



REPORT ON THE SURVEY OF PARTICIPATION OF THE POPULATION IN CULTURE AND SATISFACTION WITH CULTURAL SERVICES

1. Information on the Survey and Its Process

The following main goals have been formulated and laid down in the tender organized by the Ministry of Culture of the Republic of Lithuania for the procurement of Survey of Participation of the Population in Culture and Satisfaction with Cultural Services:

- to determine the opinion of the population on accessibility and quality of cultural products / services;
- to identify the level of consumption of cultural products / services of the population and participation of the population in cultural and artistic activities.

Within the scope of analysis defined in the technical specification of the survey, this survey allows for calculating, reviewing or justifying the indicators (their values for 2014 and 2017, as well as their projections for 2020 and 2023) of 2012–2014 of the Interinstitutional Action Plan (IAP) for the implementation of the National Progress Programme for 2014–2020 (NPP) and the Cultural Policy Development Guidelines (CPDG), falling under the responsibility and within the field of interest of the Ministry of Culture.

	Evaluation indicator, unit of measurement and source (document) thereof	Value available from the survey of 2014	Value available from the survey of 2017	Value available from other surveys (year)	Target value for 2020
R1.	The share of country's population who have visited at least one cultural heritage site for cognitive purposes within the last 12 months (percent) (IAP evaluation (result) indicator of NPP priority <i>Culture</i>)	50%	53%	30% (2006)	55%
R2.	The share of population participating in cultural activities in small towns and villages (percent) (evaluation indicator of NPP task 1.3.2)	30%	40%	12% (2012)	42%
R3.	The share of the society members who tend to participate in cultural and artistic activities (percent) (evaluation indicator of NPP objective 1.3)	56%	58%	20% (2012)	58%
R4.	Level of consumption of cultural products / services (percent) (evaluation indicator of NPP task 1.3.2)	67% (theatre, concert, museum, exhibition), 35% (cinema)	67% (theatre, concert, museum, exhibition), 41% (cinema)	65% (theatre, concert, museum, exhibition), 28% (cinema) (2005)	-
R5.	Opinion of the society members on the changes of cultural accessibility * (percent) (evaluation criteria of CPDG IAP objective No. 6)	83%	71%	-	72%

	Evaluation indicator, unit of measurement and source (document) thereof	Value available from the survey of 2014	Value available from the survey of 2017	Value available from other surveys (year)	Target value for 2020
R6.	Opinion of the population on the quality changes in the environment and services promoting the development of personal cultural competences and creativity the entire life of a person ** (percent) (evaluation criteria of CPDG IAP objective No. 4)	93%	93%	-	93%
R7.	Opinion of the population on the quality changes of cultural heritage protection services ** (percent) (evaluation criteria of CPDG IAP objective No. 5)	89%	75%	-	82%

* Evaluation indicator calculated by adding the persons (percent) thinking that accessibility (in the field of culture) has „increased“ over the last 12 months and the persons (percent), thinking that the accessibility has „remained the same“, and by deducting from this amount the number of persons (percent) thinking that the accessibility (in the field of culture) has „decreased“ over the last 12 months.

** Evaluation indicator calculated by adding the persons (percent) thinking that quality of cultural services has „increased“ over the last 12 months and the persons (percent), thinking that the quality has „remained the same“, and by deducting from this amount the number of persons (percent) thinking that the quality of cultural services has „decreased“ over the last 12 months.

*** Evaluation indicator calculated by adding the persons (percent) thinking that cultural heritage protection has „increased“ over the last 12 months and the persons (percent), thinking that the protection has „remained the same“, and by deducting from this amount the number of persons (percent) thinking that the cultural heritage protection has „decreased“ over the last 12 months.

2. EES-net Culture Population Survey Questionnaire

The questionnaire used during the representative survey of Lithuanian population (15 years and over) has been prepared within the full scope of the cultural participation questionnaire of the *ESS-net Culture*. The additional benefit is the possibility for Lithuania to be involved in a group of EU member states applying the *ESS-net Culture* harmonized methodology for cultural participation.

The ESS-net Culture questionnaire has been adapted for Lithuania by:

- adding topics of interest for the Ministry of Culture:
 - participation in cultural activities (traditional crafts: wicker, straw, yarn or string plaiting, weaving, patchwork, felting and knitting),
 - participation in events (literary readings, book launches, traditions and customs concerts and folk evenings);
 - consumption of cultural products (works of fiction by authors writing in Lithuanian),
 - visiting of sites (famous historical cemeteries and barrows),
 - use of cultural services (book lending, reading-room, Internet and LIBIS services provided in libraries; archive services (physical and virtual visiting)),
 - social participation and volunteering (donation of books to libraries, organization of book collection);
- separating the consumption of cultural services and products in Lithuania and abroad;
- changing the participation frequency scales in questions which the respondents had difficulties answering to during pilot interviews. For example:

The original question of ESS-net Culture questionnaire:

Have you, during the last 12 months,...?	Once a week or more often	2-3 times a month	Once a month or less	Never
Collected objects	1	2	3	4

Question adapted for Lithuania:

Have you, during the last 12 months,...?	More than 36 times	13-36 times	5-12 times	1-4 times	Never
Collected objects (the number of times you have supplemented your collection: acquired new or sold/donated objects you have, watched / managed your collection)	1	2	3	4	5

To measure the impact of culture, an additional group of thirteen questions has been used, the content of which (i.e. specific questions in relation to indirect effects of culture) was established in cooperation with the Ministry of Culture

during the first phase of the survey. The answers to these questions have been used for establishing the links between participation in culture and consumption of culture and additional indicators of the effect. Moreover, using the answers to the questions in the questionnaire, a typology of participation in culture and consumption of cultural services has been compiled, which may help planning financial investments in culture.

A summary of questionnaire structure is presented in the table below.

Topic of the Questionnaire	Source of questions and wording thereof
1. Participation in culture and artistic activities	ESS-net Culture (2012) questionnaire
2. Social participation and volunteering	ESS-net Culture (2012) questionnaire
3. Use of cultural services	ESS-net Culture (2012) questionnaire
4. Accessibility of cultural services, quality of the cultural environment and services, quality of cultural heritage protection	Researchers, in cooperation with the specialists of the Ministry of Culture
5. Causes of non-participation in culture	Eurobarometer survey 2007
6. Cultural impact indicators (principles of citizenship, etc.)	Researchers, in cooperation with the specialists of the Ministry of Culture
7. Socio-demographic characteristics	Researchers, in cooperation with the specialists of the Ministry of Culture

3. Population Survey Methodology

Survey Method

The survey of Lithuanian population (15 years and over) was conducted by way of direct interviews in the respondent's home, using a computer.

Target Group of the Survey

Although existing or potential consumers of cultural products and services include the whole population of the country, the youngest persons are not invited to participate in the survey yet. The description of the ESSnet-Culture methodology states that ideally the survey target group should include persons from the age of six, although this is not a common practice. Since the EU member states are seeking to harmonize the methodology for collection of cultural statistics as much as possible (to ensure comparability of such data), it is recommended to conduct the survey on participation in culture by interviewing persons of 15 years and over.

The target group of the survey presented includes Lithuanian residents aged 15 years and over. The survey has excluded the residents of institutional homes (hospitals for lengthy treatment, children's and old people's homes, common lodging houses, special schools, prisons and monasteries).

Sample and Sampling

The sample of the survey is 1200 residents. The size of the sample has been determined on the basis of the task formulated for the procurement. In order to ensure a sample in small towns and villages sufficient for the analysis (the second evaluation indicator (R2) and the related task of determining a share of the population participating in cultural activities in small towns and villages), it was estimated that the minimum number of those polled in small locations should be 400 (which allows analyzing the results with the minimum error of 4.9%). Small towns and villages accounted for 35% of the total sample. In the analysis of the answers of the 1 200 respondents, the maximum error of the results constituted 2.8%.

The respondents for the survey have been selected by a multi-level representative stratified probability sampling of the population.

A total of 1202 Lithuanian residents aged 15 years and over have been interviewed.

The survey has been conducted from 20 February 2017 to 4 April 2017. 56 interviewers conducted the survey.

When interpreting the results, a statistical error resulting from selection of the respondents must be taken into account. The error shall be calculated mathematically. The table below shows the errors in case of different numbers of respondents and distribution of responses. The maximum statistical error in evaluating the answers of all the respondents (1 200 persons) shall be $\pm 2.8\%$ (with the confidence level of 95%).

Size of the Sample	Distribution of Responses									
	50	45/55	40/60	35/65	30/70	25/75	20/80	15/85	10/90	5/95
50	13.9	13.8	13.6	13.2	12.7	12	11.1	9.9	8.3	6
100	9.8	9.8	9.6	9.3	9	8.5	7.8	7	5.9	4.3
200	6.9	6.9	6.8	6.6	6.4	6	5.5	4.9	4.2	3
400	4.9	4.9	4.8	4.7	4.5	4.2	3.9	3.5	2.9	2.1
600	4	4	3.9	3.8	3.7	3.5	3.2	2.9	2.4	1.7
800	3.5	3.4	3.4	3.3	3.2	3	2.8	2.5	2.1	1.5
900	3.3	3.2	3.2	3.1	3	2.8	2.6	2.3	2	1.4
1000	3.1	3.1	3	3	2.8	2.7	2.5	2.2	1.9	1.4
1200	2.8	2.8	2.8	2.7	2.6	2.5	2.3	2	1.7	1.2

3.1. Characteristics of the Principles and Behaviour of the Respondents

Obstacles to Involve in Cultural Life

With regard to the obstacles preventing the population from involvement or volunteering in cultural life, the most common personal reasons mentioned are the lack of time (47% of the respondents indicated this as an obstacle) and poor health (17%). Slightly more than a quarter (28%) of the interviewees said they had a different interest than a cultural life.

More than a half of the population of Lithuania have mentioned at least one problem of the supply and accessibility of cultural services. The most common problems indicated include an overly high price (36%) and poor accessibility of such services (difficult to reach for 16%, unsuitable opening hours of cultural establishments for 5%). A slightly smaller share blame dissemination and quality of cultural services: 10% of population mention limited accessibility, 6% - low quality, another 10% of the residents say there is a lack of information on cultural activities in Lithuania.

In general, it can be said that the majority of population has one or another reasons for not participating in cultural life (93% in 2017 and 95% in 2014). The main reasons for not participating in cultural life are personal (lack of time, poor health) (50% of the population have not participated in cultural life due to personal reasons in 2017 and 54% of population in 2014). About quarter of Lithuanian population is simply not interested in cultural activities, they have other interests more interesting (28% in 2017 and 25% in 2014). A small part of Lithuanian population indicate that lack of quality and accessibility of the services prevent them from participating in culture (too expensive, difficult to reach, lack of information, limited choice, low quality of services, inadequate working hours) (16% in 2017 and 15% in 2014).

Analysis of non-participation in cultural life according to socio-demographic characteristics of the population:

- **No obstacles** to involve in cultural life are most often **seen** by single persons having no children, having higher income. Compared to the situation in 2014, there are more residents of 15 – 19 years old seeing no obstacles to involve in cultural life. Meanwhile, young people aged 20-29 see more obstacles now than 3 years ago. The main obstacle preventing young people from participation in cultural life is lack of time;
- **Lack of interest** is more characteristic of male respondents; people of lower education; people in less qualified employment, unrelated to the field of culture. Cultural life is more interesting for people in higher positions, working and studying in the field of culture;
- **Personal reasons** as an obstacle to involvement in cultural life are more often identified by females, young people aged 20-29 and older people of working age; possibilities of elderly are often limited by health. Personal reasons are limiting the involvement in cultural life for people living in families of 4 and more people with minors, children under 15 years old;
- **The lack of supply and accessibility of cultural services** is more often felt by women, divorced persons with lower income (up to 200 EUR per family member).

Pride in Lithuanian Citizenship

The majority of the participants of the survey are Lithuanian citizens. The majority of Lithuanian population take pride in Lithuanian citizenship: 40% of the population are very proud in Lithuanian citizenship, 45% of population are more proud than not proud. Compared to 2014, the tendencies of being proud in Lithuanian citizenship did not change substantially, it is noticeable, however, that the number of persons not very proud in Lithuanian citizenship has decreased slightly.

Analysis of taking pride in Lithuanian citizenship according to socio-demographic characteristics of the population:

- A larger number of people **very proud of** being Lithuanian citizens is found among females, older persons (60 years and over), ethnic Lithuanians with higher education;
- Persons who **have a tendency for taking pride** in Lithuanian citizenship are more numerous among individuals 50-59 years old;
- There are more male individuals among those who take **little pride or no pride** in Lithuanian citizenship. The number of individuals not proud of Lithuanian citizenship is larger among the middle-aged respondents (40-49 years) with secondary education, divorced persons, living separately non-Lithuanians, unemployed or persons with less qualified employment.

Feeling of Happiness, Emotional and Spiritual Health

In general, the majority of Lithuanian population (73%) feel happy. However, only 10% of the population feel very happy, and the remaining 63% of the population feel just happy. Every fourth (23%) resident of the country feels not very happy and only 4% of the residents feel unhappy. Evaluation of the feeling of happiness of Lithuanian population remained unchanged over the past 3 years.

