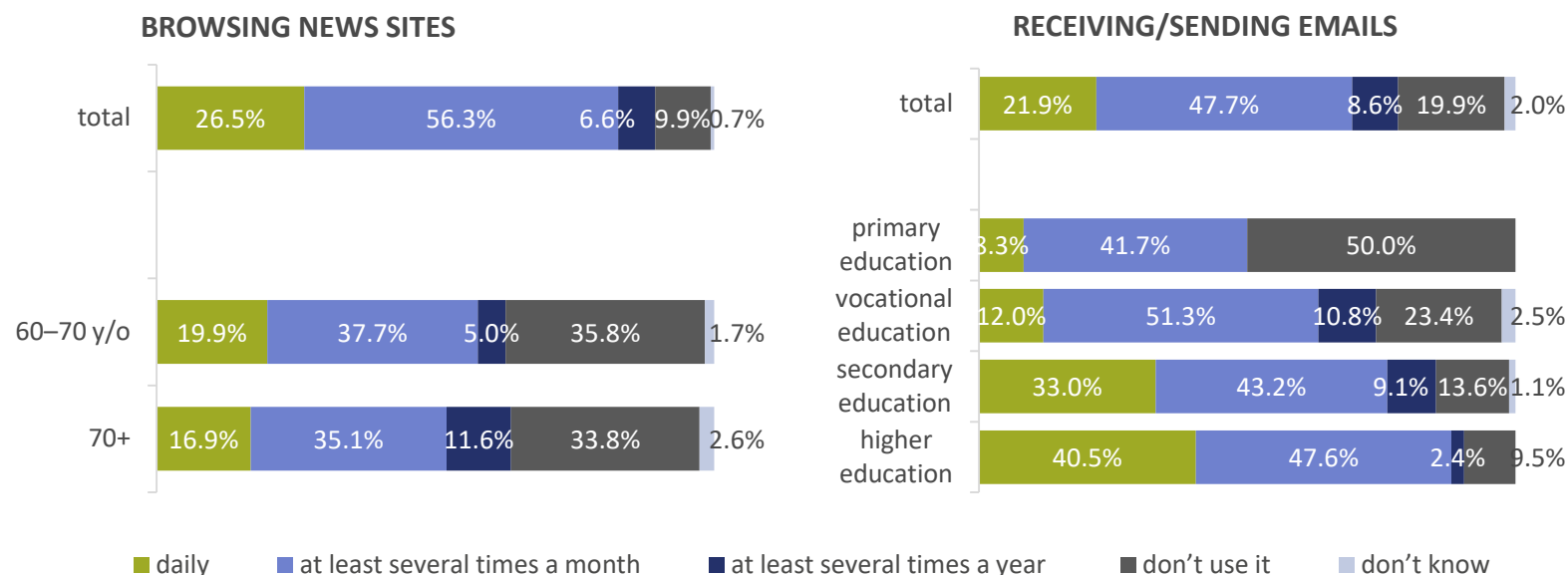
In the last year, how often did you use the following internet services?



In general, the internet services most frequently used by consumers aged 60+ include browsing websites, receiving/sending emails, as well as using instant messaging and social media platforms. It should be observed that about 10% of the respondents declare that they use those internet services several times a day.

Use of internet services

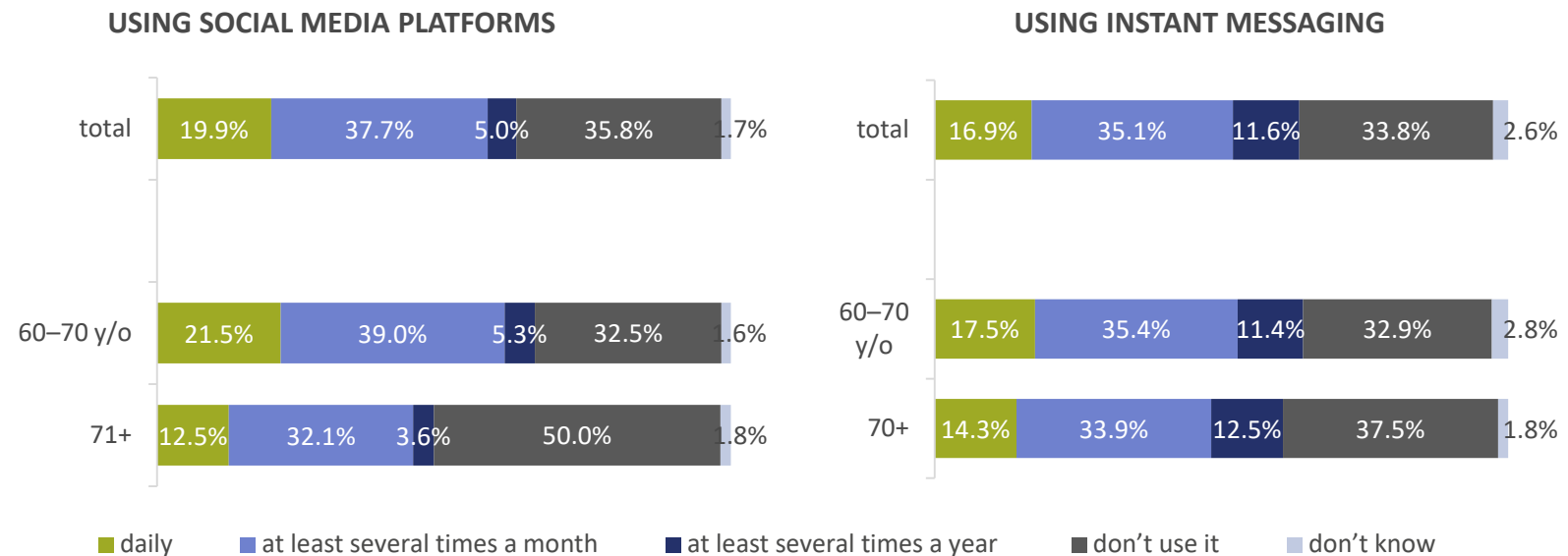
In the last year, how often did you use the following internet services?



People in the 60–70 age bracket browse news sites slightly more frequently than people over the age of 70, although there are no significant differences. In the case of receiving/sending emails, the frequency percentage rises with the respondents' education level.

Use of internet services

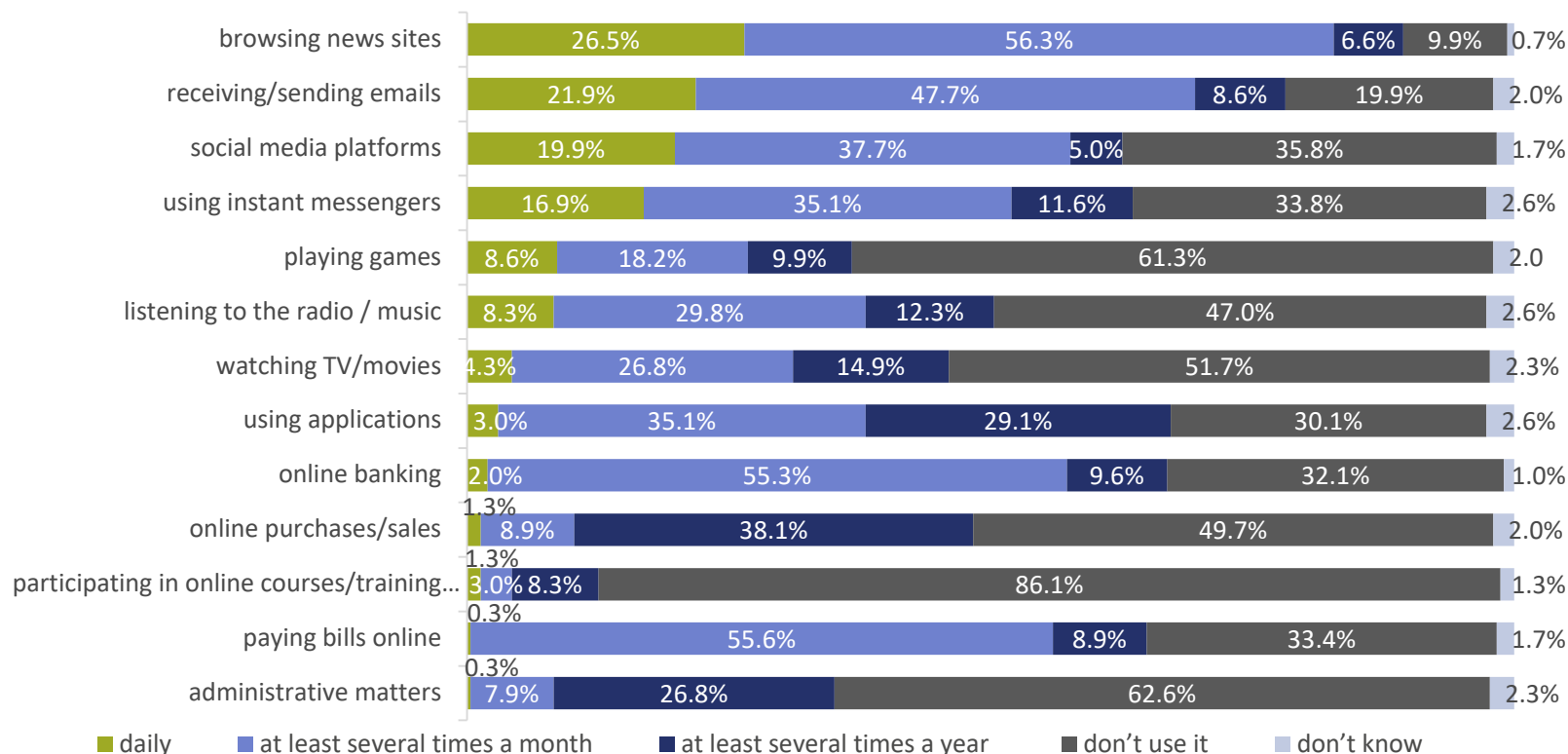
In the last year, how often did you use the following internet services?



