



Erasmus+



Project No 2019-1-PL01-KA201-065421 " Effective strategies in students' reading education"

Training in Giżycko: November 2020

General level of readership in Poland



**The information contained in this presentation
is presented on the basis of the National
Library's survey entitled:**

**"The state of readership in Poland
in 2016,,**

and

"The state of readership in Poland in 2019".

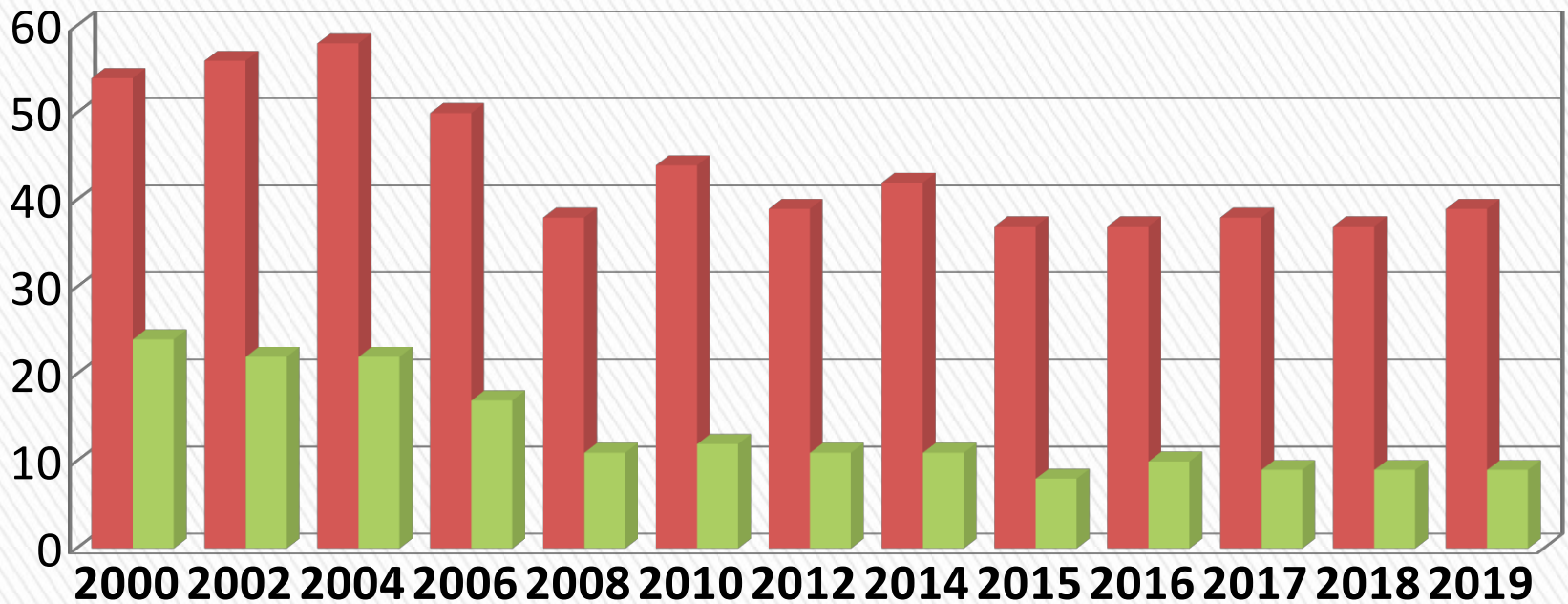
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**Reading Research Laboratory of the National
Library**



Research conducted by the National Library indicates that there are few books being read in Poland. The reading crisis occurred in the years 2005-2008.

Reading books in Poland between 2000-2019 by people over 15 years old. (data in percent)



- He read at least 1 book a year
- He read at least 7 books a year

Source: National Library Report 2019



According to the National Library's research, the years 2005-2008 saw a crisis in readership intensity in Poland.

