Information society in Poland 2023

INFORMATION AND COMMUNICATION TECHNOLOGIES USAGE IN HOUSEHOLDS AND BY INDIVIDUALS

⇧ **3.1 p.p.**

An increase in the percentage of individuals using e-government services compared to 2022

In 2023, the percentage of individuals aged 16–74 using e-government services in the last 12 months amounted to 58.5%, that is, 3.1 p.p. more than in the previous year.

In 2023, as in the previous year, 93.3 percent of households had access to the Internet. On an annual basis, the percentage of households with fixed-line broadband access to the Internet remained on the same level, while access via mobile broadband was indicated by 3.1 p.p. more households.

Internet access and the type of Internet connection owned was varied by household type, domicile classes and degree of urbanisation. Households with children were more likely to have Internet access than without them. Taking into account domicile classes, the percentage of households with Internet was greater in large cities than in smaller towns and in rural areas, and taking into account the degree of urbanisation – it was the highest in densely populated areas.

Over 93% of households had access to the Internet

Chart 1. Access to the Internet in households (in % of total households)
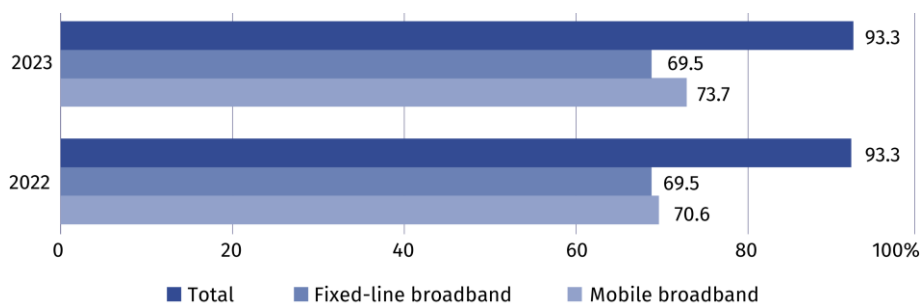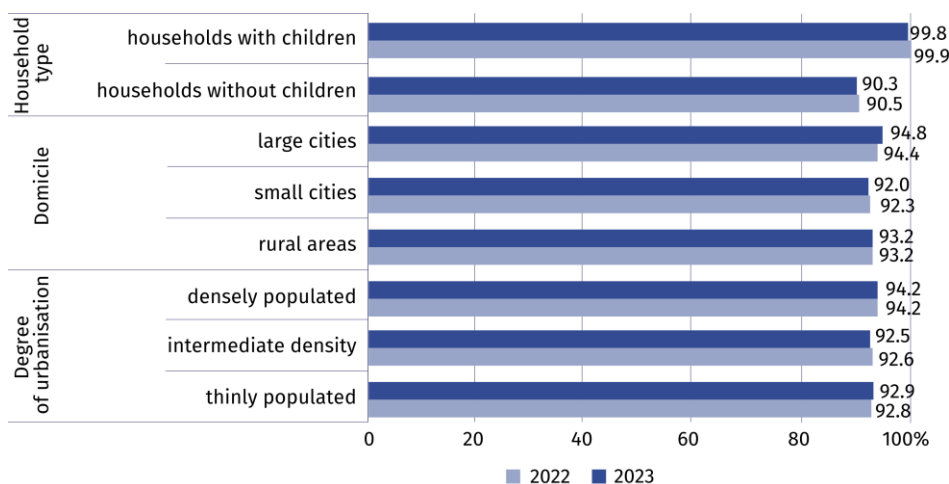
Chart 2. Households with Internet access at home (in % of total households)

In 2023, individuals using public administration services online in the last 12 months accounted for more than 58% of the population aged 16–74. Use of e-government was indicated by 16.8 p.p. more residents of urban areas than rural areas. The most popular activities performed via the websites or applications of public administration included searching for information on websites of public authorities, sending completed tax declarations, downloading or printing official forms and gaining access to personal information stored by public authorities.

Table 1. Individuals using e-government services in the last 12 months

Specification	Total	Urban areas	Rural areas
	in % of total individuals		
Individuals using e-government services in the last 12 months	**58.5**	**65.2**	**48.4**
in order to:			
access personal information stored by public authorities or public services	29.0	36.2	18.1
access information from public databases or registers	9.9	12.9	5.2
obtain information	32.8	37.0	26.5
make an appointment or reservation	18.3	23.3	10.6
receive any official communication/document by public authorities via account on a website or app	27.0	30.8	21.1
print or download official forms	29.4	33.3	23.5
submit tax declaration	32.6	38.5	23.6
request official documents or certificates	6.6	8.3	4.0
request benefits or entitlements	17.2	18.1	15.9

In 2023, 64.3% of individuals aged 16–74 ordered or purchased goods or services over the Internet (compared to 64.6% in 2022). On an annual basis, the disparity between urban and rural areas increased (from 5.4 p.p. to 9.3 p.p.); the largest remained in Macroregion Mazowieckie Voivodship (20.4 p.p.), while the smallest in Macroregion South (2.1 p.p.).

