



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

1. Survey information

The following main objectives have been formulated and laid down in the public procurement tender 'Survey of Participation of the Population in Culture and Satisfaction with Cultural Services':

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

Within the scope of analysis defined in the terms of reference, this survey allows calculating, reviewing or justifying the indicators (their values for 2014 and projections for 2017 and 2020) of the 2012–2014 *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 indicators, unit of measure and source (document)	Value available from other surveys (year)	Target (year)
R1.	Persons (≥15 years) who have visited a cultural heritage site in the last 12 month, pct	30 (2006)	- (2020)
R2.	Persons (≥15 years) who have participated in cultural activities in small towns and villages in the last 12 months, pct	12 (2012)	35 (2020)
R3.	Persons (≥15 years) who tend to participate in cultural activities, pct	20 (2012)	46 (2020)
R4.	Persons (≥15 years) who have consumed cultural products, pct	65 (theatre, concert, museum, exhibition), 28 (cinema) (2005)	71 (theatre, concert, museum, exhibition), 37 (cinema) (2020)
R5.	Culture accessibility evaluation indicator	10 (2013)	15 (2015)
R6.	Culture quality evaluation indicator	12 (2013)	15 (2015)
R7.	Cultural heritage protection quality evaluation indicator	10 (2013)	10 (2015)

Population survey questionnaire

The representative survey of the Lithuanian population (persons aged 15 years and more) has been carried out 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 'pioneer' group of EU member states piloting the *ESS-net Culture* harmonised methodology for cultural participation.

The ESSnet-Culture questionnaire has been adapted for Lithuania by

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

The original ESS-net Culture questionnaire question

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

in the phase of questionnaire adaptation was changed to

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

To measure the effect of culture, an additional group of thirteen questions has been used, the content of which (i.e. specific questions related to indirect effects of culture) was determined in cooperation with the Ministry of Culture in the first phase of the survey. The answers to these questions have been used for establishing links between participation in culture and consumption of culture and additional indicators of the effect. In addition, a typology of participation in culture and of consumption of cultural services has been compiled using the answers to the questions in the questionnaire, which the customer may benefit from when planning financial investments in culture.

Questionnaire design

Questionnaire theme	Source of the questions and their wording
1. Participation in culture and artistic activities	ESSnet Culture (2012) questionnaire
2. Social participation and volunteering	ESSnet Culture (2012) questionnaire
3. Use of cultural services	ESSnet Culture (2012) questionnaire
4. Accessibility of cultural services, quality of the cultural environment and services, quality of cultural heritage protection	Researchers, in cooperation with specialists of the Ministry of Culture
5. Causes of non-participation in culture	2007 Eurobarometer survey
6. Indicators of the effect of culture (civil principles, etc.)	Researchers, in cooperation with specialists of the Ministry of Culture
7. Socio-demographic characteristics	Researchers, in cooperation with specialists of the Ministry of Culture

2. Population survey methodology

Survey method

The survey of the Lithuanian population (persons aged 15 years and more) was carried out by way of direct interviews among the respondents' households, using a computer.

Survey target group

Although existing or potential consumers of cultural products and services include the whole population of the country, the youngest persons are not able to take part in a survey. The ESSnet-Culture report states that the survey target group ideally should include persons from the age of six years, although this is not a common practice.

Since the EU member states are striving to harmonise the methodology for the collection of cultural statistics as much as possible (to ensure the comparability of such data), it is recommended to conduct the survey on participation in culture by polling persons aged 15 years and over, except for inmates of institutions.

The target group of the survey analysed in this report includes Lithuanian residents aged 15 years and over. The general population is 2 559 580 persons.

The survey has excluded inmates (23 400 persons) of institutions (hospitals for lengthy treatment, children's and old people's homes, common lodging houses, special schools, prisons and monasteries).

Sample and sampling

The survey planned to poll 1200 Lithuanian residents aged 15 years and over.

The sample size was determined on the basis of the terms of reference formulated for the tender. With a view to ensuring a sufficient sample for analysis in small towns and villages (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 analysing the results with the minimum 4.9 per cent error, where the confidence level is 95%). Since small towns and villages accounted for 35% of the total sample, the total sample size was 1 200 respondents. In the analysis of the answers of the 1 200 respondents, the maximum error of the results constituted 2.8% (with the confidence level of 95%).

The respondents were selected for the survey by stratified probability sampling of the population.

A total of 1 217 Lithuanian residents aged 15 years and over were interviewed.

The survey was carried out from 7 to 30 January 2014. The survey was conducted by 61 interviewers.

The largest statistical error in evaluating the answers of all the respondents (1 200 persons) equals $\pm 2.8\%$ (with the confidence level of 95%).

Sample size	Distribution of answers									
	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

2.1. Characteristics of respondents' principles and behaviour

Obstacles to involvement in cultural life

Speaking of obstacles that prevent the population from involvement or volunteering in cultural life, the most common personal reasons (65%) mentioned are the lack of time (47% of the respondents indicated this as an obstacle) and poor health (20%).

A quarter (25%) of the interviewees claims having interests other than cultural life.

More than a half (56%) of the respondents mentioned at least one supply and accessibility problem. The most common problems indicated include an overly high price (37%) and accessibility (difficult to access for 16%, unsuitable opening hours of cultural establishments for 4%). A slightly smaller share has reproaches concerning the dissemination and quality: limited choice 8%, low quality 6%, another 8% claim they fail to receive sufficient information on cultural activities in Lithuania.

Only 5% say they see no obstacles to participation or volunteering in cultural activities.

No obstacles to involvement in cultural life most often are indicated by young people (20-29 years) or older persons (60-69 years) with university education and higher income (more than LTL 1 000 per family member). Also persons who find no obstacles to involvement in cultural life are those who study or have highly qualified employment or jobs related to the sphere of culture.

The lack of interest is more characteristic of males with primary or basic education, unemployed males or males in less qualified employment and jobs unrelated to the sphere of culture. Also the lack of interest is more often observed among the rural than the urban population. The lack of interest is found less often among older persons (aged 70 years and more) with post-secondary or higher education.

Personal reasons as an obstacle to involvement in cultural life are more often identified by females, older people (aged 70 years and more), residents of the big cities of Lithuania with lower income (LTL 500-800 per family member) and retired or widowed persons.

The largest number of persons who feel the lack of supply and accessibility is found among women, middle-aged persons (40-49 years) who are unemployed and belong to the group with the lowest income (LTL 500 per family member).

Taking pride in Lithuanian citizenship

Lithuanian citizens account for 98% of the persons interviewed; 2% of them claim they take no pride in this fact, while 16% identify themselves as being not much proud of that.

82% of the respondents with Lithuanian citizenship have expressed their pride in this: 38% are very proud and 44% have a tendency for being proud of Lithuanian citizenship.

The largest number of people taking pride in Lithuanian citizenship is found among females, older persons (aged 70 years and over), ethnic Lithuanians with higher education, persons with highly qualified employment, persons who study or work in the sphere of culture, and retired and widowed persons.

