The Generative Portrait of Poland. Press kit: 12 local notes

1. CHINA

From China, Poland is the country of Chopin and the camps, and for Chinese companies the country of a warehouse and a plant

In general questions about Europe asked from China, Poland appears in 35.7% of answers; when the question says “Central Europe”, in 95.8%. For companies from China, the models put it on the shortlist in every one of the 48 answers. The China–Europe railway, which actually connects the two countries, is an association in the answers, not an argument.

Individuals. Individuals in China asked 58 questions (348 answers from six models). Of these, 43 name Poland outright, and Poland appears in every answer to them. They ask about studying in English, a posting and a residence card, a Warsaw–Kraków–Gdańsk route. The remaining 15 questions do not name Poland, and there it appears in 67.8% of answers. In questions about Central and Eastern Europe Poland appears in 95.8% of answers, exactly as often as Czechia, and ahead of Hungary (87.5%) and Estonia (70.8%). In general questions about Europe it appears in 35.7%; Germany leads (69.0%), followed by France (61.9%) and the Netherlands (57.1%). Someone in China asking about IT work “in some EU country”, or about a family-friendly country to settle in, is pointed to Western Europe; they get Poland when the question mentions “Central Europe” or history.

Mentioned or recommended. In questions about the region Poland is explicitly recommended in 52.2% of the answers that mention it (23 mentions); in general questions, in 46.7% (15 mentions, tendency). The difference only slightly exceeds the 5-percentage-point threshold. In China the pattern seen across the study, “mentioned in the region, recommended in Europe”, does not appear, and both figures are too small to rule it out.

Where the answers point. Polish sites account for 25.7% of citations in answers to individuals (1,629 citations, 55% of them from live search). The most frequently cited domain is gov.pl (54), but close behind are reddit.com (22) and intercity.pl (21), because Chinese questions ask about other Chinese people’s experiences in Poland and about train timetables.

Poland on request. Asked in Chinese for their first associations with Poland, the models name Skłodowska-Curie in 10 of 12 answers and Nicolaus Copernicus in 7 of 12 (more often than in other markets), and 5 of the 12 answers mention the China Railway Express, the rail corridor via Małaszewicze. In the study’s answers to Chinese individuals, the corridor appears in 2 of 348. Three of the 14 confirmed factual errors in the whole study concern questions from this market (among them “whale-meat meatballs” as a traditional Gdańsk dish).

Companies. Chinese companies asked 58 questions, 53 of them naming Poland; in the five questions that do not name Poland, it appears in 56.7% of the 30 answers (tendency). In the shortlist (48 answers to questions that do not name Poland) Poland is in 100%, alongside Hungary (87.5%), Germany and Czechia (85.4% each); China, as the home country, does not appear once. The China–Europe railway appears in 98 of the 348 answers to Chinese companies, but 77 of those answers respond to the 13 questions that ask about it themselves; in the other 270 answers it appears in 21. Of the citations for companies, 21.6% lead to Polish sites (1,435 citations, 69% from search): ec.europa.eu (48) ahead of paih.gov.pl (39) and ekrs.ms.gov.pl (30). For a Chinese company Poland is a country in which to build a warehouse and a plant; the railway is something the company has to bring into the question itself.

> **“波兰（最推荐入门）— 为什么值得深度游：克拉科夫老城（UNESCO）、奥斯威辛集中营、华沙重建的历史街区、托伦中世纪老城。”**
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> “Poland (the top recommendation to start with) — why it deserves an in-depth visit: Kraków’s Old Town (UNESCO), the Auschwitz camp, Warsaw’s rebuilt historic districts, Toruń’s medieval Old Town.”
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> — Grok, China, question about a first trip to Europe on a limited budget, with an “atmosphere of history”, outside Western Europe (Log ID 8a5d5807-27a6-4e1c-81ee-6b7276352826). General question; Poland alongside Hungary and Romania.

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2. CZECHIA

From Czechia, Poland is a weekend destination, and for Czech companies a point of reference

In questions about neighbouring countries asked from Czechia, Poland appears in 97.6% of answers, ahead of Austria, Germany and Slovakia. When a question about an outing with children says nothing about going away, the models answer with Czechia (83.3%), and Poland is an extra (33.3%). For companies from Czechia, the models suggest Poland in 97.9% of shortlist answers, and in three quarters of the answers they put Czechia itself alongside it.

Individuals. Of the 58 Czech questions, 45 name Poland outright, and they are the questions of someone going for a weekend, not emigrating: parking in Gdańsk, shopping in Kudowa and Kłodzko, implants at a Polish dentist, a semester at a Polish university. In the 13 questions that do not name Poland, it appears in 62.8% of answers. In questions about neighbouring countries, in 97.6%, ahead of Austria (85.7%), Germany and Slovakia (78.6% each). The four questions with no hint of going abroad show the other side: the models take them literally and answer with Czechia (83.3%), while Poland appears in 33.3%. In questions that do not name Poland the home country appears in 64.1% of answers. This does not mean “stay at home”, only that Czech questions about an outing with children do not ask for somewhere abroad.

Mentioned or recommended. In questions about neighbouring countries Poland is explicitly recommended in 48.8% of the answers that mention it (41 mentions); in the rest it is one country on a list, usually alongside Slovakia and Austria.

Where the answers point. Polish sites account for 32.1% of citations in answers to individuals (1,555 citations, 59% from live search). The most frequently cited domains are gov.pl (58), europa.eu (39) and nfz.gov.pl (19); Poland’s National Health Fund (NFZ) features because Czech questions about studying and working in Poland ask about health insurance.