Chart 3. Individuals ordering or purchasing goods or services over the Internet for private use in the last 12 months by macroregions
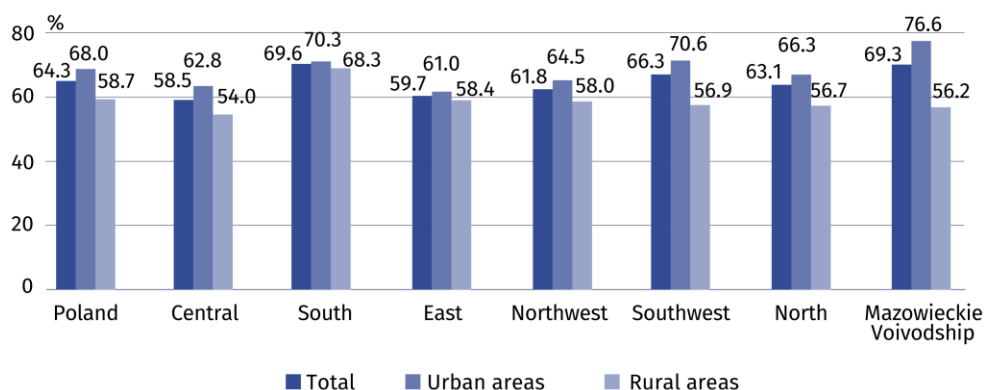
Taking into account the place of residence of individuals ordering or buying online, it can be noted that the highest percentage of such individuals for urban areas occurred in Macroregion Mazowieckie Voivodship and for rural areas in Macroregion South, whereas the lowest percentage of such individuals for urban areas occurred in Macroregion East and for rural areas in Macroregion Central.

Analysing data on activities performed to manage access to personal information, it can be seen that the highest percentage of people refusing access to their geographical location occurred in the 16–24 age group. Limiting access to the profile was also the most common in this group. The highest share of persons reading the privacy policy, refusing the use of information for advertising purposes and checking whether the website is safe was noted among people aged 25–54.

Chart 4. Activities undertaken to manage access to personal information by age

INFORMATION AND COMMUNICATION TECHNOLOGIES USAGE IN ENTERPRISES [1]
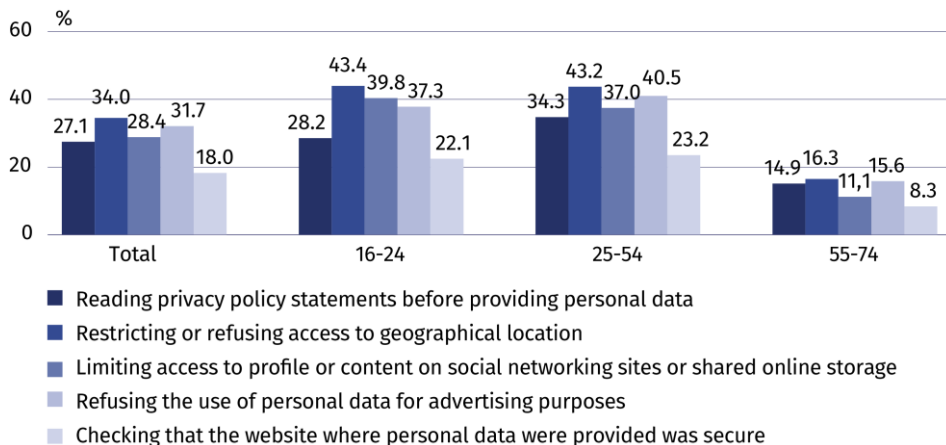
⇧**27.0 p.p.**

An increase in the percentage of enterprises purchasing cloud computing services compared to 2021.

In 2023, 47.6% of enterprises used social media and 14.6% used open data. Every fifth company paid for advertising on the Internet. Compared to 2021, the percentage of enterprises purchasing cloud services increased significantly (by 27.0 percentage points).

The share of entities with an Internet connection with a capacity of 500 Mbit/s increased over the year (by 2.0 p.p.).

