

“*opinionway*” for



AMBASSADE
DE FRANCE
EN POLOGNE

*Liberté
Égalité
Fraternité*

Solidarność 40th anniversary
The Poles and the relations
between France and Poland
under the martial law

December 2021

ESOMAR²¹
| corporate





Methodology



“ Methodology



Study carried out on a sample of **1,193 persons, representative of the Poles aged 18 years old or more.**



The sample was drawn using to the **quota method**, with regard to the criteria of gender, age, level of education and region of residence.



The survey was conducted using CAWI method (Computer Assisted Web Interview).



Fieldwork carried out between **November the 23rd and the 29th 2021.**



OpinionWay also points out that the results of this survey must be read taking into account the margins of uncertainty: 1.5 to 3 points at most for a sample of 1000 respondents.



Any publication, total or partial, must contain the following mention :

« OpinionWay survey for Ambassade de France en Pologne »
and no resumption of the survey can be dissociated from this title.



Respondents' Profile

Polish population aged 18 years old and more.

Source : GUS, Census 2020.



Gender	%
Women	56%
Men	44%



Age	%
18-29 y.o	18%
30-39 y.o	21%
40-49 y.o	17%
50-59 y.o	17%
60+ y.o	26%



Level of Education	%
Podstawowe lub niepełne podstawowe	1%
Gimnazjalne	2%
Zasadnicze Zawodowe	14%
Średnie	46%
Licencjat	7%
Wyższe / Wyższe podyplomowe	30%
Doktoranckie	1%



Region	%
Dolnośląskie	7%
Kujawsko-pomorskie	4%
Lubelskie	6%
Lubuskie	2%
Łódzkie	6%
Małopolskie	8%
Mazowieckie	14%
Opolskie	3%
Podkarpackie	8%
Podlaskie	3%
Pomorskie	6%
Śląskie	12%
Świętokrzyskie	4%
Warmińsko-mazurskie	4%
Wielkopolskie	8%
Zachodniopomorskie	4%



City size	%
Wieś	29%
Miasto do 20 tys. mieszkańców	13%
Miasto pow. 20 do 50 tys. mieszkańców	11%
Miasto pow. 50 do 100 tys. mieszkańców	12%
Miasto pow. 100 do 200 tys. mieszkańców	12%
Miasto pow. 200 do 500 tys. mieszkańców	10%
Miasto pow. 500 tys. mieszkańców	13%



Results



“ In a few words

40 years after the establishment of martial law in Poland, this event remains in the memory of Poles and 41% say they are aware of the support shown by France during this period.

The memory fades with the generations, and the Poles who were 20 years old or older at that time are those for whom the memory remains most vivid. Thus, most of them (51%) remember this support from France.

Men, as well as people with the highest education, are more likely to quote this help from the French.

Humanitarian aid sent by France is mentioned by a quarter of Poles (24%), ahead of editorial aid (19%), support for artists (17%), or even political positions (14%).

During these events, humanitarian aid materialized by sending parcels from abroad. 33% of the Poles know at least one person who received these packages. They are mainly relatives from the family circle. Obviously, here again the memory is much lower among respondents born after 1981 (26% vs. 37% of people born before)





4 Poles out of 10 are aware of at least one type of help provided by France, humanitarian help is quoted by a quarter of Poles.

Let's talk about the 40th anniversary of Solidarity and martial law in Poland.

Q. What types of aid provided by France during martial law have you heard / heard about?

Several answers possible, total above 100%

Mentioned at least 1 type of help

41%



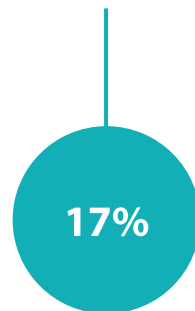
About humanitarian aid



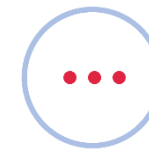
For help in publishing various content, eg press articles in France



About support from artists, e.g. through films, exhibitions, etc.



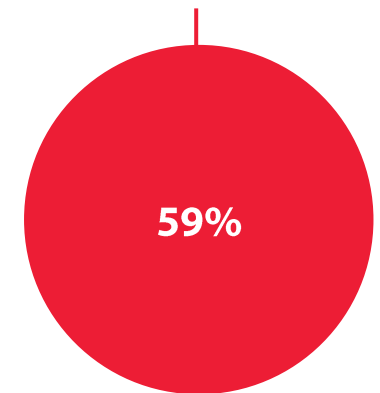
About the support of French politicians



About other types of support



Heard of no specific help



+ 20% Mentioned 2 types of help



As expected, a strong generational gap related to the events, with a majority of 60 y.o respondents who recall such helps coming from France

Let's talk about the 40th anniversary of Solidarity and martial law in Poland.

Q. What types of aid provided by France during martial law have you heard / heard about?

Several answers possible, total above 100%

	% Total	Gender		Âge					Generation		
		Woman	Man	18-29 lat	30-39 lat	40-49 lat	50-59 lat	60+ lat	Born after 1981	19 y.o or younger in 1981	20 y.o or older in 1981
At least one type mentioned	41%	34%	50%	35%	34%	40%	43%	51%	34%	42%	51%
At least two types mentioned	20%	15%	27%	12%	13%	17%	24%	32%	13%	20%	32%
<i>About humanitarian aid</i>	24%	21%	29%	15%	17%	19%	31%	36%	16%	25%	36%
<i>For help in publishing various content, eg press articles in France</i>	19%	13%	26%	15%	11%	15%	20%	28%	13%	17%	28%
<i>About support from artists, e.g. through films, exhibitions, etc.</i>	17%	14%	20%	13%	11%	15%	18%	25%	11%	17%	25%
<i>About the support of French politicians</i>	14%	8%	22%	9%	11%	17%	13%	19%	10%	15%	19%
<i>About other types of support</i>	1%	-	1%	-	-	-	1%	1%	-	-	1%
Heard of no specific help	59%	66%	50%	65%	66%	60%	57%	49%	66%	58%	49%



The education level is also discriminant

Let's talk about the 40th anniversary of Solidarity and martial law in Poland.

