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## Role of territorial marketing in development of rural communes in the context of competitiveness of the region

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**Key words:** economic potential, competitiveness, region, local development, territorial marketing

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**S u m m a r y:** This paper presents the role of territorial marketing in development of rural communes in the context of competitiveness of the region. Under the present conditions, increasing significance is gained by the conditionings of the development of particular regions, which should constitute the basis of the directions of development of given provinces. For this reason, this study presents the idea of factors and elements of territorial marketing of a region present in the literature on the subject in the context of competitiveness of the region. For several years territorial marketing, whose subject can be a commune, a district, a region, a state and also a special spatial unit with exceptional social and political, tourist and historic meaning, in particular landscape and national parks as well as nature reserves and protected landscape regions, has started to play a significant role in development.

The efficiency of affecting partners can be noticed not only in companies on the market of consumption goods, but also in service companies, investment sector, farms, social institutions, social organisations and non-profit institutions. This fact has stirred interest in territorial marketing. What has a significant meaning in the development of the analysed marketing is the specificity of a given state (region). Strong regionalisation and increase in competitiveness between centres is a meaningful stimulus for local marketing development, particularly in the face of economic backwardness of some regions, increase in the unemployment in those areas, the lack of services, etc. Furthermore, there is a demand for social support of local authorities as well as strong identification of inhabitants with a region (area). Strong identification is especially noticeable in the case of states and regions which up till the present day had strongly marked their local specificity, especially in terms of culture. In numerous countries or territories in the case of inhabitants' satisfaction, there is also a high degree of presenting outside support for local authorities in a number of undertaken enterprises.

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## 1. Introduction

At the end of 2003 spatial forms of nature and landscape preservation constituted 33.1% of the total Poland area (1). Landscape parks and protected landscape area should constitute natural enclaves of eco-development where basic rules of nature preservation are observed. Therefore the formation of principles of an appropriate regional development based on the concept of constant and moderate development, especially in valuable areas where nature is preserved, is particularly significant. Development conditions of the protected areas are the result of both the potential of natural resources of those areas as well as of objective exterior factors shaping the position in the whole area.

Local development can be defined as a process of economic, social, cultural and political changes leading to the rise of the level of residents' prosperity through the process of transformation from less advanced states to the ones more advanced and complex (2). What belongs to the tasks of a commune is especially securing a harmonious development, i.e. balance between social and material elements of the commune, as well as between economic and ecological ones. In order to achieve that, the commune performs a variety of its own tasks, which boil down to four groups (3):

- economic, spatial and ecological order; shaping economic development, space planning and protection of the environment;
- technical infrastructure (roads, water-supply, public transport, etc.);
- social infrastructure (educational system, social welfare, etc.);
- order and public safety (for instance fire-fighting service).

Communes may, and even are obliged to, prepare and accomplish strategic plans on their own as well as search for the most efficient strategies of local development (4). The strategy of local development embraces certain purposes and a general way of acting of a subject within the scope of the most significant and crucial decisions concerning the future of a given area. For several years territorial marketing, whose subject can be a commune, a district, a region, a state and also a special spatial unit with exceptional social and political, tourist and historic meaning, in particular landscape and national parks as well as nature reserves and protected landscape regions, has started to play a significant role in development.

The efficiency of affecting partners can be noticed not only in companies on the market of consumption goods, but also in service companies, investment sector, farms, social institutions, social organisations and non-profit institutions. This fact has stirred interest in territorial marketing. Simultaneously, as a result of extending marketing knowledge, independent scientific disciplines have come into being, including ecological marketing (5), whose elements may play a role in eco-development. Marketing activities are chiefly undertaken by local authorities, aiming at creating such conditions of functioning of a territorial unit, which make its further development possible.

This paper presents the role of territorial marketing in development of rural communes in the context of competitiveness of the region.

## **2. The scope and method of research**

The research consisting in pointing to directions of development of protected areas in Świętokrzyskie Voivodeship has been conducted by the author since 1998 and has lasted till the present day. The research embraces, among others, differentiating factors affecting multi-functional development as well as eco-development of protected areas. The theme of the research was finding marketing instruments which could attract the interest in this examined area. Statistical data as well as materials obtained from the communes constituted a complementary element of the research.