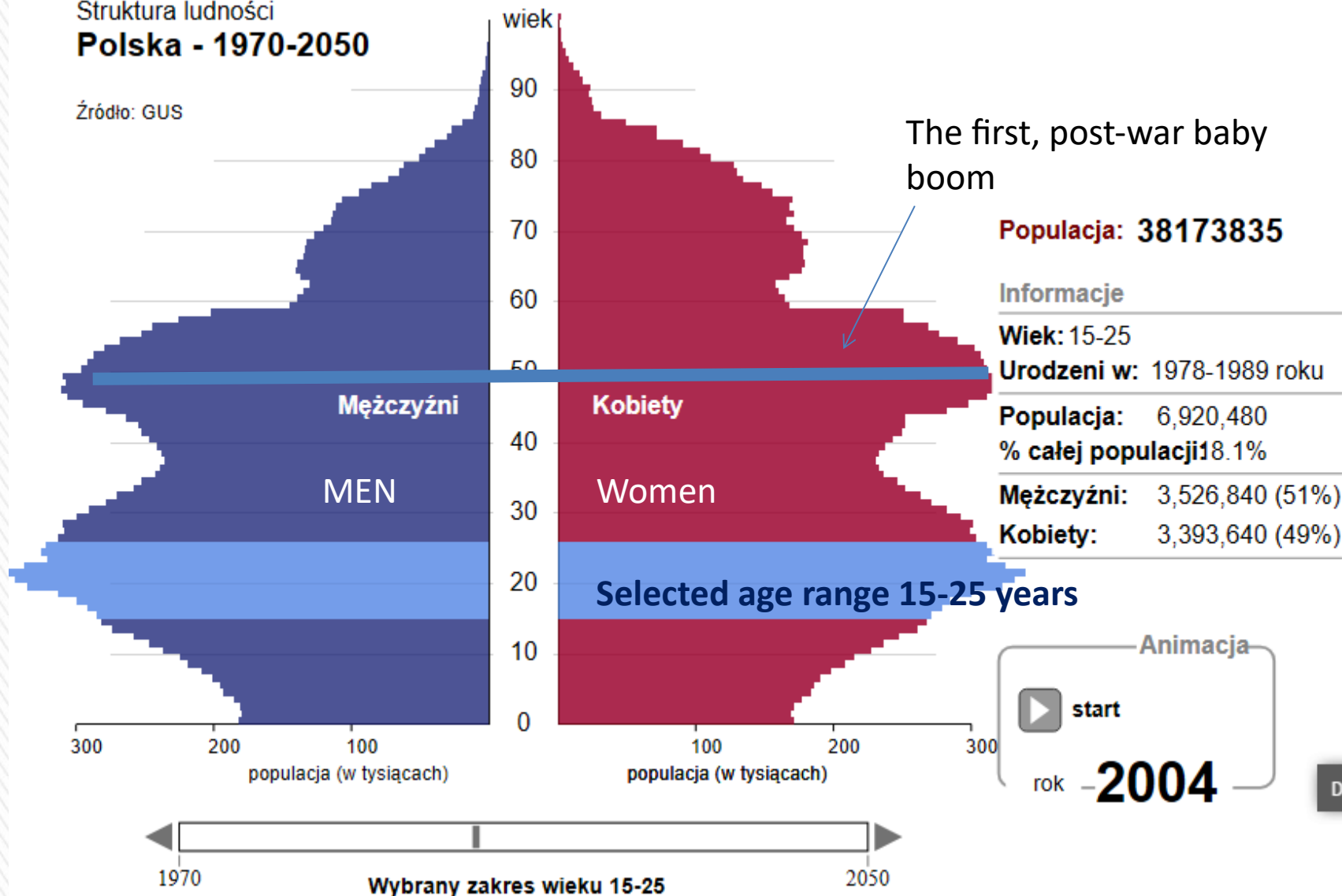
According to the author of the presentation it can be caused:

- 1. In 2004-2005, thanks to EDGE/GPRS technology, the possibility of data transmission appeared and the first modems with access to mobile Internet appeared on the market. With the modernization of the mobile network to the UMTS standard, the bandwidth and transmission speed increased. In 2006 Plus and Era launched commercially broadband Internet via UMTS. Poles started reading on the Internet and gave up reading books.**
- 2. The emigration of potential readers to EU countries in connection with Poland's accession to the European Union.**
- 3. Change in the population structure. The number of students aged 15-25 has decreased and school and college do not develop permanent reading habits.**
- 4. The educational boom has disappeared. Between 1995 and 2005, a large number of adults over 25 years old supplemented their education at courses, secondary schools and studies. During their studies, participants of training/studies were forced to read several books. After graduation this necessity disappeared and the need to read was not educated.**
- 5. It is also possible to change the research methods.**



