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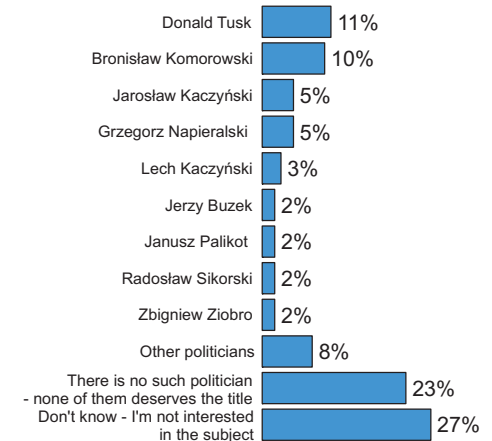
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## POLITICIAN OF THE YEAR 2010 IN POLAND AND IN THE WORLD

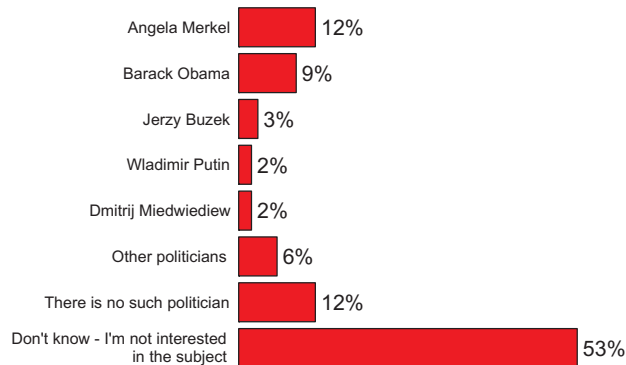
Poles believe that Donald Tusk and Bronisław Komorowski were Politicians of the year 2010 in Poland. Prime Minister Tusk received only slightly more votes (11%) than President Komorowski (10%). Leaders of other major parties: Jarosław Kaczyński (PIS) and Grzegorz Napieralski (SLD), came third - each of them receiving 5% of votes. The late President Kaczyński was fourth - 3% of Poles voted for him.

Half of the respondents did not name any politician. Slightly more people in this group claimed that no name came to their minds than said that none of the politicians they could remember deserved the title.

WHICH POLISH POLITICIAN SHOULD RECEIVE THE TITLE POLITICIAN OF THE YEAR 2010?



WHICH OF THE FOREIGN POLITICIANS SHOULD RECEIVE THE TITLE POLITICIAN OF THE YEAR 2010?



Poles believe that the title of the world's Politician of the year 2010 should go to the German Chancellor, Angela Merkel. The United States' President Barack Obama was mentioned by one in eleven respondents, which gave him a second place. These two politicians overwhelmingly won with other candidates. The President of the European Parliament, Jerzy Buzek, who figured also as a candidate for

the title of Polish Politician of the year, was third. Succeeding places were taken by Russian Prime Minister Vladimir Putin and Russia's President Dmitrij Miedwiediew.

More than every second respondent (53%) was not able to name any foreign politician suitable for the title and 12% claimed that none of the politicians known to him/her played a sufficiently important role in the world's affairs to be called Politician of the year 2010.

More information about this topic can be found in CBOS report in Polish: „*Politician of the year 2010 in Poland and in the world*”, January 2011. Fieldwork for national sample: December 2010, N=879. The random address sample is representative for adult population of Poland.

## PSYCHOLOGICAL WELL-BEING IN 2010

In the previous year, positive feelings prevailed over negative ones among Poles. Over half of respondents admitted that they felt frequently or even very frequently satisfied

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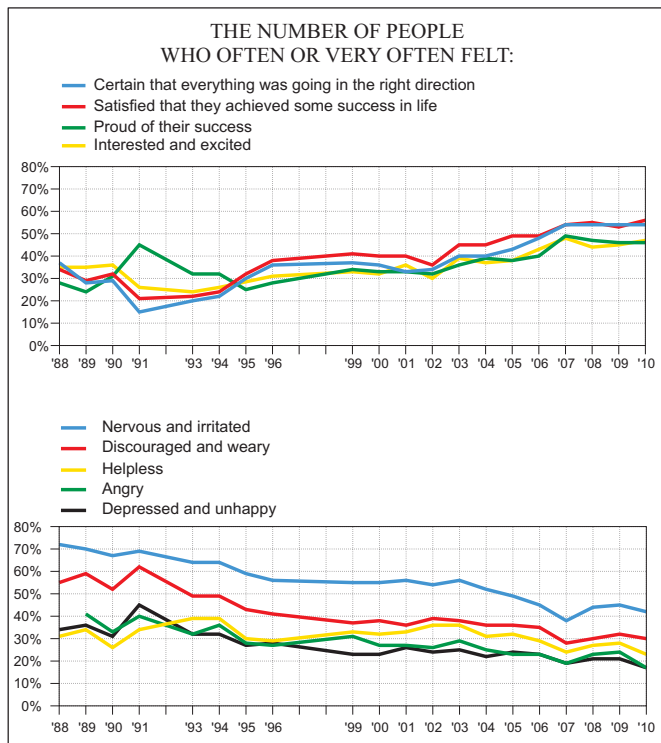
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because they achieved some success (56%) and they felt certain that things were going in the right direction (54%). Nearly half of the surveyed people declared that they were often interested and excited by something (47%) or proud of their achievements (46%).