The surveyed in the 60–70 age bracket slightly more often use social media platforms and instant messaging. In the case of social media platforms, the difference is significant – 21.5% of those surveyed in the 60–70 age bracket use them every day, while for the 80+ group this percentage declines to 12.5%. The differences are much smaller for instant messaging.

Use of internet services

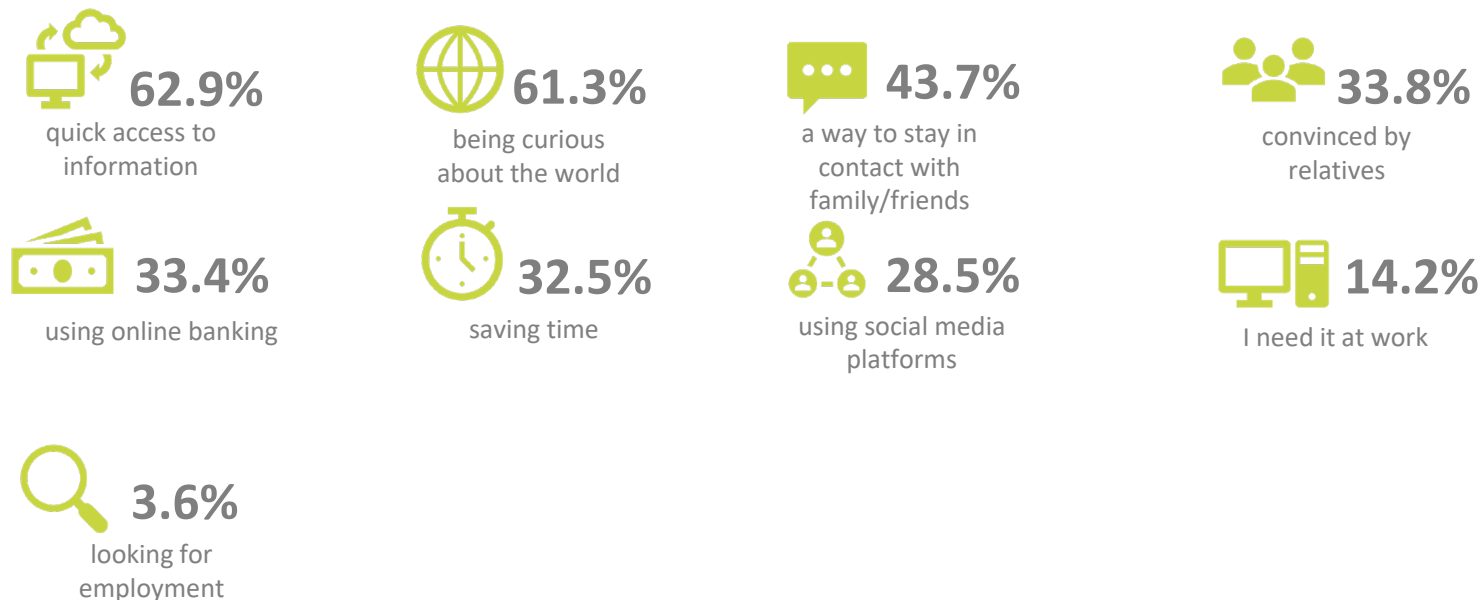
In the last year, how often did you use the following internet services?



Apart from the four internet services that seniors use most often, the remainder of activities in this area tends to be rather sporadic. However, it bears mentioning that more than half of them use online banking and pay their bills online at least several times a month. The least popular activities definitely include participation in online training courses, playing games and running administrative errands.

Use of internet services

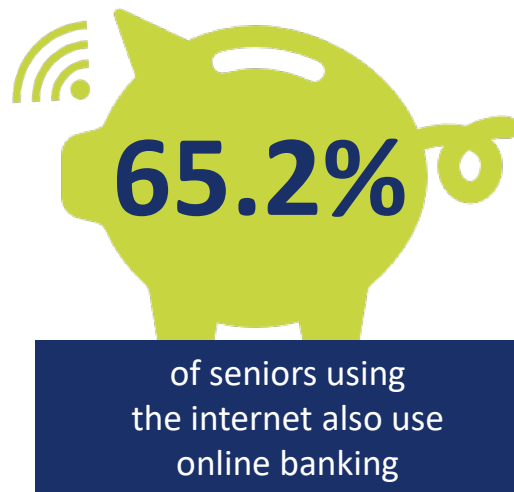
What convinced you to start using the internet?



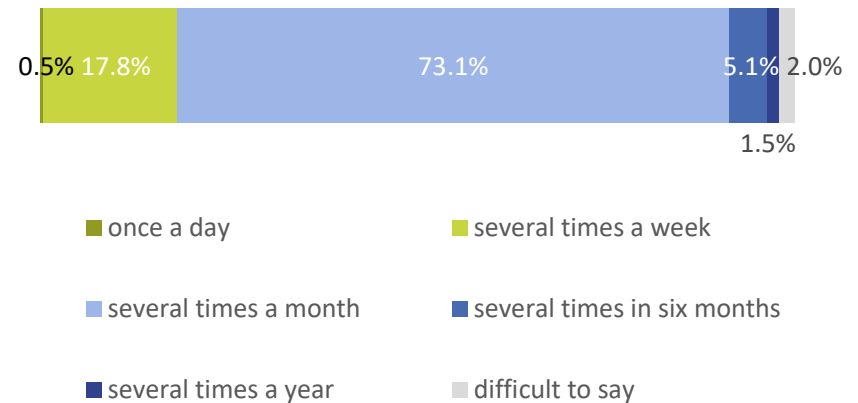
Quick access to information (62.9%) and being curious about the world (61.3%) were mentioned most frequently as reasons why the respondents decided to use the internet. Quite often they also see it as a way to stay in contact with family/friends (43.7%) or the result of influence on the part of their relatives (33.8%). It should also be noted that a third of internet users over the age of 60 also appreciate access to online banking and saving time. The factors cited least often are those related to work, that is using the internet for work-related purposes (14.2%) and to look for employment (3.6%).

Use of internet services

Do you use online banking?