Struktura ludności Polska - 1970-2050

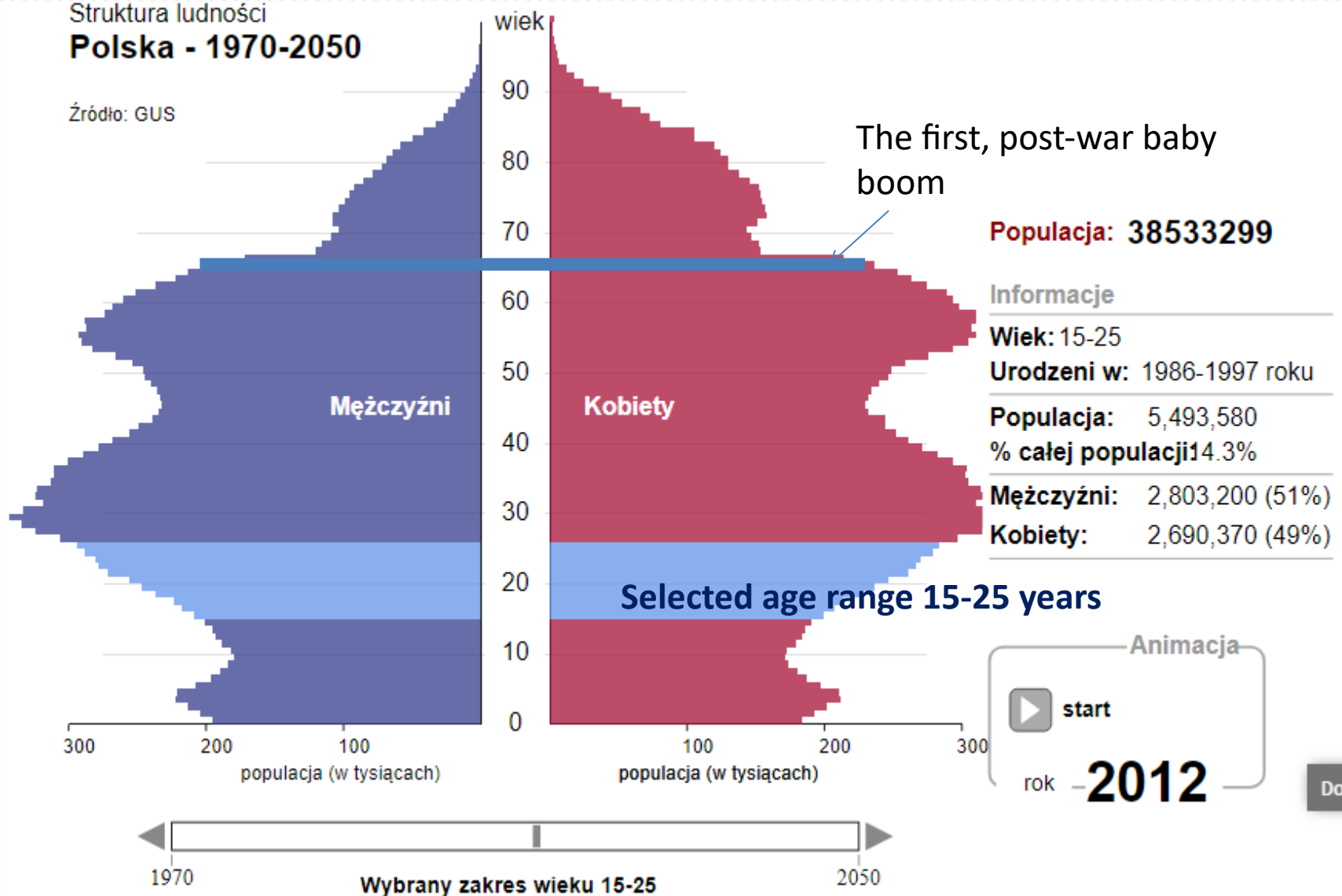
Źródło: GUS



Structure of the population in Poland in 2004, when almost 58% read at least 1 book and 22% read 7 and more books. The number of people aged 15-25 (still learning or studying) was 6 920 480 (18.1%).