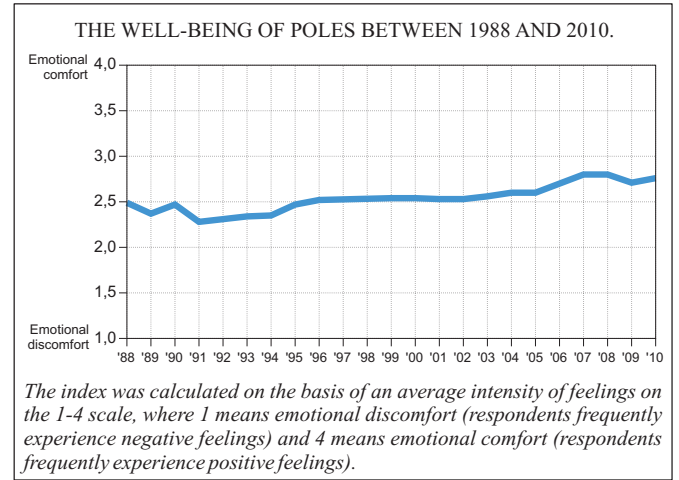
The most frequently experienced negative feeling is nervousness, which 42% of Poles claimed to have felt frequently in the previous year. Fewer people admitted to have repeatedly experienced discouragement (30%) and helplessness (23%). Every sixth respondent said that he/she was often angry (17%) or in depression (17%) last year. Very few Poles (1%) claim they frequently had suicidal thoughts.

If we compare the current assessment of respondents' well-being with their opinions in the last two decades, we may notice a visible improvement. Since 2007, the majority of the questioned people have been satisfied with what they were able to achieve, certain that everything was going in the right direction and nearly half have been proud of their success and interested in events happening around them. In the early 1990s such feelings were definitely less frequent. The majority of respondents in 1991 claimed that they were often nervous and discouraged and, presently, a far smaller number of people admit such feelings.



The synthetic index of emotional well-being of Poles reflects the intensity of positive and negative feelings since 1988. It shows that the beginning of political and economic transformations in Poland involved a deterioration in the state of well-being. Succeeding years brought an improvement and stability in how an average Pole felt. A significant change for the

better came in 2007. Although there was a minimal fall in 2009, generally speaking the index has remained practically the same since 2007 (presently, it is 2,76).

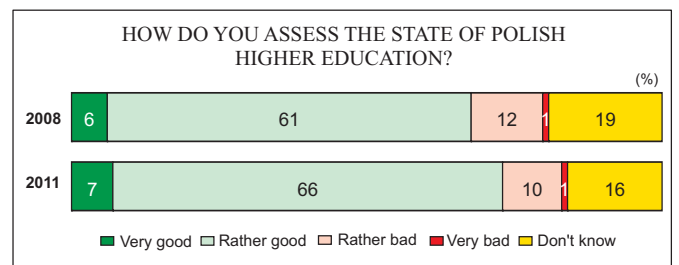


More information about this topic can be found in CBOS report in Polish: „Psychological well-being in 2010”, January 2011. Fieldwork for national sample: December 2010, N=879. The random address sample is representative for adult population of Poland.

## HIGHER EDUCATION AND ITS FUNDING

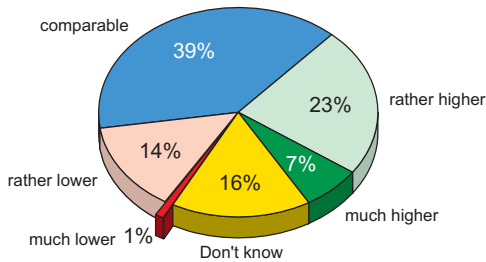
Poland is currently undergoing a reform of higher education. It is planned that this year the law concerning the work of higher education institutions and awarding of academic degrees is going to be amended. The aim of the reform is to make Polish academic research and tertiary education able to compete with the best. In academic circles, however, there is much debate about the reform.