Poland on request, or the mountains that are in the questions. Asked in Czech for their first associations with Poland, the models give Kraków (12 of 12), pierogi (10), the Baltic and Solidarity (8 each) and the Tatras (7 of 12), which come up almost four times as often as the average for other markets. This thread makes it into practical answers: the Tatras appear in 48 of the 348 answers to Czech individuals, although only one question names them, and Zakopane in 38. One of the 14 confirmed factual errors in the study concerns this market: the Błędów Desert called “the only natural desert in Europe”.

Companies. A Czech company does not ask whether to enter Poland, but how: its own subsidiary or a distributor, a Polish supplier of a warehouse system, offers from foundries, a production hall in Poland or Slovakia, a service centre in Kraków, Wrocław or Katowice. Only 2 of the 58 questions do not name Poland. In the shortlist (48 answers) Poland appears in 97.9%, alongside Slovakia (83.3%), Hungary (77.1%) and Romania (75.0%), and the persona’s home country in 75.0%, more than in any other market, because a Czech company measures Poland against what it has just across the border. Of the citations for companies, 48.2% lead to Polish sites (1,185 citations, 60% from search): paih.gov.pl (47), biznes.gov.pl (32) and ekrs.ms.gov.pl (31).

> **“Polsko – Nejlepší poměr cena/výkon. Polsko je v posledních letech hitem. Je tam levněji než v ČR, služby jsou na vysoké úrovni a lidé jsou velmi milí k dětem.”**
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> “Poland — the best value for money. Poland has been a hit in recent years. It is cheaper there than in Czechia, the services are of a high standard and people are very kind to children.”
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> — Gemini, Czechia, question about short trips abroad with children, “close by and inexpensive”, for a day or with one overnight stay (Log ID 84f59177-5054-4971-bce8-b277ac64cc91). Question about neighbouring countries; Poland alongside Germany, with Kłodzko and the Bear Cave.

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3. FRANCE

From France, “a weekend with history” means Italy, and Poland comes in when the question says “Europe de l’Est”

In questions about Eastern Europe asked from France, Poland appears in 90.5% of answers, ahead of Hungary, Czechia and Romania; in general questions about Europe, in 38.1%, behind Italy (64.3%) and Germany (61.9%). French companies ask in comparisons, and in their questions that do not name Poland the models introduce it in 74.0% of answers. Marie Skłodowska-Curie, a scientist the two countries share, is there in the portrait, but she makes it into a practical answer only through history.

Individuals. Of the 58 French questions, 42 name Poland outright: Erasmus, three days in Kraków, the Tatras, and often comparatively (Poland or Czechia, Hungary, Croatia). In the 16 questions that do not name Poland, it appears in 61.5% of answers. In questions about Eastern Europe it appears in 90.5%, 14 percentage points more often than Hungary (76.2%). In general questions it appears in 38.1%, 26 percentage points less often than Italy. Someone in France asking about “a weekend with history somewhere in Europe” gets Italy; Poland appears when the question says “Europe de l’Est”. The home country appears in 20.8% of answers to questions that do not name Poland, mainly in questions about studies and medical treatment.

Mentioned or recommended. In questions about the region Poland is explicitly recommended in 47.4% of the answers that mention it (38 mentions); in general questions, in 62.5% (16 mentions, tendency). The direction is the same as across the whole study (mentioned less often, recommended more often), but with 16 mentions this is a tendency, not a finding.

Where the answers point. Polish sites account for 32.5% of citations in answers to individuals (1,588 citations, 54% from live search). After gov.pl (43), the most frequently cited sources are the UNESCO World Heritage List site (26) and the POLIN Museum of the History of Polish Jews (23): French questions about Poland are questions about heritage and memory, and those are the sources they get.

Poland on request, or a scientist the two countries share. France is one of two markets (China is the other) where Skłodowska-Curie is a first association with Poland (8 of 12 answers). In the study’s answers to French individuals she appears in 9 of 348, only in questions about history; in answers to companies, in none. Grant programmes named after her appear more often than she does.

Companies. Of the 58 questions from French companies, 16 do not name Poland, more than in any market except the United States. They concern labour costs and state aid in the region, a logistics hub for Germany and nearshoring in a nearby time zone. In these 96 answers Poland appears in 74.0%. When it is in the question, it comes as one of a pair: Poland or Czechia for an automotive factory, Poland or Romania for nearshoring. In the shortlist (48 answers) Poland is in 100%, alongside Romania (89.6%), Czechia (83.3%) and Hungary (66.7%); the home country in 33.3%. Romania appears here more often than in other Western markets, because French questions about costs bring it up of their own accord. Of the citations for companies, 28.8% lead to Polish

sites (1,129 citations, 59% from search): ec.europa.eu (43) ahead of paih.gov.pl (26) and ekrs.ms.gov.pl (17); there is no French domain in the top three.

> **“Cracovie (Pologne) — Pourquoi y aller : la place du marché médiévale (Rynek Główny) parmi les plus belles d’Europe ; château du Wawel, quartier juif de Kazimierz très vivant ; ville universitaire, énergie jeune et tarifs très accessibles.”**
>
> “Kraków (Poland) — why go: the medieval market square (Rynek Główny), among the most beautiful in Europe; Wawel Castle, the very lively Jewish quarter of Kazimierz; a university city, youthful energy and very affordable prices.”
>
> — Claude, France, question about a short city break in Eastern Europe offering the best mix of culture, history and atmosphere (Log ID 403883f8-91b1-4c4c-acf0-035b48af4093). Region question; the answer marks Kraków as the first choice.