Analysis of the feeling of happiness according to socio-demographic characteristics of the population:

- The feeling of **happiness** during the last 12 months has been observed more often among the younger and the middle-aged population (15-39 years) with higher education, studying, employed in highly skilled occupations, having higher than average and higher income (more than EUR 351 per family member), living in larger households, raising minor children. Those living in marriage, cohabitation or never been married were more likely to say they were happy as well;
- **The number of unhappy** respondents is higher among persons of mature and older age (50 years and over) with primary, basic or secondary education, retired and having lower income (up to EUR 350 per family member). Divorced and widowed persons and individuals living in single-person households have felt unhappy more often as well.
- A smaller part of the population is satisfied with the spiritual health (63%), compared to the feeling of happiness (73%). Half of the Lithuanian population (51%) had good spiritual health over the last year, and every tenth respondent (12%) indicates having or having had very good spiritual health. Every third resident of Lithuania (32%) consider their spiritual health as satisfactory and only 5% of the population think their spiritual health is bad or even very bad (1%). The spiritual health of Lithuanian population remained unchanged over the last few years.

Analysis of the spiritual health according to socio-demographic characteristics of the population:

- Very good and good spiritual and emotional health is more characteristic among people of younger age (15-49 years), with higher education, studying, employed in highly skilled occupations with higher than average and higher income (more than EUR 351 per family member) and those living in larger households, families raising minors up to 15 years old. Good spiritual and emotional health is more common among people living together, married or those who have never been married.
- Respondents with average spiritual health are more numerous among older people (50 years and over), with primary or basic education, retired and having lower income (up to EUR 350 per family member). People with average spiritual health are more common among divorced and widowed persons and individuals living in single-person households.
- Poor spiritual and emotional health is more common among older respondents (70 years and over), having primary or basic education, retired or unemployed, having lower income (up to EUR 200 per family member), divorced, widowed persons, and people living in single-person households.

Voting at Elections

64% of Lithuanian residents who have participated in the survey claimed they have voted at the parliamentary elections in 2016. This is a larger proportion of the population participating in the elections than indicated in the report of the Central Electoral Commission of the Republic of Lithuania (voter turnout– 51%)¹. The difference may be explained by the following assumptions: (1) the survey did not include certain social groups (homeless people, people who are not living in Lithuania, but have not declared their departure, etc.), in which the proportion of non-voters is likely to be higher; and (2) it is important to take into account the precondition of "socially acceptable" behaviour when people participating in the survey want to appear better than they really are before the interviewer (voting at elections is a "socially correct" behaviour).

Analysis of voting at elections according to socio-demographic characteristics of the population:

- More of the **voters** at elections are women, older residents (aged 60-59, or 70 years and over), persons with higher education, retired or having highly qualified employment. People working / having worked or studying in the field of culture, widowed or having no minor children (under 15 years old) were more likely to vote at the elections;
- A larger number of **non-voters** is found among male respondents, residents aged 20-39. A larger number of non-voters is among those with secondary education, unemployed or employed in lower qualified positions, having low income (up to EUR 200 per family member), single persons, individuals living in three-person households and raising minors.

Faith and Attendance of Houses of Prayer

29% of the residents who have participated in the survey identify themselves as believers and faith practitioners. Every second resident of Lithuania (50%) is a believer but not a faith practitioner. 17% of the population say they are christened, but they do not consider themselves believers and are not faith practitioners.

Analysis of faith and attendance of houses of prayer according to socio-demographic characteristics:

- **Believers and those practicing a religion** are more numerous among women, people of older age (60 years and over). Non-nationals, people having primary, basic or post-secondary education, residents with average income (EUR 201-350 per family member), widowed, people living alone, not raising minors are more likely to consider themselves as believers and those practicing religion;
- The number of **believers not practicing their religion** is slightly larger among male respondents, residents aged 40-59. This is more characteristic to people living in marriage, having slightly higher than average income (EUR 351-580 per family member);
- **Non-believers** are mostly male respondents. Young people (aged 15-29), people having secondary education, unemployed or single people are also more likely to include themselves in this group.

Impact of Participation in Cultural Life on Patriotism

People are not likely to associate participation in cultural life with patriotism. Only every fourth resident (25%) tends to accept the fact that he/she is a greater patriot because he/she is involved in the cultural life of the country. Almost every second respondent (46%) disagree with such opinion, and every fourth respondent (23%) does not have a strong opinion about that. The connection between patriotism and participation in cultural life has further weakened since 2014. A slightly more moderate assessment of the links between patriotism and participation in cultural life is noticed among those participating in cultural life: every third participant of cultural activities (37%) considers himself/herself being a greater patriot for being involved in culture; similar proportion (34%) disagrees with the opinion, and every third respondent (29%) has no opinion on the issue.

Analysis of the **links between patriotism and participation in culture** according to socio-demographic characteristics:

- A slightly larger number of those thinking that [participation in culture is related to patriotism](#) is among women, persons aged 15-19, having higher education, persons of Lithuanian nationality, working or having worked in the field of culture;
- The number of those who think that [participation in culture has no relation to patriotism](#) is larger among male respondents, persons with secondary education, unemployed or those employed in low-skilled jobs.

Impact of Participation in Cultural Life on Creativity

Every fourth resident of the country (25%) agrees with the fact that participation in culture develops their creativity. A greater part of the population (45%), however, are more likely to disagree. Another third of the respondents (30%) has no strong opinion on this issue. During the period of the study (2014-2017 m.) an increasing part of population is observed linking its creativity with participation in cultural life. The links of participation in culture and creativity are stronger among those involved in culture: 38% of people involved in culture agree with the fact that participation in culture develops their creativity; every third respondent (32%) disagrees with the link, another third of respondents (30%) has no strong opinion on the issue.

Analysis of the [links between creativity and participation in culture](#) according to socio-demographic characteristics:

- A slightly larger number of those thinking that [participation in culture strengthens creativity](#) is among women, young people (aged 15-29), persons having higher education, not married persons, having highly qualified employment or jobs related to culture, living in big cities;
- A number of those convinced that participation in [culture does not strengthen creativity](#) is slightly higher among male respondents, persons having secondary education, unemployed, with low income (up to EUR 200 per family member), living in smaller settlements.

The Concept of Creativity

When asked to define a creative person and the features characteristic to such person the residents of Lithuania have mentioned a very wide range of features that they associate with creativity. The most common definition of a creative person is that a creative person is one who creates or can create (39%). Most often of the respondents did not specify particularly what should be the creations of a creative people (20%), but the majority of the respondents stated that a creative person should be creating works of art (14%). Others said that a creating person should be creating something beautiful or useful for other people; create works of long-term value (3%), and a small part of the respondents only expressed an opinion that not necessarily the works of art can be created by creative people - creative people may be those who discover, create something new and it may be outside the boundaries of art (e.g. scientists, developing scientific innovations or discovering new scientific laws) (1%).

Many people also emphasize the importance of talent: creative person must have a talent, certain abilities that would be extraordinary and outweigh the other skills (18%). On the other hand, ability of creating something may not be the only way of expressing one's creativity; creativity may be also expressed by constantly generating new ideas, or having unlimited imagination (15%). Part of the people think that creativity is inseparable from moral and spiritual matters: they think that a creative person must have high morality, sensitivity to others, and be spiritual (7%). In order to call a person creative, such person must be well educated, curious and have a constant interest in the surrounding world (7%).

Less people have given the following definition of creativity (6% of Lithuanian population and less): creative person must be active and initiate various activities; such person must be hard-working and diligent; think different than the majority of people; be tolerant and open; have a high intellect; something to stand out of the crowd; be brave and determined; be able to communicate with people; be able to find original solutions in unexpected situations; be famous, recognized; participate in cultural life and use cultural products; be free; independent of the opinions of others.

Usually people understand creativity in two approaches: (1) as the ability to draw, sing, dance, play musical instruments, etc. (67%) and (2) as the ability to generate new ideas (66%), think differently than the most (52%). In the opinion of the respondents, adoption of unexpected solutions and solutions in the event of unforeseen situations is also an element of personal creativity (43%).

Analysis of the [concept of creativity](#) according to socio-demographic characteristics of the population:

- Creativity as an expression of artistic abilities is more often perceived by persons having a post-secondary education, living alone, divorced people;

Ability to generate new ideas, think differently than most of people and find unexpected outcomes and decisions as factors defining creativity are more often understood among young people (15-29 years) with higher education who work highly qualified jobs with higher than average (EUR 351-580 per family member) or high income (over EUR 580 per family member). 40% of the population of Lithuania consider themselves to be creative people. 58% of the population are very doubtful about their creativity or think that they do not have this feature.

Analysis of self-evaluation of creativity according to various socio-demographic characteristics of the population:

- Women, younger and middle-aged persons (aged 15-39), having a higher education, and a higher income (more than EUR 580 per family member), highly qualified employment, related to the field of culture and the residents of big cities are more likely to consider themselves creative people.
- Men and middle-aged persons (60 years and over), retired persons, having a primary, basic or secondary education, receiving low income (up to EUR 200 per family member), working in less qualified positions, divorced, living separately or widowed people are less likely to attribute this feature to themselves.

Trust in People

Lithuanian residents are more cautious and suspicious about trusting strangers, rather than tending to trust all unconditionally: only 25% of the population think that most people can be trusted. The majority of population (72%), however, believes that they have to be very cautious with strangers. The tendency remained unchanged over the last few years.

Analysis of trust in people according to various socio-demographic characteristics of the population:

- More persons trusting people are among those with higher education, working in highly qualified or culture-related positions, receiving higher than average or higher income (EUR 351 and more per family member), living in big cities;
- More persons thinking that they must be cautious with people are among those with primary or basic education, unemployed or retired people, unrelated with the field of culture and receiving low income (up to EUR 200 per family member), as well as rural population.

4. Values of Evaluation Indicators

4.1. Indicator. Persons (≥15 years), who in the last 12 months have visited a cultural heritage site, pct.*

	2014	2017	Difference
Final indicator (1.1, 1.2)			
Persons (≥15 years) who in the last 12 months have visited a cultural heritage site, pct.	57,6	58,3	0,7
General indicator (1.1, 1.2, 1.3)			
Persons (≥15 years) who in the last 12 months have visited a cultural heritage site, including virtual visits, pct.	72,1	70,8	-1,3
Persons (≥15 years) who in the last 12 months..., pct.			
1.1 have visited museums, galleries or exhibitions	42,5	34,9	-7,6
1.1.1 have visited museums	37,8	31,5	-6,3
1.1.1.1 have visited museums in Lithuania	34,0	27,2	-6,8
1.1.1.2 have visited museums abroad	10,5	11,3	0,8
1.1.2 have visited galleries or exhibitions	31,6	21,3	-10,3
1.1.2.1 have visited galleries or exhibitions in Lithuania	30,3	18,9	-11,4
1.1.2.2 have visited galleries or exhibitions abroad	6,5	7,7	1,2
1.1.3 have visited museums, galleries or exhibitions in Lithuania by type	39,6	30,8	-8,8
art	23,7	16,3	-7,4
history and archaeology	17,1	12,5	-4,6
natural history and natural science	5,6	6,1	0,4
science and technology	4,5	4,8	0,2
folk life, ethnography and anthropology	13,5	10,2	-3,3
general, mixed (regional, city, etc.)	10,9	8,7	-2,3
memorial (writers, musicians, painters, politicians, etc.)	8,2	4,3	-3,9
1.1.4 have visited museums, galleries or exhibitions abroad by type	11,3	12,6	1,3
art	6,5	6,5	0,0
history and archaeology	6,1	7,2	1,1
natural history and natural science	1,2	2,4	1,2
science and technology	2,6	2,7	0,1
folk life, ethnography and anthropology	1,5	2,6	1,1
general, mixed (regional, city, etc.)	2,0	2,9	0,9
memorial (writers, musicians, painters, politicians, etc.)	1,1	1,2	0,2
1.2 have visited cultural monuments, historical or artistic places, famous buildings or archaeological sites	50,0	53,0	3,0
1.2.1 have visited cultural monuments, historical or artistic places, famous buildings or archaeological sites in Lithuania	46,7	50,3	3,6
1.2.2 have visited cultural monuments, historical or artistic places, famous buildings or archaeological sites abroad	15,8	18,9	3,1
1.2.3 have visited heritage sites in Lithuania by type	46,7	50,3	3,6
historic sites (old towns, historic parts of cities, etc.)	36,0	37,9	1,9
ancient and famous buildings, e.g. castles, churches, manors	34,7	40,4	5,7
archaeological sites, e.g. castle hill, barrows, settlements investigated by archaeologists	16,9	23,8	6,9
famous historical cemeteries	6,9	8,8	1,9
have travelled along cultural itineraries (e.g. historical roads, roads of artists, writers, architects, etc.)	7,0	8,8	1,8
1.2.4 have visited heritage sites abroad by type	15,8	18,9	3,1
historic sites (old towns, historic parts of cities, etc.)	13,3	15,6	2,4
ancient and famous buildings, e.g. castles, churches, manors	11,6	15,3	3,7
archaeological sites, e.g. castle hill, barrows, settlements investigated by archaeologists	4,9	5,9	1,0
famous historical cemeteries	2,1	2,6	0,5
have travelled along cultural itineraries (e.g. historical roads, roads of artists, writers, architects, etc.)	2,4	3,3	0,9
1.3 have made virtual visit to cultural monuments	46,5	47,7	1,1
1.4 have visited or applied to an archive, or searched for records online	5,5	3,4	-2,1
1.4.1 have visited or applied to an archive	3,7	1,6	-2,2
1.4.2 have searched for archive records online	3,8	2,8	-1,0