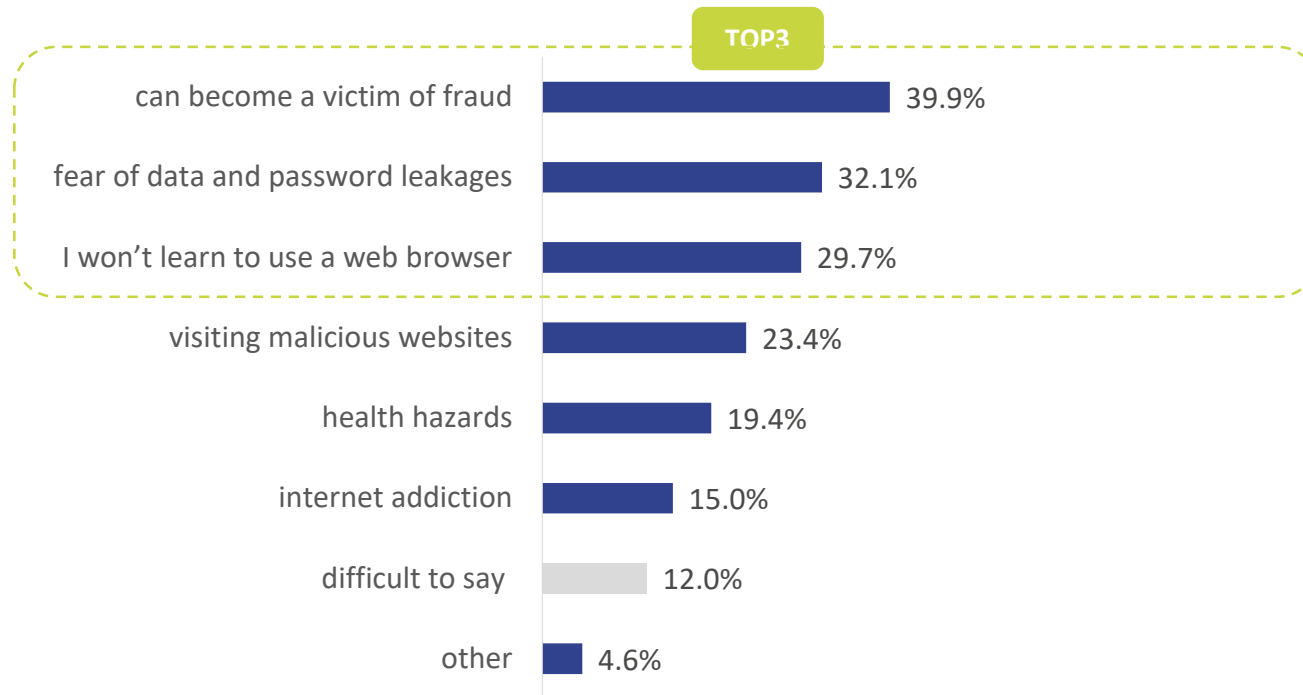
How often do you use online banking to make payments?



Online banking is quite popular among internet users over the age of 60 (65.2%). However, payments that involve this service are made quite infrequently, with as much as 73.1% of respondents using this functionality only several times a month.

Use of internet services

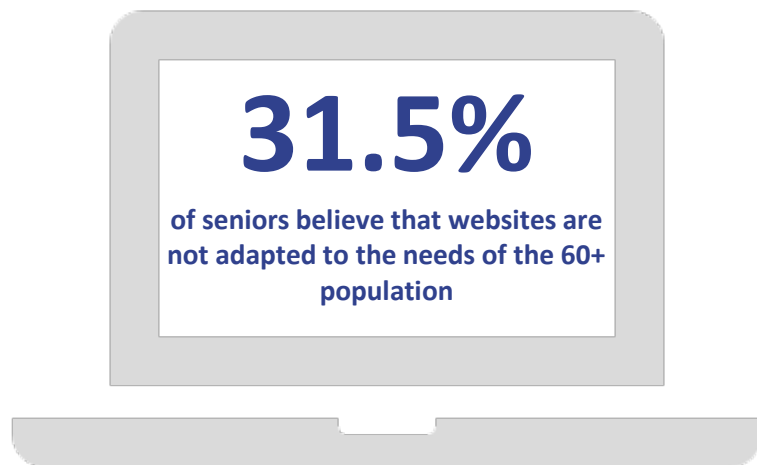
What are your concerns related to using the internet?



The survey conducted demonstrates that the major concern for seniors when it comes to using the internet is the possibility of falling victim to fraud (39.9%). Leakage of data and passwords is another significant issue (32.1%), as well as not believing in being able to use a web browser, which in this case appears to be of crucial importance (29.7%). Seniors are slightly less often concerned with visiting malicious websites, health hazards and internet addiction.

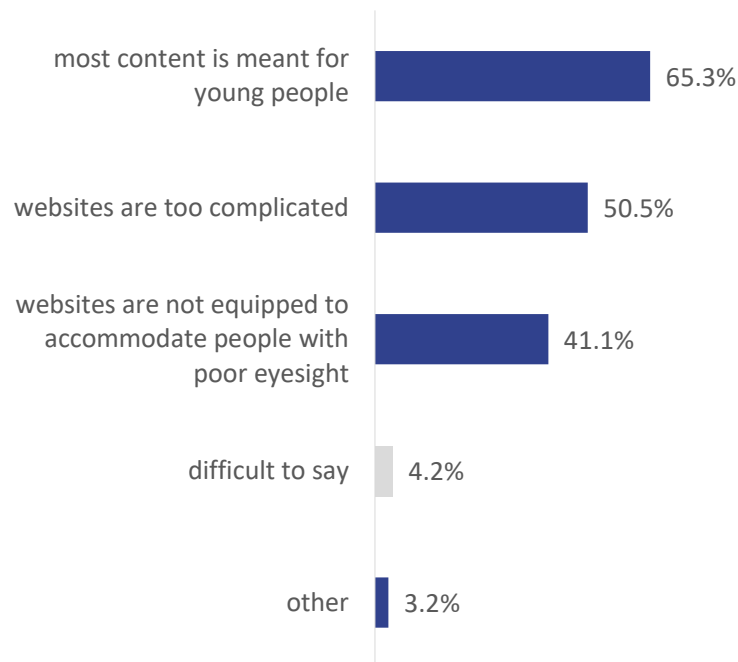
Use of internet services

Do you think websites are equipped to accommodate the needs of the 60+ population?



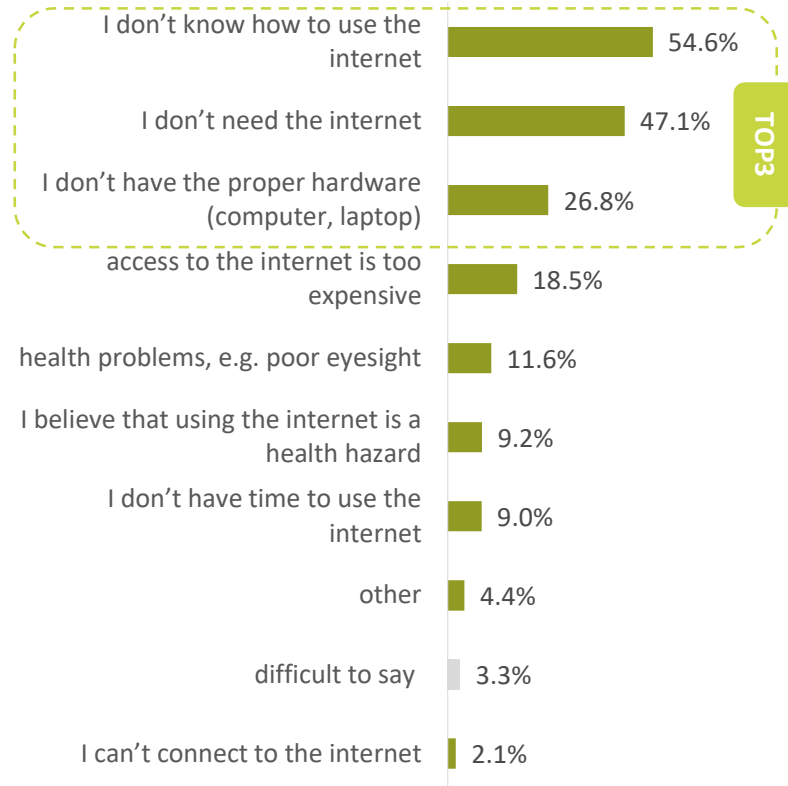
Nearly a third of the seniors who use the internet believe that websites are not equipped to accommodate the needs of the 60+ population. The largest barrier is the belief that the majority of websites are dedicated to young people (65.3%). More than half of responses also referred to their excessive complexity (50.5%), with the lack of features accommodating to people with poor eyesight also being of importance here.

What do you think are the restrictions related to web browsing?