Persons who have a tendency for taking pride in Lithuanian citizenship are more numerous among individuals with primary or basic education, as well as among Lithuanian residents of other ethnic groups.

Men more often take little or no pride in Lithuanian citizenship, compared to women. The number of individuals not proud of Lithuanian citizenship is larger in the middle-aged group (40-49 years), among people with secondary education, divorced persons, non-Lithuanians, the unemployed or persons with less qualified employment. Young people (15-19 years) and older persons (aged 70 years and over) less often take pride in being Lithuanian citizens.

Feeling of happiness, health and trust in people

Almost two-thirds of the respondents have been happy during the last 12 months in general, and one-tenth has felt very unhappy. 25% of the interviewees have been not very happy and 4% have been unhappy. 1% of the respondents have identified themselves as very unhappy.

The feeling of happiness during the last 12 months has been observed more often among the younger population (15-39 years) with higher education, highly qualified employment and higher income (more than LTL 1 000 per family member), and those living in larger households.

The number of unhappy respondents is higher among persons of mature and older age (40 years and over) with primary, basic or secondary education, who are unemployed or retired and earn a lower income (LTL 500-800 per family member). Divorced and widowed persons and individuals living in single-person households have felt unhappy more often as well.

42% of the respondents have defined their physical health over the last year as good and 10% as very good. The remaining part has felt worse: the health of 36% of the respondents was average and of 10% was poor. Very poor health has been observed among 2% of the interviewees.

Very good and good health is more often found among males of younger and average age (15-49 years), with higher education, those who study or have both highly and less qualified employment. Good physical health is more common to persons living in larger households and earning a higher income (LTL 1001 and more per family member).

Respondents with average physical health are more numerous among older people (aged 50 years and over) who are retired or earn a lower income (LTL 500-800 per family member). Also average physical health is more characteristic of divorced persons, individuals living separately, widowed persons and people living in single- or two-person households.

The number of respondents with poor health is larger among females, older people (aged 60 years and over), persons with primary or basic education or lower income (LTL 500-800 per family member), and retired persons. Poor health is more common to divorced persons or those living separately, widowed persons and individuals living in single-person households.

The respondents give a slightly better evaluation of their emotional and mental health. According to 50% of the respondents, their mental health has been good during the last 12 months, and 10% rate their mental health as very good. 33% of the survey participants think they have average mental health, and 6% see it as bad. 1% of the interviewees evaluate their emotional and mental health as very bad.

Very good or good mental health is more common among males, younger people (15-39 years), persons with higher education, or those who study or have both highly and less qualified employment, or earn a higher income (more than LTL 1000 per family member) and live in larger households.

Respondents who have an average mental condition are more numerous among women, older people (aged 50 years and over), retired persons or those working in the sphere of culture and earning a lower income (LTL 500-800 per family member). Such persons are more often found also among divorced or widowed individuals living in single- or two-person households.

Bad mental health is more characteristic of older respondents (aged 60 years and over) with primary or basic education, those who are retired, earn a low income (up to LTL 500 per family member), are divorced or widowed and living in single-person households.

Voting at elections

64% of the survey participants claim they voted at the parliamentary elections in 2012.

Most of the voters are women rather than men, older residents (aged 50-59 or 70 years and over), persons with post-secondary or higher education, retired persons, people having highly qualified employment or those with higher income

(LTL 800 and more per family member). Respondents who have voted in the elections more often include married or widowed persons and individuals living in two-person households.

A larger number of non-voters is found among males, younger people (aged 15-39 years), persons with primary, basic or secondary education, students, unemployed persons or those with unqualified jobs, single persons, individuals living in larger households and belonging to the lowest income group (up to LTL 500 per family member).

Faith and attendance of houses of prayer

94% of the respondents identify themselves as believers. 3% are believers without practising any specific faith, 84% are Catholics, 5% are Orthodox Believers, 1% is Old Believers and 0.3% is Evangelical Lutherans and Reformers. There were no followers of Judaism or Islam among the survey participants.

Believers and those practising a religion are more numerous among women, persons with post-secondary education, lower income (LTL 500-800 per family members) or less qualified jobs, or people living in small towns of Lithuania.

Meanwhile non-believers are mostly males, young people (20-29 years), persons with secondary or higher education, highly qualified employment or higher income (more than LTL 1000 per family member), single persons and residents of the big cities.

77% of the respondents have attended houses of prayer or religious meetings during the past year. About a half of the attendees do this on an irregular basis, up to 3 times a year, while one-fifth go to church from 4 to 6 times a year (excluding weddings, funerals and baptisms). Almost one-third can be considered regular visitors: they go to church at least once in two months and most of them visit church more often than once a month.

Those who have attended houses of prayer or religious meetings are mostly women, older people (aged 60-69 years), persons with post-secondary or higher education or highly qualified jobs, retired persons and residents of medium-sized towns.

The majority of those who do not attend houses of prayer are men, young people (20-29 years), persons with secondary education, unemployed, single or divorced individuals and residents of the big cities of Lithuania.

Effect of participation in culture and cultural activities

20% of the interviewees tend to agree that they feel greater patriots of their country when participating in cultural life, while 49% oppose this view.

The distribution of those participating (i.e. those who consider themselves to be participating) in culture is more even: 37% agree that participation in cultural life promotes patriotism, while 31% disagree with this.

Most of those who believe that participation in culture strengthens patriotism are ethnic Lithuanians and people with university education and higher income (over LTL 1000 per family member). This approach is also common among persons who study, have highly qualified employment or jobs related to the sphere of culture, are single or are residents of the big cities of Lithuania.

Those who think that participation in culture does not strengthen patriotism are mostly men, non-Lithuanians, persons with secondary education, unemployed persons and rural residents.

A similar share or 18% of the respondents agree that participation in cultural life enhances their creativity, while 51% oppose this.

Persons who consider themselves participating in cultural life more often tend to agree that this has a positive effect on their creativity: 37% agree and 29% disagree with this.

The majority of those who believe that participation in culture strengthens creativity are women, young people (aged 15-29 years), persons with higher education, ethnic Lithuanians, persons who study or have highly qualified employment or jobs related to culture.

Those who are confident that participation in culture does not strengthen creativity are more numerous among males, people with secondary education, non-Lithuanians, unemployed individuals or those with less qualified jobs.

Social capital

Based on the survey data, social capital originating from participation in culture most often is manifested through bonds between people with familiar and similar views and social status, while less often the cause of participation in culture is being with people of the same ethnic group or religious beliefs. A more frequent manifestation of bonding social networks is that cultural activities bring strangers together as well.

Bonding social capital is more typical of older people (aged 70 years and over), unemployed persons and residents of medium-sized towns. Meanwhile, it is less common among younger people (15-19 years), students and residents of the big cities of Lithuania.

The number of persons with bridging social capital is larger among younger people (15-19 years), students and residents of the big cities. Such individuals are less numerous among the older population (aged 70 years and over) and retired or unemployed persons.