*Adjusted title of indicator, corresponding to indicator R1. *The share of country's population who have visited at least one cultural heritage site for cognitive purposes within the last 12 months (proc.) (IAP evaluation (result) indicator of NPP priority Culture)*

4.2. Indicator. Persons (≥15 years) in small towns and villages who in the last 12 months have participated in cultural activities, pct.*

	2014	2017	Difference
Final indicator (2.1.1, 2.2.1, 2.3.1, 2.4.1, 2.6.1, 2.7)			
Persons (≥15 years) in small towns and villages who in the last 12 months have participated in cultural activities, pct.	29,9	40,0	10,1
General indicator (2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7)			
Persons (≥15 years) in small towns and villages who in the last 12 months have participated, volunteered or socially participated in cultural activities, pct.	31,9	43,0	11,1
Persons (≥15 years) in small towns and villages who in the last 12 months..., pct.			
2.1 have participated, volunteered or socially participated in performing arts	15,0	18,4	3,4
2.1.1 have participated in performing arts	14,0	15,1	1,1
2.1.1.1 have acted in a theatre play	5,3	4,5	-0,8
2.1.1.2 have directed a theatre play	1,1	1,9	0,8
2.1.1.3 have acted in a cabaret or comedy	1,7	1,9	0,2
2.1.1.4 have sung in a choir, vocal ensemble, folklore or folk company, band, opera / operetta / musical troupe, pop, rock or rap band	8,4	7,9	-0,5
2.1.1.5 have played a musical instrument (alone or in a folklore company, band)	5,9	5,3	-0,6
2.1.1.6 have composed music or performed as DJ	2,0	0,9	-1,1
2.1.1.7 have danced (ballet or modern dance, ballroom dance, Latin American dance, jazz dance, hip hop, break dance, street dance, folk dance)	3,9	3,7	-0,1
2.1.1.8 have done choreography for a dance performance	2,1	1,4	-0,8
2.1.2. have volunteered or socially participated in performing arts	7,4	11,1	3,7
2.1.2.1 have volunteered (for performing arts) by working for their company, group or ensemble (including taking care of logistics, requisites, costumes, lights, sound, etc.)	4,6	9,0	4,4
2.1.2.2 have attended classes, training related to their performing activities (including music, theatre and dance schools)	5,1	5,7	0,6
2.1.2.3 have uploaded a performance of their company, group or ensemble on the Internet	2,5	3,1	0,6
2.2 have participated, volunteered or socially participated in visual arts or crafts	16,8	26,5	9,7
2.2.1 have participated in visual arts or crafts	15,5	23,7	8,1
2.2.1.1 have made paintings, graphical works (by hand)	5,6	9,3	3,7
2.2.1.2 have made photographs as an artistic hobby (excluding family and/or holiday pictures)	3,4	5,9	2,6
2.2.1.3 have made sculptures (including also traditional folk sculptures)	2,1	1,9	-0,3
2.2.1.4 have made pottery, glass	1,7	2,0	0,3
2.2.1.5 have worked with jewels, amber	0,8	0,4	-0,3
2.2.1.6 have made textile works (weaving, yarn or string plaiting, patchwork, felting, knitting)	9,4	11,5	2,2
2.2.1.7 wicker or straw plaiting (hanging gardens woven from straw)	2,5	1,1	-1,4
2.2.1.8 have sold own works of visual arts or crafts at least a few times	2,7	3,2	0,5
2.2.2 have volunteered or socially participated in visual arts or crafts	7,8	10,4	2,6
2.2.2.1 have been members of associations, clubs or groups of amateur artists or craftsmen	2,9	1,3	-1,6
2.2.2.2 have done volunteer work for these associations, clubs or groups	3,0	2,9	-0,1
2.2.2.3 have presented own works (alone or with others) in exhibitions	3,6	4,1	0,6
2.2.2.4 have attended classes, training related to their creative activity	4,7	5,9	1,2
2.2.2.5 have uploaded images of own works on the Internet	2,9	6,2	3,3
2.3 have participated, volunteered or socially participated in cultural heritage activities	13,8	15,8	2,0
2.3.1 have participated in heritage activities	10,3	12,5/ 13,8**	2,2
2.3.1.1 have collected objects	6,0	8,4	2,4
2.3.1.2 have searched in archives and / or online for genealogical or historical records	5,9	6,1	0,2
2.3.1.3 have participated in archaeological excavations	1,1	0,6	-0,5
2.3.1.4 have been interested in library archives**		4,8	
2.3.2 have volunteered or socially participated in cultural heritage activities	5,2	3,4	-1,8
2.3.2.1 have been members of a cultural association, club or group that supports museums or is related to history or genealogy or takes care of monument and heritage protection	2,9	2,1	-0,8
2.3.2.2 have done voluntary work or donated to a museum, an association, club or group for monument or heritage protection (e.g. have participated in collective work, supported construction or renovation of a cultural site)	3,6	3,0	-0,6

Continuation of the table

	2014	2017	Difference
Persons (≥15 years) in small towns and villages who in the last 12 months..., pct.			
2.4 have participated, volunteered or socially participated in book and press cultural activities	8,8	7,5	-1,3
2.4.1 have participated in book and press cultural activities	6,4	5,5	-0,9
2.4.1.1 have written fiction or non-fiction in their leisure time	5,2	4,3	-0,9
2.4.1.2 had a blog or a personal website on the Internet	2,2	3,4	1,2
2.4.2 have volunteered or socially participated in book and press cultural activities	4,3	3,3	-1,0
2.4.2.1 have been members of an association, club or group of (amateur) writers or journalists	1,5	0,1	-1,3
2.4.2.2 have attended courses or lessons on (creative) writing	1,5	1,2	-0,2
2.4.2.3 have sent at least one letter to the editor of a newspaper or a magazine	1,4	1,7	0,3
2.4.2.4 have published their own work on paper	1,1	0,5	-0,7
2.4.2.5 have published own work in whatever form on the Internet (including weblogs, e-journals and other internet publications)	2,1	1,0	-1,1
2.4.2.6 have attended a reading circle or a book club	2,8	1,7	-1,2
2.4.2.7 have participated in a reading circle or a book club on the Internet	2,1	1,0	-1,0
2.5 have volunteered or socially participated in library activities	2,2	3,1	0,9
2.5.1 have donated books to a library (<i>not included in 2.5</i>)	2,8	6,6	3,8
2.5.2 have volunteered in organizing book collection campaigns for libraries	1,6	2,0	0,4
2.5.3 have done voluntary work at a library	1,7	2,7	1,0
2.6 have participated, volunteered or socially participated in film and video arts	3,0	3,9	0,9
2.6.1 have participated in film and video arts (have made at least one film or video (excluding family or holiday films))	1,7	3,1	1,4
2.6.2 have volunteered or socially participated in film and video arts	2,4	2,3	-0,1
2.6.2.1 have been members of an association, club or group that makes films or videos (including video clips)	0,8	0,3	-0,4
2.6.2.2 have done voluntary work or donated to such associations, clubs or groups	0,9	0,8	-0,1
2.6.2.3 have attended courses or lessons for film or video making	0,8	0,5	-0,3
2.6.2.4 have shown own film or video to an audience	1,0	2,1	1,1
2.6.2.5 have uploaded on the Internet own film or video or films or video of the association, club or group they are members	1,3	1,4	0,2
2.7 have participated in cultural Internet activities (have designed anything for the Internet (a webpage, a game or a blog))	1,2	1,1	0,0
2.8 have participated in social networks such as Facebook, MySpace, LinkedIn or Twitter	32,4	49,7	17,3

4.3. Indicator. Persons (≥15 years) who tend to participate in cultural activities, pct.*

	2014	2017	Difference
Final indicator (3.1.1, 3.2.1, 3.3.1, 3.4.1, 3.6.1, 3.7.1)	54,5	56,8	2,3
Persons (≥15 years) who tend to participate in cultural activities, pct.			
General indicator (3.1.1, 3.1.2, 3.2.1, 3.2.2, 3.3.1, 3.3.2, 3.4.1, 3.4.2, 3.5.1, 3.6.1, 3.6.2, 3.7.1)	58,6	59,9	1,3
Persons (≥15 years) who tend to participate, volunteer or socially participate in cultural activities, pct.			
Persons (≥15 years) who, ..., pct.			
3.0 Cultural activities			
3.0.1 tend to participate in cultural activities	54,5	56,8	2,3
3.0.1.2 have participated in cultural activities in the last 12 months	20,9	22,5	1,5
3.0.1.2 tend to participate in cultural activities, but have not done that in the last 12 months	33,6	34,3	0,8
3.0.2 tend to volunteer or socially participate in cultural activities	37,3	38,1	0,8
3.0.2.1 have volunteered or socially participated in cultural activities in the last 12 months	8,7	9,3	0,6
3.0.2.2 tend to volunteer or socially participate in cultural activities, but have not done that in the last 12 months.	28,6	28,8	0,2
3.1 Performing arts			
3.1.1 tend to participate in performing arts	29,3	29,6	0,3
3.1.1.1 have participated in performing arts in the last 12 months	12,9	14,3	1,5
3.1.1.2 tend to participate in performing arts, but have not done that in the last 12 months	16,5	15,3	-1,2
3.1.2 tend to volunteer or socially participate in performing arts	19,5	20,2	0,7

3.1.2.1 have volunteered or socially participated in performing arts in the last 12 months.	8,7	10,8	2,1
3.1.2.2 tend to volunteer or socially participate in performing arts, but have not done that in the last 12 months	10,8	9,4	-1,4
3.2 Visual arts or crafts			
3.2.1 tend to participate in visual arts or crafts	32,4	36,0	3,6
3.2.1.1 have participated in visual arts or crafts in the last 12 months	21,1	24,7	3,6
3.2.1.2 tend to participate in visual arts or crafts, but have not done that in the last 12 months	11,3	11,3	0,0
3.2.2 tend to volunteer or socially participate in visual arts or crafts	19,5	22,2	2,7
3.2.2.1 have volunteered or socially participated in visual arts or crafts in the last 12 months	8,8	10,3	1,4
3.2.2.2 tend to volunteer or socially participate in visual arts or crafts, but have not done that in the last 12 months	10,6	11,9	1,3
3.3 Cultural heritage activities			
3.3.1 tend to participate in cultural heritage activities	20,0	21,6	1,7
3.3.1.1 have participated in cultural heritage activities in the last 12 months	13,1	15,9	2,7
3.3.1.2 tend to participate in cultural heritage activities, but have not done that in the last 12 months	6,8	5,8	-1,1
3.3.2 tend to volunteer or socially participate in cultural heritage activities	11,3	9,5	-1,8
3.3.2.1 have volunteered or socially participated in cultural heritage activities in the last 12 months	3,8	2,8	-1,0
3.3.2.2 tend to volunteer or socially participate in cultural heritage activities, but have not done that in the last 12 months	7,5	6,7	-0,8
3.4 Book and press cultural activities			
3.4.1 tend to participate in book and press cultural activities	11,5	13,1	1,6
3.4.1.1 have participated in book and press cultural activities in the last 12 months	7,0	6,3	-0,6
3.4.1.2 tend to participate in book and press cultural activities, but have not done that in the last 12 months	4,5	6,8	2,3
3.4.2 tend to volunteer or socially participate in book and press cultural activities	10,5	10,0	-0,5
3.4.2.1 have volunteered or socially participated in book and press cultural activities in the last 12 months	3,5	3,4	-0,1
3.4.2.2 tend to volunteer or socially participate in book and press cultural activities, but have not done that in the last 12 months	7,0	6,7	-0,3
Persons (≥15 years) who, ..., pct.			
3.5 Library activities			
3.5.1 tend to volunteer or socially participate in library activities	10,1	8,4	-1,7
3.5.1.1 have volunteered or socially participated in library activities in the last 12 months	2,1	2,3	0,2
3.5.1.2 tend to volunteer or socially participate in library activities, but have not done that in the last 12 months	8,0	6,1	-2,0
3.6 Film and video arts			
3.6.1 tend to participate in film and video arts	8,9	12,0	3,1
3.6.1.1 have participated in film and video arts in the last 12 months	2,6	2,9	0,3
3.6.1.2 tend to participate in film and video arts, but have not done that in the last 12 months	6,3	9,0	2,8
3.6.2 tend to volunteer or socially participate in film and video arts	8,1	10,2	2,0
3.6.2.1 have volunteered or socially participated in film and video arts in the last 12 months	3,2	2,4	-0,8
3.6.2.2 tend to volunteer or socially participate in film and video arts, but have not done that in the last 12 months	4,9	7,8	2,8
3.7 Cultural Internet activities			
3.7.1 tend to participate in cultural Internet activities	8,0	10,9	2,8
3.7.1.1 have participated in cultural Internet activities in the last 12 months	3,2	4,0	0,8
3.7.1.2 tend to participate in cultural Internet activities, but have not done that in the last 12 months	4,9	6,9	2,0
3.8.1 tend to participate in Internet social networks	42,4	55,9	13,6
3.8.1.2 have participated in Internet social networks in the last 12 months	40,1	54,9	14,8
3.8.1.1 tend to participate in Internet social networks, but have not done that in the last 12 months	2,3	1,1	-1,2

4.4. Indicator. Persons (≥15 years) who have consumed cultural products, pct.*

	2014	2017	Difference
Final indicator (4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7.1)	99,96	99,78	-0,2
Persons (≥15 years) who have consumed cultural products, pct.			
Persons (≥15 years) who in the last 12 months..., pct.			

