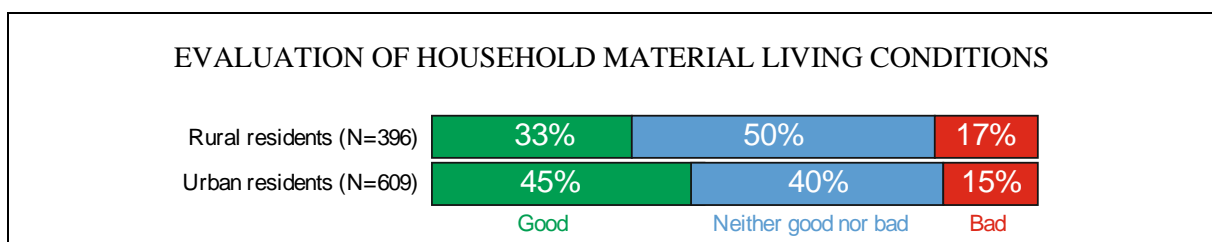


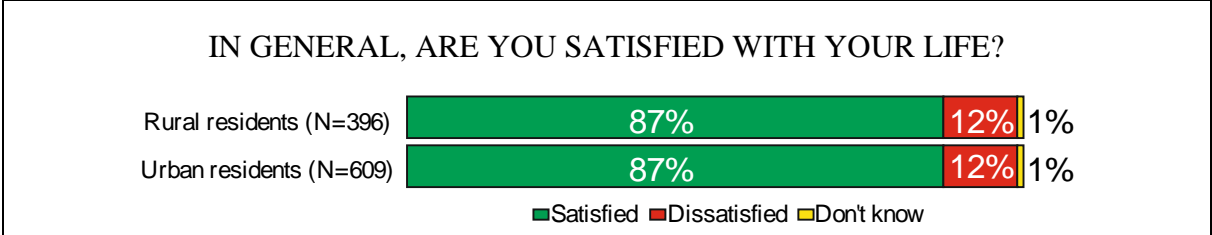
PROFILE OF THE RURAL POPULATION

Rural residents constitute about two-fifths of the total population of Poland. Villages are characterized by positive demographic balance: more young people live there and more children are born. In 2009, the net population growth rate was higher in villages than in towns and cities (1.2 and 0.6 per 1000, respectively). The balance of internal migration has also been positive for rural areas since 2000. However, better demographic indicators are accompanied by worse economic situation. On the macro scale, there are large differences in disposable per capita income between rural and urban residents (in 2009, 899 PLN and 1255 PLN, respectively). Compared with other EU countries, Polish villages are relatively unaffected by metropolitan influence. They are characterized by a high proportion of farmers and low percentage of people with tertiary education, who in 2009 constituted 8% of rural population. This figure is 16 percentage points lower than in towns and cities.

Half of the people living in villages (50%) describe the material living conditions of their household as average. One-third (33%) are satisfied with their standard of living, and 17% are dissatisfied. The evaluations correspond to financial situation of households. Higher income results in better opinions about material conditions, hence the lower levels of satisfaction in villages.