Trust in people

The participants of the survey are sufficiently moderate in expressing their trust: 24% believe that most people can be trusted, while 72% are of the opinion that one has to be very cautious with people.

The group that trusts people is dominated by younger people (15-19 years), students, persons with higher education or highly qualified employment or jobs related to culture, single persons, individuals living in larger houses or earning a higher income (more than LTL 1000 per family member).

Those who think that one has to be cautious with people are mostly older persons (aged 50-59 years or 70 years and over), persons with secondary or post-secondary education, unemployed or retired persons or individuals with lower income (LTL 500-800 per family member).

Membership in social organisations

12% of the respondents are members of some social organisation.

Members of social organisations or societies are more often found among younger people (15-19 years), students, people with higher education or highly qualified employment or jobs related to the sphere of culture, unmarried persons and individuals with higher income (more than LTL 1000 per family member).

Meanwhile, those who are not involved in activities of social organisations or societies are mostly residents aged 30-39 years and 50-59 years, persons with secondary or post-secondary education, unemployed persons, individuals who have less qualified jobs, married persons and those with lower income (up to LTL 500 per family member).

3. Values of evaluation indicators

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

Final indicator (1.1, 1.2) Persons (≥15 years) who in the last 12 months have visited a cultural heritage site, pct.	57.58
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.	72.13
Persons (≥15 years) who in the last 12 months..., pct.	
1.1 have visited museums, galleries or exhibitions	42.47
1.1.1 have visited museums	37.75
1.1.1.1 have visited museums in Lithuania	34.00
1.1.1.2 have visited museums abroad	10.51
1.1.2 have visited galleries or exhibitions	31.64
1.1.2.1 have visited galleries or exhibitions in Lithuania	30.27
1.1.2.2 have visited galleries or exhibitions abroad	6.48
1.1.3 have visited museums, galleries or exhibitions in Lithuania by type	39.64
Art	23.67
History and archaeology	17.10
Natural history and natural science	5.63
Science and technology	4.53
Folk life, ethnography and anthropology	13.48
General, mixed (regional, city, etc.)	10.91
Memorial (writers, musicians, painters, politicians, etc.)	8.21
1.1.4 have visited museums, galleries or exhibitions abroad by type	11.26
Art	6.54
History and archaeology	6.08
Natural history and natural science	1.21
Science and technology	2.57
Folk life, ethnography and anthropology	1.49
General, mixed (regional, city, etc.)	1.99
Memorial (writers, musicians, painters, politicians, etc.)	1.06
1.2 have visited cultural monuments, historical or artistic places, famous buildings or archaeological sites	50.00
1.2.1 have visited cultural monuments, historical or artistic places, famous buildings or archaeological sites in Lithuania	46.71
1.2.2 have visited cultural monuments, historical or artistic places, famous buildings or archaeological sites abroad	15.77
1.2.3 have visited heritage sites in Lithuania by type	46.71
Historic sites (old quarter, historic parts of cities, etc.)	35.99
Ancient and famous buildings, e.g. castles, churches, manors, etc.	34.66
Archaeological sites, e.g. castle hill, barrows, settlements investigated by archaeologists	16.89
Famous historical cemeteries	6.92
Have travelled along cultural itineraries (e.g. historical roads, roads of artists, writers, architects, etc.)	7.02
1.2.4 have visited heritage sites abroad by type	15.77
Historic sites (old quarter, historic parts of cities, etc.)	13.28
Ancient and famous buildings, e.g. castles, churches, manors, etc.	11.59
Archaeological sites, e.g. castle hill, barrows, settlements investigated by archaeologists	4.89
Famous historical cemeteries	2.08
Have travelled along cultural itineraries (e.g. historical roads, roads of artists, writers, architects, etc.)	2.39
1.3 have made virtual visit to cultural monuments	46.54
1.4 have visited or applied to an archive, or searched for records online	5.51
1.4.1 have visited or applied to an archive	3.74
1.4.2 have searched for archive records online	3.81

* *Adjusted title of indicator, corresponding to indicator R1.*

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

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.	29.90
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.	31.87

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	14.95
2.1.1 have participated in performing arts 13.98	
2.1.1.1 have acted in a theatre play	5.28
2.1.1.2 have directed a theatre play	1.11
2.1.1.3 have acted in a cabaret or comedy	1.66
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	8.37
2.1.1.5 have played a musical instrument (alone or in a folklore company, band)	5.87
2.1.1.6 have composed music or performed as DJ	2.02
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)	3.86
2.1.1.8 have done choreography for a dance performance	2.12
2.1.2. have volunteered or socially participated in performing arts 7.44	
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.)	4.64
2.1.2.2 have attended classes, training related to their performing activities (including music, theatre and dance schools)	5.14
2.1.2.3 have uploaded a performance of their company, group or ensemble on the Internet	2.53
2.2 have participated, volunteered or socially participated in visual arts or crafts 16.81	
2.2.1 have participated in visual arts or crafts 15.53	
2.2.1.1 have made paintings, graphical works (by hand)	5.55
2.2.1.2 have made photographs as an artistic hobby (excluding family and/or holiday pictures)	3.39
2.2.1.3 have made sculptures (including also traditional folk sculptures)	2.13
2.2.1.4 have made pottery, glass	1.69
2.2.1.5 have worked with jewels, amber	0.78
2.2.1.6 have made textile works (weaving, yarn or string plaiting, patchwork, felting, knitting)	9.36
2.2.1.7 wicker or straw plaiting (hanging gardens woven from straw)	2.51
2.2.1.8 have sold own works of visual arts or crafts at least a few times	2.67
2.2.2 have volunteered or socially participated in visual arts or crafts 7.81	
2.2.2.1 have been members of associations, clubs or groups of amateur artists or craftsmen	2.86
2.2.2.2 have done volunteer work for these associations, clubs or groups	3.01
2.2.2.3 have presented own works (alone or with others) in exhibitions	3.57
2.2.2.4 have attended classes, training related to their creative activity	4.68
2.2.2.5 have uploaded images of own works on the Internet	2.92
2.3 have participated, volunteered or socially participated in cultural heritage activities 13.84	
2.3.1 have participated in heritage activities 10.32	
2.3.1.1 have collected objects	6.03
2.3.1.2 have searched in archives and / or online for genealogical or historical records	5.89
2.3.1.3 have participated in archaeological excavations	1.11