4.1. have visited, viewed or listened to artistic performances	89,7	85,0	-4,6
4.1.1 have visited artistic events	57,5	61,4	3,9
4.1.2 have viewed direct broadcast outside home of artistic performances (for example, outdoors, at a cinema, public library or any other place)	32,7	31,2	-1,4
4.1.3 have viewed or listened to recordings of artistic performances	79,3	70,0	-9,4
4.2. have consumed products of visual arts and crafts	47,9	50,4	2,5
4.2.1 have visited painting and graphic art, photography, sculpture and crafts exhibitions	28,2	25,0	-3,2
4.2.2 have visited virtual exhibitions of paintings and graphical works, photographs, sculpture and crafts	12,2	13,7	1,6
4.2.3 have viewed or listened to a programme about visual arts and crafts (on television, radio, video, DVD, Internet or other media)	37,7	39,7	2,0
4.3. have visited cultural heritage sites	72,6	71,0	-1,6
4.3.1 have visited a museum	37,8	31,5	-6,3
4.3.2 have visited a gallery or exhibition	31,6	21,3	-10,3
4.3.3 have viewed virtual exhibitions of art or museum objects on the Internet or other media	7,3	8,6	1,3
4.3.4 have viewed or listened to a programme about museums on television, radio, video, DVD, Internet or other media	29,2	34,5	5,3
4.3.5 have visited cultural monuments, historical or artistic places, famous buildings or archaeological sites	50,0	53,0	3,0
4.3.6 have viewed cultural monuments, historical or artistic places, buildings or sites on the Internet or other media	21,2	28,9	7,7
4.3.7 have viewed or listened to a programme about cultural monuments, historical or artistic places, buildings or sites on television, radio, video, DVD, Internet or other media	41,4	41,3	-0,1
4.3.8 have visited archives	3,7	1,6	-2,2
4.3.9 have visited archives on the Internet	3,8	2,8	-1,0
4.4. have read books and press	97,1	96,3	-0,9
4.4.1 have read a book	63,1	66,3	3,2
4.4.2 had books at home (<i>not included in 4.4</i>)	93,7	94,9	1,2
4.4.3 have read magazines and / or periodicals	88,2	86,7	-1,5
4.4.4 have read newspapers	91,8	88,1	-3,7
4.4.5 have visited book fair** (<i>not included in 4.4</i>)	-	11,3	
4.5. have used library services	38,3	35,3	-2,9
4.5.1 have visited a library	36,7	31,2	-5,5
4.5.2 have visited a library on the Internet	13,4	11,9	-1,4
4.6. have viewed films and videos	89,0	91,4	2,3
4.6.1 have visited a cinema or film festival	35,1	40,8	5,7
4.6.2 have viewed films on television, video, DVD or other media	86,8	89,2	2,4
4.6.3 have viewed films on the Internet	45,9	49,5	3,6
4.7. have listened to the radio, watched television or used the Internet	99,7	99,8	0,1
4.7.1 have listened to the radio	80,4	81,3	0,9
4.7.1.1 have listened to radio broadcasts via a receiver	75,8	76,4	0,7
4.7.1.2 have listened to radio broadcasts via the Internet (computer, MP3 player, mobile phone or other media)	18,7	22,2	3,5
4.7.2 have watched television	97,7	96,6	-1,1
4.7.2.1 have watched television broadcasts via a television set	95,3	92,9	-2,3
4.7.2.2 have watched television broadcasts via the Internet (computer, MP3 player, mobile phone or other media)	25,0	30,1	5,1
4.7.3 have used the Internet	62,9	71,1	8,2

In analyzing the results of the survey of 2017 and evaluating the achievement of accessibility of culture for people, the methodology for calculation of cultural accessibility evaluation indicator has been changed. The results of the survey of 2014 have revealed that the accessibility of the majority of cultural areas to the population has been improved. The results of the survey of 2017 has revealed that the situation has stabilized after a major improvement in the accessibility of cultural areas, i.e. the majority of population consider the accessibility of culture as unchanged; significantly smaller groups of population specify improvement or deterioration of cultural accessibility. By applying the formula for calculating cultural accessibility indicator used in 2014, negative values of cultural accessibility indicators are obtained.

This is certainly not a reflection of the real situation, but rather the application of inappropriate algorithm for calculating the indicator. In order to evaluate not only the values of the accessibility of culture in 2017 but also the difference in evaluation of the changes in the availability of culture during the research period, it was decided to calculate the indicator of the availability of culture using the following formula: ("availability of culture has improved" + "availability of culture remained unchanged") - "the availability of culture has deteriorated". Using this algorithm for calculating the cultural accessibility indicator, the data for the 2014 study recalculated accordingly are presented as well.

The overall evaluation of changes in accessibility of cultural services in Lithuania during the researched period (based on the evaluation of consumers of cultural services), culture has become less accessible for people. During the survey the information on the increase or decrease in accessibility of culture was not collected, however, in assessing the overall socio-economic situation in Lithuania in 2017, and taking into account relevant public opinion in the media, it may be assumed that one of the main reasons for decreased cultural accessibility was introduction of euro on 1 January 2015 and the decrease in purchasing power of people.

Analysis of [the evaluation of changes in cultural accessibility](#) according to socio-demographic characteristics of the population:

- Evaluation of accessibility of various cultural areas shows the tendency of evaluating the general accessibility/non-accessibility of culture among different socio-demographic groups of the population: they consider all of cultural areas as accessible or non-accessible. [Differentiation of cultural areas by the availability is not observed](#);
- [Evaluation of accessibility of various cultural areas](#) tends to be better among male respondents, "white collar", single men. A [direct link](#) between the accessibility of [cultural areas and the age and income of people](#) has been established: the younger the person, the better the evaluation of the accessibility of culture, the older the person, the worse evaluation of the accessibility of culture; and, accordingly, the higher the income, the better the evaluation of the accessibility of culture, the lower the income, the worse evaluation of the accessibility of culture;
- Evaluation of accessibility [does not depend](#) on education, nationality of people or their relation to the cultural area (study, work);
- Better evaluation of [accessibility of books and periodicals](#) is among families raising minor children;
- [Evaluation of accessibility of various cultural areas](#) tends to be slightly better among the people who do not see any obstacles to participate in culture, who are proud of Lithuanian citizenship and participating at the elections, people who are not believers, have good spiritual health, feel happy and trust other people.

4.5. Culture Quality Evaluation Indicator*

	2014	2017	Difference (pp)
Final indicator (6.1, 6.2, 6.3, 6.4, 6.5, 6.6) Culture quality evaluation indicator	92,5	92,5	-0,02
Indicators of the evaluation of quality of fields of culture			
5.1 Performing arts presentations (e.g. theatre, opera, music concert, etc.), including visits to halls, on the Internet or other media	92,3	85,5	-6,8
5.2 Visual arts and crafts exhibitions, including visits to exhibitions, via the Internet or other media	98,7	93,8	-5,0
5.3 Cultural heritage services provided by institutions and heritage sites	96,2	92,4	-3,8
5.3.1 Archives , including visits to archive reading rooms or the archivist's service ²	79,0	100,0	21,0
5.3.2 Archives on the Internet ³	87,4	100,0	12,6
5.3.3 Museums, cultural monument, archaeological sites , including visits there, as well as viewing via the Internet	97,5	91,9	-5,6
5.4 Books, periodicals (in printed or digital form or via the Internet), excluding library services	92,1	96,6	4,5
5.5 Library services , including visits to reading rooms and via the Internet	97,7	98,5	0,8
5.6 Movies (regardless of where they are viewed)	84,3	91,7	7,4

General evaluation of the changes in quality of cultural services in Lithuania during the research period, the quality of cultural services remained unchanged.

4.6. Evaluation of Heritage Protection (persons (≥15 years))*

Final indicator	2014	2017	Difference (pp)

² Archive services are used by a very small part of Lithuanian population (3%). The quality of archive services has been evaluated by a very number of respondents (archives – 19 respondents, archives on the Internet – 34 respondents), therefore there are no possibility to construct reliable conclusions on the quality of archive services and the changes in quality of archive services.

³ The quality of archive services has been evaluated by a very number of respondents (archives – 19 respondents, archives on the Internet – 34 respondents), therefore there are no possibility to construct reliable conclusions on the quality of archive services and the changes in quality of archive services.

Persons (≥15 years) who consider that cultural heritage protection has improved, pct.

89,4

75,1

-14,3

General evaluation of heritage protection shows that in 2017 heritage protection is considered to be worse than in 2014. In 2017, people could evaluate the quality of cultural heritage protection on a scale from 1 to 4 in which 1 means "very poor quality", and 4 means "very good quality". The average evaluation of the quality of cultural heritage protection in 2017 is 2.54. This means that people consider the quality of cultural heritage protection to be 'good' or 'satisfactory'.

5. Typology of Participation in Culture and Consumption of Culture by the Population

In order to carry out at least partial systematization of the comprehensive information available on the persons interviewed, cluster analysis has been applied to group the sample of the respondents into clusters. Information on the activities of the respondents in cultural areas has been used for clustering. All the respondents have been divided into five groups, differing from each other by participation, volunteering and tendency for participation in cultural activities, as well as by consumption of cultural services and products. Respondents with similar choices are attributed to the same group.

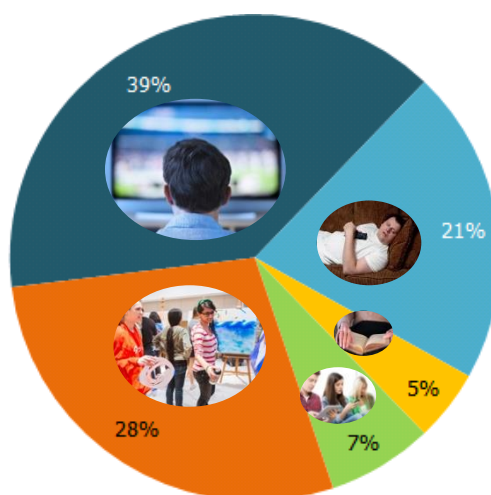
Consumers of mass culture–

39%

More often men, less qualified, married, but living without children, having higher income (over EUR 350 per family member) living in big cities. They prefer viewing or listening to a recording of a cultural event or concert to participating in it themselves; they would watch a broadcast on arts on television rather than visit an exhibition. Museums and cultural monuments are objects of interest to them: if these places are not visited physically or virtually, then this group at least gets familiar with these objects from television or radio programmes. This segment is not seen at libraries and is more ready to choose magazines rather than books for reading.

Active lovers and fosterers of culture – 28%

Educated younger residents of Lithuania, mostly working or studying in cultural area. They take pride in their Lithuanian citizenship, they are happy, creative and tend to trust in other people. They support the idea that cultural activity strengthens patriotism and creativity stronger than other groups. These are persons who not only 'consume' various cultural products, but who also create, participate and volunteer actively in different fields of culture. They love art, books, cinema and internet and they do not see any obstacles in participating in cultural life, except lack of time or cultural activities and events.



People consuming culture, but participating in it in a limited manner – 7%

More often young people, unemployed, having lower income, residents of average towns, believers and practicing religion. They feel quite happy and spiritually healthy, but they are skeptical about culture: they do not think that culture has any impact on creativity and patriotism. They have a lack of interest to be involved in cultural life, consequentially, they are less involved in cultural life.

They visit libraries, read books, watch movies and sometimes visit the events of performing arts. They use Internet intensively and are active in social networks. They are not interested in visual arts and cultural heritage. Representatives of this group are relatively likely to participate in cultural activities, but they are reluctant to volunteer therein.

People apathetic to culture – 21%

More often these are older men, residents of villages, people having lower education, retired people, unemployed people or officers and workers in lower positions. They usually have lower income, live alone, feel unhappy and passive, they are full of skepticism and distrust of others. They are not interested in culture and spend their leisure time watching TV or reading newspapers.

Restricted but interested seniors – 5%

More often women, retired people with low income (up to EUR 200 per family member). The main obstacle for involving in culture is poor supply and difficult accessibility. Usually they use culture at home: watch television, read books, periodicals. Outside their home the source of cultural activities is library. They usually use traditional (ethnic) or classic culture. They do not watch movies at home, nor cinema.

Consumers of mass culture (39%)

Compared to other groups this group has more men (49%)⁴, less people aged 15-19, more persons who have post-secondary education (29%), are hired workers (47%), especially workers (28%), living in marriage (56%), but having no minor children (72%), with higher income (35% - more than EUR 350 a month per family member). Compared to the other groups, this group has more persons living in big cities (45%), but fewer individuals residing in small towns and villages (population up to 3 000) (33%).

This is a group which considers its spiritual health as good, but not very good more often than average (56%). This group includes a greater number of believers, but not active practitioners of their religion (57%) and those who are carefully evaluating their creativity (35% are more likely not call themselves creative than call themselves creative).