Struktura ludności Polska - 1970-2050

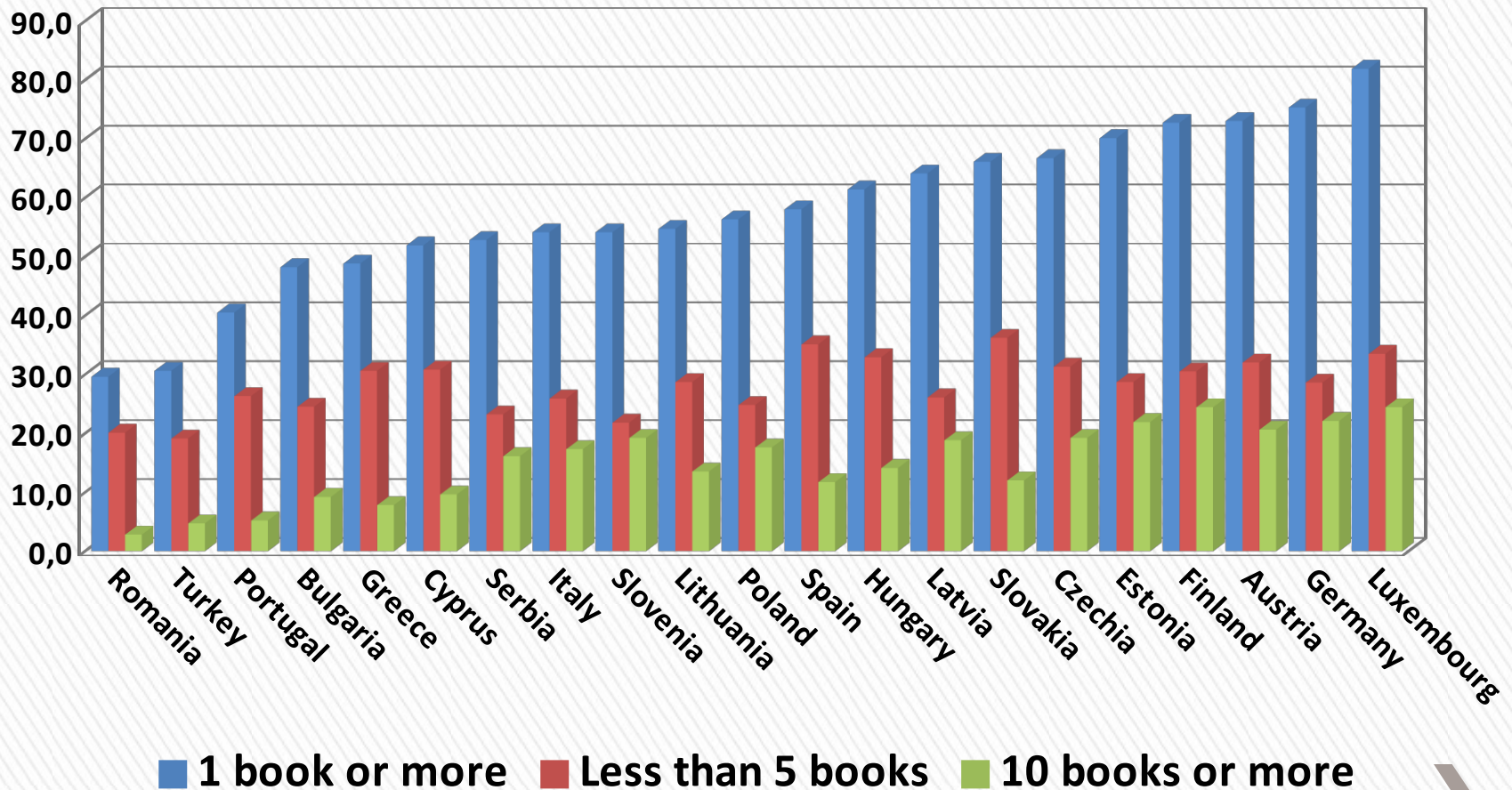
Źródło: GUS



The population structure in Poland in 2012, when only 39% read at least 1 book and 11% read 7 and more books. The number of people aged 15-25 (still learning or studying) was 5 493 580 (14.3%). The population of the first baby boomers turns 65.

Readership in Poland looks better in Eurostat surveys, but the last survey was done in 2011.

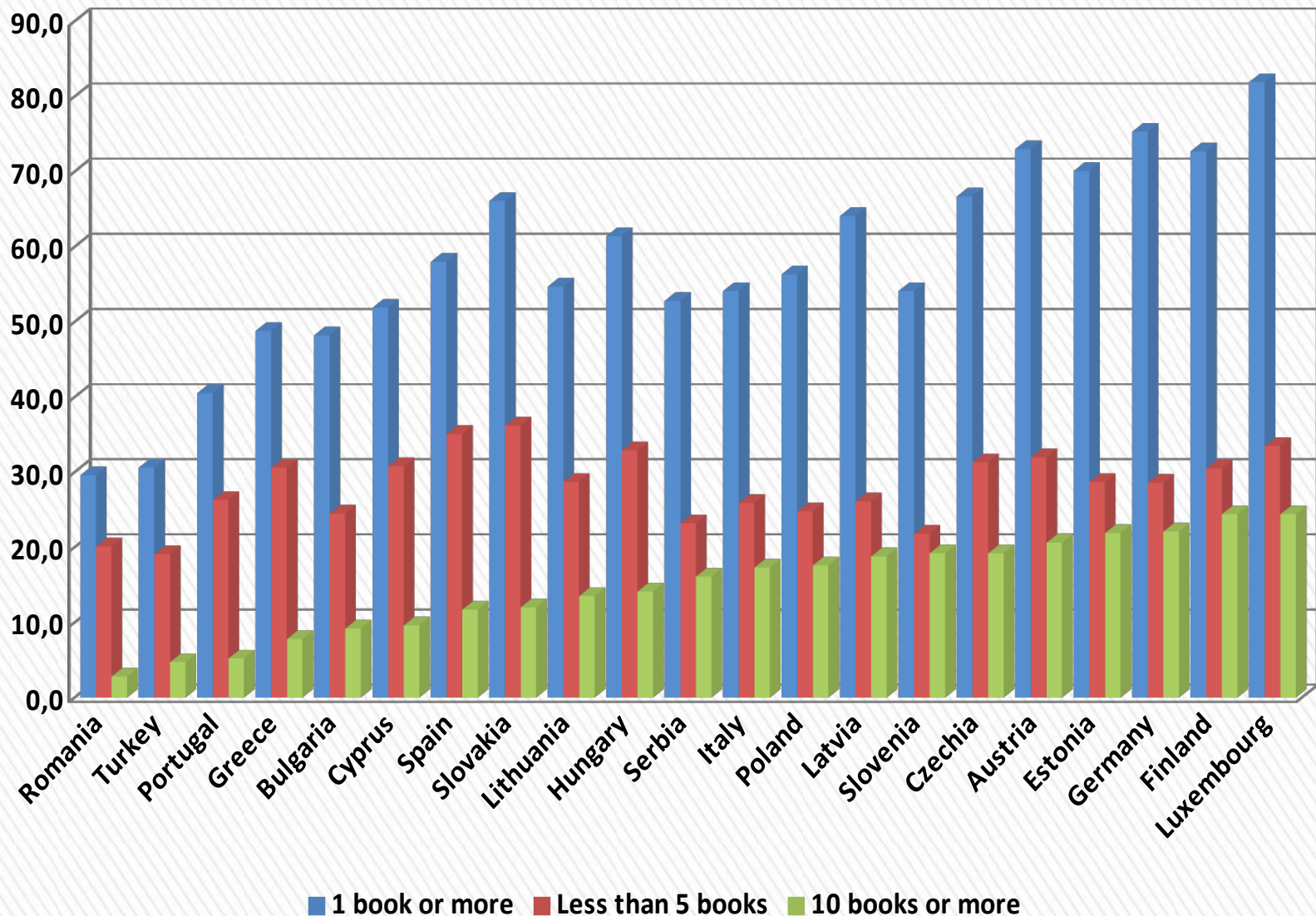
Readership in Europe in 2011 among people aged 25-64