Persons (≥15 years) in small towns and villages who in the last 12 months..., pct.	
2.3.2 have volunteered or socially participated in cultural heritage activities	5.22
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	2.86
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)	3.62
2.4 have participated, volunteered or socially participated in book and press cultural activities	8.78
2.4.1 have participated in book and press cultural activities	6.39
2.4.1.1 have written fiction or non-fiction in their leisure time	5.22
2.4.1.2 had a blog or an own website on the Internet	2.17
2.4.2 have volunteered or socially participated in book and press cultural activities	4.31
2.4.2.1 have been members of an association, club or group of (amateur) writers or journalists	1.47
2.4.2.2 have attended courses or lessons on (creative) writing	1.46
2.4.2.3 have sent at least one letter to the editor of a newspaper or a magazine	1.38
2.4.2.4 have published their own work on paper	1.14
2.4.2.5 have published own work in whatever form on the Internet (including weblogs, e-zines and other internet publications)	2.07
2.4.2.6 have attended a reading circle or a book club	2.83
2.4.2.7 have participated in a reading circle or a book club on the Internet	2.05
2.5 have volunteered or socially participated in library activities	2.19
2.5.1 have donated books to a library (<i>not included in 2.5</i>)	2.82
2.5.2 have volunteered in organising book collection campaigns for libraries	1.62
2.5.3 have done voluntary work at a library	1.66
2.6 have participated, volunteered or socially participated in film and video arts	2.96
2.6.1 have participated in film and video arts (have made at least one film or video (excluding family or holidays films))	1.73
2.6.2 have volunteered or socially participated in film and video arts	2.38
2.6.2.1 have been members of an association, club or group that makes films or videos (including video clips)	0.75
2.6.2.2 have done voluntary work or donated to such associations, clubs or groups	0.88
2.6.2.3 have attended courses or lessons for film or video making	0.77
2.6.2.4 have shown own film or video to an audience	1.03
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	1.25
2.7 have participated in cultural Internet activities (have designed anything for the Internet (a webpage, a game or a blog))	1.15
2.8 have participated in social networks such as Facebook, MySpace, LinkedIn or Twitter	32.42

* *Adjusted title of indicator, corresponding to R2. A share of the population participating in cultural activities in small towns and villages, pct.*

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

Final indicator (3.1.1, 3.2.1, 3.3.1, 3.4.1, 3.6.1, 3.7.1) Persons (≥15 years) who tend to participate in cultural activities, pct.	54.48
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) Persons (≥15 years) who tend to participate, volunteer or socially participate in cultural activities, pct.	58.59

Persons (≥15 years) who, ..., pct.	
3.0.1 tend to participate in cultural activities	54.48
3.0.1.1 tend to participate in cultural activities, but have not done that in the last 12 months	33.55
3.0.2 tend to volunteer or socially participate in cultural activities	37.34
3.0.2.1 tend to volunteer or socially participate in cultural activities, but have not done that in the last 12 months	28.60
3.1.1 tend to participate in performing arts	29.32
3.1.1.1 tend to participate in performing arts, but have not done that in the last 12 months	16.46
3.1.2 tend to volunteer or socially participate in performing arts	19.47
3.1.2.1 tend to volunteer or socially participate in performing arts, but have not done that in the last 12 months	10.75
3.2.1 tend to participate in visual arts or crafts	32.35
3.2.1.1 tend to participate in visual arts or crafts, but have not done that in the last 12 months	11.26
3.2.2 tend to volunteer or socially participate in visual arts or crafts	19.46
3.2.2.1 tend to volunteer or socially participate in visual arts or crafts, but have not done that in the last 12 months	10.62
3.3.1 tend to participate in cultural heritage activities	19.97
3.3.1.1 tend to participate in cultural heritage activities, but have not done that in the last 12 months	6.84
3.3.2 tend to volunteer or socially participate in cultural heritage activities	11.30
3.3.2.1 tend to volunteer or socially participate in cultural heritage activities, but have not done that in the last 12 months	7.49
3.4.1 tend to participate in book and press cultural activities	11.47
3.4.1.1 tend to participate in book and press cultural activities, but have not done that in the last 12 months	4.52
3.4.2 tend to volunteer or socially participate in book and press cultural activities	10.48
3.4.2.1 tend to volunteer or socially participate in book and press cultural activities, but have not done that in the last 12 months	7.00
3.5.1 tend to volunteer or socially participate in library activities	10.09
3.5.1.1 tend to volunteer or socially participate in library activities, but have not done that in the last 12 months	8.02
3.6.1 tend to participate in film and video arts	8.90
3.6.1.1 tend to participate in film and video arts, but have not done that in the last 12 months	6.26
3.6.2 tend to volunteer or socially participate in film and video arts	8.14
3.6.2.1 tend to volunteer or socially participate in film and video arts, but have not done that in the last 12 months	4.94
3.7.1 tend to participate in cultural Internet activities	8.04
3.7.1.1 tend to participate in cultural Internet activities, but have not done that in the last 12 months	4.86
3.8.1 tend to participate in Internet social networks	42.38
3.8.1.1 tend to participate in Internet social networks, but have not done that in the last 12 months	2.29

* The whole of Lithuanian residents who participate in cultural activities and who do not participate but wish (tend) to participate in cultural activities.

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

Final indicator (4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7.1) Persons (≥15 years) who have consumed cultural products, pct.	99.96
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Persons (≥15 years) who in the last 12 months..., pct.	
4.1. have visited, viewed or listened to artistic performances	89.67
4.1.1 have visited artistic performances	57.46
4.1.2 have viewed direct broadcast outside home of artistic performances (for example, outdoors, at a cinema, public library or any other place)	32.66
4.1.3 have viewed or listened to recordings of artistic performances	79.31
4.2. have consumed products of visual arts and crafts	47.90
4.2.1 have visited painting and graphic art, photography, sculpture and crafts exhibitions	28.16
4.2.2 have visited virtual exhibitions of paintings and graphical works, photographs, sculpture and crafts	12.15
4.2.3 have viewed or listened to a programme about visual arts and crafts (on television, radio, video, DVD, Internet or other media)	37.66
4.3. have visited cultural heritage sites	72.57
4.3.1 have visited a museum	37.75
4.3.2 have visited a gallery or exhibition	31.64
4.3.3 have viewed virtual exhibitions of art or museum objects on the Internet or other media	7.30
4.3.4 have viewed or listened to a programme about museums on television, radio, video, DVD, Internet or other media	29.22
4.3.5 have visited cultural monuments, historical or artistic places, famous buildings or archaeological sites	50.00
4.3.6 have viewed cultural monuments, historical or artistic places, buildings or sites on the Internet or other media	21.22
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	41.37
4.3.8 have visited archives	3.74
4.3.9 have visited archives on the Internet	3.81
4.4. have read books and press	97.14
4.4.1 have read a book	63.06
4.4.2 had books at home (<i>not included in 4.4</i>)	93.73
4.4.3 have read magazines and / or periodicals	88.20
4.4.4 have read newspapers	91.84
4.5. have used library services	38.25
4.5.1 have visited a library	36.73
4.5.2 have visited a library on the Internet	13.38
4.6. have viewed films and videos	89.04
4.6.1 have visited a cinema or film festival	35.11
4.6.2 have viewed films on television, video, DVD or other media	86.78
4.6.3 have viewed films on the Internet	45.90
4.7. have listened to the radio, watched television or used the Internet	99.65
4.7.1 have listened to the radio	80.39
4.7.1.1 have listened to radio broadcasts via a receiver	75.77
4.7.1.2 have listened to radio broadcasts via the Internet (computer, MP3 player, mobile phone or other media)	18.70
4.7.2 have watched television	97.69
4.7.2.1 have watched television broadcasts via a television set	95.25
4.7.2.2 have watched television broadcasts via the Internet (computer, MP3 player, mobile phone or other media)	25.01
4.7.3 have used the Internet	62.88

* Adjusted title of indicator, corresponding to R2. Level of consumption of cultural products/services, pct.