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4. GERMANY

From Germany, Poland and Czechia are neck and neck, and in every second answer Germany itself stands alongside them

In questions about the eastern neighbour asked from Germany, Poland appears in 87.5% of answers and Czechia in 86.1%, while in 50.0% of answers the model suggests the persona's home country as a benchmark for prices and quality. For German companies the models add the Polish-German Chamber of Industry and Commerce of their own accord in 52 of 360 answers, although no question asks for it. Masuria is in the German portrait of Poland, but only the question itself opens the way to it.

Individuals. Germany is a next-door market that makes comparisons: 47 of the 60 questions name Poland outright, and four of them set the Polish Baltic coast against the German one. The questions concern work in Warsaw, implants in Szczecin, a lakeside house in Masuria, filling up from Frankfurt (Oder). In the 13 questions that do not name Poland, it appears in 82.1% of answers. In questions about neighbouring countries it appears in 87.5%, level with Czechia (86.1%) and ahead of Austria (45.8%); the second country in these answers is Germany itself (50.0%). One question shows the limit: a family looking for a "region with lakes and mountains, not too far away" gets Austria, Germany and Italy, and Poland in one answer out of six.

Mentioned or recommended. In questions about neighbouring countries Poland is explicitly recommended in 52.4% of the answers that mention it (63 mentions); in the rest it is one of several countries, alongside Czechia and Austria.

Where the answers point. Polish sites account for 25.2% of citations in answers to individuals (1,800 citations, 47% from live search). The most frequently cited domains are europa.eu (46), gov.pl (44) and the Auswärtiges Amt, the German Federal Foreign Office (29): German questions about safety and formalities get their own ministry as a source.

Poland on request, or the lakes that have to be named. Among first associations with Poland in German, two names appear that occur in no other market: Masuria (4 of 12) and the Oder (4 of 12). In the study's answers Masuria appears in 34 of 360, but 24 of these respond to the four questions that themselves name it; in questions that do not name Poland, it appears in one of 78. Anyone who writes "Masuren" gets a lakeside holiday plan; anyone who asks about lakes not far away does not get Masuria. Germany is a market of the Polish Tourism Organisation's (POT) "Poland. More than you expected" campaign; the campaign's new faces appear in none of the 120 open-portrait answers in this market (the measurement was taken eight weeks after the launch and does not assess the campaign's effectiveness).

Companies. A German company asks as one that already has Polish suppliers and wants to compare them: two offers for hydraulics, three audits of precision-parts suppliers, a plant in Silesia with a list of hidden costs. In the five questions that do not name Poland, it appears in 70.0% of the 30 answers (tendency). In the shortlist (48 answers) Poland is in 100%, Czechia in 95.8%, Hungary in 87.5% and Germany itself in 72.9%. Of the citations for companies, 35.0% lead to Polish sites (1,329 citations, 63% from search): ec.europa.eu and paih.gov.pl (47 each) and ahk.pl (23). Germany is the only market in which a bilateral chamber of commerce makes it into

the three most frequently cited domains: the Polish-German Chamber of Industry and Commerce appears in one in seven answers to German companies (52 of 360), and its site, ahk.pl, is cited in 23, although no question asks for the chamber.

> **“Polen – Der Spitzenreiter bei Infrastruktur und Internationalität. Polen hat sich zu einem der beliebtesten Ziele für deutsche Studierende in Osteuropa entwickelt. Die Universitäten sind modern und stark internationalisiert.”**
>
> “Poland — the front-runner for infrastructure and internationalisation. Poland has become one of the most popular destinations for German students in Eastern Europe. The universities are modern and highly internationalised.”
>
> — Gemini, Germany, a parent’s question about a daughter’s semester abroad in Eastern Europe (the quality of study and recognition in Germany) (Log ID 2fb8f899-6671-4c28-a901-9c820057845e). Region question; Poland named.

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5. ITALY

From Italy, questions about Poland are questions about price, and the answers point to a price list

Of the 58 questions from Italian individuals, 50 name Poland outright, more than in any other market in the study. In questions about Central and Eastern Europe Poland appears in 97.2% of answers, 11 percentage points more often than Czechia and Hungary. The most frequently cited domain is not a Polish site but the cost-of-living comparison site numbeo.com. Italian companies ask in terms of cost, and in their questions that do not name Poland the models bring it in in 68.2% of answers.

Individuals. From Italy come questions about the Erasmus of a son, daughter, sister or brother (ten questions), Kraków, Gdańsk and Warsaw for a city break (eight), what a week or a weekend really costs (six), and IT jobs (six). Only 8 questions do not name Poland, and it appears in 89.6% of the answers to them. In questions about the region it appears in 97.2%, ahead of Czechia and Hungary (86.1% each) and Romania (55.6%). This is one of the larger regional leads in the study, though it rests on six questions. In the question about dental treatment abroad it appears in four of six answers. The home country appears in 8.3% of answers.

Mentioned or recommended. In questions about the region Poland is explicitly recommended in 57.1% of the answers that mention it (35 mentions), usually as Kraków for a weekend, cheaper than Prague.

Where the answers point. Polish sites account for 36.1% of citations in answers to individuals (1,518 citations, 59% of them from live search). The most frequently cited domains are numbeo.com (32), gov.pl (22) and ec.europa.eu (19): Italian questions ask about prices and get a price list. Two of the study's 14 confirmed factual errors concern questions from this market: the Museum of the Second World War placed in Warsaw instead of Gdańsk, and Trieste listed among Poland's logistics hubs.

Poland on request, or the canon with John Paul II. The first associations with Poland in Italian are Kraków (12 of 12), Solidarity and pierogi (11 each), and Auschwitz-Birkenau, John Paul II and Warsaw (10 each). John Paul II is so obvious an association here that one of the study's Italian questions rules him out itself: "apart from vodka, pierogi and John Paul II, what is Poland known for today?" Queen Bona Sforza appears in 2 of 12 answers. Italy is a market of the "Poland. More than you expected" campaign run by the Polish Tourism Organisation (POT); the campaign's new faces appear in none of the 120 open-portrait answers in this market (a measurement taken eight weeks after the launch, which does not assess the campaign's effectiveness).