Source: <https://appsso.eurostat.ec.europa.eu/nui/submitViewTableAction.do>

Sweden - no data in 2011

Readership in Europe in 2011 according to EUROSTAT survey, order of countries according to 10 and more books read





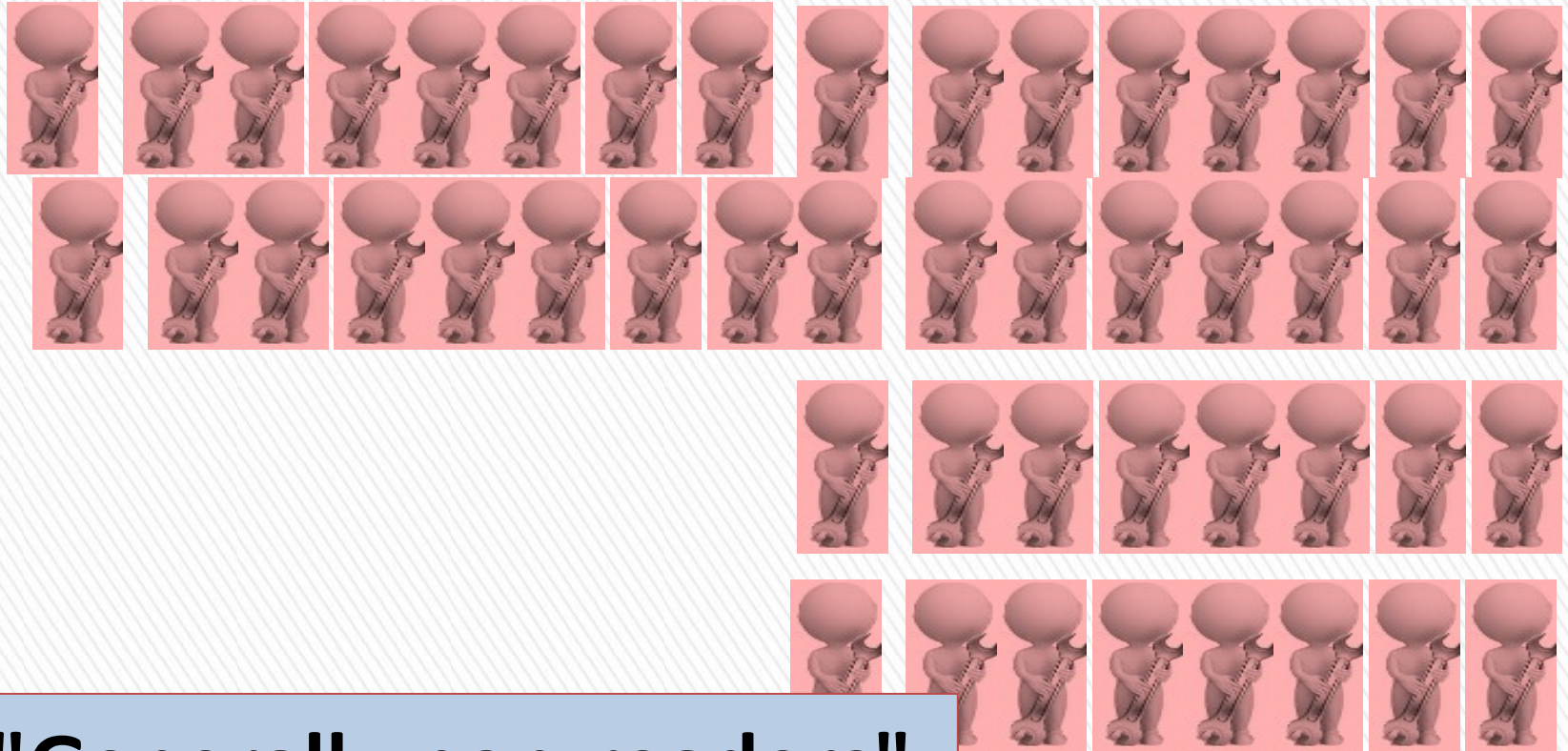
According to the National Library Report of 2016, in terms of readership, the following groups can be distinguished among the Polish population:

GENERALLY NON READERS



These are people who do not read books and do not like to do it, do not buy or collect books and do not participate in social actions related to books.





**"Generally non-readers"
make up 48% of the adult
population of Poland, i.e.
approx. 15 million people**



These are generally elderly people, generally disadvantaged in financial terms, with primary and vocational education and a predominance of workers and farmers, but there are also other professional groups among them. For example, in 2017, 49% of entrepreneurs and the self-employed, 36% of managers, 29% of professionals, 50% of those working in non-worker occupations did not read 1 book.