Consumers of mass culture are not involved in cultural activities more often than average, although they tend to (21%). This group is not active either in performing arts activities or visual arts and crafts creative activities, or book, film or the Internet cultural activities. With regard to the use of cultural services and products, this group is rather passive, it often uses culture without leaving home, with the help of television: watching or listening to various concert records, cultural programs, watching movies and reading newspapers. On the other hand, even if they went out to culture themselves, the consumers of massive culture would more often than a statistical Lithuanian visit a cultural heritage site.

PERFORMING ARTS

Consumers of mass culture are people not active in activities of performing arts, although with great efforts they could be included in the performing arts activities (9% have participated, 7% have volunteered or socially participated, 19% tend to participate, 72% do not tend to participate, 84% do not tend to volunteer): in the last 12 months 2% have acted in a play, 4% have sung in a choir or ensemble, 4% have played a musical instrument, 2% have danced, none have directed or choreographed, 3% have volunteered for performing arts, 4% have attended lessons on performing arts, 2% have uploaded their performances on the Internet.

Consumption of performing arts events in this group is average (63%). Attendance of events such as theatre performances (35%), pop music concerts (27%), ethnic music concerts (18%) or folk evenings (17%), national pop star (15%) and classical music concerts (12%) is average in this group as well. Less often than average the mass culture consumers visit literary events (5%).

However, viewing or listening to recordings of events is more than the average (75%) in the group of mass culture consumers: in the last 12 months 12% have watched comedy performance recordings, 14% have watched ballet or modern dance recordings, 15% a musical, 19% a bard concert. Even more popular in this group are recordings of rock or pop music events (53% have listened to or viewed them at once in the last 12 months, 34% listen to them regularly, not less than several times a month), Lithuanian pop music concerts (52% have viewed them at least once,, 38% – are regular viewers), folk or ethnic music and customs concerts (33%).

VISUAL ARTS AND CRAFTS

Consumers of mass culture do not tend to participate or volunteer in the activities of visual arts and crafts, nor consume the services and products of visual arts and crafts. One-fifth of the mass culture consumers are amateur participants in these activities (21% participate and 66% do not tend to participate): in the last 12 months 6% have drawn or painted, 6% have made artistic photography, 11% have plaited from wicker or straw. 8% of massive culture consumers are volunteering or are socially active in this area (80% do not tend to socially participate): 5% have uploaded an image of their works on the Internet at least once a year, 3% have attended visual arts classes, and 1% have exhibited their works in exhibition.

Approximately every fifth consumer of mass culture attends visual arts exhibitions in Lithuania at least once a year (22%), similar share of population visits exhibitions while being abroad (17%), however the main way for the mass culture consumer to get familiar with the visual arts is television, radio or video programmes (48%).

⁴ The percentages presented here and further in this section define the proportion of a relevant socio-demographic category of all the members of a group (type) of such participation in culture.

CULTURAL HERITAGE

Similarly to the other activities, this group's participation (16%) and volunteering (3%) in cultural heritage activities is minor. However, this group does not differ from the Lithuanian average in this respect.

Visits to museums comply with the Lithuanian average (29%), and visits to cultural monuments, historical and artistic places or archaeological sites both in Lithuania and abroad exceed the Lithuanian average (65% and 26% respectively). The interest of this group in cultural heritage is expressed also by the fact that the group searches for information about heritage sites on the Internet (27%), and also obtains such information from television or radio broadcasts about museums (50%), cultural monuments, historical and artistic places (61%). Either way, museums, cultural monuments or archaeological sites are visited by almost all consumers of mass culture.

BOOKS AND PRESS

Literary inclinations are not very specific to mass culture consumers. Only 5% of the representatives in this group have created a literary work (90% do not participate and do not tend to participate in such activities): in the last 12 months 3% have written fiction or non-fiction texts, the same percentage has written own blogs. Only 2% of the mass culture consumers have volunteered or socially participated in cultural activities related to books.

Mass culture consumers prefer reading a newspaper over books. In a year paper or electronic book at least once is taken by 66% of the representatives on this group and in average they read about 4.4 books (of which 2.4 are Lithuanian authors' books). They are less interested in fiction than the representatives of other groups. However, reading newspapers is a favourite way of spending leisure time for mass culture consumers, especially electronic press (91% reading newspapers in one form or another, 55% reading newspapers in digital format).

PUBLIC LIBRARIES

The distinctive feature of the mass culture consumers is that they are completely reluctant to visit public libraries, and the only contact they have with public libraries is when they decide to donate a book, but this happens very rarely (4% have donated a book to a public library at least once in the last 12 months bent).

MOVIES AND VIDEOS

Consumers of mass culture practically do not participate in movie and video artistic activities (2% have participated, 90% do not tend to participate, 2% have demonstrated their videos live or uploaded on the Internet, 92% do not tend to engage in similar activities).

However, viewing of films is a hundred per cent activity since as many as 85% watch films on television, video or DVD not less than a few times a week, and 54% download from the Internet or watch online. Many of them visit cinemas at least once a year (46%).

TELEVISION, RADIO, INTERNET

The number of mass culture consumers using Internet on their leisure time is slightly higher than the average of Lithuania (75%), however in the last 12 months only 3% of the representatives in this group have engaged in online creative activities (91% do not tend to engage in such activities). Participation of mass culture consumers in social networks corresponds to the average of the Lithuanian population (57% have participated, 42% do not tend to participate), however, those who participate on average spend 1-1.5 hour per day surfing social networks.

Mass culture consumers are fans of television (only 3% in this group do not watch television), spending up to 3 hours in front of a TV set during working days and more than 3 hours during rest days. Meanwhile, on the internet they spend up to 3 hours per day. Every fifth mass culture consumer is listening to radio broadcasts online, and every third mass culture consumer is watching TV broadcasts online, which corresponds to an average of Lithuania.

Active Lovers and Fosterers of Culture (28%)

The majority of active culture lovers and fosterers are women (68%), residents of the big cities of Lithuania (44%), more than a third of this group are young people up to 30 years old. The majority of the members in this group are students and schoolchildren (quarter), people with higher education (more than a third) and 'white collar' workers (third) as well as those working/studying in the field of culture (12%).

This is a group of Lithuanian patriots as it has the biggest number of persons who take special pride in their Lithuanian citizenship (46%). In addition, there are more persons who are happy among the lovers of culture: both those who feel very happy and happy (15% and 66% respectively), as well as those who have very good and good physical and mental health (69%). Active participants in culture tend to actively participate at elections (78%), they are believers and practicing their religion (33%). They also have a greater trust of people (34%). The majority of culture lovers and fosterers think they are creative people (65%).

They are not only active 'consumers' of cultural products and services (all members of the group without any exception), but they are also active participants (68%) and volunteers (42%) in cultural activities. This group is active in performing arts, visual arts and crafts activities, heritage activities, book and press, library, film and Internet cultural activities. Also, this segment has quite many open, potential participants of various cultural activities (17% do not participate but tend to participate, 28% tend to volunteer or socially participate).

These are people who take an interest in culture, who indicate the obstacle 'lack of interest or presence of other interests' less often than the other groups (18%), encounter the lack of time more often than the others (53%) and also mention the shortage of information about cultural activities more often (16%), they are not satisfied with the current supply of cultural activities and events (15%), they are often prevented from consumption of cultural services by inadequate working time of cultural institutions (8%).

PERFORMING ARTS

Compared to the other groups, they are active amateurs in performing arts (33%): in the last 12 months 16% have acted in a theatre play, 15% have played a musical instrument, 12% have danced. Almost one third of the culture lovers who are currently not engaged in performing arts tend to engage in it. 27% have socially participated in the activities of performing arts: 20% have volunteered for performing arts, 15% have attended classes on performing arts, and 11% have uploaded a performance of their group on the Internet. Every sixth of the active culture fosterers is currently not volunteering but tends to volunteer for performing arts.

In addition to eager participation in performing arts, this group also consumes them with special intensity (99%). In the last 12 months, 90% have visited events of performing arts: 57% have visited a theatre play, about one-third or more went to a concert of pop or rock (40%), ethnic (38%), classic (32%) or national pop music (27%) at least once a year, 36% enjoyed a folk or ethnic music or customs concert, 28% attended literary readings or book presentations. Approximately every fifth active cultural lover attends dance music parties or bard concerts (21%), musicals (20%), jazz or blues concerts (19%), dance performances, or hip hop concerts (17%).

Active lovers and fosterers of culture enjoy live broadcasts of all researched performing arts events in public places more often than other groups (47%). The same may be said about viewing and listening to recordings (86%).

This is a group that more often than the others travels abroad (42% have been abroad in the last 12 months), and visits cultural events during travel (55% of the travellers have visited presentations of performing arts abroad).

VISUAL ARTS AND CRAFTS

Lovers of culture are active in visual arts and crafts as well (44%). In the last 12 months, 22% have drawn, painted or created graphic works, 19% have made textile works, 19% have made artistic photographs, 3% have made ceramic or glass works, 4% have created sculptures and have plaited from wicker or straw.

23% have socially participated or volunteered in visual arts activities: 14% have uploaded images of their works on the Internet, 12% have attended lessons on creative activities, 8% have presented their works at an exhibition, 5% have volunteered for an association of artists or craftsmen or similar organization. A fifth of active culture lovers are currently not involved in such voluntary activities, but would be willing to.

The group of culture lovers and fosterers is distinctive also for its consumption of visual arts products (79%). In the last 12 months, 48% have visited exhibitions in Lithuania, 27% of those travelling abroad have visited exhibitions there, 30% have visited virtual visual arts or crafts exhibitions, and 62% have listened to a programme about visual arts on the mass media.

Most often this group considers the quality of visual arts and crafts exhibitions to be good or very good

CULTURAL HERITAGE

This group is no stranger to heritage activities either (29%): 16% have collected objects, 14% have been interested in library archives, 13% have searched for genealogical or historical information in archives, 1% have participated in archaeological excavations. 12% of the non-participants are ready to be involved in heritage cultural activities. 6% have volunteered: 6% have volunteered or donated money to a museum or cultural heritage protection society, 3% have been the members of a cultural organization supporting museums or related to history or genealogy or taking care of monument and heritage protection, 14% have not been involved in such activities but are open to involvement.

Consumption of heritage sites and services in this segment is 99%. The majority of the representatives in this group visit museums (60% in Lithuania, 47% abroad (of the ones been abroad)), galleries and exhibitions (43% in Lithuania, 39% abroad (of the ones been abroad)). 21% have viewed virtual art exhibitions or museum displays on the Internet, and 48% have watched or listened to a programme about museums.

Members of this group also visit cultural monuments, historical or artistic places, famous buildings and archaeological sites: during the last 12 months, 80% have visited them in Lithuania and 71% abroad; 48% have viewed cultural monuments, historical or artistic places, buildings or sites on the Internet, and 57% have listened to or viewed a broadcast on this topic.

This group is most active in the use of archive services, because compared to other groups, they most actively use archive services (7%): 3% have applied directly to an archive in Lithuania, and 6% have searched for information on portals of Lithuanian archives.

BOOKS AND PRESS

The group of culture fosterers does not restrict itself to performing and visual arts and is also active in book and press cultural activities (13%). Other groups do not participate or volunteer in these activities. Approximately every tenth culture lover a least once a year finds time to write personal blog (9%), fiction or non-fiction literature for own pleasure (8%). 15% of the culture lovers have currently stopped their literary creations but have a tendency for literary creation. 9% have volunteered and socially participated in book cultural activities. 15% currently are not involved in such activities, but have a tendency to do that in future.

Book and press reading accounts for 100% in this segment. This group includes book lovers: 92% have read a printed book, 44% have read a book in digital form, reading 13 fiction books per year on average (more than a half of which – 7.5 – were written by Lithuanian authors). Fosterers of culture stand out of other groups by the number of books they have (56% have more than 50 books at home, 17% – more than 200 books). The readers' choice in this group is much broader than in the other groups: the segment reads books of all genres except thrillers and historical books.

Culture lovers and fosterers are the main audience of book fairs. Every fourth person in this group visits book fairs (26%, other groups do not visit book fairs). Also, the vast majority of representatives of this group buy books at least once a year (78%) and exchange them with other book lovers (65%).

In addition to books, active culture lovers enjoy reading periodicals as well: 94% read magazines (63% read paper magazines regularly, at least few times a month, 44% - read electronic magazines regularly), 91% read newspapers (42% read paper newspapers at least once a week, 13% every day, 51% read electronic newspapers at least once a week, 25% every day).

Compared to the other groups, this group considers the quality of books and periodicals as very good.

PUBLIC LIBRARIES

Culture lovers and fosterers have a considerably close relation with public libraries. They not only visit public libraries (86% have visited public libraries 'live', and 39% have visited their websites), but are voluntarily involved in their activities: 17% have donated books to libraries, 8% have volunteered collecting books for libraries or have been engaged in other voluntary work in libraries. 16% of culture lovers are currently not involved in library activities, but would potentially interested in voluntary activities in this field.

Culture lovers and fosterers consider the quality of public library services to be very good more often than other groups.

MOVIES AND VIDEOS

Culture lovers are active in expressing their creativity via video arts: 7% of them create at least one video work a year at their leisure time (16% have created no video works yet, but would tend to do so, would like to create video works). The total of 6% are socially involved or volunteering in video arts: 5% are showing their video works to viewers, 4% upload it to the Internet. 16% would like to be but currently are not involved in such or similar activities.