Companies. Italian companies ask in terms of cost: a CFO wants a report on the full costs of a plant in Poland and a comparison with Romania and Slovakia; beyond that come a logistics hub for the German market and the acquisition of a mechanical-engineering company. Of the 58 questions, 11 do not name Poland, and in their 66 answers it appears in 68.2%. In the shortlist (48 answers) Poland appears in 95.8%, Romania in 83.3%, Czechia and Hungary in 77.1% each; the home country in 18.8%. Romania stands close to Poland here because Italian questions about labour costs bring it up of their own accord: Poland wins where the question concerns logistics to Germany and industrial maturity, and loses on price. Polish sites account for 33.3% of the sources

in answers to companies (1,184 citations, 61% from search): ec.europa.eu (48), paih.gov.pl (29), ekrs.ms.gov.pl (20).

> **“Cracovia, Polonia. Perché: Città medievale magnifica, storia profonda (incluso il quartiere ebraico Kazimierz e Auschwitz a poca distanza), e costi tra i più bassi d’Europa.”**
>
> “Kraków, Poland. Why: a magnificent medieval city, a deep history (including the Jewish quarter of Kazimierz, with Auschwitz a short distance away) and some of the lowest costs in Europe.”
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> — DeepSeek, Italy, question about an inexpensive long weekend in Central Europe beyond Prague and Budapest (Log ID 0dcdc15d-af31-44aa-984c-dfbdbec60e92). Region question; Kraków among the alternatives.

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6. NORWAY

From Norway, Poland means Kraków for a weekend on a direct flight from Oslo, and for companies a country of ports and shipyards

In general questions about Europe asked from Norway, Poland appears in 45.2% of answers, level with Germany and Spain, and when it does appear it is explicitly recommended in 84.2% (19 mentions, tendency). Norway is the only one of the twelve markets where Poland's official tourism portal is among the three most frequently cited domains. For Norwegian companies the models suggest Gdańsk, Gdynia or Szczecin of their own accord in 33 of the 48 shortlist answers, although no question asks about ports.

Individuals. Questions from Norway about Poland are most often about choosing a city: eight of the 44 questions that name Poland are "Gdańsk, Kraków or Warsaw" for three to four days, and five ask about mountains, parks and the coast for a week. In the 14 questions that do not name Poland, it appears in 70.2% of answers. In questions about Eastern Europe it appears in 94.4%, 8 percentage points more often than Czechia and Hungary (86.1% each). In general questions it appears in 45.2%, level with Germany and Spain (42.9% each). One general answer in five (21.4%) names no country at all: two questions about a residence permit "in another European country" get a description of procedures instead of a list of countries. The home country rarely appears (2.4%).

Mentioned or recommended. In questions about the region Poland is explicitly recommended in 55.9% of the answers that mention it (34 mentions); in general questions, in 84.2% (19 mentions, tendency), usually as Kraków for a weekend, with a direct flight from Oslo. The direction is the same as across the whole study: mentioned less often, recommended more often.

Where the answers point. Polish sites account for 36.2% of citations in answers to individuals (1,596 citations, 52% from live search). After gov.pl (31), the most frequently cited are poland.travel (24), Poland's tourism portal, and regjeringen.no (23), a source from the persona's own government. Two of the 14 confirmed factual errors in the study concern questions from this market; one, in an answer to a company, placed Poland outside the Schengen area.

Poland on request. The Norwegian portrait of Poland is the canon with no thread of its own: Kraków, Solidarity and Warsaw (9 of 12 each), Auschwitz-Birkenau (8), and Gdańsk and Wałęsa (6 each). No name comes up here clearly more often than in other markets.

Companies. Norwegian companies' questions have one thread found nowhere else: the sea. They ask about a supply chain for offshore wind in the Baltic and Polish ports, partners for hydrogen and CO_2 capture, exports of salmon to the Polish market. Only 2 of the 58 questions do not name Poland. In the shortlist (48 answers) Poland appears in 97.9%, ahead of Romania (85.4%), Czechia (66.7%) and Hungary (56.3%); the home country in 25.0%. Estonia and Lithuania make the top five here, the only Baltic states to do so in the whole of Part II. Of the citations for companies, 38.4% lead to Polish sites (1,253 citations, 61% from search): paih.gov.pl (44), gov.pl (36), ec.europa.eu (33).

> **“Krakow, Polen. Hvorfor: Direktefly fra Oslo (Wizz Air, Ryanair) tilhører de rimeligste rutene fra Norge – ca. 2 t 20 min. Krakow er vakker, billig og har et rikt kulturliv.”**
>
> “Kraków, Poland. Why: direct flights from Oslo (Wizz Air, Ryanair) are among the cheapest routes from Norway — approx. 2 h 20 min. Kraków is beautiful, inexpensive and has a rich cultural life.”
>
> — DeepSeek, Norway, question about European cities for a short, inexpensive weekend away from Norway (Log ID efdcd363-f838-4355-9e1a-5998e9aa33e2). General question; Kraków alongside Copenhagen and Riga.

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7. SLOVAKIA

Nobody in Slovakia asks about Europe, only about the nearby abroad, where Poland comes up most often

All 14 Slovak questions that do not name Poland are about neighbouring countries, the V4 countries or “blízkeho zahraničia”, the nearby abroad. Poland appears in 88.1% of the answers to them, ahead of Hungary, Czechia and Austria. In six questions, Slovak companies ask where to check the solvency of a Polish partner, and they get the National Court Register (KRS) and Krajowy Rejestr Długów, a Polish debt register. The shared Tatras make it into practical answers widely; the shared beer does not make it at all.