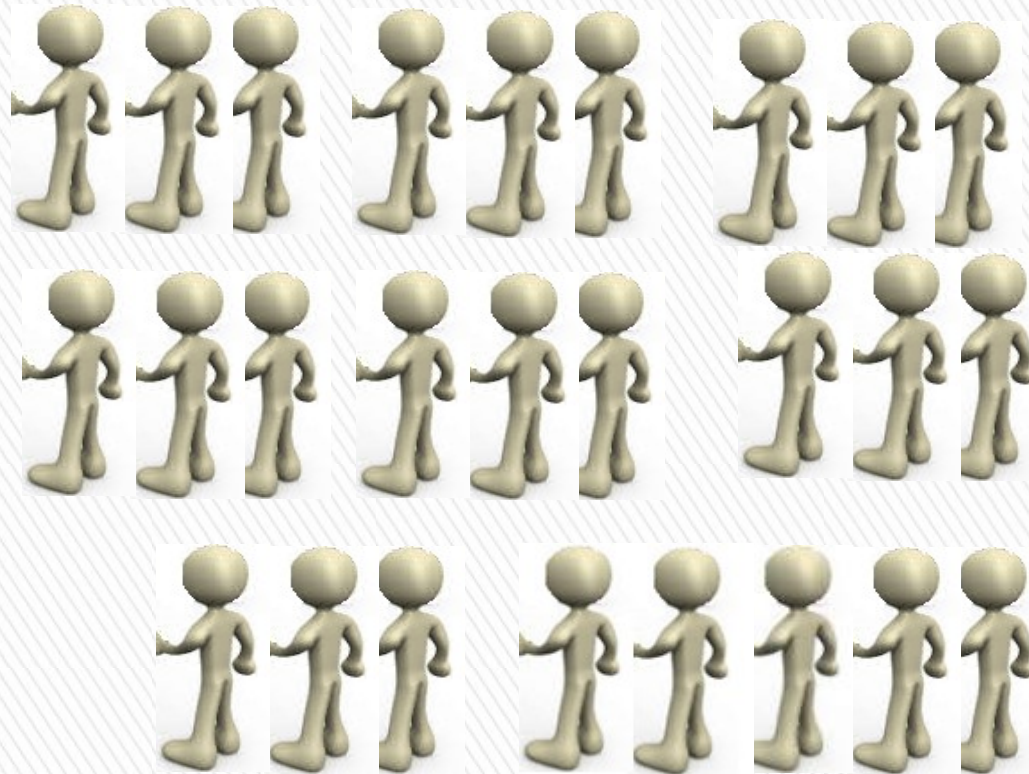
Currently, some of them are already retired, but 46% of men and 35% of women aged 15-24 did not read 1 book in 2017, so high school students may also be among them (BN -Raport 2017).

TRADITIONAL READERS



It is a group that is demographically close to the "generally non-readers". They are of similar age and financial situation. Their attitude to books is different. Traditional readers like to read books, but do not read too much. There is a clear advantage of women in the group (58%). They prefer to read books and press in their traditional (paper) form. They happen to use libraries. They have a slightly better education and higher professional status than people from the group of "generally non-readers".

**Traditional readers
is 26% of the adult population in
Poland, i.e. about 8.5 million
people**



INVOLVED READERS



This group was brought up by traditional readers. The age range (15-49 years) indicates that there are two generations in this segment next to each other: managers, highly qualified professionals and white-collar workers, as well as pupils and students. This group is characterized by the highest level of education (from secondary upwards), the best knowledge of foreign languages and employment mainly in non-worker positions, as well as optimal conditions for socialization of reading - the highest share of parents with higher education.



**Readers involved
it is only 13% of the adult
population in Poland, i.e. about
4.25 million people**



The readers involved are a group of ardent book lovers. They read the most books of all population groups in Poland and collect books in their libraries. They are the most numerous book buyers. They use libraries, read in all formats, with the highest frequency and for the most reasons. They are also the group with the highest involvement in social interactions accompanying books. Representatives of this segment can be found in the largest industrial and academic centers, but also among the villagers, even those located outside the outskirts of major cities.



NON-INVOLVED READERS



There are many pupils and students in this group. These people read books in an intensity similar to that of traditional readers (i.e. not many), have them in their homes and use electronic formats. What distinguishes them is the greater emotional distance, manifested by the highest percentage of answers "neither like nor dislike" to the question of whether they like reading books. In terms of reader motivation, they are similar to non-reading men. They themselves read a little more because it is necessary for them to work and learn. They clearly prefer the Internet press over paper and are reluctant to pay for books, buying less than committed and traditional readers.