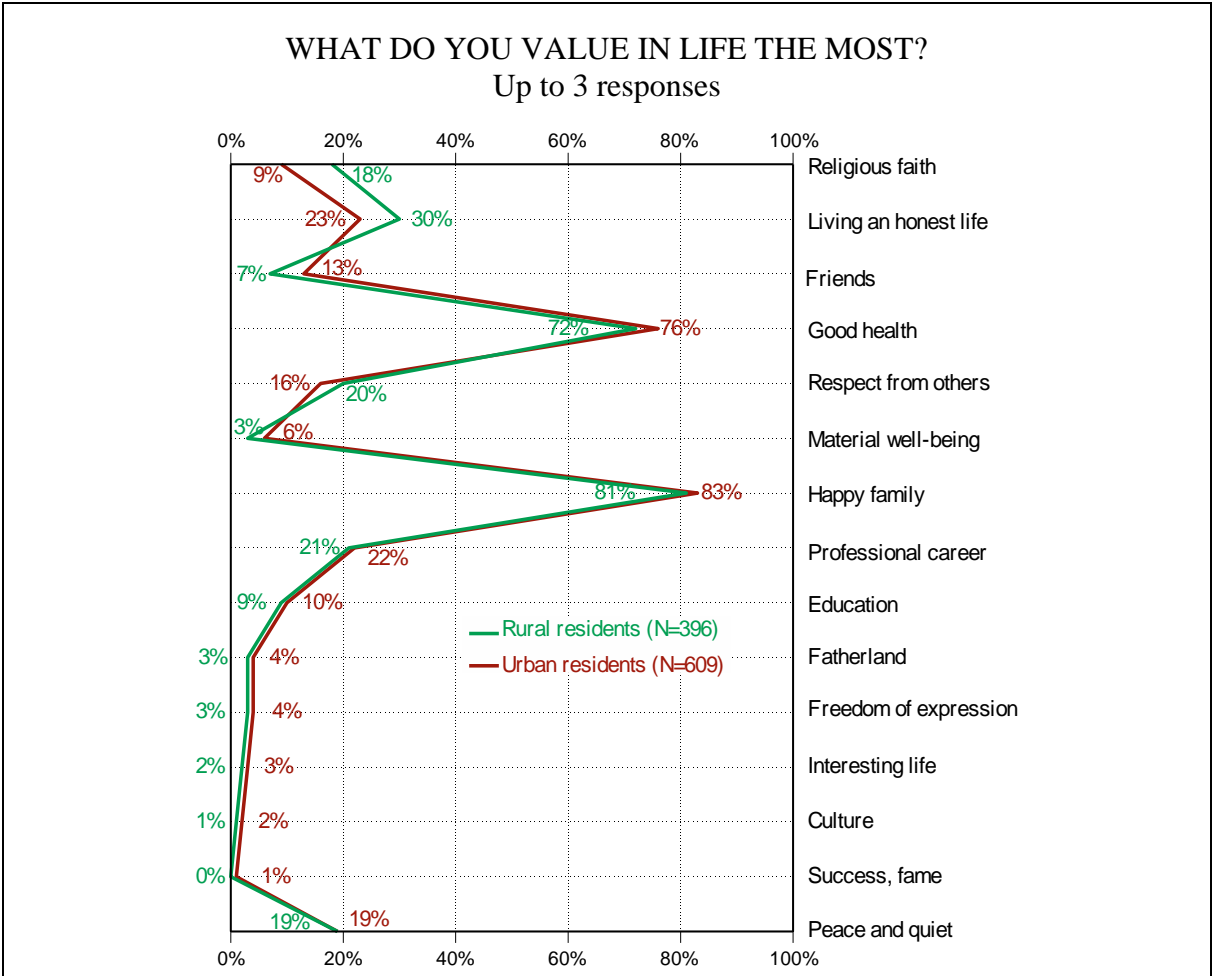


Economic situation does not influence the general life satisfaction, which is almost universal (87%) both in villages and towns.