Representatives of this segment are cinema visitors and film lovers: 61% have visited cinemas in Lithuania (14% at least two times a month), 97% have watched movies on television, video, DVD or other media (81% at least few times a week), 69% have downloaded movies from internet (35% at least few times a week).

TELEVISION, RADIO INTERNET

This group is active on the Internet as well: in the last 12 months 9% have created something on the Internet as a hobby (a web page, game or blog), 13% have not produced anything but would like to do that.

Since the culture lovers and fosterers constitute the largest part of internet users (90% use internet, 85% at home, 56% at work of educational institutions, 28% in libraries), more often than other groups they tend to listen to the radio (36%) and watch TV (46%) online, and there is no significant difference between them and other groups in terms of listening to radio or watching TV using conventional means. They spend up to 3 hours a day listening to radio or watching TV. They are active Internet users – more than 3 hours every day. They are the most active in social networks: 74% are using and the majority are spending more than one hour a day.

People Consuming Culture, but Participating in a Limited Manner (7%)

The segment of those consuming culture but participating in a limited manner is dominated by men (48%). In this group the number of residents and students aged 15-19 is smaller than in the group of active culture lovers, but bigger than in other groups (11% and 10% respectively), however, the members of this group are characterized by the fact that almost one third of the representatives in this group are unemployed (29%). Half of the respondents in this group have higher than secondary education (51%), most of them have low income (up to EUR 350 per family member, 61%), they often live in average cities (population of 3-100 thousand).

Representatives of this group are mostly believers, practicing their religion (33%), they have good (but not very good) spiritual health (62%).

This is a segment which more often than other segments (except the disappointed and apathetic towards culture) is not involved in culture due to a lack of interest (34%), and, accordingly, these are the people who are not very active to participate (36%) or volunteer (6%), nor tend to participate (16%) or volunteer (18%) in cultural activities. However, if by participation in cultural activities this segment is not so far from the average of Lithuania, then by volunteering and social involvement in various cultural areas this segment is considerably far from the average of Lithuania.

PERFORMING ARTS

In terms of amateur participation and volunteering in performing arts, this group is lagging behind the average of Lithuania (especially volunteering) (9% and 1% respectively).

The use of performing arts corresponds to the average of Lithuania (89%), however, people most often choose indirect participation (55% have visited performing events, 68% have listened or watched recordings of performing arts events at home). Less often than average this group prefers 'high art' : only a small part of this group has visited ballet or opera (3%), classic music (2%), jazz or blues concert (4%), however the recordings of such events (except opera) are being listened or watched without lagging from average. Theatre performances are visited less often than average as well, similarly the recordings of such performances are watched less often. Less attention is given to niche genres (both by visiting directly or listening or watching recordings): literary readings, musicals, singing poetry.

Visiting of Lithuanian pop music and ethnic music concerts as well as listening to the recordings thereof corresponds to the average of Lithuania in the segment of people consuming culture but involved in a limited manner.

VISUAL ARTS AND CRAFTS

Participation in the activities of visual arts and crafts is more preferable to the segment than participation in performing arts activities: the number of people who are involved in visual arts and crafts during their leisure time corresponds to the average of Lithuania (25%). Every tenth member of this segment is creating paintings / graphics, or textiles.

However, according to the number of the people volunteering or socially involved in this area (5%) and not involved in it, but willing to (8%) this segment is lagging from the average of Lithuania. There were no members in this group to be a member of artist or artisan society and none of them did volunteering in such society – most often social involvement is expressed by uploading a Picture of one's work online.

The number of people consuming culture but involved in it in a limited manner visiting art exhibitions is half lower than the number of those involved in these arts (11%). This is what makes this segment exceptional: although participation in visual arts conforms to the average of Lithuania, visiting of exhibitions of this area is lagging way behind the average of Lithuania. Virtual exhibitions in this group are also visited less often than by statistical Lithuanians (9%), as well as watching or listening to programmes about visual arts and crafts (via TV, radio, video, DVD, Internet or other media) (31%).

Most often, members in this group consider the quality of visual arts and crafts to be only satisfactory.

CULTURAL HERITAGE

Participation in heritage activities is not enthusiastic (8% are participating, only 3% are not participating, but are willing to). There were no members in the group of people consuming culture but involved in it in a limited manner to volunteer in this area (only 6% might want to be involved).

Visiting of cultural heritage sites, museums or galleries is particularly unpopular in this segment: 5% are visiting museums at least once a year, 2% are visiting galleries, more people in this group visit cultural heritage sites (8%). Representatives of this segment are also not willing to show interest in cultural heritage sites using mass communication tools: 3-4% have listened or viewed programmes about heritage on television, radio, video, DVD or the Internet, 3% have viewed cultural monuments, historical or artistic places, buildings or sites on the Internet.

Most often, members in this group consider the quality cultural heritage sites and services to be only satisfactory.

BOOKS AND PRESS

None of the members in this group have any literary inclinations: none of them has participated in the activities of creative writing (3% would like to engage in these activities), as well as none of them has volunteered and been socially involved in book cultural activities (1% tend to do that).

Despite the fact that creative writing activities do not attract this segment, according to the number of people who have read a book at least once a year (63%) and the number of books read over a year (6.8, 4 of which are works of Lithuanian writers), this segment corresponds to the average of Lithuania. On the other hand, books are rather taken from the library (45%) than bought (37%).

Periodicals, newspapers and magazines in this segment are read similarly to the previous one, however with lower intensity: 88% read magazines (56% regularly, at least few times a month, read paper magazines, 24% regularly read electronic magazines), 85% read newspapers (38% read paper newspapers at least once a week, 4% every day, 36% read electronic newspapers at least once a week, 17% every day).

PUBLIC LIBRARIES

The majority of those consuming culture but participating in a limited manner are visitors of public libraries (63% have visited public libraries 'live', and 9% have visited via internet). However, despite visits to public libraries, people in this segment are not involved in voluntary activities thereof.

MOVIES AND VIDEOS

This segment is not attracted by involvement or volunteering in movie and video art activities (none of the members in this segment is participating or volunteering in this area, 7% are willing to involve or volunteer). However, the representatives of this group are film viewers: in the last 12 months, 37% have visited a cinema, 96% have watched films on television, video or DVD (53% do this regularly, i.e. every day or almost every day), 51% have downloaded films from the Internet or watched them online (23% have done that at least once a week). They are satisfied with both the improved accessibility and quality of films.

TELEVISION, RADIO, INTERNET

In the last 12 months, 4% of the group's representatives have created a game, blog or a web page, and another 3% tend to do that.

The group includes active users of the Internet (76%). 54% participate in social networks and spend there about an hour or an hour and a half. This group spends less time listening to traditional radio than other groups, however, they spend more time than consumers of mass culture or active culture lovers and fosterers watching television.

Limited but Interested Seniors (5%)

This is a segment dominated by women (64%), people aged 50 years and over (60%), in which the proportion of people of Lithuanian nationality (94%), pensioners (42%) and people with the lowest income (less than EUR 200 per family member) (47%) is higher than in the first three segments. This group does not involve people who sees no obstacles to involve in cultural life. The greatest obstacles are limited access, i.e. an overly high price (40%) difficult to travel (30%). Limited supply as an obstacle is mentioned more often than in other segments (13% claim that cultural activities in their region are of poor quality). Compared to the previous three groups, this group includes more people who are not proud in Lithuanian nationality (22%), people thinking that participation in cultural activities does not strengthen patriotism (59%) or creativity (66%), more people feeling less happy and unhappy (35%), people complaining about average (41%) and bad/very bad (11%) spiritual health. The majority of those restricted but interested in culture do not feel creative (76%).

By participation in culture representatives of this segment correspond to the average of Lithuania (36%), however they are lagging from the average of Lithuania according to the number of the non-participating ones tending to participate (10%). Volunteering in cultural activities in this segment is considerably smaller than the average of Lithuania: 8% take part in voluntary cultural activities (slightly more than among those consuming culture but involved in a limited manner), 5% tend to take part in voluntary activities (considerably less than among those consuming culture but involved in a limited manner).

PERFORMING ARTS

The rate of participation and volunteering in performing arts is considerably lower than the Lithuanian average (8% and 2%). Not a single person from this group has acted, danced, directed a play or done choreography for a dance performance in the last 12 months. 5% have sung or danced, and 3% have composed music. No one has attended lessons on performing arts. There is a very small number of those who tend to participate (10%) or volunteer (4%) in performing arts.

In general, consumption of presentations of performing arts (visiting, viewing of direct broadcasts at public places, viewing or listening to recordings of concerts) in this segment is considerably lagging from the Lithuanian average (67%).

Visits to presentations of performing arts are not numerous (39%). More often than people in other groups representatives of this segment visit only folk evenings (23%), relatively often – in the concerts of ethnic music (17%). 21% visit theatre performances at least once a year, 9% - in classic, pop or rock concerts. Less than one third of the segment are visiting performing art events indirectly – by going to a direct broadcast of events outside their home. According to this indicator, this segment does not differ considerably from the Lithuanian average.

More often (but less often than statistical Lithuanian) those restricted but interested in culture become familiar with the performing art events from recordings (48%), especially the 'high art' performing events: 26% have watched or listened to theatre performance, 17% to classic concert recordings, 27% to ethnic music recordings. Considerably lower number of respondents than in other groups are listening to pop or rock (17%), rap or hip-hop (6%) dance or house (1%) concerts, as well as Lithuanian pop music (31%).

VISUAL ARTS AND CRAFTS

Participation and volunteering in visual arts is not outstanding within the general context (21% and 6% respectively). The percentage of persons who have created textile works (weaving, plaiting from yarn or wicker, patchwork, felting or knitting) in this segment is more than average, other types of visual arts and crafts in this segment are relatively unpopular. The number of those who tend to participate or volunteer in visual arts and crafts in this segment (with the exception of cultural lovers) is the same as in other segments

Interest in visual arts and crafts is less than average (33%: 30% have visited exhibitions and 22% have viewed programmes on visual arts and crafts).

CULTURAL HERITAGE

When involvement in the heritage activities participating therein is corresponding to the average, both voluntary participation in cultural heritage activities and the proportions of the potential participants and volunteers in the cultural heritage activities in this segment are lower than the Lithuanian average (14% have participated, but none of them has taken part in voluntary activities, 1% of the respondents tend to participate, 4% tend to volunteer). Visiting of cultural monuments, historical or artistic places, famous buildings and archaeological sites is less than average (57%): 18% have visited museums, galleries or exhibitions, 30% have visited cultural monuments, historical or artistic places, famous buildings and archaeological sites 30%. 28% have become familiar with museum exhibitions and cultural monuments in a virtual manner or via TV, radio programmes, etc.

None of the respondents in this segment has used archives.

BOOKS AND PRESS

This segment is more interested in books and press cultural activities than the ones consuming culture but involved in culture in a limited manner: 5% are engaged in the activities of creative writing, 2% are involved in voluntary activities and are socially participating in this area. There are more people who tend to participate or volunteer in this segment than the ones who are actually engaged in these activities (3% and 1% respectively).

The proportion of people reading books in this segment is larger than the average in Lithuania (72%). The representatives of this segment read 10 books a year on average (they take the second place after the active culture fosterers), of which 6-7 books of authors writing in Lithuanian. They read thrillers (15%) and self-study books (17%) more often than the others in the segment of the restricted but interested. Although this segment reads relatively many books over a year, but the number of those buying books (32%) or sharing them with friends (30%) is lower than among the mass culture participants or active culture lovers.

The number of those reading paper newspapers and magazines in this segment is similar to the group of mass culture consumers or those consuming culture but involved in it in a limited manner, but since the use of Internet is relatively low in this segment, consequentially they read digital press less often.

PUBLIC LIBRARIES

Since the representatives of this segment enjoy reading books, but buy them rarely, most likely, due to financial restrictions, approximately every second person in the group of the restricted but interested population has visited public library at least once a year (9% are 'visiting' libraries in a virtual manner). 8% have donated books to libraries over the last few months, 3% have contributed to the activities of public library in other ways – 3% (there are no people in this segment to be willing to volunteer in a library).

MOVIES AND VIDEOS

Movie and video arts are not popular in this group. No one in this segment has created a video or volunteered in movie or video art activities, and only 2% would like to be involved in these activities. Every fifth representative in this group only is watching movies one way or another (19%, the lowest number of all segments).

TELEVISION, RADIO, INTERNET

This is the segment with the lowest use of Internet as well as social networks among all the groups, except the last one (54% and 37% respectively). This segment does not include any people having created something online (7% tend to engage in this). However, people in this segment are active viewers of television (more than a half of them are watching TV more than 3 hours every day).

Apathetic (21%)

The group of apathetic towards culture includes more men (50%), more than an average of senior people (38% of 60 year and over), having primary, basic and secondary education (65%), pensioners (40%), unemployed people of working age (21%) and 'blue collar' workers (30%), there are more single people in this group (39%), having low income (up to EUR 350 per family member) (71%), residents of villages (48%).