Non-involved readers account for 7% of the adult population in Poland, i.e. about 2.3 million people



They read as much as they have to



UNWILLING READERS



People in this segment read quite intensively, especially on the Internet, also reaching for the press to keep up to date with current events, as well as for entertainment and self-development and exploration of interesting topics. However, they declare that they do not like to read books and do not take part in book-related interactions to the same extent as generally non-readers. They are mainly men (60%) aged 30-49, workers and private entrepreneurs. They have mainly medium and professional technical education. They do quite well in life, taking into account the declared income and the amount of accumulated goods. They happen to buy books.

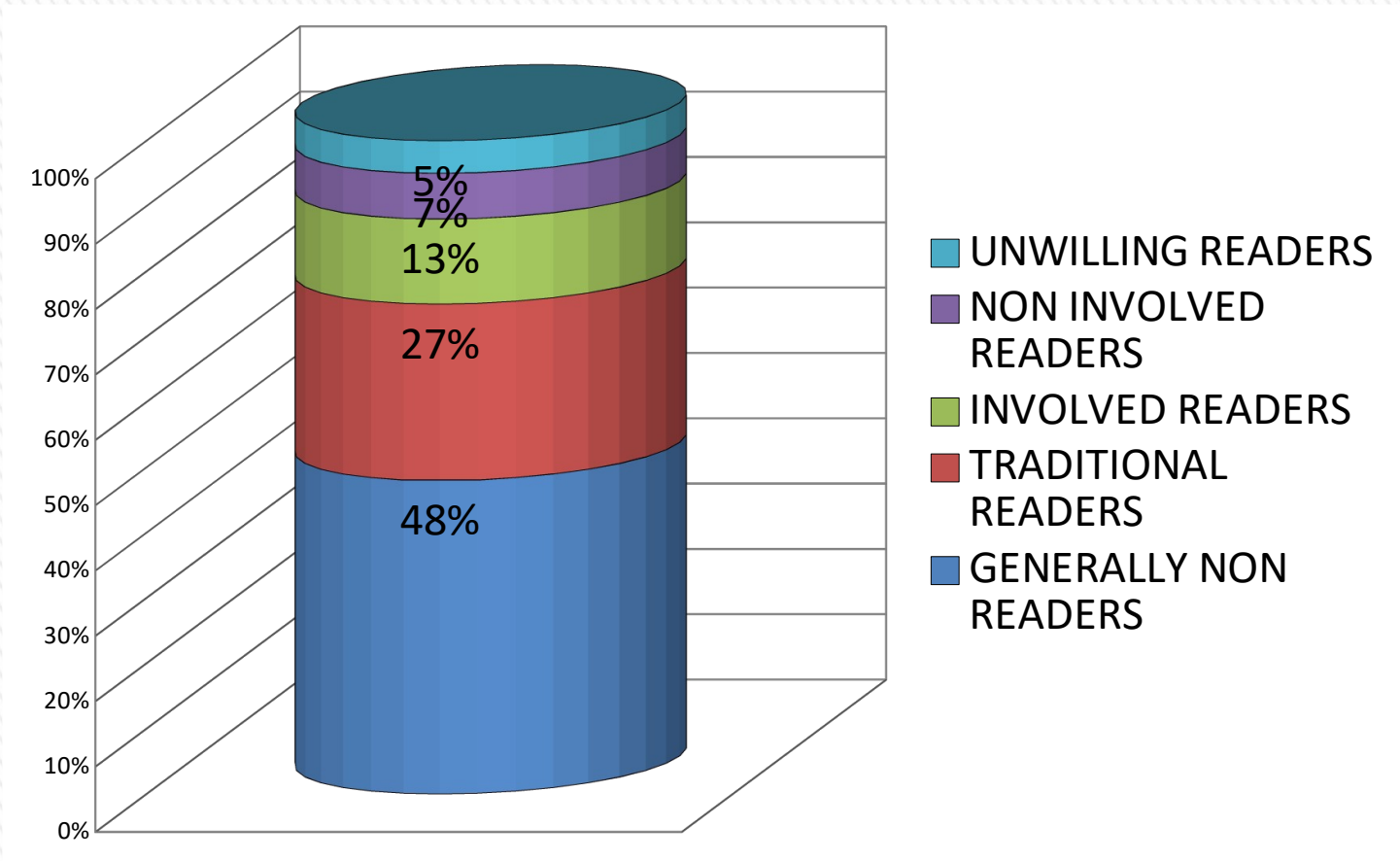
UNWILLING READERS
is 5% of the adult population in
Poland, i.e. about 1.6 million
people



**They don't like to read books, but they read because
they know it's necessary**



Groups (segments) of readers in Poland



As a summary we quote Ms. Justyna Osiecka-Chojnacka - social affairs specialist in the Sejm's Office of Analyses.

The level of readership is low in Poland. In recent years there has been a decline in this area and we are moving away from the Scandinavian model, in which the use of public libraries and reading of books and press is almost common. Examples from other countries show that the trend of declining readership is neither common nor inevitable in developed countries, e.g. due to new information and communication technologies changing the life of modern societies.