The majority of respondents (73%) assess the state of higher education in Poland positively. One in nine respondents are dissatisfied with it (11%). This year, opinions about the state of tertiary education in Poland improved slightly in comparison to three years ago.



Even though Polish universities, colleges, etc. rank poorly in world rankings, Poles are rather satisfied with the way they operate in Poland. Nearly a third of respondents (30%) believe that higher education in Poland is better than in other EU countries, two fifths (39%) think that the level is comparable and one in seven (15%) claim it is lower.

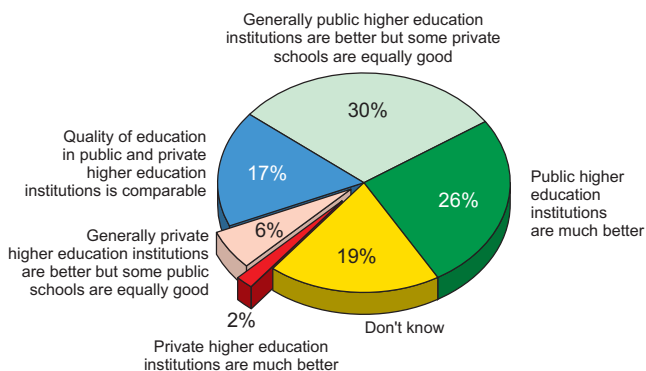
IN COMPARISON TO OTHER EU COUNTRIES,  
DO YOU THINK THAT THE QUALITY  
OF HIGHER EDUCATION IN POLAND IS:



Most frequently (27%) it is young respondents between 18 and 24 years old who are convinced about the superiority of tertiary education abroad. Opinions of people in this age might potentially influence later decisions concerning their educational path. Since Poland entered the European Union, it has been easier for Polish citizens to study in other EU countries. Polish higher education facilities may, therefore, have to fight not only for a better position in rankings but also for students themselves.

Public higher education institutions are esteemed higher than private ones in terms of the quality of education (56%). A sixth of respondents think (17%) that the level of education in public and private schools is similar. Only one out of twelve (8%) say that private universities, colleges, etc. are better.

WHAT DO YOU THINK ABOUT POLISH PUBLIC AND PRIVATE  
HIGHER EDUCATION INSTITUTIONS IN TERMS  
OF THE QUALITY OF EDUCATION?



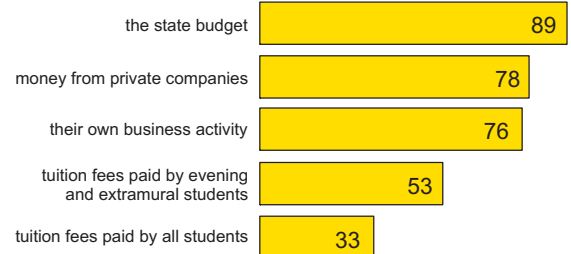
The dominant conviction is that academic institutions should be funded from the state budget (89%). The respondents also commonly accept (78%) that colleges and universities may be sponsored by private companies which would benefit from this, e.g. by accessing research results. It is also widely believed (76%) that higher education institutions may be involved in some business activity to obtain money. In comparison to 2008, opinions about the sources of funding of higher education facilities have changed only slightly.

The idea to fund research institutions, including colleges, academies, universities, etc. from tuition fees

paid by students is far less popular. Over half of Poles (53%) are ready to accept only the presently existing system of tuition fees for evening classes and extramural studies. Only a third (33%) agree that full-time students should pay for studies as well.

SHOULD RESEARCH INSTITUTIONS IN POLAND  
BE FUNDED FROM:

Percentage of affirmative answers



More information about this topic can be found in CBOS report in Polish: „Tertiary education and its funding”, January 2011. Fieldwork for national sample: January 2011, N=989. The random address sample is representative for adult population of Poland.

## CONSUMER BEHAVIOUR

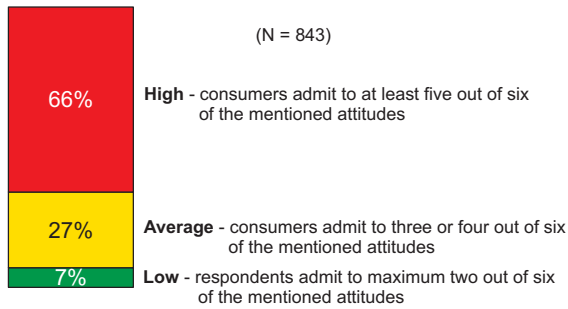
Looking at shopping habits and the process of decision-making, as well as the attitude to product choice, we may distinguish three types of consumer behaviour.