Compared to the other segments, this segment has a higher number of persons who do not take pride in their Lithuanian citizenship (23%) and who did not vote at the parliamentary elections (44% did not vote; 35% did not vote as they were reluctant to do that). More often people apathetic towards culture are non-believers (28%), being sceptical about the impact of culture towards patriotism (patriotism is not strengthened: 71%) and creativity (creativity is not strengthened: 69%) of a person, tending to be cautious with other people (85%). This segment also includes more people who are not very happy or unhappy (43%), thinking that they are not creative (85%), people of average (44%) or poor (9%) spiritual health.

This is the most passive group with respect to cultural activities (in the last 12 months, 11% have participated in cultural activities, 8% have not participated but would tend to do that; 2% have volunteered and 11% would tend to do that). It is this segment that has the largest share of the Lithuanian population that do not tend to participate in cultural activities at all.

The main obstacle preventing representatives of this group from involvement in cultural life is the lack of interest (41%). Compared to the other segments, this segment less often lacks time (30%) or information (3%). They are prevented from involving in culture due to inconvenient working hours of cultural institutions (1%), however, more often they indicate personal problems such as poor health (25%).

PERFORMING ARTS

Among all the segments, this group is distinctive for its particularly low participation and volunteering in performing arts (2% have participated, 4% have not participated but would tend to do that; 1% have volunteered and 1% would tend to do that). Only 1% has acted in a play or sang. There are no other performing arts activities in this group.

The number of users of performing arts is the lowest in this group as well (in the last 12 months, 57% have visited events, viewed direct broadcasts of performances at public places, listened to or viewed recordings of performances).

The level of visits of this group to events is particularly low (26%): 12% have participated in pop or rock concert, 9% have been to theatre play, 6% folk or ethnic music concerts sometimes, 5% have been to ethnic or national pop music concerts, and 1% or none of the people in this segment have visited other events of performing arts.

Less than a half of the people in this group listen to or watch recordings of the performing arts events (46%). Recordings of performances of all genres are less popular in this segment than in the other groups.

VISUAL ARTS AND CRAFTS

A very small part of the segment participates in visual arts (6% have participated, 5% have not participated but would tend to participate), an even smaller portion works as volunteers (1% have volunteered and 2% would tend to do that).

Visual arts exhibitions are not interesting to the people apathetic towards culture (0.3% have visited exhibitions, 2% have viewed or listened to a programme about visual arts and crafts).

CULTURAL HERITAGE

2% have participated in heritage activities in their leisure time, but almost none of the non-participants who would tend to do that; none has volunteered and only 1% would tend to do that. Similarly to the group of the restricted, but interested people, the members of this group do not visit archives.

A distinctive feature of this segment is observed in the visiting of museums, galleries and exhibitions, as well as of cultural monuments, historical or artistic places, famous buildings or archaeological sites: not a single visitor has been recorded in this group in the last 12 months (with the exception of one person, who has visited a museum abroad), and 1% only has visited cultural heritage sites. The segment is not interested in direct nor virtual introduction to cultural heritage (none of the people in this group has viewed a virtual art exhibition or a museum display, or cultural monuments, historical or artistic places, buildings, etc. on the Internet, nor there has been a single person watching or listening to a programme about cultural heritage on television, radio, video, DVD and other media).

BOOKS AND PRESS

No representative of this group has socially participated or volunteered in book and press activities (1% would tend to do that). 2% have participated in amateur book activities (another 1% would tend to participate).

Books do not attract much interest in the segment of the disappointed and apathetic towards culture, and the proportion of people who have no books at home in this segment is the largest of all (14%). 26% of the people in this group take book to read during a year, the vast majority of them (76%) does not read any book over a year. On average each representative of the segment has read 2 books, of which 1.5 were the books of Lithuanian authors. There are fewer magazine readers in this segment as well (73%), however, reading of newspapers is similar to other segments (76%).

PUBLIC LIBRARIES

None of the people in this segment have visited a public library over the last 12 months. Accordingly, there are no people who have volunteered or would tend to volunteer in this field. Only 1% has donated books to a library.

MOVIES AND VIDEOS

The representatives of this segment do not make films or videos (1% would like to do that), but they like to watch them (on the other hand, less often than the statistical Lithuanian): 76% watch movies on TV, video or DVD, 24% download movies online, 12% visit cinemas.

TELEVISION, RADIO, INTERNET

47% of people in this segment use the Internet, less than a third of the people in this group are also using social networks (30%) and there are no people in this group who would be not using social networks, but would like to do so. There are no people creating something online among the people in the group of apathetic towards culture (1% only would like to do that).

Most often this segment spends leisure time watching TV – approximately a half of the segment spends at least 4 hours every day, meanwhile radio in this segment is less popular than in other segments.

6. Comparison of Participation of Lithuanian Population in Culture in an International Context

In 2014 and repeatedly in 2017 Surveys of Participation of the Population in Culture and Satisfaction with Cultural Services have been carried out in Lithuania. These surveys have provided an opportunity for Lithuania to be involved in a 'pioneer' group of EU member states piloting the ESS-net Culture harmonized methodology for cultural participation. The instrument of the survey was a questionnaire developed maintaining the wording of questions provided for by ESS-net Culture and Eurobarometer, thus facilitating the comparability of cross-border data and contributing to the unified collection of European cultural statistics.

The collection of the uniform statistics and comparability with the European Union countries gives an opportunity to evaluate Lithuania's achievements in the context of the European Union, as well as to formulate the goals for the future. Cross-border comparability enables policy makers and researchers to look for cultural behavioural norms for regional participation; search for good practices on the basis of justified information in the context of the European Union. The study has found that the international harmonized database on the participation of the residents of the Member States of the European Union in culture is extremely poor and is not being updated. The last harmonized survey at the level of the EU was conducted in 2013 (Special Eurobarometer). In the course of preparation of analogous report in 2014, equivalents of the indicators of participation of the residents in culture in other countries of the European Union were searched. The search for secondary information has revealed that population surveys in the Member States of the European Union are extremely rare. And, if done, the harmonized methodology of participation of the population is not followed. Therefore, international comparison of participation of the citizens of the European Union countries in culture is rather complicated.

7. Links between Participation of Lithuanian Population in Culture and the Factors of Cultural Impact

The National Progress Strategy "Lithuania 2030" identifies the link between the culture and the social capital as causal relationship, i.e. it is believed that greater participation of the Lithuanian population in culture and its consumption will ensure greater creativity, self-esteem, trust in state institutions, etc.

All residents of Lithuania have been divided into separate groups according to their participation in culture:

- **PARTICIPATING** in culture;
- Not participating, but **LIKELY TO PARTICIPATE** in culture;
- **ON AVERAGE NOT LIKELY TO PARTICIPATE** in culture. These are the residents which currently do not participate, and are not likely to participate, but they consume cultural products of certain area and they do not have any factors limiting the consumption (not interesting, poor health, or too expensive). There is a theoretical possibility to include this category of people in cultural participation;
- **NOT WILLING TO PARTICIPATE** in culture at all. These are the residents who are not consuming the products of a certain area or identify one of the following reasons as the factors limiting participation in culture: not interesting, poor health, or too expensive.

In 2017, 41% of the population aged 15 years was involved in culture in Lithuania. The direct potential of the participants in culture are those not participating yet, but likely to be involved. There are 16% of such residents in Lithuania. There are 12% of people in Lithuania who do not tend to participate in culture, but consuming the products of some culture and having no actual obstacles for consumption. There is one third (31%) of the Lithuanian population in the cultural periphery (they are not willing to participate in culture).

Since 2014, the segments of participation in culture and the sizes thereof remained unchanged. It is observed that the proportion of those participating has grown a little (from 37% in 2014 to 41% in 2017).

- Women, young people aged 15-29, people having higher education, 'white collar' workers, people working or studying in the field of culture, single, having high income, residents of big cities are **more likely to participate** in culture;
- Women, people having higher than average income comprise a larger proportion of **cultural potential** (not participating, but are likely to);
- More residents aged 30-39, having secondary education, 'blue collar workers, unrelated to the field of culture, raising minor children, residents of towns and villages are among the people **on average not willing to participate**;
- Men, people of prosperous age, people having lower education and no relation to the culture, as well as people with low income are more often **not willing to participate in culture at all**.

The largest share of the population is involved in performing arts and crafts (25% of the population are consumers of this field of culture); fewer, but relatively many participants have performing arts and cultural heritage areas (14% and 16% respectively). Performing arts and visual arts and crafts also have a relatively high potential for new entrants (15% and 11% respectively). The largest proportions of the residents not likely to participate are related to the activities in the field of books and the press (28%), films and videos (27%), cultural activities on the Internet (25%). The largest part of the population not willing to participate in culture is related to participation in library (81%).

To sum up the general participation of Lithuanian population in culture, the only change of slightly increased number of participants may be observed (from 37% in 2014 to 41% in 2017). The number of participants in culture has grown due to the decline in the proportion of people who do not participate in culture, but tend to do so, as well as the decline in the proportion of people who are not likely to participate in culture at all.

Attention shall also be drawn to the fact that the total share of the population participating in culture has been 'developed' by increased proportion of the participants in visual arts and crafts.

Peculiarities of the Links between the Attitude of Population and Participation in Culture

In analysis of participation of residents in culture according to various factors having impact on participation in culture, the following peculiarities may be observed:

- **OBSTACLES FOR PARTICIPATION IN CULTURE**: residents already involved in culture could be participating more if they had more time for that; lack of time to participate in culture is mostly felt in the group of people who do not tend on average to participate as well; those who are not likely to participate at all usually say that they are simply not interested in culture. Similar obstacles to participation / non-participation are observed in all areas of culture;;
- **PRIDE IN CITIZENSHIP**: a direct connection between participation in culture and pride in the citizenship is observed: participants of culture are more likely to take pride in their citizenship; and vice versa, those who are

not likely to participate in culture, are not very likely to take pride in their citizenship. This tendency is more typical among the participants of the performing arts, visual arts, crafts, libraries. In the case of the participants in cultural heritage, books and press, films, and creative activities on the Internet, there are no links between participation in culture and taking pride in the citizenship;

- **POLITICAL ACTIVITY (VOTING AT ELECTIONS):** voter turnout is significantly higher among those who participate in culture than among those who are not involved in culture. Obviously, there is a relation between cultural and political activity. The links between the political and cultural openness is more pronounced in cases of participants in performing and visual arts, crafts, libraries and it is much less pronounced in cases of involvement in cultural heritage, book and press, movie and creative activities online in the case of cultural heritage, books and press, films, and creative activities on the Internet;
- **INVOLVEMENT IN CULTURE STRENGTHENS PATRIOTISM AND CREATIVITY:** in assessing the causality of the connection between culture and identity (patriotism) and creativity, only a relatively small proportion of the population (13% and 14% respectively) believe that participation in culture strengthens their patriotism and creativity. However, more than a half of the participants in culture do not see any connection between participation and patriotism or creativity (53% and 56% respectively), and one third of the respondents believes that participation in culture does not encourage patriotism and creativity. Based on these assessments and the fact that participants in culture tend to be proud of their nationality, to be politically active, it can be assumed that personal creativity and patriotism encourages people participate in culture, and not vice versa, i.e. participation in culture develops personal creativity and patriotism;
- **FAITH AND PRACTICING:** the majority of believers and practitioners are among the participants in culture; more believers, but non-practitioners, are among those who tend to participate in culture, but who do not, and on average do not want to participate in culture. These tendencies are more characteristic to the participants of the performing and visual arts and crafts activities; in other areas of culture, there is no significant link between participation in culture and faith and its practice. Only one exception is observed: believers and practitioners are not very interested in participating in cultural activities on the Internet; meanwhile, non-believers, more often than others, tend to engage in this activity, but they do not;
- **TRUST IN PEOPLE:** the number of those thinking that the majority of people may be trusted is higher among participants in culture; accordingly, the number of those thinking that they should be cautious with the surrounding people is higher among those who are not willing to participate in culture. This is characteristic to the participant of all areas of culture;
- **HAPPINESS AND SPIRITUAL HEALTH:** the highest number of happy people of good spiritual health is among participants in culture and those who are on average not likely to participate in culture. Higher number of unhappy people unsatisfied with their spiritual health is among those who are not likely to participate in culture at all. This tendency is characteristic to participation in all areas of culture;
- **CREATIVITY:** a significant part of creative people are involved in culture (66%), people who are not involved in culture due to personal reasons, are willing to do so, but they do not or they are completely not willing to participate in culture (but there is probability to attract them to culture). Major part of those who call themselves not creative, does not participate in culture.

CONSUMPTION OF CULTURAL SERVICES/PRODUCTS, CHANGES, PECULIARITIES (R1, R4)

CONSUMPTION OF CULTURAL HERITAGE SERVICES/PRODUCTS, CHANGES AND PECULIARITIES (R1)

Lithuanian residents are more likely to visit cultural monuments, historical or artistic sites, famous buildings, archaeological sites (53%), than museums, galleries or exhibitions (35%). People tend to visit cultural monuments, historical or artistic sites, famous buildings, archaeological sites both directly (53%) and virtually (48%). Lithuanian people are not interested in the existing archive services.

Residents visiting museums, galleries or exhibitions do not differ in socio-demographic characteristics from those visiting museums. They are often young people (aged 15-29), people having higher education, higher income, residents of big cities. These residents are generally more politically and publically active, positive, open, happy.