Continuation

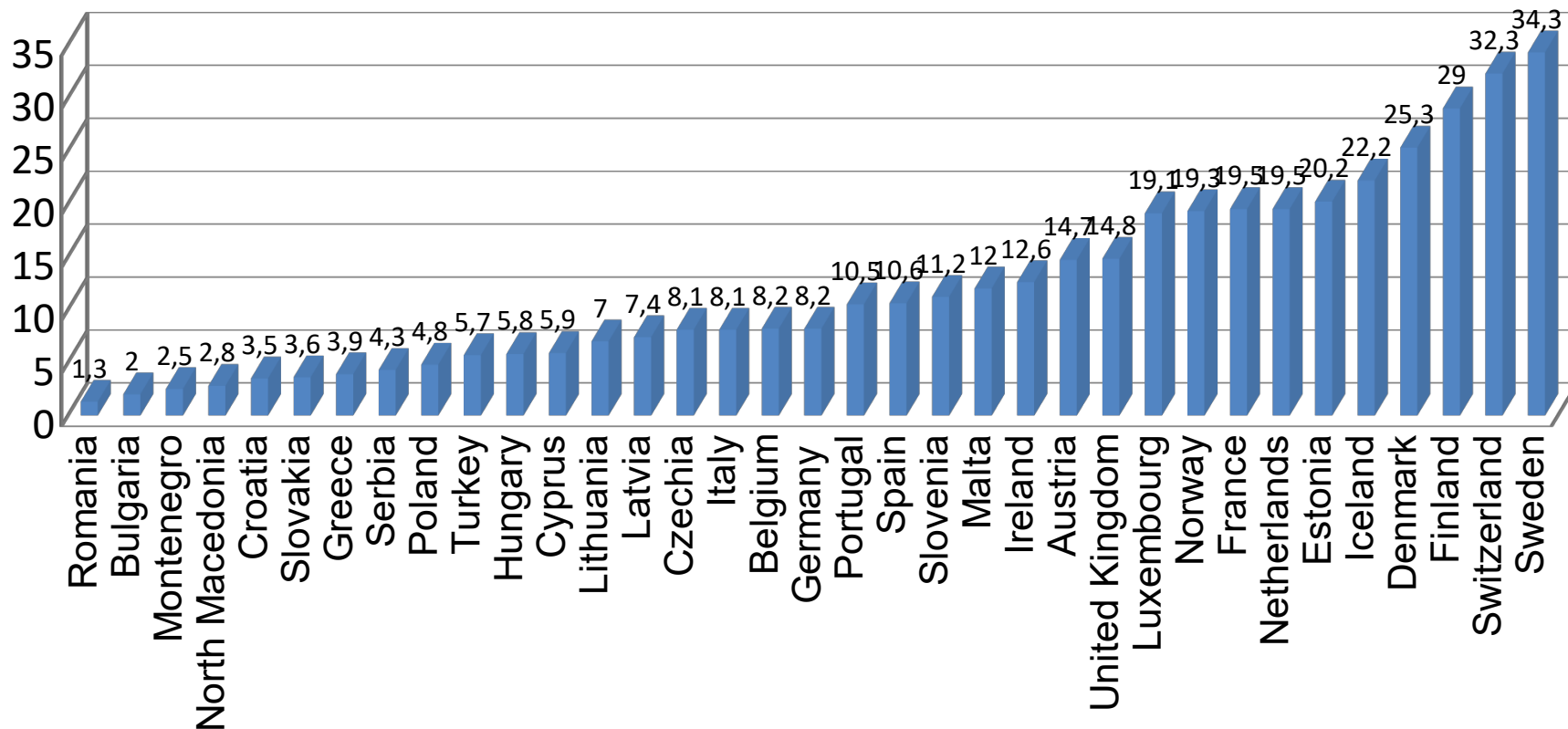
The low level of readership reflects the lack of updating and deepening of knowledge by citizens (lifelong learning) in Poland. This makes further development of Poland problematic or at least difficult. It will not positively affect the development of your organization (and your country) a manager or specialist who does not read the paper press, does not read news and press on the Internet, has not read 3 pages or more in the last month, has not read 3 or more books (including professional ones) during the year, and in turn other Polish citizens will not make good choices.

On the next slide. Reverse reading table (author's own work based on the National Library Report)



Professional category	Does not read the paper press	Does not read news and press on the Internet	Has not read 3 pages or more in the last month (including professional)	Has not read at least 1 book in a year (including professional)	Has not read 3 or more books in a year (including professional)	Has not read 7 or more books in a year (including professional)
Entrepreneurs and self-employed	42,00%	22,00%	40,00%	49,00%	75,00%	86,00%
Managers	36,00%	21,00%	40,00%	36,00%	64,00%	83,00%
Specialists	39,00%	13,00%	33,00%	29,00%	51,00%	77,00%
Non-working professions	43,00%	25,00%	47,00%	50,00%	72,00%	86,00%
Worker's professions	54,00%	50,00%	72,00%	72,00%	88,00%	95,00%
Farmers	34,00%	58,00%	56,00%	56,00%	84,00%	95,00%

Participation of adults (25 -64) in continuing education in % based on Eurostat data



Participants' own work

Describe the objective reasons for not reading books (including professional ones). Send your work in your national language in the *.doc, *.docx, *.odt file to the organizer of the training in Gیزیcko



Good luck