3.5. Culture accessibility evaluation indicator*

Final indicator (5.1, 5.2, 5.3, 5.4, 5.5, 5.6) Indicator of the evaluation of culture accessibility in Lithuania	30.84
Indicator of the evaluation of accessibility 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	15.98
5.2 Visual arts and crafts exhibitions, including visits to exhibitions, via the Internet or other media	31.28
5.3 Cultural heritage services provided by institutions and heritage sites	24.73
5.3.1 Archives , including visits to archive reading rooms or the archivist's service	31.93
5.3.2 Archives on the Internet	51.17
5.3.3 Museums, cultural monument, archaeological sites , including visits there, as well as viewing via the Internet	22.98
5.4 Books, periodicals (in printed or digital form or via the Internet), excluding library services	29.29
5.5 Library services, including visits to reading rooms and via the Internet	45.37
5.6 Films (regardless of where they are viewed)	46.47

* *The following question was asked: 'Please indicate how accessibility of performing arts presentations, visual arts and crafts exhibitions, films, etc. has changed personally for you in the last 12 months: Your possibilities to use a service (a) have increased, (b) have not changed, (c) have decreased, (d) (no opinion)'.*

The overall evaluation of changes in accessibility of cultural services in Lithuania (based on the evaluation of consumers of cultural services) shows that the services of all fields of culture surveyed are seen as more accessible than a year ago.

In general, the change in culture accessibility exceeds 30%.

The largest changes in accessibility are in the fields of films (50% of the fans note an increase), library services (50% of library visitors observe an increase) and archives on the Internet (an increase in accessibility is seen by 56% of users of archives services). The smallest changes are in accessibility of performing arts presentations and museums, cultural monuments and archaeological sites.

The increase in accessibility of films is evaluated the best by persons aged up to 50 years, unemployed persons and students.

The greatest approval of the increased accessibility of libraries is seen among ethnic Lithuanians, unemployed persons and individuals living in large families. The smallest change in accessibility of library services was noted by people aged 70 years and over, non-Lithuanians, low income individuals (up to LTL 500 per family member per month) and residents of the big cities of Lithuania.

The largest improvement of accessibility of cultural heritage services and sites was noted by the respondents aged up to 50 years, white-collar workers and students, representatives of large households and persons related to culture.

The change in accessibility of presentations of performing arts in Lithuania is most positively evaluated by cultural workers, women, the group aged 15-29 years, ethnic Lithuanians, persons living in the big cities or individuals with a larger economic capacity (white-collar workers) and higher income. The smallest positive change (even a negative change) is seen by retired seniors (who rate accessibility as deteriorating), persons with primary or basic education, non-Lithuanians and males.

The greatest positive change in accessibility of visual art and craft exhibitions is acknowledged by students of 15-19 years of age, while the smallest change is observed by people aged 60 years and over.

The largest increase in accessibility of books and periodicals is noted by men, people aged 20-39 years, persons with higher education, ethnic Lithuanians, households with children and higher-income persons (LTL 1000 and more per family member per month). A smaller change in accessibility of the press is observed by people aged 70 years and over, persons with basic or secondary education, non-Lithuanians and persons with lower-than-average income (LTL 501-800 per family member per month).

3.6. Culture quality evaluation indicator*

Final indicator (6.1, 6.2, 6.3, 6.4, 6.5, 6.6) Culture quality evaluation indicator	38.81
Indicators of the evaluation of quality of fields of culture	
6.1 Performing arts presentations (e.g. theatre, opera, music concert, etc.), including visits to halls, on the Internet or other media	34.45
6.2 Visual arts and crafts exhibitions, including visits to exhibitions, via the Internet or other media	42.74
6.3 Cultural heritage services provided by institutions and heritage sites	34.62
6.3.1 Archives , including visits to archive reading rooms or the archivist's service	32.54
6.3.2 Archives on the Internet	49.81
6.3.3 Museums, cultural monument, archaeological sites , including visits there, as well as viewing via the Internet	33.93
6.4 Books, periodicals (in printed or digital form or via the Internet), excluding library services	35.81
6.5 Library services, including visits to reading rooms and via the Internet	57.54
6.6 Films (regardless of where they are viewed)	40.07

* *The opinion of the population on changes in the quality of the cultural environment and services that promote the lifelong development of human competences and creativity (pct.).*

The following question was asked: 'Please indicate how accessibility of performing arts presentations, visual arts and crafts exhibitions, films, etc. has changed personally for you in the last 12 months: Quality (a) has increased, (b) has not changed, (c) has decreased, (d) (no opinion)'.

The evaluation of change in the quality of cultural services in the last year (based on consumer understanding) shows that a positive change in the quality is noted in all fields of culture under survey.

Most of the respondents see an improvement in the quality of library services and archives on the Internet. More than a half (59%) of library visitors have observed an improvement in the quality of library services; also more than a half (55%) of users of archives on the Internet give a positive evaluation of the change in their quality.

Significant quality changes are also recorded in the evaluation of films and visual arts.

In general, the change in the quality of culture (taking account of the difference between consumers who see positive quality changes and those who see negative changes) exceeds 38%.

The most positive opinion about the improvement of library services is expressed by employed persons, former workers or existing students of the sphere of culture and ethnic Lithuanians.

The perception of the change in the quality of heritage sites and services is relatively the same in all demographic groups. The only exception is residents of the big cities who believe that the improvement in the quality of heritage sites and services was slow, compared to the evaluation given by the other socio-demographic groups.

The greatest satisfaction with the improved quality of films is found among the respondents aged up to 30 years, labourers, unemployed persons and students and individuals with low income (up to LTL 500 per family member per month). A significantly smaller improvement in the quality of films is seen by persons aged 60 years and over.

The greatest increase in the quality of visual arts and crafts is observed by persons aged 15-19 and 40-49 years. The smallest increase is seen by white-collar workers and pensioners.

The largest improvement in the quality of performing arts presentations is noted by the youngest respondents (aged 15-19 years), ethnic Lithuanians and persons whose work is related to culture, while the smallest improvement is observed by people aged 70 years and over.

The largest positive changes in the quality of books and periodicals are seen by the group aged 20-29 years, unemployed persons or students, ethnic Lithuanians, persons living in large households with children and individuals

with the lowest and highest income. The smallest improvement in the quality is noted by non-Lithuanians, pensioners and readers with average income (LTL 801-1000 per family member per month).

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

Final indicator Persons (≥ 15 years) who consider that cultural heritage protection has improved, pct.	48.65
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An improvement in cultural heritage protection is seen by 53% of the respondents who have visited heritage sites in the last 12 months, while 5% of the visitors observe deterioration.