## **3. Competitiveness on a community scale**

In the present economic situation and global trends there are constant changes of the conditions of development. Those changes of economic conditions are related to the situation on global and national markets and therefore a new perception of development, defined through building competitiveness on a given area, and especially a new region, came into being. This new paradigm of development related to competitiveness of the region is currently extremely emphasised in regional research, including Poland. The concept of competitiveness is associated with a theory of microeconomics and the economics of enterprises (6). The definition of competitiveness was examined by many authors and in dictionaries it is defined as “rivalry, competition between particular people or groups interested in achieving the same goal” (7). In economic activity competitiveness means rivalry between companies competing in order to gain customers or markets (8). Considering the issues of competitiveness, it is indispensable to pay attention to the fact that the whole regional units compete with one another directly, like enterprises, since they do not offer a similar product, being in nature diverse and having their own regional properties (11). Competitiveness of a region is a measure of its superiority or distance separating it from other regions which together create a sort of a strategic group with defined, similar strategic goals and the strategy of competitiveness is undertaken by them consciously. The superiority in competitiveness is achieved by those regions whose products in a higher degree meet expectations and requirements of recipients (12).

Regions as a part of a public sector are subject to the rules of the market and competition in the range of implantation and location of various subjects in their area as well as in the range of their mobility and gaining resources (13; 14). In this way regional economies participate in a market and competition play, which, according to Alain Fayolle (15), means activities, whose essence is creating new values, which is

significant from the perspective of regional development. By way of analogy, it is indispensable to consider this issue (enterprise) on a local level, where spatial organisational units, such as communes or districts, try to compete directly and indirectly.

According to Tadeusz Markowski (16), competing reveals itself in rivalry for external benefits, which are marked by: aptitude for competing for external investors or for different means of assistance and subsidies. Apart from indirect competing, those subjects compete also directly through using and creating new and favorable conditions for enterprising, especially enterprises in order to make it possible for them to achieve competition superiority over subjects from their surrounding (from outside a given region). The final aim is assuring greater effectiveness, which results in a higher level of development of the whole region.

According to Kazimierz Kuciński (17), a region is “a group of areas adhering one to another (elementary units of geographical space) possessing—in terms of some criteria—as many as possible common features and showing possibly the greatest number of differences in relation to surrounding areas.” In the opinion of Kazimierz Dziewoński (18) a region is: “a spatial social and economic group, mainly a manufacturing one, developing in time and finding permanent reflection in the forms of managing of a given area.”

#### 4. The influence of protected areas upon local development: selected aspects

The Act on environment protection defines aims and principles of environment protection and especially defines activities aiming at preserving, proper employing and renovating elements of nature as well as natural complexes and eco-systems. This legal act defines nature protection as a part of ecological policy of a state. The idea of creating protected areas itself is closely related to nature protection and the protection of water resources as well as the abodes of flora and fauna which may be found there. The superior aim of any activity in protected areas is submitting it to nature and landscape protection. The Act on nature protection depending on the degree of a legal discipline allows for conducting a given man’s activity in a concrete protected area.

The basic purpose of creating a system of protected areas is maintaining natural processes, eco-systems’ stability and, in particular, preserving bio-variety. In Poland, according to the regulations which are binding, the areas of landscape parks and protected landscape are the most predisposed to introducing the idea of sustained development. The idea is particularly meaningful for natural protected areas, which perform various roles; especially they constitute a natural shelter for environment values. In concordance with the idea of permanent sustained development, what constitutes an alternative for intensive agriculture are forms of activities based on ecological and integrated agriculture (19).

In the question of agricultural economy in protected regions, much space is devoted, next to the issue of ecological agriculture, to agro-tourism and eco-tourism. Tourism is generally recognised as a chance for rural areas within multi-functional and sustained development, which may constitute a basic non-agricultural function of farms and the residents of villages, particularly in protected regions (in national and landscape parks).

## **5. Territorial marketing in development of rural communes in protected areas**

Traditional approach referring only to the activity of enterprises has been completed by an approach taking into account and including into marketing subjects also other non-profit organisations, as well as self-government communes (20).