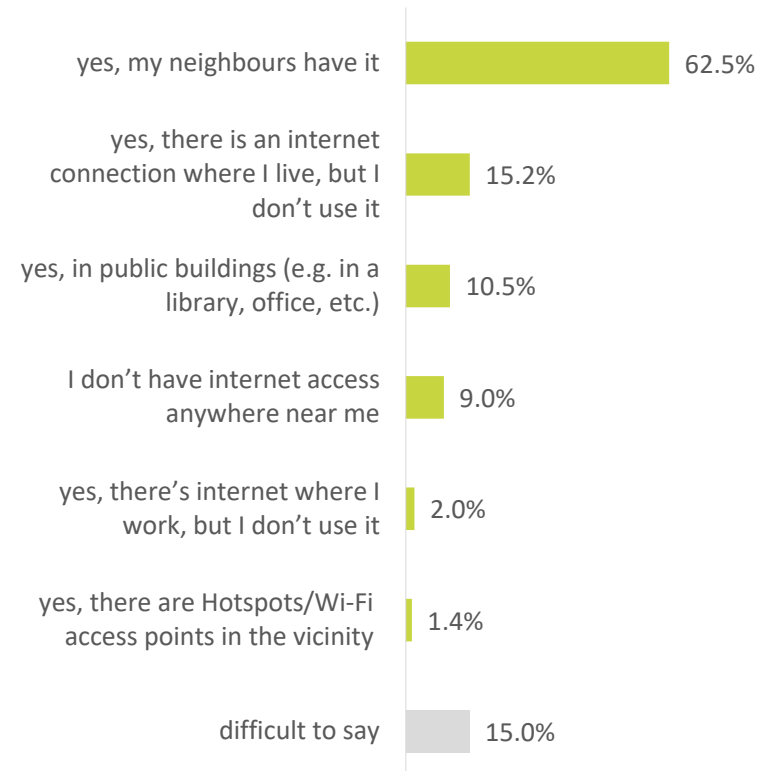


Not using internet services

Why do you not use the internet?



Is there an internet connection near you?

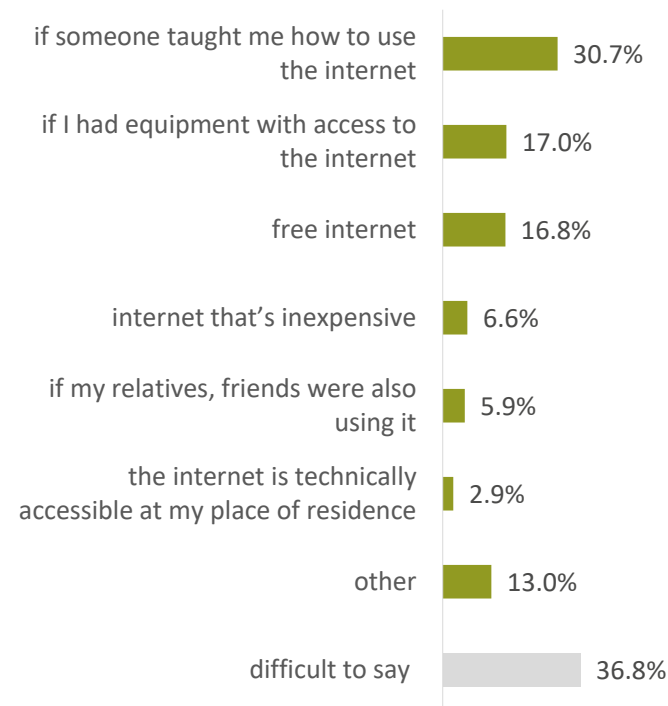


The most frequently cited reasons for not using the internet include the inability to operate it (54.6%) and lack of perceived utility (47.1%), as well as not having access to appropriate hardware (26.8%). Factors such as high costs, harmful effects or lack of time were mentioned with a markedly lower frequency. Still, there is internet in seniors' surrounding – their neighbours have it.

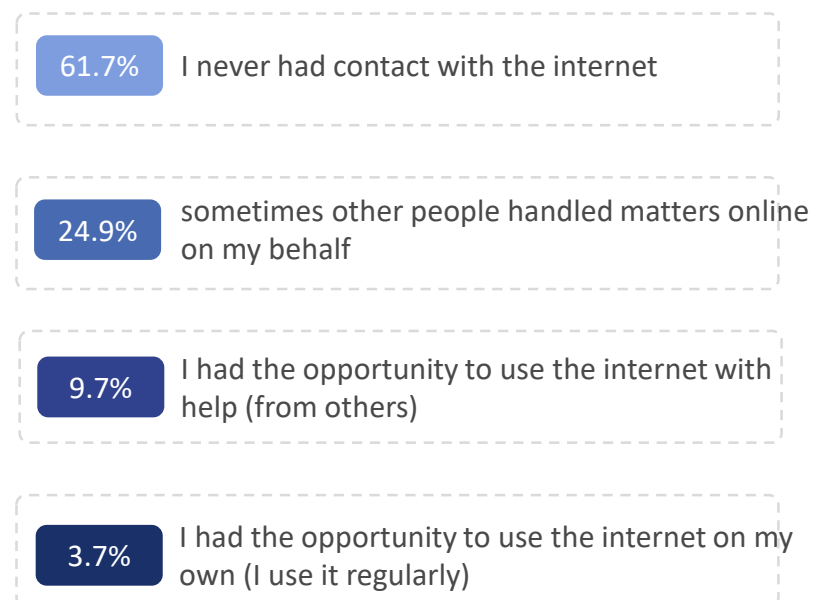
Access to the internet

Not using internet services

What would convince you to start using the internet?



Which of the statements given below best describes your experience with the internet?



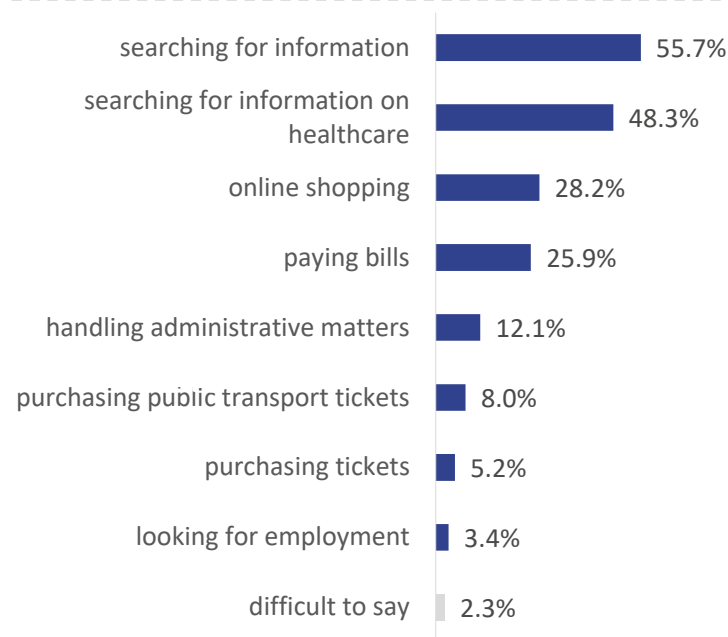
Seniors who do not use the internet were asked further questions about the factors that would convince them to change their decision. Due to the fact that the respondents consider their inability to use the internet to be the biggest barrier, their main expectation would be to receive help in learning to use it (30.7%). Other important factors include having access to proper hardware (17.0%) and free internet (16.8%). At the same time, according to the survey, more than 60% of the respondents who do not use the internet never had the opportunity to do so, and a quarter of them had other people handle matters online on their behalf.

Not using internet services

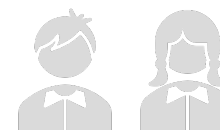
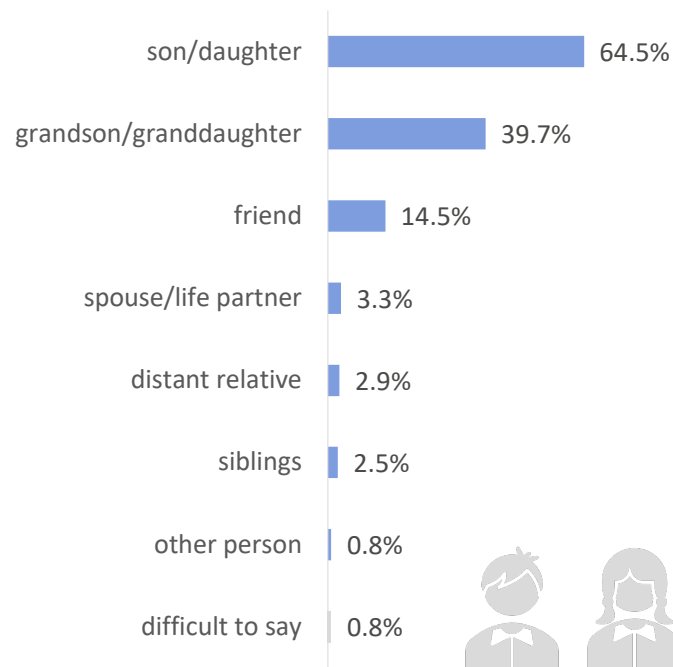
What were the matters that others handled online on your behalf?