In 2023, over one third of enterprises (36.0%) used ERP software, slightly fewer used CRM programs (28.5%), while Business Intelligence solutions were used by one in ten enterprises (10.5%).
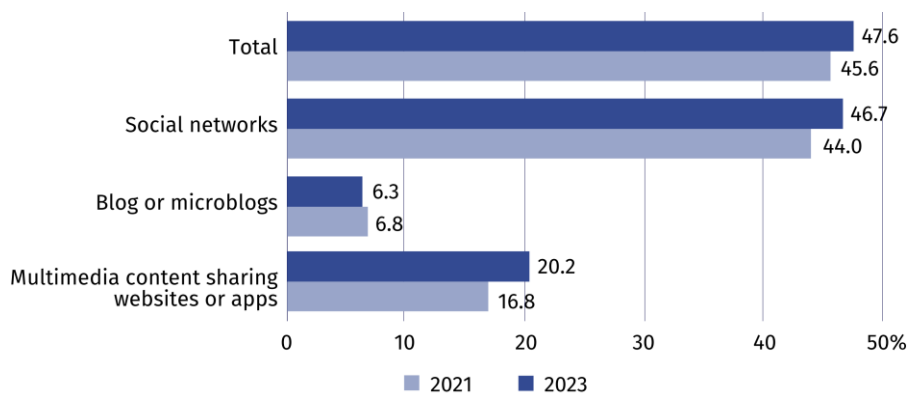
The percentage of enterprises conducting data analytics amounted to 18%. Transactions data were most frequently analysed (16.6%).

67.3% of enterprises had a website and 4.1% provided customers with applications which can be downloaded to a smartphone.

In 2023, 81.1% of enterprises employing more than 249 persons used social media in their activities. Three quarters of them (75.5%) used social media for image creation or product marketing, and over a half (57.7%) for employee recruitment. Social networks were used the most frequently.

In 2023, 3.7% of enterprises used artificial intelligence technologies

Chart 5. Enterprises using social media (% of total enterprises)

Total: 47.6 (2023), 45.6 (2021)
Social networks: 46.7 (2023), 44.0 (2021)
Blog or microblogs: 6.3 (2023), 6.8 (2021)
Multimedia content sharing websites or apps: 20.2 (2023), 16.8 (2021)
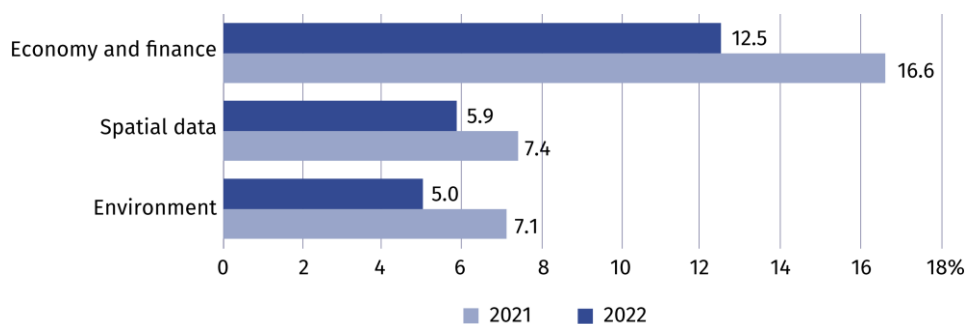
■ 2021 ■ 2023

In 2022, every eighth company declared that it used open data. Large entities used this type of data most often (51.5%). Economy and finance were the most popular domain of open data.

In 2022, 72.8% of enterprises issued invoices in electronic form, including 14.8% of invoices suitable for automatic processing
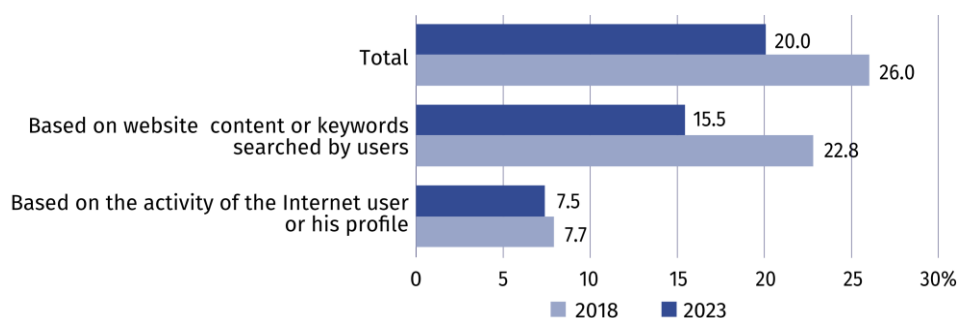
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[1] Retrospective data according to the years in which the survey in a given domain was carried out.