What had a decisive influence upon a dynamic increase in the interest in territorial marketing were various general factors, being a reflection of contemporary processes of social and economic changes (21). According to Andrzej Szromnik (22) among such elements one may enumerate:

- increase in social awareness of belonging to separate local communes as well as regional, national and ethnic ones;
- separating and distinguishing in terms of ownership settlers' units of different grade;
- the rise in decision autonomy and economic independence of space and administration units;
- the development of marketing way of thinking and acting not only in the sphere of commercial activity;
- increase in competitiveness between states and state groups, regions, areas and communes in obtaining factors of perspective development;
- initiation of contemporary knowledge and managers' experiences in the management of settlers' units;
- increase in social and economic awareness of the society and the development of claim attitudes towards organs of territorial self-government related to that;
- increase in expectations and requirements of territorial communes' members with reference to quantity and quality of received public services.

What has a significant meaning in the development of the analysed marketing is the specificity of a given state (region)—it is different for France and different for Germany. Strong regionalisation and increase in competitiveness between centres is a meaningful stimulus for local marketing development, particularly in the face of economic backwardness of some regions, increase in the unemployment in those areas, the lack of services, etc. Furthermore, there is a demand for social support of

local authorities as well as strong identification of inhabitants with a region (area). Strong identification is especially noticeable in the case of states and regions which up till the present day had strongly marked their local specificity, especially in terms of culture. In numerous countries or territories in the case of inhabitants' satisfaction, there is also a high degree of presenting outside support for local authorities in a number of undertaken enterprises. The role of local marketing through promoting a city increases, due to, among others, a greater role of globalisation processes in economy, which is related to disappearing identification with a given territory. This factor will cause necessity in presenting one's own culture or identity with the aim of attracting capital or tourists' interest in a given region (23).

Territorial marketing is strictly related to ideas which are present in a given region and which result from particular features or kinds of business in a given region. Those ideas support the development of a region as a whole or its organisations and inhabitants. In the case of territorial marketing in protected areas, there is a strong interdependence between marketing and ecological, social and economic ideas resulting from the concept of eco-development.

The territorial marketing allows for:

- satisfying the needs and wishes of subjects located in a given unit with the aim of satisfaction and development at the action which stimulates their desired behaviour;
- recognising needs and creating such an offer for investors, which will present the qualities and attractiveness of a given unit in such a way that subjects will invest in the area of this unit.

Activities with the use of marketing instruments have particular significance in the development of a commune or a region. Local authorities appear in the role of the chief subject which prepares, organises, realises, coordinates and controls all marketing enterprises concerning a region in which a specific territorial unit is the main reference point for profits offered to partners.

In implementing constant and sustained development it is ecological marketing that plays a significant role and it appears as an economic category in market economy with a high awareness of economic subjects. Its role is related to consumers' interest in the condition of the environment and embraces promoting: products and services friendly to the environment, the idea of employing recyclable materials and promoting the idea of the development of pro-ecological manufacturers (24). Besides, one may promote ecological behaviour and the needs of economic subjects, especially consumers. What constitutes a significant question is informing consumers and manufacturers about ecological influence of products upon the environment.

What plays a special role in ecological marketing are ecological trademarks, ecological advertisement and ecological goods declarations. Those instruments are particularly significant for two reasons, i.e. the consumer's consciousness and the development of a given region.

## 6. Brand as the basis for promoting protected areas

In present economic conditions the consumer, having a wide choice of goods, in the case of high ecological awareness takes into account the origin and the way of manufacturing a given product. What plays a significant role in this area is a trademark or a logo of a product. Product's symbol is frequently an element confirming, for instance, the quality of a product. What proves the fact that market is perceived in such a way by consumers is available marketing research, which evinced the following hierarchy of consumers' requirements: product safety (its detailed description), presence or lack of quality system, production method, product presentation and geographic origin. Apart from main marks guaranteeing quality, conformity to binding certificates or ecological production, what plays a meaningful role are local marks (peasants' product, regional product, a product of a regional park) (25). Those marks are related to products strictly associated with a given region. What one should include into products which will contribute to the development of protected regions are material and non material goods connected, among others, with qualities of natural environment, tourist attractiveness, location offers, ideas of local society. Furthermore, one may also add to that social service, different kinds of plans, projects, expert opinions, advising services related to the development of a given region (26).

A meaningful instrument in the presented subject is ecological advertisement which identifies and emphasises proecological qualities of products and social attitudes related to that. The aim of those activities is promoting a given product or a region (area) with the aim of increasing its sales or drawing attention to that, for instance attracting tourists.