4. Typology of participation in culture and consumption of culture by the population

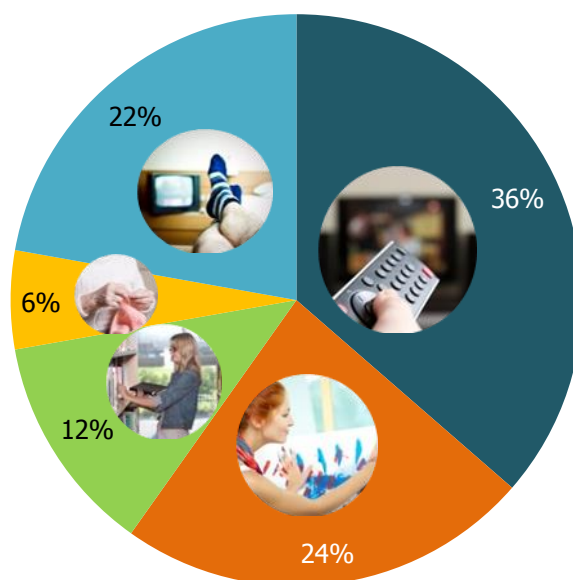
With a view to at least partially structuring the versatile information available on the persons under survey, clustering¹ was applied to group the sample of the respondents into clusters. Information on the respondents' activities in different fields of culture was used for clustering. All the interviewees were 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.

Disappointed with and apathetic towards culture: 22%

Older persons, rural population, labourers. Those who feel unhappy, do not tend to involve in cultural life and have no interest in it. Passive persons who choose television or a newspaper instead of a visit to a museum, exhibition or historical site at leisure time.

Restricted but interested seniors: 6%

Seniors prevented from involvement in cultural life by poor health, high price or complicated travel. They participate and are interested in ethnic culture in a moderate manner, visit folk evenings, also create various textile works. Consumption of culture among them largely occurs from home: listening to recordings and watching programmes about culture. They do not watch films either on television or at the cinema. Television and radio are their permanent companions.



Young people who consume culture, but participate in it in a restricted manner: 12%

Young people, students or young specialists. They feel happy and free, have no obstacles restricting their participation in culture; however, their participation or volunteering is not active. They do not visit exhibitions or view programmes about visual arts, but they go to libraries, read a lot of books, view films and, certainly, use the Internet intensively.

Consumers of mass culture: 36%

Urban population of middle age. 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. Films are their 'daily bread'.

Active lovers and fosterers of culture: 24%

Educated younger residents of Lithuania's big cities. They take pride in their Lithuanian citizenship and foster culture. These are persons who not only 'consume' various cultural products, but who also create, participate and volunteer actively in different fields of culture. These are the happy lovers of art, books, cinema and the Internet.

4.1 Consumers of mass culture (36%)



This group, compared to the other groups, is dominated by the 'perestroika' and 'communism' generations, i.e. persons aged 30-59 years (persons of this group account for 58% of the group of mass culture consumers)² who are married (57%), have post-secondary education (29%), are hired workers (50%), especially those (32%) in jobs not related to the sphere of culture (97% work in spheres other than culture, none of them studies subjects of the cultural sphere) and with higher income (25%: LTL 1000 and more per family member per month). Compared to the other groups, this group has more persons living in medium-sized cities (population between 3 000 and 100 000) (27%), but fewer individuals residing in small towns and villages (population up to 3 000) (29%).

This is a group that less often than the average identify themselves as very happy (7%), and less often rate their physical health (8%) as well as their mental health (8%) as very good. However, they consider their mental health good (56%) more often than the other groups. This group includes a greater number of believers (94%) and fewer members of social organisations, movements, associations or clubs (7%).

They more often than the average claim they do not participate in cultural activities (64%); they also disagree with the statement that participation in cultural life makes them more creative (38%). 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. Similarly to the other groups, participation of this group in cultural heritage activities is insignificant, which is the same as the Lithuanian average. In terms of consumption of cultural products and services, this group is quite passive.

PERFORMING ARTS

These are people who are not active in activities of performing arts (7% have participated, 5% have volunteered or socially participated, 75% do not tend to participate, 86% do not tend to volunteer): in the last 12 months, 2% have acted in a play, 3% have sung in a choir or ensemble, 2% have played a musical instrument, 0.5% have composed music, 2% have danced, none have done choreography for a dance, 2% have volunteered for performing arts, 4% have attended lessons on performing arts, and 1% has uploaded their performances on the Internet.

Consumption of presentations of performing arts in this group is average (57%), although it is less than the average for most presentations: in the last 12 months, 6% have listened to literary readings, 9% have been to classical music concerts, 18% to pop or rock music concerts, 4% to jazz or blues concerts, 3% to rap or hip hop concerts, 6% to dance or house music concerts and 5% to bard music concerts. Viewing of direct broadcasts of presentations of performing arts in public places is lower as well (28%).

However, their viewing or listening to recordings of presentations is more than the average (84%): in the last 12 months, 15% have viewed ballet or modern dance recordings, 15% an opera, 15% a musical, and 23% a bard concert. Recordings that enjoy even greater popularity are rock or pop music concerts (51% have listened to or viewed them at

² The percentage provided here and hereafter defines a share of persons of an appropriate socio-demographic category in the total number of members of the group (type) of this participation in culture.

least once in the last 12 months, 31% listen to them regularly, not less than several times a month), Lithuanian pop music concerts (65% have viewed them at least once, 46% are regular viewers), folk or ethnic music and customs concerts (40%).

VISUAL ARTS AND CRAFTS

This group is not very active in amateur participation (19% participate and 68% do not tend to participate) and social participation (5% socially participate and 86% do not tend to socially participate) in creative activities of visual arts and crafts: in the last 12 months, 6% have drawn or painted, 2% have made artistic photography, 1% have plaited from wicker or straw, 2% have displayed own works at an exhibition, 2% have uploaded an image on the Internet, and 2% have attended classes.

Visiting of visual arts exhibitions (24%), as well as of virtual exhibitions (9%) is less frequent than the average in this group, and this group more often gets familiar with visual arts from television, radio or video programmes (42%).

CULTURAL HERITAGE

Similarly to the other activities, this group's participation (13%) 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 (33%), and visits to cultural monuments, historical and artistic places or archaeological sites both in Lithuania and abroad exceed the Lithuanian average (56% and 19% 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 (25%), and also obtains such information from television or radio broadcasts about museums (36%), cultural monuments, historical and artistic places (58%). Either way, museums, cultural monuments or archaeological sites are visited by 100% of persons from this group.

BOOKS AND PRESS

The group is passive in the book and press cultural activities as well (4% have participated, 93% do not tend to participate, 2% have volunteered or socially participated, 94% do not tend to socially participate): in the last 12 months, 2% have written literature, the same percentage has written own blogs, none has been a member of an association of amateur writers or journalists or has published a book, and only one has attended a reading group or club.

This is a group that reads books less often than the average (57% read books, 4.95 books are read a year on average, of which 1.85 books by Lithuanian authors), but it reads magazines more often than the average (91%).