**Limiting consumption due to the lack of means** is the first and most common type of behaviour. People representing this attitude declared the following: *before I buy anything, I check whether I can afford it; I buy the products that I need and try to use my money economically; I usually compare prices in different shops and try to buy as cheap as possible; I don't buy products that might potentially become useful but are not indispensable at the moment; if I have items that are still useful, I don't replace them with new or fashionable equivalents; I don't buy in the best or most elegant shops.*

The index of limiting consumption due to lack of means is considered high if consumers admit to at least five of the mentioned attitudes. The index is considered low if respondents named maximum two of the above attitudes.

On the basis of the declarations, it might be concluded that Poles are sparing and the shortage of money is balanced by a rational assessment of their own needs and market offer. As many as two thirds of the questioned people (66%) claim that they often have to curb the amount of money they spend and decide to buy only indispensable products. About a quarter (27%) said that, on the whole they are sparing but occasionally they decide to buy something more expensive or extravagant. Only seven Poles out of a hundred (7%) can afford whatever they wish without any limits.

THE INDEX OF LIMITING CONSUMPTION DUE TO LACK OF MEANS AMONG PEOPLE WHO GO SHOPPING.



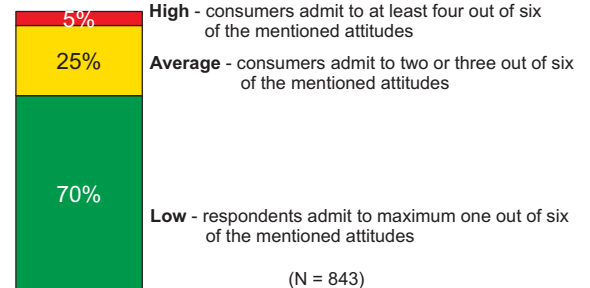
The second type of consumer behaviour is in opposition to the type described above. This behaviour is clearly **consumption-oriented**. People in this group buy what the market has to offer without taking into account available means. It can be characterised by attitudes that are the reverse of economical consumer behaviour: *if I want to have something, I buy it without considering whether I can afford it at the moment; I buy only the best things, regardless of price; typically, I don't have time to compare prices in different shops; I buy products that might potentially become useful but are not indispensable at the moment; even if I have items that are still useful, I replace them with new or fashionable equivalents; I buy in the best and most elegant shops.*

Among respondents who go shopping, only one in twenty (5%) can be characterised by a definitely consumption-oriented behaviour; A quarter (25%) reveals this attitude only occasionally and typically they behave carefully. A definite majority (70%) practically never reveals signs of consumption-oriented behaviour - they buy the necessary products and try to buy at lowest possible price.

The third type of consumer behaviour is characterised by being **responsive to new market trends**, interested in product choices, advertisements and sales promotions. People in this category may admit to the following things: *I like buying new products to try*

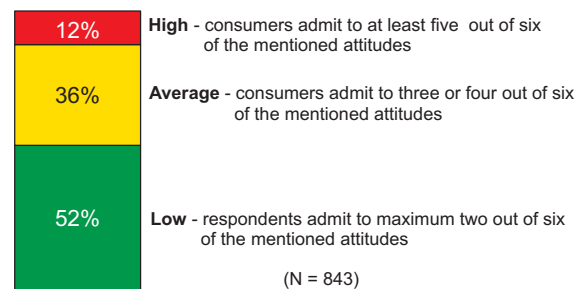
*them out; I like reading advertisements and product information; I like buying and spending time viewing and choosing products in shops; I buy products because they are attractively packed; I buy products only because their price is reduced; I spend my free time in shopping malls.*

THE INDEX OF CONSUMPTION-ORIENTED ATTITUDE AMONG PEOPLE WHO GO SHOPPING



A relatively small percentage of respondents (12%) represent a high degree of the third type of behaviour. About a third of the questioned people may be characterised by an average level of responsiveness to what the market has to offer (36%) However, over a half (52%) are not prone to stimuli offered by market.

THE INDEX OF RESPONSIVENESS TO NEW MARKET TRENDS AMONG PEOPLE WHO GO SHOPPING



More information about this topic can be found in CBOS report in Polish: „Obsessed by shopping - consumer behaviour of Poles”, January 2011. Fieldwork for national sample: January 2011, N=989. The random address sample is representative for adult population of Poland.

In addition to the reports referred to above, the following have been published recently (in Polish):

- ◆ Evaluations of the Year 2010 and Forecasts for the Year 2011
- ◆ Holiday Trips in 2010
- ◆ Party Preferences in January
- ◆ Good or Bad Luck and Life Satisfaction
- ◆ Opinions About Parliament, President and Other Public Institutions
- ◆ Drop in the Government Ratings
- ◆ Trust in Politicians in January
- ◆ Social Moods in January

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