Chart 6. Enterprises using open data (in % of total enterprises)

Economy and finance: 12.5 (2022), 16.6 (2021)
Spatial data: 5.9 (2022), 7.4 (2021)
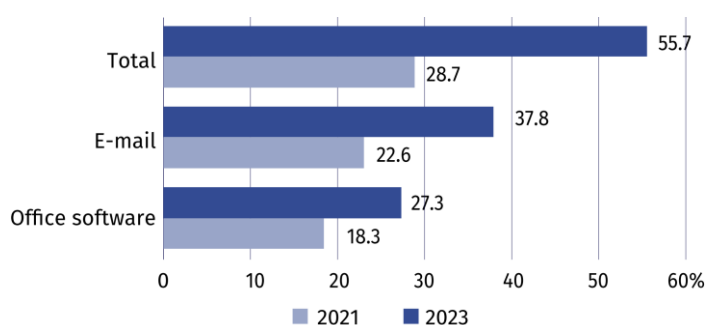Environment: 5.0 (2022), 7.1 (2021)

Legend: 2021, 2022

In 2023, one fifth of businesses paid for online advertising. The most frequently used advertising was based on the content of websites visited by Internet users or keywords entered by them in search engines.

Chart 7. Enterprises paying for advertising on the Internet (% of total enterprises)

Total: 20.0 (2023), 26.0 (2018)
Based on website content or keywords searched by users: 15.5 (2023), 22.8 (2018)
Based on the activity of the Internet user or his profile: 7.5 (2023), 7.7 (2018)

Legend: 2018, 2023

More than a half of enterprises used paid cloud computing services. The most popular cloud services were e-mail (37.8%) and office software (27.3%).
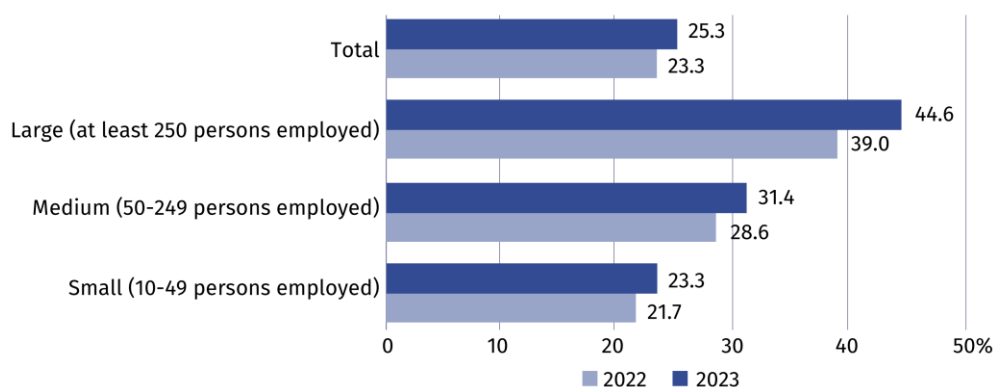
Chart 8. Enterprises purchasing cloud computing services (in % of total enterprises)

Total: 55.7 (2023), 28.7 (2021)
E-mail: 37.8 (2023), 22.6 (2021)
Office software: 27.3 (2023), 18.3 (2021)

Legend: 2021, 2023

In 2022, 18.0% of enterprises conducted e-commerce; 12.5% of enterprises made sales through own website or application, 9.5% – through online e-commerce platforms, and 3.5% via EDI-type messages.

The percentage of enterprises with an Internet connection with a capcity of at least 500 Mbit/s increased annually by 2.0 p.p. and amounted to 25.3% in 2023. The largest increase occurred among large enterprises (by 5.6 p.p.).

Chart 9. Enterprises with an Internet connection with a capacity of at least 500 Mbit/s (in % of all enterprises)

Category	2022	2023
Total	23.3	25.3
Large (at least 250 persons employed)	39.0	44.6
Medium (50-249 persons employed)	28.6	31.4
Small (10-49 persons employed)	21.7	23.3

In case of quoting Statistics Poland data, please provide information: "Source of data: Statistics Poland", and in case of publishing calculations made on data published by Statistics Poland, please include the following disclaimer: "Own study based on figures from Statistics Poland".

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Related information

Information society in Poland in 2022

Methodological report. Information society indicators. Surveys on the use of information and communication technologies

Data available in databases

Local Data Bank – Science and technology – Information society in Poland

Terms used inn official statistics

E-government

E-commerce

Internet

Broadband connection

Mobile connection to the Internet

Open data

Information society