Individuals. Of the 58 Slovak questions, 44 name Poland outright: shopping trips from Orava to Nowy Targ and Żywiec, a weekend in Kraków (four questions), the Tatras (five), IT and medical degrees compared with Czechia and Austria (six), thermal baths near the border. In the 14 questions that do not name Poland (all of them about neighbouring countries), Poland appears in 88.1% of answers, 5 percentage points more often than Hungary (83.3%) and 7 more than Czechia (81.0%), and ahead of Austria (69.0%). The home country appears in 16.7% of answers. This market has no general questions about Europe, so the portrait of Slovakia stops at the region.

Mentioned or recommended. In questions about neighbouring countries Poland is explicitly recommended in 50.0% of the answers that mention it (74 mentions); in the rest it is one country on a list, alongside Czechia and Hungary.

Where the answers point. Polish sites account for 40.7% of citations in answers to individuals (1,715 citations, 46% of them from live search). The most frequently cited domains are gov.pl (27), study.gov.pl (22) and muzeumkrakowa.pl (17): the portal on studying in Poland and the Kraków city museum answer the two commonest Slovak topics.

Poland on request, or mountains in, beer out. Asked in Slovak for their first associations with Poland, the models give Kraków and the Tatras in all 12 answers, Zakopane in 7 of 12 and, in 4 of 12, two beer brands, Żywiec and Tyskie, which feature among no other market’s associations. The Tatras appear in 86 of the 348 answers to Slovak individuals, and Zakopane in 84 of 348 (only one question names it). The beer does not make it at all: Żywiec appears in 9 of 348 answers, each time as a town to go shopping in; Tyskie in one, as a brewery museum. The shared mountains have “doors”, because they are a place to see; the shared beer has none.

Companies. A Slovak company asks about southern Poland: entry into the Silesian Voivodeship, a machinery plant in the south, a warehouse near Kraków, an industrial zone near Katowice as a family firm’s first export market. Only 2 of the 58 questions do not name Poland. In the shortlist (48 answers) Poland appears in 97.9%, Czechia in 93.8%, Hungary in 79.2%, Romania in 70.8%, and Slovakia itself in 60.4%. Polish sites account for 50.3% of the sources in answers to companies (1,681 citations, 59% from search), the highest share in the whole study. Slovakia is also the only market in which Krajowy Rejestr Długów (KRD) makes it into the three most frequent domains: ekrs.ms.gov.pl (48), paih.gov.pl (35), krd.pl (31). Whoever asks about a counterparty’s solvency gets KRS and KRD.

> **“Najvýhodnejšia destinácia z východného Slovenska je momentálne Poľsko. Prečo práve Poľsko – Ceny potravín: Poľsko má dlhodobo nižšie ceny základných potravín (mäso, mliečne výrobky, vajcia, oleje, alkohol) ako Slovensko.”**
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> “The best-value destination from eastern Slovakia right now is Poland. Why Poland in particular — food prices: Poland has long had lower prices for basic foods (meat, dairy products, eggs, oils, alcohol) than Slovakia.”
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> — Grok, Slovakia, question about the best-value destinations for one-day shopping trips from eastern Slovakia (Log ID 57e93302-5ecc-464e-bdb2-0ca69c0099c7). Question about neighbouring countries; Poland as the first and main choice.

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8. SPAIN

From Spain, “Central Europe for a weekend” means above all Prague, while for Spanish companies Poland is a candidate for a plant

Spain is the only one of the 12 markets in which Poland does not come first in questions about the region: Czechia appears in 92.4% of answers, Poland in 81.8%. In companies’ questions the exception disappears: in the shortlist Poland is in every one of the 48 answers, Czechia in three quarters. Lewandowski is among Spanish associations with Poland, but questions about a weekend have no “doors” leading to him.

Individuals. Of the 58 Spanish questions, 40 name Poland outright: a honeymoon, Erasmus, a job offer in Wrocław, a weekend in Kraków with a flight from Madrid. In the 18 questions that do not name Poland, it appears in 67.6% of answers. In questions about Central Europe it appears in 81.8%, 11 percentage points less often than Czechia; Kraków and Wrocław come behind Prague. In general questions it appears in 36.1%, with the Netherlands (58.3%), Portugal (55.6%) and Spain itself (50.0%) in the lead: someone asking where to live more cheaply than in Spain also gets their own country in every second answer.

Mentioned or recommended. In questions about the region Poland is explicitly recommended in 50.0% of the answers that mention it (54 mentions); in general questions, in 76.9% (13 mentions, tendency): when a model picks Poland itself for someone looking for a cheaper country to live in, it usually recommends it, often as Central Europe’s “surprise”.

Where the answers point. Polish sites account for 25.1% of citations in answers to individuals (1,390 citations, 53% from live search). The most frequently cited domain is not a Polish site but the cost-of-living comparison site numbeo.com (21), followed by the Spanish Ministry of Foreign Affairs at exteriores.gob.es (18): safety questions ask outright “what Exteriores says”, and the answer points to home-state sources.

Poland on request, or the Barcelona footballer. Among Spanish first associations with Poland, people stand alongside Warsaw, Auschwitz and Kraków: Wałęsa, John Paul II and Lewandowski, each in 10 of 12 answers; Lewandowski appears here 3.6 times as often as in other markets, and FC Barcelona comes up in 5 of 12 answers even to the question about well-known Poles. In the study’s answers Lewandowski appears in 1 of 348; there is no question about sport among the Spanish questions, so this is a lack of opportunity, not a gap. Spain is a market of the Polish Tourism Organisation’s (POT) “Poland. More than you expected” campaign; the campaign’s new faces appear in none of the 120 Spanish open-portrait answers (the measurement was taken eight weeks after the launch and does not assess the campaign’s effectiveness).