24.9%

Sometimes other people handled matters using the internet on my behalf



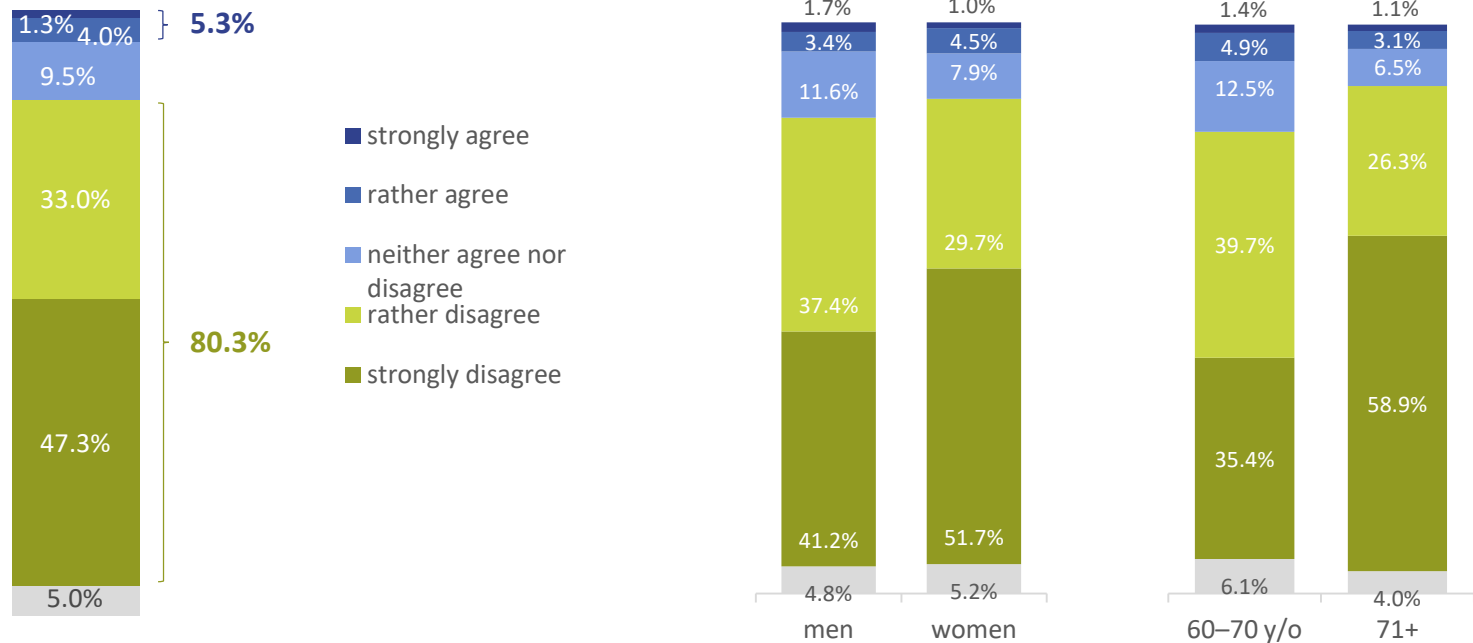
Who handled matters online on your behalf or helped you use the internet?



Matters handled online on behalf of seniors are most frequently related to searching for information and getting information on healthcare. Interestingly, subsequent ranks were given to online shopping and paying bills. The people who usually help seniors use the internet are their children (64.5%) and grandchildren (39.7%).

Not using internet services

Do you intend to start using the internet in the future?



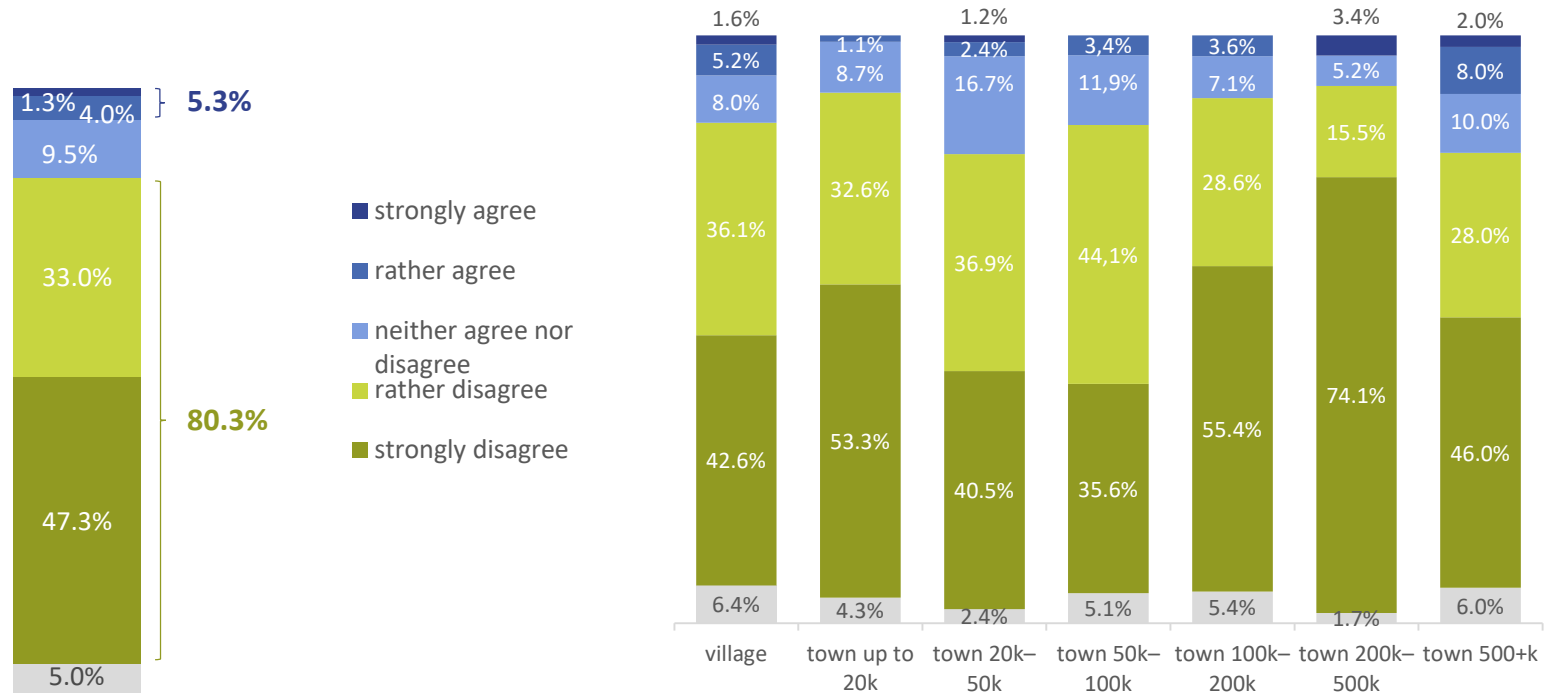
A definitive majority of seniors who currently do not use the internet declare that they will not start using it in the future (80.2%).

Only 5.3% is of a different opinion.

It is worth noting that women are slightly more opposed to using the internet, but also those surveyed in the 70+ age bracket.

Not using internet services

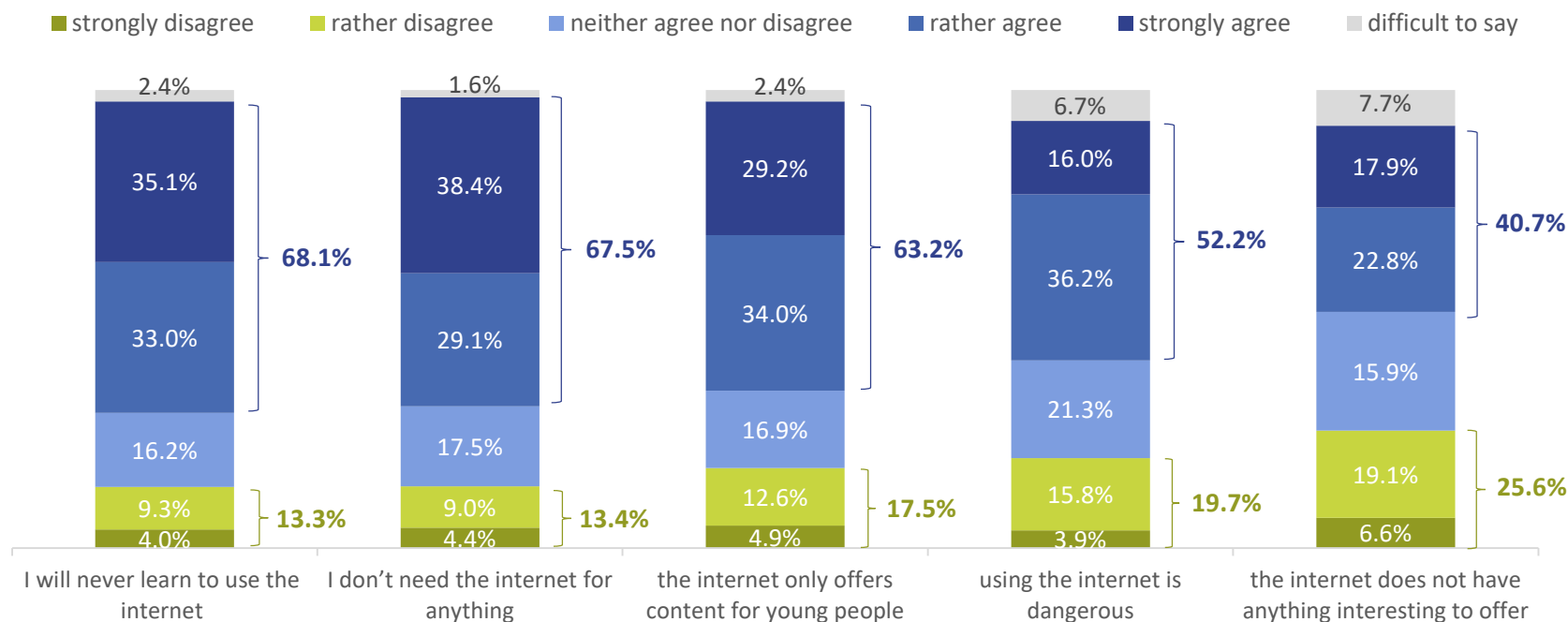
Do you intend to start using the internet in the future?



