

Ranking





New to the Index, Poland ranks 18th. Singapore ranks 1st, the United States 2ⁿ, China ranks 3rd, and Denmark 4th and the United Kingdom 5th.

Poland performed below averagely against the indicators of dynamism (19th) and inclusion (17th) and averagely against the indicators of trust (16th).

Framework of digital needs

As can be seen below, Poland's framework of digital needs indicates that there is balance across the digital needs in how people in Poland feel towards the digital economy.

Poland performs above averagely against indicators for psychological and societal needs, and below averagely against basic and self-fulfilment needs. People in Poland feel that their digital needs could be better met.

	 Basic needs	 Psychological needs	 Self-fulfilment needs	 Societal needs
Poland	46%	54%	42%	52%
Global av.	49%	38%	45%	49%

NB: the higher the %, the more fulfilled the need

Key themes

Consumer behaviour

People in Poland are fast increasing their use of digital goods and services

- 90% of people in Poland – versus 76% of people globally – are more likely to do their shopping online compared to last year
- 82% of people in Poland – versus 69% of people globally – are more likely to use an app to do their banking or manage their money compared to last year
- 50% of people in Poland – versus 28% of people globally – are more likely to use an app to consult a doctor rather than going in person compared to last year

But people in Poland are taking actions to modify their digital behaviour

- 34% of people in Poland – versus 27% of people globally – said they had installed adblocking software last year
- 25% of people in Poland – versus 21% of people globally – said they had actively limited the time they were spending online or on their smartphone in the last year
- 43% of people in Poland – versus 36% of people globally – said they had chosen to buy a product in-store rather than online last year

Skills/training

Most people in Poland do not feel that their digital skills are being empowered or utilised

- 46% of people in Poland – versus 33% of people globally – can't remember the last time they undertook digital training (or never have)
- 35% of people in Poland – versus 43% of people globally – agree that their formal education (e.g. school etc.) has given them the tech skills and knowledge needed for the workplace
- 39% of people in Poland – versus 41% of people globally – agree that their employer makes it possible for them to use the full range and depth of their digital technology skills as part of their job

Society

Most people in Poland think technology will improve society and are comfortable with the pace of change

- 58% of people in Poland - versus 45% of people globally - agree that they are optimistic that digital technology will help solve the world's most pressing challenges, like poverty and environmental degradation
- 44% of people in Poland – versus 57% of people globally – think that the pace of technological change is too fast

Trust

Most people in Poland do not trust organisations when it comes to their personal data

- 41% of people in Poland – versus 47% of people globally - trust that their government take the necessary steps to keep their personal data secure
- 45% of people in Poland – versus 48% of people globally – trust that businesses are taking the necessary steps to keep their personal data secure in their country
- 84% of people in Poland – versus 78% of people globally - said they would stop doing business with an organisation that lost some of their data or used it irresponsibly

Well-being

Most people in Poland do not feel that technology is having a negative effect on their well-being

- Only 21% of people in Poland – versus one-third of people globally - agree that their personal use of technology has had a negative impact on their quality of life
- Only 23% of people in Poland – versus one-third of people globally - agree that their personal use of technology has had a negative impact on their health and well-being

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