Companies. Spanish companies ask about Poland as a substitute for Asia and as a sales market: manufacturers of metal parts in place of an Asian supplier, a components plant in Poland or Romania, olive oil and wine for the Polish market. Only 2 of the 58 questions do not name Poland. In the shortlist (48 answers) Poland appears in 100%, Czechia in 75.0%, Germany in 70.8%, Romania in 66.7% and Spain itself in 37.5%. Of the citations for companies, 37.7% lead to Polish sites (1,100 citations, 60% from search): paih.gov.pl (43) and gov.pl (41) ahead of ec.europa.eu

(34). Two of the 14 confirmed factual errors in the study concern companies' questions from this market: a warning of "customs checks within the EU" and a plant in the "Grand Duchy of Poland".

> **"los países que más sentido tienen como punto de partida son Polonia, Rumanía, Bulgaria, Hungría y, fuera de la UE, Montenegro o Serbia. Los más equilibrados para tu caso suelen ser Polonia y Rumanía, porque combinan precios relativamente bajos, ciudades con vida cultural y opciones donde es más fácil encontrar otros expatriados, incluida comunidad española."**
>
> "the countries that make most sense as a starting point are Poland, Romania, Bulgaria, Hungary and, outside the EU, Montenegro or Serbia. The most balanced for your situation are usually Poland and Romania, because they combine relatively low prices, cities with a cultural life and options where it is easier to find other expatriates, including a Spanish community."
>
> — Perplexity, Spain, question about a European country for two years, cheaper than Spain, open to foreigners and with a Spanish community (Log ID 115a457c-8d8a-4c7f-9d6c-c551ced22fb0). General question; Poland named, although the question does not name it.

What the report does not say. The report measures the models' answers returned through the API within a dated window (main study 25 August – 28 September 2026; control measurements up to 2 November 2026), not what the consumer app shows, not website traffic and not the effectiveness of any campaign; it does not rank markets or models, and it does not compare individual models' recommendation rates in the main text, because four of the six models were subject to a length cap on answers in the study (annex).

9. SWEDEN

For Sweden, Gdańsk makes it into the answers widely, while the ferry from Ystad is an argument for companies, not for individuals

When a question from Sweden says nothing about going away, the models answer with Sweden (41.7%) and Norway (39.6%), and Poland appears in 4 of 48 such answers. When the question is about Europe in general, Poland appears in 60.0% of answers, level with Germany. The ferry across the Baltic, which barely exists in answers to individuals, is something the models add for Swedish companies of their own accord, in 87 of 348 answers.

Individuals. Of the 58 Swedish questions, 40 name Poland outright: a semester in Kraków (six questions), “Kraków, Gdańsk or Warsaw” for a weekend (five), Second World War museums and Jewish heritage (five), national parks, the coast or Masuria for a week (six). The 18 questions that do not name Poland include eight with no hint of going abroad, more than in any other market: “the region that is the heart of the country”, “the ancestral village that is not on the maps”. In the questions that do not name Poland it appears in 48.1% of answers; in those with no hint of going abroad, in 8.3% (4 of 48); in general questions, in 60.0%, ahead of Denmark and the Netherlands (50.0% each); and in topical questions about war museums and dental treatment, in every answer.

Mentioned or recommended. In general questions Poland is explicitly recommended in 55.6% of the answers that mention it (18 mentions, tendency), and in questions about the region in 75.0% (12 mentions, tendency). Both figures sit at the lower limit at which the report gives the recommendation rate, so it does not interpret the direction.

Where the answers point. Polish sites account for 36.4% of citations in answers to individuals (1,703 citations, 48% of them from live search). The most frequently cited domain is not a Polish site but the cost-of-living comparison site numbeo.com (28), ahead of gov.pl (27) and auschwitz.org (20): Swedish questions about the cost of studying and about places of remembrance get the sources they ask for.

Poland on request, or the ferry no one takes. Solidarity appears in all 12 Swedish answers on first associations; two names come up here more often than elsewhere: Gdańsk (7 of 12) and Ystad (4 of 12), the port the ferry to Świnoujście sails from. Gdańsk makes it into practical answers widely: 129 of 348 answers, only 30 of them in reply to the five questions that name it. The ferry does not: Ystad appears in 3 of 348 answers, and the ferry in general in 15 of 348.

Companies. Swedish companies’ questions come down to three decisions repeated in many variants: moving customer service to Poland; a trading company in Warsaw or Kraków; energy storage, and the regions with green energy. On top of these come production moving from China to Poland and a logistics hub for Scandinavia. Only 2 of the 58 questions do not name Poland. In the shortlist (48 answers) Poland appears in 95.8%, Czechia in 77.1%, Romania in 62.5%, Germany in 54.2%; the home country in 31.3%. The ferry appears in 87 of the 348 answers to companies, and Ystad in 23, although no question asks about either: the same route across the Baltic that is no argument for individuals is one for logistics. Polish sites account for 36.0% of the sources in answers to companies (977 citations, 65% from search): ec.europa.eu and paih.gov.pl (44 each), gov.pl (23).

> **“Polen är förmodligen det bästa valet för en skandinav – relativt nära, EU-land, säkert, rikt på upplevelser och betydligt billigare än Sverige/Norge/Danmark.”**
>
> “Poland is probably the best choice for a Scandinavian — relatively close, an EU country, safe, full of experiences and considerably cheaper than Sweden/Norway/Denmark.”
>
> — Claude, Sweden, question about weekend cities “in a country to the east that gives a lot for the money” (Log ID 573a7000-102c-4e38-989d-4dcf96a9293f). General question; Poland the only country in the answer.