When it comes to the place of residence, it should be noted that slightly more opponents of the internet live in medium size (with population of 100,000–500,000) and small towns (up to 20,000 population). More than 80% negative responses were recorded in both categories.

Not using internet services

On a scale from 1 to 5, where 1 means 'strongly disagree' and 5 is for 'strongly agree', please describe your response to the following statements:



The majority of seniors are insecure about their abilities ('I will never learn to use the internet' – 68.1%), convinced that the internet is useless (67.5%) and consider it to be a medium only for young people (63.2%). It is worth noting that more than half of the people aged 60+ who do not use the internet consider it to be dangerous, while 40.7% of them do not think it has anything to offer.

Not using internet services

Would you be willing to use the following services online:

■ difficult to say

■ strongly disagree

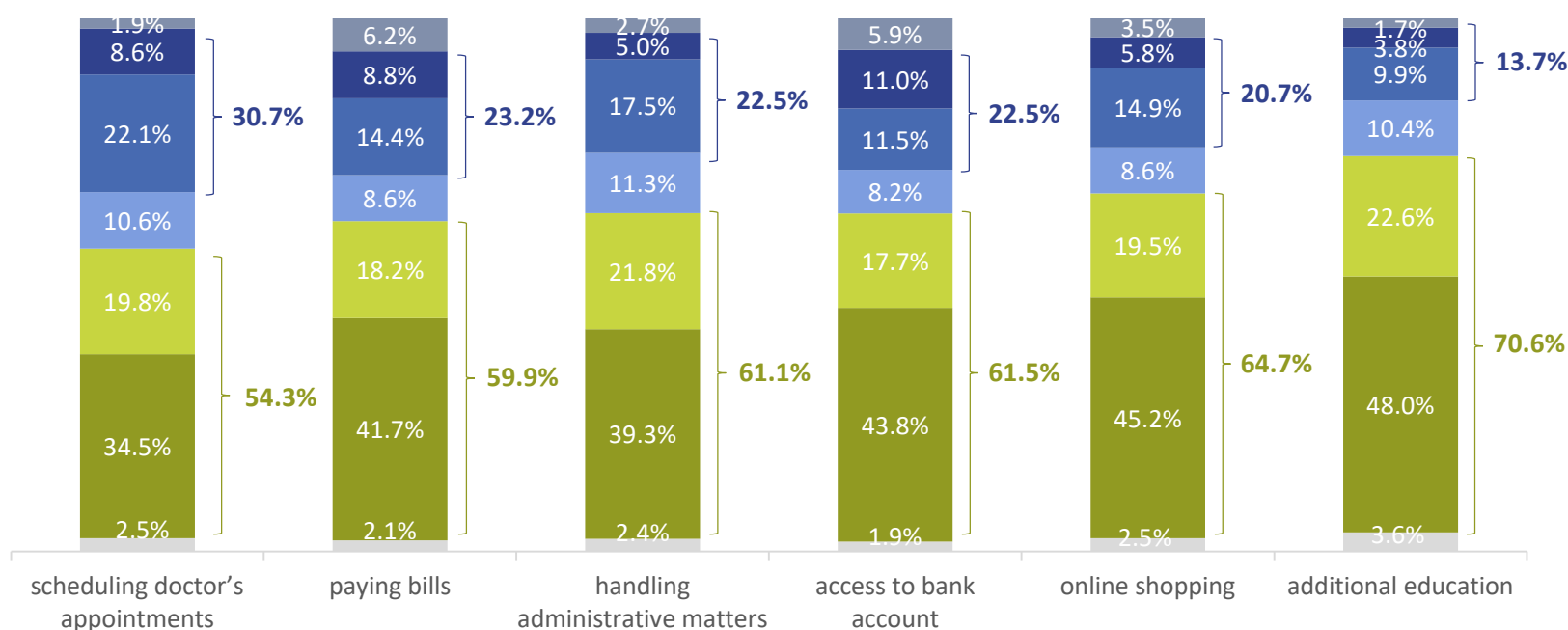
■ rather disagree

■ neither agree nor disagree

■ rather agree

■ strongly agree

■ I'm already using this service



The respondents were also asked further questions about what internet services they would be willing to use. The study shows that seniors would mostly be encouraged by the ability to schedule doctor's appointments (30.7% positive responses). The positive response rates were slightly lower with regard to paying bills (23.2%) as well as handling official matters and accessing bank accounts (22.5% each). More than one fifth of the surveyed could be convinced by online shopping, and every seventh of them by educational opportunities.

Contracts

Signing contracts

Do you sign telecoms contracts?



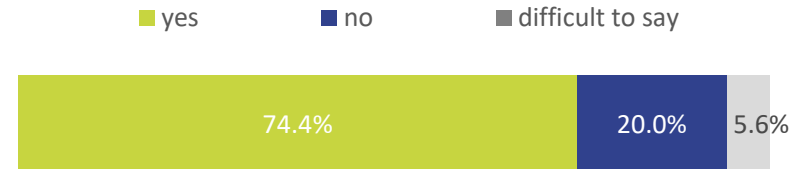
- yes, on my own
- yes, but with help from family/friends
- no, someone else does it for me
- difficult to say

More than 70% of seniors declare that they sign telecoms contracts, of whom nearly 50% do it on their own, with the remainder relying on their friends and/or family for help. At the same time, one fourth responded that they do not sign contracts.

A decisive majority of respondents (74.4%) who sign telecoms contracts said that they found the process easy. Simultaneously, contracts are usually signed at a showroom or a service point (87.4% of responses). In this context, the phone, place of residence and the internet were cited less frequently.

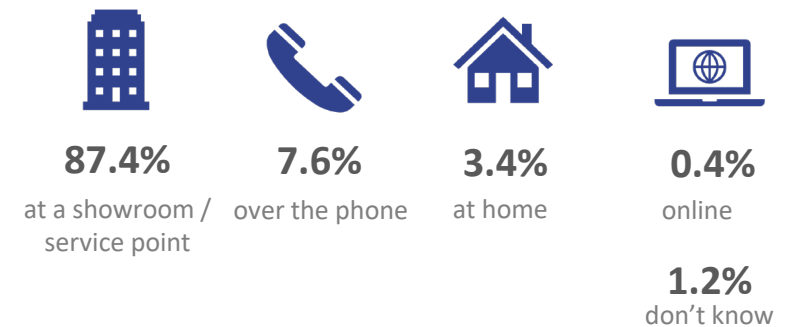
Reference group: All respondents, N=1,000

Was it easy for you to enter into a telecoms contract?



Reference group: Respondents signing contracts, N=715

Did you sign your current telecoms contract at a showroom or outside the provider's premises, e.g. at home?



Reference group: Respondents signing contracts, N=715

Signing contracts

Did you read the contract before signing it?

75.0%

yes, carefully: 32.4%
yes, but only
ran through it: 42.5%

25.0%

no, I just skimmed it: 16.2%
no, someone else
read it for me: 8.8%

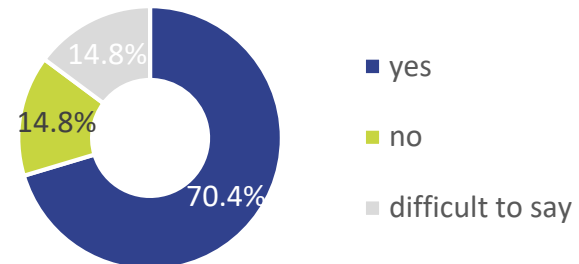
Three quarters of seniors (75.0%) declared that they read the telecoms contract prior to signing it – 32.4% read it carefully, while 42.5% only ran through it. At the same time, 16.2% of the surveyed only skimmed the document, while in the case of nearly 10% of the respondents someone else (family/friends) read it before signing.