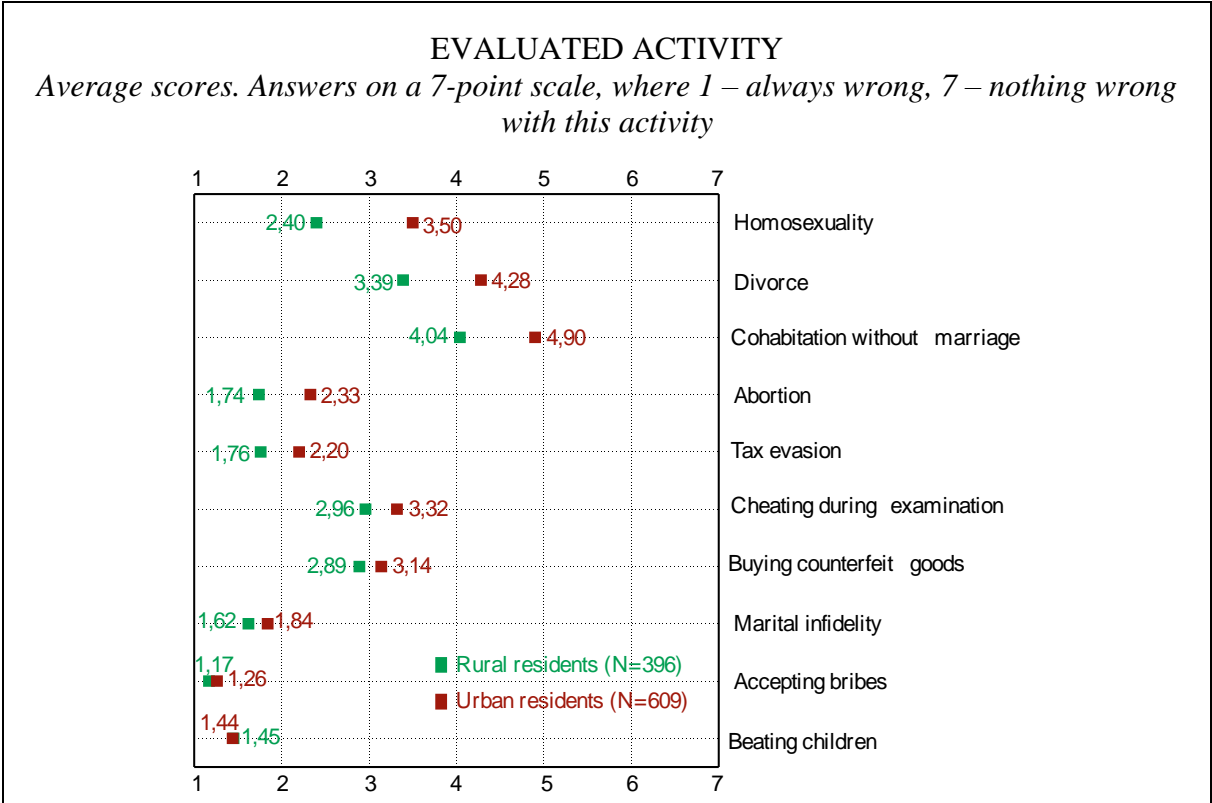


For a vast majority of inhabitants of villages, the most important values in life are a happy family (81%) and good health (72%). Almost one-third (30%) values honesty in life, while one-fifth mention career (21%), respect from other people (20%), peace and quiet (19%) and religious faith (18%).

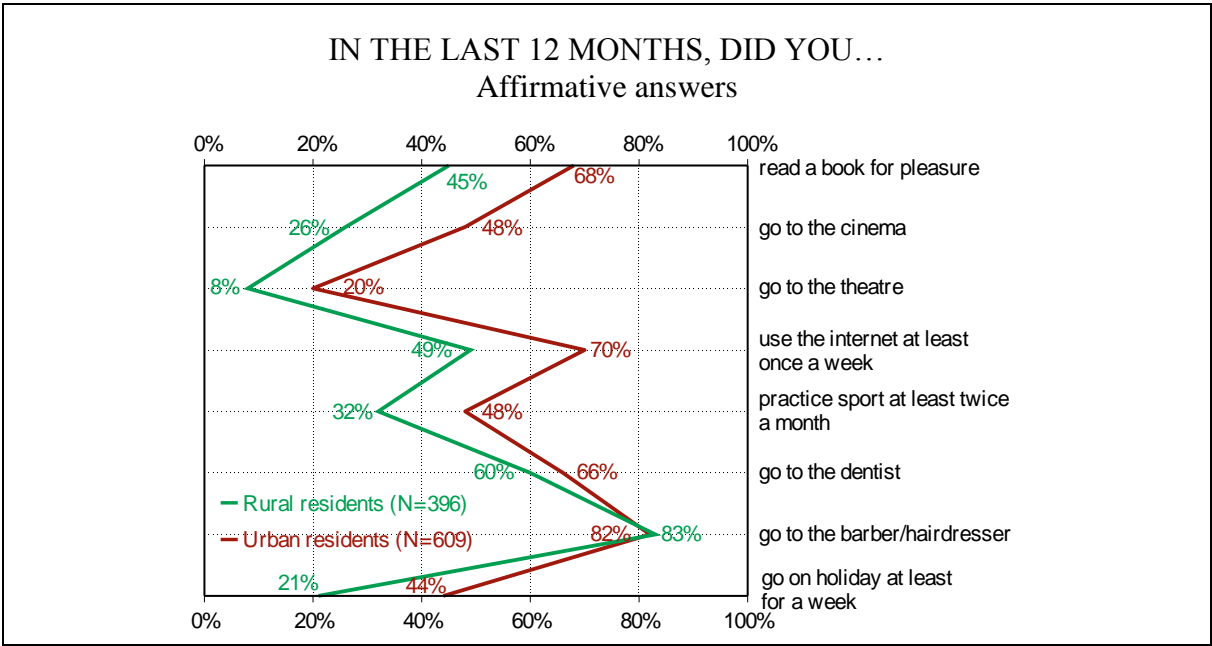
Although the hierarchies of values are similar in towns and villages, rural residents attach more importance to religion, honest life and respect, while relatively less often mentioning friendship and health.



Moral views are, in general, more conservative in villages than in towns and cities. In particular, there are differences in views on the private sphere and lifestyle. Attachment to traditional values is clear in declarations of rural respondents. Fewer accept homosexual orientation, divorce, cohabitation without marriage and abortion. Attitudes to public morality are similar, with the exception of more rigorous views on tax evasion among the rural population.



Inhabitants of villages have less contact with culture, a smaller proportion use the internet and, in general, they do fewer activities in their free time. Two activities that do not depend on the place of residence are visiting the hairdresser/barber and going to the dentist.



More information about this topic can be found in CBOS report in Polish: *"Rural Poland: attitudes and lifestyle"*, August 2013. Fieldwork for national sample: July 2013, N=1005. The random address sample is representative for adult population of Poland.