What the report does not say. The report measures the models’ answers returned through the API within a dated window (main study 25 August – 28 September 2026; control measurements up to 2 November 2026), not what the consumer app shows, not website traffic and not the effectiveness of any campaign; it does not rank markets or models, and it does not compare individual models’ recommendation rates in the main text, because four of the six models were subject to a length cap on answers in the study (annex).

10. UKRAINE

For Ukraine, Poland is the default destination in Europe even when the question says only “an EU country”

In general questions about Europe asked from Ukraine, Poland appears in 77.8% of answers, level with Germany (79.6%). In no other market does a general question give Poland such a presence. For Ukrainian companies, the models put Poland on the shortlist in every one of the 48 answers, and Ukraine, the home country, in 2.1%. The answers are more likely to describe the conditions for living and working than to encourage.

Individuals. In questions from Ukraine Poland is not a foreign country to be discovered but a country where the persona already lives or has family. Of the 56 questions, 40 name Poland outright, and almost none is about a holiday: legalising residence and PESEL UKR, the Polish identification number for Ukrainians under temporary protection (six questions), work (six), schooling for children and the recognition of diplomas (eight), border crossings (six). In the 16 questions that do not name Poland, it appears in 83.3% of answers. In questions about neighbouring countries it appears in 88.9%, level with Romania (86.1%), ahead of Slovakia (80.6%) and Hungary (72.2%); in general questions in 77.8%, level with Germany (79.6%), ahead of Czechia (66.7%) and the Netherlands (44.4%). The home country rarely appears (7.3%).

Mentioned or recommended. In questions about neighbouring countries Poland is explicitly recommended in 37.5% of the answers that mention it (32 mentions), and in general questions in 57.1% (42 mentions). The direction is the same as across the study as a whole, but the level is lower than in most markets, for one reason: answers to questions from Ukraine are more likely to describe the conditions for living and working than to encourage.

Where the answers point. Polish sites account for 39.4% of citations in answers to individuals (1,481 citations, 54% of them from live search). The most frequently cited domains are gov.pl (66), the Ukrainian border guard’s site dpsu.gov.ua (27) and the European Commission’s page on temporary protection (22): questions about the border and residence status get home-state sources and sources from the EU.

Poland on request, or the canon cut down to two cities. First associations with Poland in Ukrainian are shorter than elsewhere: Warsaw (11 of 12) and Kraków (8 of 12); no other association exceeds 3 of 12. The Ukrainian portrait of Poland has no thread of its own.

Companies. A Ukrainian company asks about Poland as a gateway to the EU and as a back-up base: a grain store in Lublin or Rzeszów ahead of delivery to Germany, CE certification through a Polish subsidiary, moving part of the welding work to Poland, a Polish partner for tenders for the reconstruction of Ukraine, an IT office in Wrocław for clients in Germany. Only 1 of the 57 questions does not name Poland. In the shortlist (48 answers) Poland appears in 100%, ahead of Romania (83.3%), Czechia (62.5%) and Germany (60.4%); Ukraine as the home country appears in 2.1%, because a question from Ukraine about a plant or a warehouse is by definition a question about going abroad. Polish sites account for 46.4% of the sources in answers to companies (1,411 citations, 56% from search): ekrs.ms.gov.pl (49), ec.europa.eu (38), paih.gov.pl (36). Questions about a tender partner and a steel supplier ask for verification, and get it.

> **“Найкращий баланс для сім’ї зазвичай дають Польща, Чехія та Литва […]. Польща — одна з найзручніших для старту: тут велика українська громада, відносна близькість до України, схожа мова й простіша адаптація […].”**
>
> “For a family, the best balance is usually offered by Poland, Czechia and Lithuania […]. Poland is one of the easiest places to start: there is a large Ukrainian community, it is relatively close to Ukraine, the language is similar and settling in is easier […].”
>
> — Perplexity, Ukraine, question about moving with family to an EU country where Ukrainians are made welcome, work is easy to find and living costs are low (Log ID 9c678cee-e1ae-4fac-9f5b-85b3a18d8426). General question; Poland named.

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11. UNITED KINGDOM

Answers to questions from the United Kingdom point to gov.uk more often than to gov.pl

Someone in the United Kingdom asking about Central Europe gets Poland in 97.6% of answers; someone asking about cheap Europe without naming a region gets Portugal (70.8%), and Poland in fewer than one answer in three (29.2%). In answers to individuals the most frequently cited domain is gov.uk (74 citations), ahead of gov.pl (46). The Battle of Britain is in the British portrait of Poland, but in none of the 714 practical answers.

Individuals. Of the 60 British questions, 43 name Poland outright. They ask about studying, a weekend in Gdańsk or Wrocław, dental treatment in Kraków. Several are about Poland within the United Kingdom itself. The remaining 17 are the questions of someone still looking for a destination; Poland appears in 59.8% of the answers to them. Two leagues in their purest form: in questions about Central Europe Poland appears in 97.6% of answers, 19 percentage points more often than Czechia (78.6%); in general questions, in 29.2%, behind Portugal (70.8%), Spain (45.8%) and Germany (43.8%). In the British market “cheap Europe” means the south, and Poland becomes the answer only when the question says “Central Europe”.

Mentioned or recommended. In questions about the region Poland is explicitly recommended in only 29.3% of the answers that mention it (41 mentions), usually as one country on a list. In general questions it is the other way round: Poland appears rarely, but when the model picks it of its own accord, it recommends it in 85.7% of answers (14 mentions, tendency). This is the strongest example in the study of the pattern “mentioned in the region, recommended in Europe”.