LIBRARIES

The distinctive feature of this group is that, during the last year, not a single person (!) has visited a library in Lithuania, abroad or on the Internet at least once. Volunteering (0.5% have volunteered, 94% do not tend to volunteer) and donating books to libraries (3%) are not the activities of this group.

FILMS AND VIDEO

Practically, there is no participation of this group in film and video artistic activities (1% have participated, 93% do not tend to participate), membership in film makers' associations (1%), volunteering for such associations (0.2%) or presentation of own works (0.5%). 94% do not tend to socially participate or volunteer.

However, viewing of films is a hundred per cent activity since as many as 80% watch films on television, video or DVD not less than a few times a week, and 42% download them from the Internet. Nevertheless, this group more often than the other groups expresses a view that the quality of films has deteriorated in the last year.

TELEVISION, RADIO, INTERNET

The number of Internet users in this group matches the Lithuanian average (61%), but in the last 12 months only 1 representative of the segment has participated in Internet cultural activities (95% do not tend to participate). Participation in social networks is less active as well, compared to the average (34%, another 62% do not tend to participate).

These are television fans (only 2% in this group do not watch television) who spend up to 3 hours in front of a television set on weekdays and more than 3 hours on weekends. Meanwhile, they devote 3 hours to the Internet per day. Radio and television broadcasts via the Internet are not popular with this group (13% and 15% respectively).

4.2 Active lovers and fosterers of culture (24%)



The majority of this group consists of women (two-thirds of the segment), residents of the big cities of Lithuania (almost a half, with Vilnius inhabitants predominating (24%)); almost a half is the youth aged up to 30 years, the generations of EU children and Changes. Most of the group members are students (one-fifth), persons with higher education (more than one-third), white-collar workers (one-third) and workers of the sphere of culture (11%), and the percentage of ethnic Lithuanians is more than average (92%).

This is a group of Lithuanian patriots as it has the biggest number of persons who take special pride in their Lithuanian citizenship (45%). In addition, there are more persons who are happy in general: both those who feel very happy and happy (17% and 68% respectively), and those who have very good and good physical and mental health (66%). Also, this is a segment with the greatest trust of people (32%). This group includes fewer persons, compared to the other groups, who go to church or a house of prayer (86%); however, it has the largest number of members of social organisations, movements, associations or clubs (sports, cultural or artistic, charity, professional, uniting people with common interests) (29%).

This population not only are active 'consumers' of cultural products and services (all members of the group without any exception), but also active participants (70%) and volunteers (47%) in cultural activities. Representatives of the group are convinced that participation in culture strengthens both their patriotism (40%) and creativity (37%). 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 or potential participants of various cultural activities (17% have not participated but tent to participate, 26% tend to volunteer or socially participate).

These are people who take an interest in culture, indicate the obstacle 'lack of interest or presence of other interests' less often than the other groups (14%), encounter with the lack of time more often than the others (59%) and also mention the shortage of information about cultural activities more often (13%).

PERFORMING ARTS

Compared to the other groups, they are active amateurs in performing arts (33%): in the last 12 months, 13% have acted in a theatre play, 3% have appeared in a comedy, 4% have directed a play, 16% have sung in a choir or ensemble, 18% have played a musical instrument, 4% have composed music, 12% have danced and 5% have done choreography for a dance performance. Non-participants tend to participate more often than the other groups (34%).

24% have socially participated in performing arts activities: 15% have volunteered for performing arts, 18% have attended classes on performing arts, 8% have uploaded a performance of their group on the Internet, and 25% would tend to socially participate.

In addition to eager participation in performing arts, this group also consumes them with special intensity (98%). In the last 12 months, 86% have visited presentations of performing arts: 62% have visited a theatre play, 33% have been to literary readings or book launches, 12% have visited a cabaret or a stand-up comedy, 20% have seen a ballet or dance performance, 30% have visited a classical music concert, 17% have been either to an opera or a musical, 45% have seen a pop or rock music concert, 16% a jazz or blues concert, 36% a folk or ethnic music or customs concert, 6% a world music concert, 12% have been to a rap or hip hop party, 25% to a dance or house music party, 27% have visited a national pop music concert, the same percentage has been to a bard music concert, 30% to a folk evening and 35% to other music concerts. The viewing of direct broadcasts of presentations of all performing arts under survey is most active also in this particular group (53%). The same applies to the viewing of and listening to recordings (88%) with a few exceptions: it is only recordings of popular Lithuanian music and folk music that are listened to more often in the first group.

This is a group that more often than the others travels abroad (39% have been abroad in the last 12 months), and visits cultural events during travel (44% of the travellers have visited presentations of performing arts abroad).

This group admits more often than the other groups that both the accessibility and quality of presentations of performing arts have improved in the last year.

VISUAL ARTS AND CRAFTS

The group is active in visual arts and crafts as well (42%). In the last 12 months, 22% have drawn, painted or created graphic works, 14% have made artistic photographs, 5% have created sculptures, 3% have made ceramic or glass works and 19% textile works, and 3% have plaited from wicker or straw. 28% of non-participants tend to participate in visual arts activities.

25% have socially participated or volunteered in visual arts activities: 5% have been members of an association or club of artists or craftsmen, the same amount has volunteered for such an association, 10% have presented their works at an exhibition, 15% have attended lessons on creative activities, 12% have uploaded images of their works on the Internet. 26% of those who did not volunteer or socially participate in visual arts activities have expressed a tendency for involvement.

This group is distinctive also for its consumption of visual arts products (100%). In the last 12 months, 72% have visited exhibitions in Lithuania, 27% of those travelling abroad have visited exhibitions there, 35% have visited virtual visual arts or crafts exhibitions, and 79% have listened to a programme about visual arts on the mass media.

Similarly to performing arts, this group, with regard to visual arts, indicates especially improved accessibility and quality.

CULTURAL HERITAGE

This group is no stranger to heritage activities either (26%): 16% have collected objects, 15% have searched for records in archives, and 1% have participated in archaeological excavations. 15% of the non-participants are ready to be involved in heritage cultural activities. 10% have volunteered: 5% have been members of a cultural organisation supporting museums or related to history or genealogy or taking care of monument and heritage protection, 8% have volunteered or donated money to such an association for the purpose of museum or monument restoration. 16% of the non-participants in volunteer activities are open to involvement.

Consumption of heritage sites and services in this segment is 97%. The majority of this group visit museums (70% in Lithuania, 51% of the visitors while travelling abroad), galleries and exhibitions (70% in Lithuania, 33% of the visitors while travelling abroad). 20% have viewed virtual art exhibitions or museum displays on the Internet, and 52% have viewed 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, 79% have visited them in Lithuania and 69% abroad; 44% have viewed cultural monuments, historical or artistic places, buildings or sites on the Internet, and 62% have listened to or viewed a broadcast on this theme.

This group is most active in the use of archive services (13%): 7% have applied directly to an archive in Lithuania (all of them looking for archaeological, genealogical or heritage data), 9% have searched for information on portals of Lithuanian archives and 6% on foreign archive portals on the Internet.