Q. What types of aid provided by France during martial law have you heard / heard about?

Several answers possible, total above 100%

	% Total	Level of Education				Region NUTS1						
		Elementary / lower secondary	Essential Vocational	Medium	Higher	South	North west	South west	North	Central	Eastern	Masovian Voivodeship
At least one type mentioned	41%	30%	30%	41%	47%	35%	42%	34%	42%	43%	48%	44%
At least two types mentioned	20%	9%	11%	17%	28%	15%	21%	16%	23%	26%	24%	20%
<i>About humanitarian aid</i>	24%	12%	17%	24%	28%	22%	25%	18%	24%	30%	29%	22%
<i>For help in publishing various content, eg press articles in France</i>	19%	12%	8%	17%	25%	15%	17%	15%	18%	20%	23%	22%
<i>About support from artists, e.g. through films, exhibitions, etc.</i>	17%	6%	10%	13%	24%	13%	19%	14%	20%	18%	17%	18%
<i>About the support of French politicians</i>	14%	15%	10%	14%	16%	12%	16%	15%	15%	15%	14%	15%
<i>About other types of support</i>	1%	-	1%	-	1%	1%	-	1%	-	-	-	2%
Heard of no specific help	59%	70%	70%	59%	53%	65%	58%	66%	58%	57%	52%	56%



A third of Poles know at least one person, mostly family members who received parcels from abroad during this period

Q. Do you know anyone who received parcels from abroad during martial law?

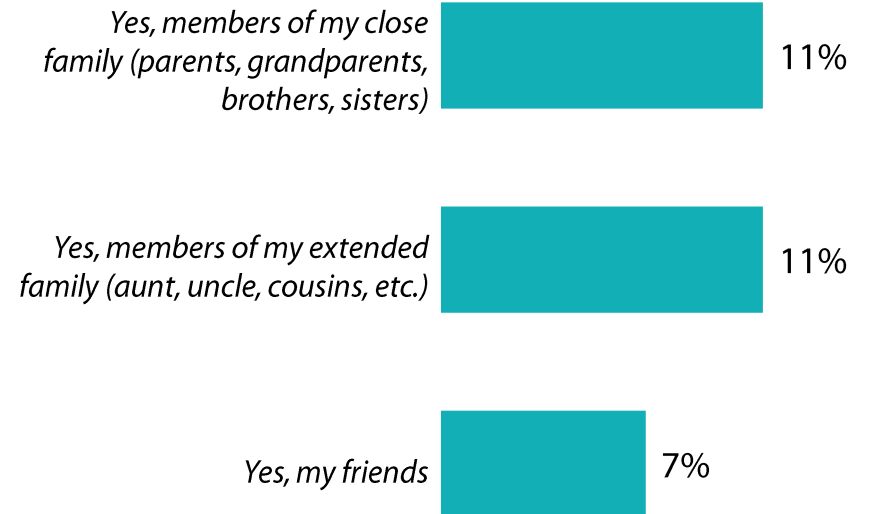
Several answers possible, total above 100%



33%

Of Poles know at least one person who received packages from abroad during the martial law period

TOP3 types of relatives who received packages





The souvenir is stronger among people who lived the events, especially the youngest ones (20 y.o or less)

Q. Do you know anyone who received parcels from abroad during martial law?

Several answers possible, total above 100%

	% Total	Gender		Âge					Generation		
		Woman	Man	18-29 lat	30-39 lat	40-49 lat	50-59 lat	60+ lat	Born after 1981	19 y.o or younger in 1981	20 y.o or older in 1981
At least 1 indication	33%	29%	37%	27%	25%	37%	39%	36%	26%	38%	36%
No, I don't know anyone who received packages at this time.	67%	71%	63%	73%	75%	63%	61%	64%	74%	62%	64%

	% Total	Level of Education				Region NUTS1						
		Elementary / lower secondary	Essential Vocational	Medium	Higher	South	North west	South west	North	Central	Eastern	Masovian Voivodeship
At least 1 indication	33%	24%	23%	32%	37%	32%	33%	29%	35%	31%	34%	34%
No, I don't know anyone who received packages at this time.	67%	76%	77%	68%	63%	68%	67%	71%	65%	69%	66%	66%

WE ARE DIGITAL!

Founded in 2000 on this radically innovative idea at the time, OpinionWay was a forerunner in renewing the practices in the field of marketing and opinion research.

With continuous growth since its creation, the company has constantly opened up to new horizons to better address all marketing and societal issues, by integrating Social Media Intelligence, smart data exploitation, creative co-construction activities, online communities approaches and storytelling into its methodologies.

Today OpinionWay continues its dynamic growth by expanding geographically in high-potential regions such as Eastern Europe and Africa.



MAKE THE WORLD EASY TO UNDERSTAND SO WE CAN ACT NOW AND IMAGINE THE FUTURE.

This is the mission that drives OpinionWay's employees and the foundation of the relationship they build with their clients.

The pleasure they derive from providing answers to the questions they ask themselves, reducing uncertainty about the decisions to be made, tracking relevant insights and co-constructing solutions for the future, feeds all the projects they work on.

This enthusiasm, combined with a genuine taste for innovation and sharing, explains why our customers express a high level of satisfaction after each collaboration – 8.9/10, and a high recommendation rate - 3.88/4.

Pleasure, commitment and intellectual stimulation are the three mantras of our interventions.





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