Generally, the visits of Lithuanian residents in cultural heritage sites remained unchanged during the researched period (2014: 58%; 2016: 58%). However, by analyzing in more detail, certain changes in visiting cultural heritage objects are observed:

- Both in Lithuania and abroad (+4 pp) people more actively visiting ancient, famous buildings (+6 pp) and archaeological sites (+7 pp);
- However, attention should be drawn to the fact that in the past year, the share of the residents who have visited both Lithuanian museums (-6 pp) and galleries or exhibitions (-10 pp) has decreased. In recent years less people were interested in art (-7 pp) and history or archaeology (-5 pp), folk household and ethnography (-3 pp), memorial museums (-4 pp);
- Archives are visited only by individual residents of Lithuania, and during the last year the proportion of people visiting archives has decreased even more (both directly (-2 pp) and online (-1 pp)).

CONSUMPTION OF CULTURAL PRODUCTS, CHANGES AND PECULIARITIES (R4)

At least one culture product is consumed by all Lithuanian residents (99.8%). Most of the population is watching TV (97%), having books at home (95%), reading newspapers (88%), magazines or other periodicals (87%), listening to radio (81%), using the Internet (71%). 61% of the visitors have visited performing art events. Significantly fewer people have visited museums (32%), public libraries (31%), paintings or graphic works, photographs, sculptures, crafts exhibitions (25%), or cultural heritage galleries or exhibitions (21%). Only individual residents have visited archives (2%).

The portrait of consumers of non-mass media (TV, radio, print) cultural products, regardless of specific area of culture, is very similar. Cultural products (performing and visual arts, crafts, books and press, libraries) are more likely to be consumed by women, younger and middle-aged people with higher education, white collars, having higher income, and residents of big cities. Older people (60-69 years old) are more likely to watch recordings of the performing art events or read periodicals.

In evaluation of changes in the use of cultural services/products during the research period (2014-2016), the most significant difference is the relocation of cultural consumption to virtual space. Most of the positive changes in cultural products that occurred during the research period are linked in one way or another with the Internet: more people use the Internet (+8 pp) and perform various activities on the Internet: watching TV broadcasts (+5 pp), listening to radio broadcasts (+4 pp), watching information about cultural monuments, historical and art sites, buildings, etc. (+8 pp). The fact that a lot of Lithuanians have visited performing art events (+4 pp), cinema or film festivals (+6 pp) shall be evaluated positively. More people have satisfied their need for information about museums watching TV, Internet programs or listening to radio broadcasts.

However, a decline in consumption of certain cultural areas during the research period was observed as well: fewer people were interested in the recordings of the performing art events (-9 pp), have visited galleries, exhibitions (-10 pp), museums (-6 pp) and archives (-2 pp). Fewer residents read newspapers (-4 pp).

To sum up the consumption of cultural products in Lithuania, the following conclusions and preconditions for interpretation thereof may be formulated:

- (1) The use of museums, galleries and exhibitions is decreasing, and lack of such information is partially filled up by the information on museums, cultural heritage objects, etc. available in mass media (TV, Internet). This can be explained by several assumptions: first, it is the influence of the possibilities of a broad and fully-fledged virtual information space; secondly, existing museums, galleries or exhibitions no longer meet the growing needs of quality and presentation to consumers. IT IS RECOMMENDED: to review the concepts of museums, exhibitions, galleries, adapting them to modern, dynamic, interactive user needs;
- (2) Since tourism in Lithuania and foreign countries is increasing, IT IS RECOMMENDED inspecting cultural heritage objects, historical, archaeological sites, etc. to develop joint programs for promotion and support of local tourism, adapting them to local tourism, educational (formal and informal) goals and interests of foreign tourists in cooperation with the Department of Tourism under the Ministry of Economy of the Republic of Lithuania,;
- (3) The possibilities of cultural consumption are expanding due to a growing scope of internet and virtual information space. Partial relocation of cultural products into a virtual space, reduces regional, property, age, disability, etc. exclusion of people from cultural products. IT IS RECOMMENDED: to plan, organize and maintain

the transfer of cultural services to the virtual space, by creating attractive, interactive cultural products for consumers;

- (4) With a critically low number of users of archive services and considering the fact it is decreasing, IT IS RECOMMENDED to substantially revise the concept of provision of archive services and dissemination of information to the public.

PARTICIPATION IN CULTURE, CHANGES AND PECULIARITIES (indicators R2, R3)

PARTICIPATION IN CULTURE AND OPENNESS OF THE POPULATION TO THESE ACTIVITIES IN FUTURE (R3)

In the last 12 months 23% of Lithuanian population have been involved at least in one cultural activity. The most active participation is in social networks (55%) as well as activities related to visual arts and crafts (25%). Similar parts of the population have participated in the performing art and cultural heritage activities (14% and 16% respectively). Small parts of Lithuanian population have participated in book and press (7%), movie (3%) and Internet (4%) cultural activities.

In theory potential involvement of 34% is possible, i.e. another third of the population can potentially be attracted to participate in cultural activities. Performing (15%) and visual arts and crafts (11%) have a significantly higher potential for new participants. 9% non-participants would like to create movies and videos, 7% would like to participate in cultural activities online, 6% of currently not involved people would like to be involved in cultural heritage or book and press activities.

The characteristics of people involved in various cultural areas are rather typical: women, younger people (aged 15-29) with higher education, higher income, white collar workers, and residents of big cities are more likely to participate in culture. People working or studying in the field of culture are frequent participants in cultural activities as well. Slightly different is the portrait of typical participants in movie or video and online cultural activities: more often they are men, younger people who have not created a family yet. Characteristics of the potential of cultural areas (open, likely to participate) are usually the same as those of the participants.

Countrywide participation in culture during the researched period did not change substantially, however, positive tendencies of changes are observed. Positive changes are recorded in separate areas of culture:

- the major **increase** is observed among the participants in social networks (+15 pp), minor increase is noticed in the activities of visual arts (+4 pp), cultural heritage (+3 pp), and performing arts (+2 pp);
- potential for participation in the activities has **increased** in the case of movies and videos (+3 pp), cultural activities online (+2 pp) and books and press activities (+2 pp).

VOLUNTEERING IN CULTURE AND OPENNESS OF THE POPULATION TO THIS AREA IN FUTURE (R3)

9% of Lithuanian population have been involved in voluntary activity at least of one cultural area. More volunteers are observed in the activities of performing (11%) or visual arts and crafts (10%). In the last 12 months 3% of the population have been involved in voluntary activities of cultural heritage, as well as books and press activities; in the activities of libraries and movies/videos - 2% of the population respectively.

Theoretical potential of volunteering in Lithuania is rather big (29%), i.e. such part of the population would be likely to volunteer in at least one cultural area, but they have not been involved in such activities in the last 12 months. Relatively higher potential of volunteering would be in the fields of visual arts and crafts (12%) and performing arts (9%). 8% of the population would be likely to be involved in voluntary activities related to the field of movies/videos, 7% of the population tend to volunteer in the field of cultural heritage and in the field of books and press, 6% of the population would volunteer in the activities of public libraries.

Women, young people (aged 15-29), people with higher education; residents working or studying in the field of culture are involved in voluntary cultural activities, are socially involved or are likely to be involved.

During the researched period the number of volunteers has **increased** in the activities of performing arts (+2 pp); the number of volunteers in the area of movies and videos did not change, but the potential of volunteering in these areas is slightly higher (+3 pp). A minor **decrease** in the number of those involved in voluntary activities or likely to be involved in voluntary activities in the field of cultural heritage is observed (-2 pp in total). The potential of volunteering has decreased in case of libraries as well (-2 pp).

PARTICIPATION OF RESIDENTS OF SMALL TOWNS AND VILLAGES IN CULTURE (R2)

In the last 12 months 40% of the residents of small towns and villages have been involved in culture. The most active involvement of the residents in regions is in social networks (50%) and visual art and craft activities (24%). 15% of the resident in regions are involved in the activities of performing arts, 14% - in the activities of cultural heritage.

Young people (aged 15-19), women and people, whose studies or work are related to culture are more likely to be involved in cultural activities in the regions. Social network users are distributed in a wider range of ages: the most active participants of social networks are people under the age of 40.

During the period of 2014 – 2016 the involvement of the residents of the regions in culture has **increased significantly** (+10 pp). This was mainly due to a significant **increase** in participation of the regional population in social networks (+17 pp) and a significant increase in participation in visual arts and crafts (+8 pp). The share of the regional population participating in cultural heritage activities has also increased (+2 pp).

VOLUNTEERING/SOCIAL INVOLVEMENT OF THE SMALL TOWN AND VILLAGE POPULATION IN CULTURE (R2)

Relatively largest numbers of volunteers in regions are associated with performing arts (11%) and visual arts and crafts (10%). 3% of regional population is involved in voluntary activities related to cultural heritage and in voluntary activities related to books and press; 2% of the regional population are involved in voluntary activities related to movies/videos. 3% of the regional population are volunteering in libraries. 7% of the regional population have donated books to libraries.

There are slightly more young people (aged 15-19) and people working or studying in the field of culture among the residents of regions involved in voluntary cultural activities.

In the area of the performing arts and the visual arts and crafts, not only the number of participants has increased but the proportion of volunteers in these activities as well (+4 pp and +3 pp respectively). The number of those involved in voluntary cultural heritage activities has slightly **decreased** (-2 pp).

To sum up the involvement of the population (including regional population) in culture the following conclusions can be formulated:

- (1) Involvement of the population in social networks has substantially increased over the researched period. About a half of the Lithuanian population (including the residents of regions) are using the Internet and social networks frequently, i.e. almost every day. It is an excellent dissemination tool for information on culture, cognitive and interactive cultural programs, which is eliminating regional, wealth, age, income-related exclusion, etc. IT IS RECOMMENDED TO: development of cultural content, cultural institutions and institutional accounts in social networks, which is an effective measure of involvement in culture. *Example: Facebook account of. M. Mažvydas National Library of Lithuania;*
- (2) The largest number of participants and the greatest potential for volunteering / social participation is in the field of performing arts and crafts. IT IS RECOMMENDED TO: develop and finance community projects based on the framework / content of these areas of culture (especially in the regions);
- (3) A small proportion of the population is involved in creation of movies and videos, but there are many more willing to do this. IT IS RECOMMENDED TO: enable people to create films and videos by providing them with the knowledge and tools they need. Using targeted financing for this purpose, use the network of public libraries having a highly developed countrywide and publicly accessible infrastructure. It would simultaneously increase involvement of the population in the activities of libraries, and would reduce digital and social exclusion of the population as well as would strengthen positioning of libraries as cultural community centres (especially in regions).

SATISFACTION WITH AVAILABILITY AND QUALITY OF CULTURE (indicators R5, R6)

SATISFACTION WITH AVAILABILITY OF CULTURAL SERVICES (R5)

In 2017, the **most available services** for Lithuanian population **are the services provided by the public libraries**. For most people movies are easily available as well (regardless of where they are viewed). **Performing art events are the least accessible** for Lithuanian residents.

71% of Lithuanian populations believes that the accessibility of cultural services has improved or remained unchanged, but has not deteriorated over the last year. 83% believed so in 2014, which means that the **availability of cultural**

services to Lithuanian residents has **decreased** over the period from 2014 to 2016. The major decrease in availability to people is observed in the field of performing arts (-23 pp) and visual arts and crafts (-17 pp). Services provided by cultural heritage institutions (-11 pp), movies (-10 pp), books and periodicals (-8 pp) have become more difficult to access to people.

Availability of public library services has **improved** during the researched period (+2 pp).

A direct link between the accessibility of cultural areas and the age and income of the population has been determined: the younger the population, the better is the evaluation of cultural accessibility, the older the population, the lower is the evaluation of cultural accessibility; accordingly, the higher the income, the better is the evaluation of cultural accessibility, the lower the income, the lower is the evaluation of cultural accessibility. Evaluation of the accessibility of culture is not dependent on the education and nationality of people, or their relationship with the field of culture (study, work).

SATISFACTION WITH QUALITY OF CULTURAL SERVICES (R6)

In 2017, the services of highest quality in the field of culture have been provided by public libraries (average quality evaluation – 3.1). Relatively good evaluation by people is given to the quality of books and periodicals (average quality evaluation - 3.0). In general, the assessment of the change in the quality of cultural services during the research period remained UNCHANGED in general, but, with a more detailed view of individual areas of culture, shows the differences in evaluation of the changes in quality:

- the quality of books and periodicals (+5 pp) and the quality of movies (+7 pp) (regardless of where they are viewed) has **improved** in the course of the researched period;
- however, people are giving a **poorer** evaluation to the quality of performing art events (-7 pp), visual arts and crafts (-5 pp) and museum services (-6 pp).

Women, young people and residents of small towns and villages are likely to evaluate the quality of cultural services and products better. Summarizing the evaluation of the satisfaction of population with the availability of cultural services, the following conclusions and the assumptions thereof may be formulated:

- (1) The availability of cultural services to the residents of Lithuania during the research period has decreased and this is likely due to the introduction of the euro as of 1 January 2015, and the related increase in prices for various services. The decrease in the availability of cultural services further increased the income exclusion among the population of Lithuania. For example, even though the availability of performing art events has decreased the most, the attendance of these events has increased. This means that part of the population lost any opportunity to attend performing art events, and financially stronger people began visiting performing art events more often;
- (2) During the research period the quality of most cultural services and products has not been increased (except the quality of books, press, movies and the services of public libraries).