What plays a significant role in the question of protected regions' development is trademark. A trademark may constitute an important element of preserving cultural identity of a given region. Such a mark may be a stimulator of local development because of specificity and originality which cannot be found anywhere else. Besides, such a mark may be used in the process of introducing constant and sustained development, especially in the area of a landscape park or a national park. Marking this exceptional, because of a region's specificity, product may be a visiting card of such a park or area.

What has been presented in Popławski's paper (23)—opinions of the inhabitants of rural communes in protected areas concerning above mentioned marketing elements. Results analysis explicitly shows that all the answers proposed in closed questions are regarded as favourable towards the increase in attractiveness of a protected region. The respondents want to introduce the slightest changes in inhabitants' mentality and create promotion sign defining identity of the protected region (Piekoszów, Brody and Daleszyce). What they consider to be the most profitable is extending tourist base and building such a base as well as roads. What is interesting are respondents' answers regarding promotion where they pay more attention to ensuring a region's promotion than to a commune promotion.

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## Rola marketingu terytorialnego w rozwoju gmin wiejskich w kontekście konkurencyjności regionu

**Streszczenie:** W obecnych warunkach istotnego znaczenia nabierają uwarunkowania rozwojowe poszczególnych regionów, na podstawie których powinny opierać się kierunki rozwoju danych województw. Dlatego w niniejszej pracy zaprezentowano czynniki rozwojowe i elementy marketingu terytorialnego spotykane w literaturze przedmiotu w kontekście konkurencyjności regionu. Od kilku lat marketing terytorialny, którego podmiotem może być gmina, powiat, region, państwo, jak też specjalna jednostka przestrzenna o wyjątkowym znaczeniu społeczno-politycznym, gospodarczym, przyrodniczym, turystycznym, historycznym, a w szczególności parki krajobrazowe i narodowe oraz rezerwaty przyrody i obszary chronionego krajobrazu, zaczyna odgrywać rolę w rozwoju danego obszaru. Skuteczność oddziaływania na partnerów występuje nie tylko w przedsiębiorstwach na rynku dóbr konsumpcyjnych, ale także w przedsiębiorstwach usługowych, sektora inwestycyjnego, gospodarstw rolniczych, przedsiębiorstwach komunalnych, organizacji społecznych oraz instytucji non-profit. Ten fakt wpłynął na zainteresowanie się marketingiem terytorialnym. Istotne znaczenie w rozwoju analizowanego marketingu posiada specyfika danego kraju (obszaru). Silna regionalizacja i wzrost konkurencyjności pomiędzy ośrodkami jest liczącym się bodźcem dla rozwoju marketingu lokalnego, zwłaszcza przy gospodarczym zafocaniu danych terytoriów, wzroście na nich bezrobocia, braku usług itp. Ponadto istnieje zapotrzebowanie na wsparcie społeczne przez władze lokalne oraz silna identyfikacja mieszkańców z regionem (obszarem). Silna identyfikacja jest szczególnie widoczna w wypadku krajów i obszarów, które do tej pory silnie wyodrębniły swoją lokalną specyfikę, zwłaszcza w zakresie kultury. W licznych krajach czy terytoriach w razie zadowolenia mieszkańców występuje również wysoki stopień prezentowania na zewnątrz poparcia dla władz lokalnych w zakresie różnych podejmowanych przedsięwzięć.

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**Słowa kluczowe:** potencjał ekonomiczny, konkurencyjność, region, rozwój lokalny, marketing terytorialny

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Table 1  
Inhabitants' opinion on what actions should be undertaken in order to make a protected region more attractive in terms of tourism (in %)