More than 70% of the surveyed entering into contracts over the phone, at home or online stated that they received a copy of the contract, along with the terms and conditions and the price list. Nearly 15% expressed an opposite opinion. The share of respondents who were not able to give a clear answer to the question was the same.

Among the people who received a copy of the contract, the majority were of the opinion that the contents of this document were in line with what the consultant had previously presented (91.2%).

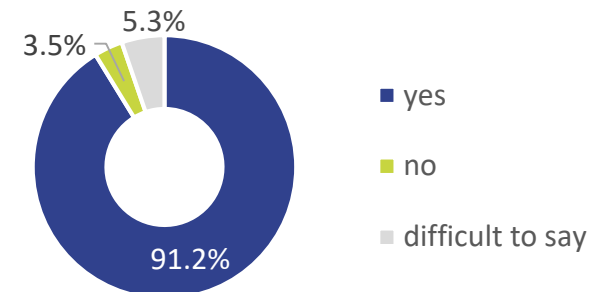
Reference group: Respondents signing contracts, N=715

Were you given a copy of the contract, along with the terms and conditions/price list?



Reference group: Respondents concluding contracts over the phone, online or at home, N=81

Was the copy of the contract provided in line with the information presented by the consultant?

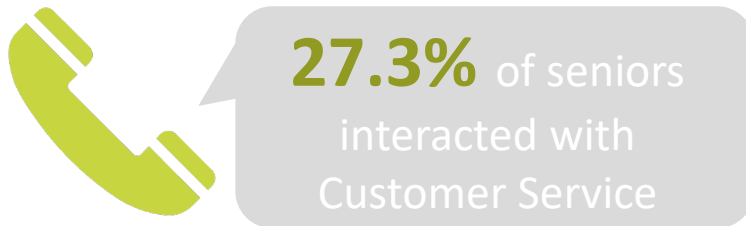


Reference group: People who received a copy of their contract, N=57

Customer Service and customer complaints

Using the Customer Service

Have you ever called Customer Service?



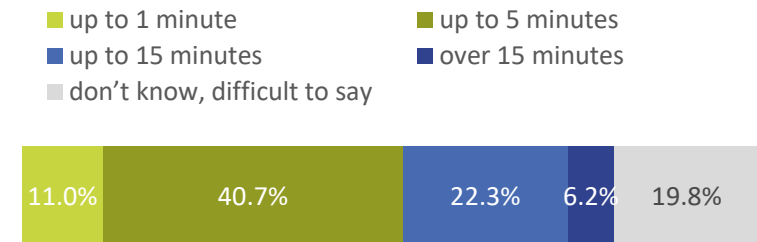
Over 27% of seniors ever used customer service.

The respondents usually waited up to 5 minutes (40.7%) to get connected. 22.3% of them said they waited up to 15 minutes. Sometimes the respondents had to wait longer than 15 minutes – 6.2%.

People who contacted Customer Service largely gave a positive evaluation of the consultant and the reliability of information provided (82.1%). 13.6% were unsatisfied with the assistance provided.

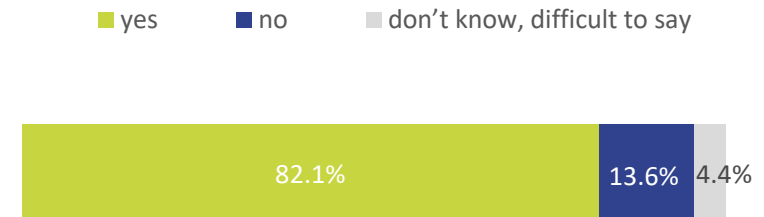
Reference group: All respondents, N=1,000

How long did you wait to get connected?



Reference group: Respondents using Customer Service, N=273

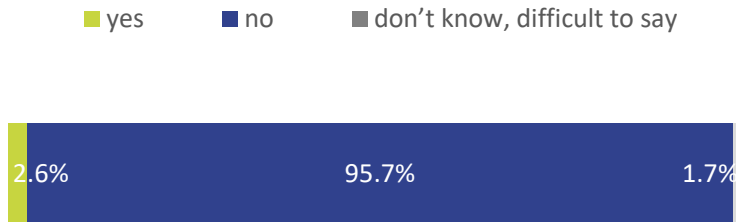
Was the consultant helpful and the information provided reliable?



Reference group: Respondents using Customer Service, N=273

Customer complaints

Over the last 12 months, did you submit a customer complaint with a telecoms operator?

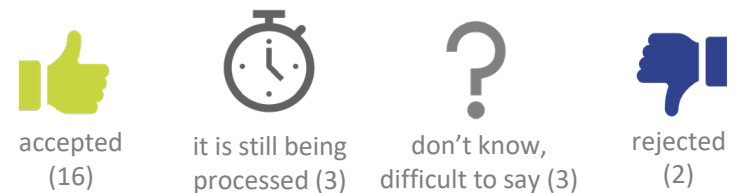


Over the last 12 months, only 2.6% of the surveyed submitted a complaint with a telecoms operator.

A definite majority of those complaints were accepted. The majority of complaints dealt with service fees, service quality, service activation date and contractual penalties. However, it should be kept in mind that the percentage of people who submit customer complaints is low.

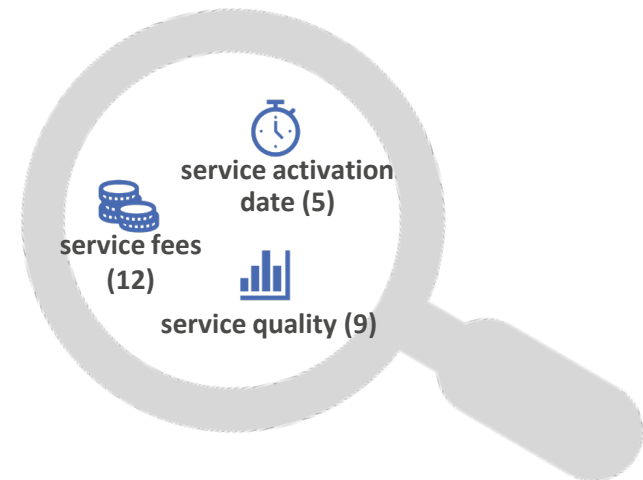
Reference group: All respondents, N=1,000

Was your complaint accepted or rejected? *(Ordered by the number of responses)*



Reference group: Respondents submitting customer complaints, N=24, N too small to present % data

What was that complaint about?

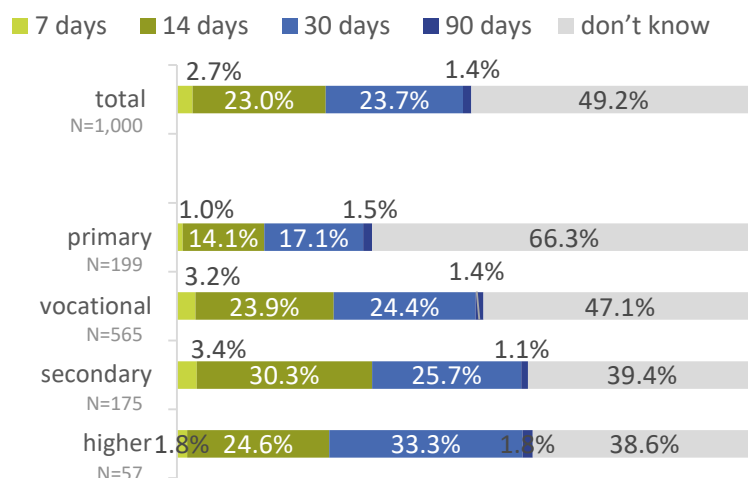


Reference group: Respondents submitting customer complaints, N=24, N too small to present % data

Customer Service and customer complaints

Customer complaints

Do you know how much time an operator has to process your complaint?