Where the answers point. Polish sources account for 26.5% of citations in answers to individuals (1,374 citations, 54% of them from live search). The most frequently cited domains are gov.uk (74), gov.pl (46) and the cost-of-living comparison site numbeo.com (33): the answers point above all to the persona’s home-state sources. One of the study’s 14 confirmed factual errors concerns this market: an answer stated that Poland does not allow naturalised citizens to hold dual citizenship.

Poland on request, or the shared war missing from the answers. Among first associations with Poland a thread appears that features in no other market: the Battle of Britain and the Polish pilots (5 of 12 answers). In the study’s practical answers this thread does not appear at all. It is in none of the 714 answers to questions from British individuals and companies, although 17 British questions are about Polish history and culture. The United Kingdom is a market of the “Poland. More than you expected” campaign run by the Polish Tourism Organisation (POT); the campaign’s new faces appear in none of the open-portrait answers, and the Battle of Britain, which the campaign does not use, comes up more often than any of them (a measurement taken eight weeks after the launch, which does not assess the campaign’s effectiveness).

Companies. A British company asks about Poland after Brexit: a plant in the EU to avoid customs friction, Polish suppliers of precision parts, a distribution hub in Poland or Hungary. Only 2 of the 59 questions do not name Poland. In the shortlist (48 answers) Poland appears in 95.8%, Czechia in 70.8%, Romania in 60.4%, Germany in 54.2%; the home country in 14.6%. Polish sites account for 29.0% of the sources in answers to companies (1,260 citations, 64% from search): ec.europa.eu (41), gov.uk (35) and paih.gov.pl (27). Gov.uk comes ahead of PAIH, the Polish Investment and

Trade Agency, because the British government has pages on exporting to every EU country. For companies this is a page about trade with Poland, not about travel safety.

> **“Portugal consistently ranks at the top of Expat Insider surveys for ‘ease of settling in’ and friendliness.”**
>
> — Gemini, United Kingdom, question about moving with young children “somewhere in Europe” for a few years (Log ID 1fab2b6e-52f5-40b8-b8a1-7cd58cbec02b). General question; Poland does not appear in the answer.

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12. UNITED STATES

From the United States, Poland almost always comes up in questions about the region, but is recommended in one answer in three

Someone in the United States asking about Central Europe gets Poland in 98.3% of answers (exactly as often as Czechia) and, on average, almost seven other countries alongside it. Poland is explicitly recommended in 32.2% of the answers that mention it, usually as one country on a list, alongside Prague and Budapest. American companies asked more questions that do not name Poland than any other market in the study (18), and in these Poland appears in 69.4% of answers.

Individuals. Of the 60 American questions, 48 name Poland outright, and eleven of them are about roots: great-grandparents' village, archives, citizenship through a grandmother so as to hold an EU passport. Then come Poland as a cheaper alternative to Western Europe (eight questions) and the cost of living when moving (nine). In the 12 questions that do not name Poland, it appears in 95.8% of answers; in questions about Central Europe, in 98.3%, level with Czechia and ahead of Hungary (96.7%) and Austria (90.0%). The home country hardly appears at all (2.8%).

Mentioned or recommended. The same Poland that almost always appears in questions about the region is explicitly recommended in 32.2% of the answers that mention it (59 mentions). This is the same picture as in the British market: in the region Poland is mentioned, not recommended.

Where the answers point. Polish sites account for 31.3% of citations in answers to individuals (1,442 citations, 53% of them from live search). The most frequently cited domains are gov.pl (46), the cost-of-living comparison site numbeo.com (28) and travel.state.gov (26): American questions about safety ask for State Department advisories, and get them. Three of the study's 14 confirmed factual errors concern questions from this market, among them Kraków described as "one of the cheapest capitals in Europe".

Poland on request, or kielbasa and Chicago. First associations with Poland in an American context start with food: pierogi (11 of 12), ahead of Auschwitz, John Paul II and Solidarity (10 each), followed by kielbasa (9 of 12) and Chicago (5 of 12). No other market has Chicago among its first associations. In the study's answers, kielbasa appears in 2 of 360 and Chicago in 50 of 360, but as a departure airport and the seat of a consulate, and as a Polish city in only one. The American "doors" to Poland are the eleven questions about roots; what comes in through them is archives and consulates, not Chicago. The United States is a market of the "Poland. More than you expected" campaign run by the Polish Tourism Organisation (POT); the campaign's new faces appear in none of the 120 open-portrait answers in this market (a measurement taken eight weeks after the launch, which does not assess the campaign's effectiveness).

Companies. American companies' questions are the questions asked before a board decision: "one hard justification for the board", "a final go/no-go". Of the 60 questions, 18 do not name Poland, the most in the study. In their 108 answers Poland appears in 69.4%. In the shortlist (48 answers) it appears in 100%, alongside Czechia (87.5%), Germany (85.4%) and Romania (66.7%); the United States as the home country, in 2.1%. Polish sites account for 26.5% of the sources in

answers to companies (1,338 citations, 66% from search): ec.europa.eu (44), paih.gov.pl (29) and linkedin.com (21). Questions about talent get a source about people, not about the country.

> **“Some Central European countries—especially Poland, Czechia outside Prague’s core, Hungary, Slovakia, Slovenia, and parts of Croatia or Romania—can offer better value for a long trip because the main savings occur after you land.”**
>
> — ChatGPT, United States, question about what makes Central European countries a better deal for a long holiday when flying from the United States (Log ID 6e3e89f0-3ac8-4dd2-854b-a883fa66658d). Region question; Poland named.

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