Commune	guarantee the region's promotion		guarantee the commune's promotion		create a promotion mark of a protected area defining its identity		obtain financial and advisory assistance from authorities		extend tourist base		guarantee tourist attractions		extend tourist base, including roads		take care of natural environment		change people's mentality	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Bačkowice	78.81	10.17	74.58	12.71	66.98	16.98	72.64	16.04	77.97	14.41	78.44	12.07	71.68	15.93	71.43	15.18	57.41	18.52
Bałtów	88.16	1.31	86.84	0.00	84.51	0.00	84.29	4.29	88.46	1.28	90.91	0.00	89.04	1.37	89.61	1.29	80.82	6.84
Bliżyn	91.49	1.06	88.89	3.33	74.65	11.29	92.50	3.75	91.21	2.20	92.05	4.55	89.66	5.77	93.10	4.60	79.27	4.88
Bodzechów	78.00	5.00	79.17	8.33	69.77	8.14	71.91	7.87	75.51	13.27	76.09	6.52	73.12	10.75	73.91	9.78	63.74	18.68
Bogoria	64.41	5.08	61.40	6.14	57.52	8.85	56.38	3.19	60.68	4.27	61.86	4.24	59.83	0.85	57.76	4.31	48.57	10.48
Brody	52.83	31.13	41.58	31.68	44.34	33.96	93.10	6.90	74.53	9.43	71.17	9.91	74.29	9.52	98.00	2.00	54.17	45.83
Daleszyce	33.70	32.61	40.86	32.26	40.22	30.43	33.70	29.35	46.32	28.42	42.27	32.99	40.00	26.32	36.56	26.88	38.04	30.43
Gnojno	93.52	3.70	90.65	4.67	77.91	5.81	86.59	2.44	90.72	4.12	90.82	4.08	84.54	4.12	89.47	5.26	82.47	5.15
Górnó	75.76	12.12	70.59	15.29	56.79	24.69	62.86	18.57	73.68	9.47	74.42	5.81	66.67	12.82	69.74	13.16	69.62	13.92
Imielno	81.97	4.92	82.14	5.36	70.83	8.33	84.00	4.00	74.07	9.26	74.55	3.64	79.63	3.70	84.75	1.69	71.15	9.62
Iwaniska	84.29	5.71	86.11	8.33	88.33	3.33	90.00	3.33	90.00	5.71	89.39	3.03	89.86	7.25	86.96	5.80	74.14	10.34
Kije	85.71	2.38	90.00	2.50	78.57	4.29	81.94	2.78	87.67	4.11	86.49	2.70	78.67	1.33	74.67	1.33	71.23	0.00
Kluczewsko	78.13	7.81	88.89	4.17	81.67	6.67	80.85	8.51	86.67	5.00	85.19	7.41	90.16	4.92	89.66	5.17	64.91	19.30
Krasocin	56.76	17.57	61.33	14.67	50.72	20.29	63.77	21.74	55.84	23.38	65.79	13.16	64.29	17.14	64.29	17.14	48.57	34.29
Lagów	89.74	3.85	89.47	2.63	73.13	10.45	83.10	4.23	88.61	2.53	89.61	2.60	89.74	2.56	85.33	2.67	77.78	5.56
Lopuszno	84.15	4.88	79.45	8.22	72.13	9.84	82.09	5.97	87.84	1.35	79.41	7.35	84.21	2.63	81.94	9.72	67.65	14.71
Masłów	88.89	6.06	87.78	7.78	79.01	9.88	83.72	8.14	90.43	6.38	87.63	6.19	85.23	10.23	88.89	6.67	80.49	8.54
Michałów	84.09	11.36	83.15	10.11	71.95	17.07	74.39	13.41	78.05	12.20	80.49	15.85	77.78	16.05	78.82	11.76	72.29	16.87
Mirzec	86.59	6.10	82.05	8.97	72.37	18.42	76.00	6.67	75.29	5.88	78.48	10.13	82.05	8.97	83.54	8.86	68.83	12.99
Mniów	90.41	2.74	90.14	2.82	83.02	5.66	90.00	0.00	89.55	1.49	86.15	3.08	92.75	0.00	86.36	3.03	79.25	5.66