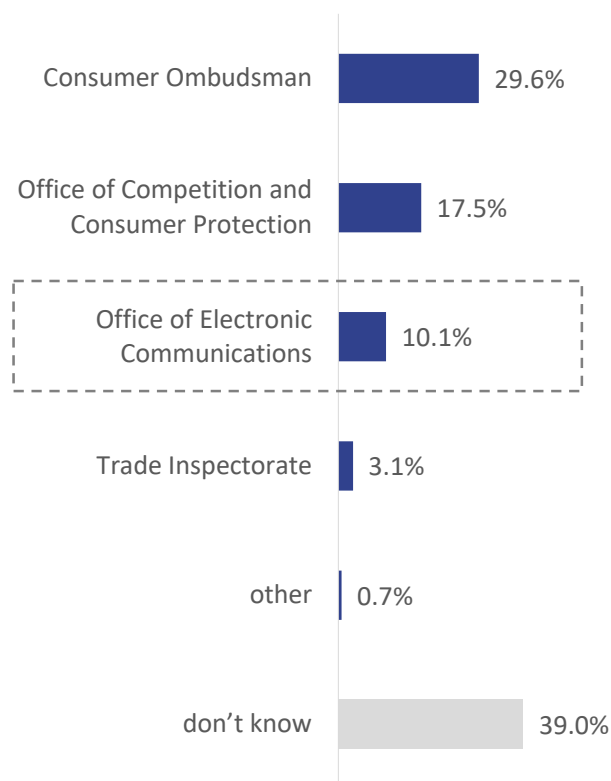


According to 23.0% of respondents an operator has 14 days to consider the complaint. The correct answer, that is 30 days, was given by 23.7%. This answer was more frequently found among respondents with higher education.

The entity most often mentioned as the one to turn to in the case of a rejected customer complaint is the Consumer Ombudsman (29.6%). The second pick was the Office of Competition and Consumer Protection (17.5%). Every tenth person indicated the Office of Electronic Communications.

Reference group: All respondents, N=1,000

Please choose one entity that you think you should turn to if an operator rejects your complaint:



Reference group: All respondents, N=1,000

Customer complaints

Do you think that competing telecommunications companies cooperate with each other?



of seniors think that competing telecommunications companies cooperate with each other

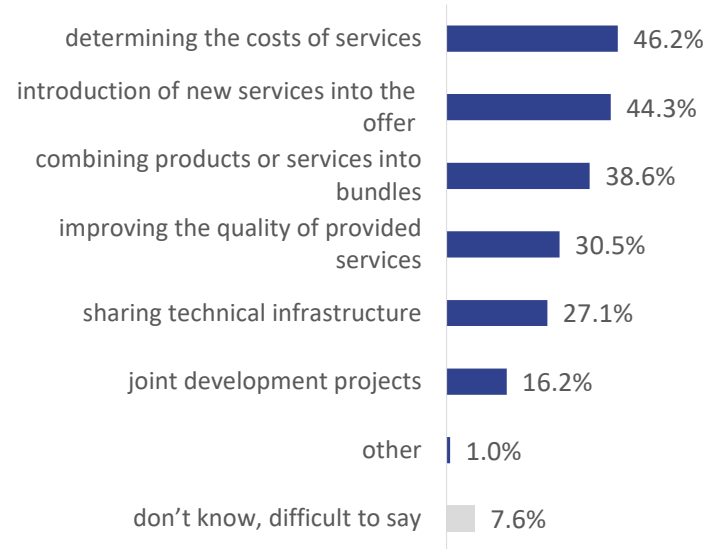
Every fifth person aged 60+ thinks that competing telecommunications companies cooperate with each other.

They are of the opinion that cooperation mostly takes the form of agreeing on the costs of services (46.2%), introducing new services to the offer (44.3%) and bundling products and services into packages (38.6%).

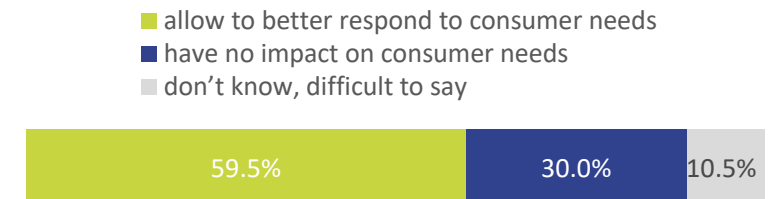
Nearly 60% of the respondents think that cooperation between competing telecommunications companies allows them to better respond to customer needs. On the other hand, a third of the seniors surveyed do not see any impact on consumer needs.

Reference group: All respondents, N=1,000

What is the extent of such cooperation?



Do you think that such actions:



Reference group: People claiming companies cooperate, N=210

Summary



Mobile telephony

Over 80% of the respondents aged 60 and above use mobile phones. The declarations show that owning a mobile phone is considered important by the majority of seniors. Mobile telephony services most frequently used by seniors include voice calls to mobile numbers.

A significant percentage also sends text messages.

The respondents who do not use mobile phones believe that a fixed-line phone meets their needs and nothing could convince them to own a mobile. Another significant argument turns out to be the inability to operate mobile phones and not making many voice calls.



Fixed telephony

Nearly one fourth of the surveyed own a fixed-line phone.

The primary reasons for owning a phone of this type include habit, the fact that it is simple to use (compared to a mobile phone) and consideration for family/friends. The surveyed use fixed telephony mostly to make voice calls (both to mobile and fixed-line numbers).

More than half of the seniors who own a fixed-line phone indicated that nothing could convince them to quit using this telecommunications service. The respondents who do not use a fixed-line phone declare that they do not see the need for owning one, because a mobile phone is sufficient for them.



Using a computer

Only a little more than one fifth of the surveyed seniors declare that they use a computer. At the same time, this type of equipment is used with a noticeably high frequency – nearly 90% do it daily or several times a week. Home is the preferred place to use a computer.

Computer users over 60 usually evaluate their skills in this area as good. According to their declarations, they learned to use a computer from their children or on their own.

Seniors who do not use a computer as the main reason for this state their inability to use the hardware and lack of need. No access to hardware is also important.



Using the Internet

Less than 30% of respondents over 60 declared that they used the internet. Access to the internet via (mobile) phone and fixed-line access are the most prevalent forms in this group. The main reason motivating the seniors to use the internet is the ability to gain access to information quickly and being curious about the world.

More than half of internet users declare that they use it daily, with one third using it several times a week, which indicates a high frequency in this regard. The internet services most popular with the 60+ population include browsing websites, sending/receiving emails, instant messaging and social media platforms. At the same time, more than 60% of internet users also make use of online banking, however, they rarely use it for making payments.

The seniors' concerns related to using the internet mostly pertain to falling victim to fraud, data or password leaks and not being able to operate a web browser.

Nearly a third of internet users are of the opinion that websites are not adjusted to the needs of the 60+ population. The largest difficulties in this area include not understanding the content (on account of it targeting predominantly young people), being too complex and underestimating the needs of persons with poor eyesight.

The main reason why the majority of the surveyed seniors do not use the internet is their inability to operate it. A significant percentage also declare that they do not need the internet and that they do not have access to the right equipment.

It should be added that 60% of those not using the internet never had access to it, and more than 80% declare that they do not intend to use it in the future.

A relatively high percentage of seniors not using the internet (68.1%) are insecure about their abilities and declare that they will never learn to use it. A similar percentage do not feel the need to do so, and more than half are convinced that the internet is meant only for young people. At the same time, the highest percentage of positive responses was recorded for doctor's appointments, paying bills, handling official matters and accessing bank accounts.

Nearly 25% of the respondents who do not use the internet had other people handle matters online on their behalf. The people who helped the seniors were mostly their children and grandchildren.



Signing and terminating contracts

More than 70% of the 60+ respondents declared that they signed telecoms contracts, whereby 48.5% did it on their own. The opinions provided by the respondents show that they do not find this process difficult and the contracts are usually signed at a showroom or a service point. A definitive majority of them claimed that they received a copy of the contract, along with terms and conditions, and that it was in line with the information presented by the consultant. Three quarters of the seniors signing telecoms contracts read the document prior to signing it.



Using Customer Service

Over 27% of seniors used Customer Service at some point.

People who contacted Customer Service largely gave a positive evaluation of the consultant and the reliability of provided information.



Customer complaints

Over the last 12 months, only 2.6% of the surveyed submitted a customer complaint with a telecommunications services operator.

The entity most often cited as the one to turn to in the case of a rejected customer complaint is the Consumer Ombudsman. The second pick was the Office of Competition and Consumer Protection.

Every fifth person aged 60+ thinks that competing telecommunications companies cooperate with each other. Nearly 60% of the respondents think that cooperation between competing telecommunications companies allows them to better respond to customer needs.

Note on the methodology

- In the column and bar graphs, the sum of the values may exceed 100% – it was possible to indicate more than one answer.
- In pie charts and cumulative charts, the sum of individual percentages can be 99.9% or 100.1%. This is the result of the rounding used for decimal numbers.

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