Nowy Korczyn	58.24	23.08	56.82	19.32	61.80	25.84	53.93	17.98	60.87	23.91	60.64	26.60	64.04	17.98	59.55	28.09	54.65	25.58
Oksa	84.62	8.55	83.02	5.66	70.00	9.00	75.25	6.93	75.44	8.77	81.25	2.68	81.36	5.93	84.07	3.54	69.61	5.88
Opatowiec	85.90	5.13	85.71	5.19	66.67	12.50	86.67	2.67	83.12	5.19	84.00	2.67	84.62	0.00	88.75	0.00	75.00	6.58
Pacanów	89.71	4.41	88.71	1.61	81.13	5.66	87.27	7.27	90.16	3.28	92.06	1.59	87.04	0.00	91.38	0.00	74.55	14.55
Pawłów	93.20	3.88	92.08	3.96	81.52	4.35	91.49	2.13	94.00	5.00	94.12	2.94	88.51	4.60	93.81	3.09	81.52	8.70
Piekoszów	53.00	24.00	52.53	27.27	40.21	31.96	44.57	27.17	48.00	16.00	45.92	24.49	49.48	18.56	47.47	26.26	39.39	28.28
Pierzchnica	89.80	3.06	90.91	2.02	75.51	6.12	72.90	2.80	85.71	2.04	79.80	5.05	81.82	4.04	77.55	4.08	68.37	6.12
Radoszyce	76.25	8.75	74.68	11.39	69.74	14.47	77.50	7.50	75.61	10.98	77.11	9.64	76.54	9.88	72.94	7.06	65.38	16.67
Raków	89.53	2.33	89.41	0.00	86.30	1.37	85.00	1.25	90.70	0.00	91.86	0.00	89.41	2.35	89.77	2.27	83.54	2.53
Ruda Maleniecka	83.08	9.23	86.15	6.15	70.59	11.76	77.55	14.29	84.62	7.69	83.33	5.00	79.69	9.38	84.75	8.47	73.58	11.32
Sitkówka Nowiny	61.63	13.95	62.03	15.19	51.47	13.24	53.62	13.04	54.93	14.08	58.67	13.33	61.43	14.29	58.57	10.00	52.70	13.51
Skarżysko Kościelne	84.62	7.69	78.38	12.16	76.19	15.87	82.09	10.45	84.00	10.67	88.00	4.00	93.42	2.63	85.33	8.00	68.12	15.94
Słupia Jędrzejowska	87.76	0.00	90.48	0.00	67.86	3.57	94.59	0.00	83.78	0.00	88.24	2.94	84.21	2.63	94.44	0.00	70.00	17.50
Słupia Konecka	89.06	6.25	88.52	6.56	85.00	8.33	90.00	5.00	89.84	5.08	90.00	5.00	89.23	6.15	91.93	3.23	85.25	4.95
Smyków	91.78	4.11	93.51	3.90	77.08	6.25	93.75	1.56	88.71	3.23	91.18	0.00	85.45	5.45	93.33	0.00	86.54	5.77
Sobków	81.93	12.05	83.53	7.06	75.34	12.33	84.42	14.29	82.93	6.10	86.25	10.00	82.67	12.00	83.33	10.26	73.85	12.31
Solec Zdrój	93.62	3.19	93.55	2.15	85.71	5.95	87.80	2.44	92.31	4.40	94.79	1.04	92.31	4.40	93.48	4.35	80.68	7.95
Stąpnica	97.87	0.00	95.92	2.04	87.88	3.03	93.94	0.00	95.92	2.04	97.78	0.00	90.24	0.00	95.74	2.13	84.62	7.69
Strawczyn	94.12	3.53	92.86	3.57	82.54	6.35	95.95	2.70	97.73	0.00	95.24	2.38	90.54	6.76	94.87	2.56	73.24	14.08
Szydłów	89.53	3.49	85.19	4.94	80.00	4.00	89.61	1.30	89.02	1.22	90.80	2.30	87.80	3.66	92.59	1.23	86.08	6.33
Tuczepy	80.00	5.45	85.45	3.64	77.27	2.27	63.04	10.87	80.00	5.45	78.43	3.92	74.47	2.13	82.35	5.88	74.07	11.11
Wiślica	96.59	1.14	97.56	0.00	90.41	0.00	96.10	0.00	96.55	0.00	96.43	0.00	94.19	1.16	95.18	1.20	88.89	4.94
Wodzisław	78.95	4.21	76.60	3.19	53.93	13.48	69.66	7.87	77.08	2.08	75.53	4.26	72.34	6.38	77.17	2.17	66.30	9.78
Zagnańsk	92.47	4.30	92.00	5.00	84.15	8.54	87.50	3.41	93.48	3.26	91.30	5.43	88.42	6.32	85.57	5.15	79.78	8.99
Złota	98.00	2.00	98.02	0.00	86.36	3.41	95.70	2.15	95.79	0.00	96.94	3.06	96.81	0.00	96.91	2.06	87.88	7.07

Source: (23).