Again, this group gives an especially positive evaluation of the improvement in the accessibility and quality of archives and cultural monuments.

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 (17%): in the last 12 months, as many as 15% have written fiction or non-fiction as a hobby in their leisure time, and 8% have written own blogs or web pages. 8% of those who were not involved tend to do this in the future.

12% have volunteered and socially participated in book cultural activities. It is the only group that includes members of an association, club or group of (amateur) writers or journalists (3%), and persons who have published an own work (3%); also almost all the persons in this group (except one individual) have attended courses on creative writing (2%) and the majority have sent letters to editors of newspapers or magazines (4%), published own works on the Internet (7%), attended a reading club or book club (5%) and participated in such a club on the Internet (4%). 19% of those who did not socially participate in book and press cultural activities would like to do that.

Book and press reading accounts for 100% in this segment. This group includes book lovers and the most avid readers (92% have read a printed book, 36% in digital form, reading 12.7 books per year on average and 5.1 fiction books by Lithuanian authors), and persons who have the greatest number of books at home (63% have more than 50, 22% more than 200 and 12% more than 400 books at home). The readers' choice in this group is much broader than in the other groups: the segment reads more historical books, biographies, science fiction and books on self-knowledge.

Reading of magazines is intense as well (93% read in paper form, 74% read regularly or at least several times a month; 61% read in digital form, 50% read regularly).

The number of newspaper readers is as big as in the other segments (72%); however, the intensity differs: 18% of the representatives of this group read them every or almost every day. Differently from the other segments, newspapers on the Internet are also very popular (71%).

Compared to the other segments, this segment gives a much more favourable evaluation of the improvement in the accessibility and quality of books and periodicals.

LIBRARIES

Social participation in library activities is also an activity of this group: 16% have donated books to libraries, 4% have volunteered in collecting books, and 6% have done other volunteer jobs at libraries. Of those who did not contribute to this activity, 21% would tend to volunteer.

100% of this segment use library services and see an improvement in their possibilities for that. An especially large number of this group's members note the improved quality of library services.

FILMS AND VIDEO

This segment also includes film and video makers (9%), as well as those with a tendency for film and video making (13% have not made anything). 10% have volunteered or socially participated in film and video activities, 12% of those who have not volunteered tend to do that. 3% have been members of an association for film making, 4% have volunteered for such an association, 2% have attended courses or lessons on filming, 7% have shown own works to an audience and 5% have uploaded them on the Internet.

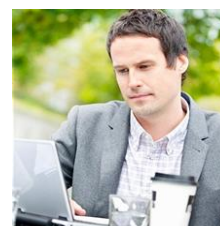
Representatives of this segment are cinema visitors and film lovers (100% view films either way): 68% have visited cinemas in Lithuania, 95% have watched films on television, video, DVD or other media, and 75% have downloaded films from the Internet. This group considers that both the accessibility and quality of films have improved remarkably.

TELEVISION, RADIO, INTERNET

This group is active on the Internet as well: in the last 12 months, 11% have created something on the Internet as a hobby (a web page, game or blog); 10% of those who have not produced anything would like to do that.

This segment devotes 3 hours to listening to the radio or watching television per day, and does not watch television more often than the average in Lithuania (10% do not watch television). This is a segment that uses the Internet most of all (89%), both at home and public places. The use of the Internet is intense: more than 3 hours a day. The group also listens to the radio and watches television broadcasts via the Internet (more than 30%). They are most active on social networks as well: 64% use them, while 46% spend more than an hour on them per day.

4.3 Young people who consume culture, but participate in it in a restricted manner (12%)



The third group is similar to the second one by its age composition: it is also dominated by young people aged up to 30 years (44%), and the number of persons aged 60 years and over is lower (20%). This determines also the overbalance of students (13%) and schoolchildren (14%) and a lower percentage of employees (29%), compared to the other segments. Similarly to the second segment, the distribution of employees is in favour of white-collar workers as two-thirds are executive managers and professionals. Almost two-thirds of the segment consist of persons with basic (25%) and secondary education (39%), while the number of individuals with the highest income is lower (LTL >1000 per household member). 38% of the group are married or living with a partner, 40% are still single; 54% live in large households (3+ persons), and 34% of the households in this segment have children.

Representatives of this group more often consider themselves very happy (17%) and of very good physical and mental health (22%). This segment also has a lower share of those who go to church or houses of prayer (30% have not gone to church in the last 12 months).

This is a segment which more often than the others claims having no obstacles that would restrict its participation in cultural life (10%), and less often than the others indicates the lack of health or time as an obstacle (46%). Nevertheless, these are people who neither are very active participants (31%) or volunteers (11%) in cultural activities, nor tend to participate (21%) or volunteer (17%) in such activities.

PERFORMING ARTS

In terms of amateur participation and volunteering in performing arts, this group does not differ from the Lithuanian average (11% and 7% respectively).

The use of performing arts also meets the average (90%). This group gives priority to 'high arts' less often than the average: a small portion has visited a ballet (3%), an opera (2%), a musical (3%) or a classical music concert (6%). They also devote less attention to niche genres: a smaller number has been to literary readings (6%), bard music concerts (5%), folk or ethnic music or customs and traditions concerts (12%).

Similar trends are seen also in their choice of recordings of performances: they have listened to or viewed recordings of theatre plays (21%), literary readings (8%), ballets (5%), classical music concerts (14%), operas (5%), folk or ethnic music (21%), world music (4%) or bard music (7%) concerts less often than the average. Even events that attract mass audiences, such as pop or rock music (37%) or popular Lithuanian music (48%) concerts, are less popular with this group.

VISUAL ARTS AND CRAFTS

This segments engages in amateur visual arts or crafts activities less often than the average (13%), and more often have no tendency for engaging in them at all (77%).

There are fewer of those who volunteer or socially participate in visual arts (5%) or who tend to do that (9%). No representative of this group has been a member of an association of artists or craftsmen, has volunteered for such an association or has presented own works; social participation most often comes in the form of attendance of lessons on creative activities.

A distinctive feature of this group is that, in the last 12 months, none of its members has at least once visited an exhibition of paintings or graphic works, photography, sculpture or craft works (by professional or amateur artists) in Lithuania or abroad, either physically or virtually. None has viewed or listened to a programme about visual arts and crafts (on television, radio, video, DVD, the Internet or other technical media) either.

CULTURAL HERITAGE

Participation (11%) and volunteering (1%) in heritage activities is not enthusiastic, and the group shows no tendency towards involvement in these activities either (4-5% tend to be involved).

Visiting museums complies with the average (32%); the same applies to visits to heritage sites (46%). Viewing of or listening to programmes about heritage on television, radio, video, DVD or the Internet is less than the average: 21% have viewed or listened to a programme about museums and 25% about cultural monuments, historical or artistic places, buildings or sites. 15% have viewed cultural monuments, historical or artistic places, buildings or sites on the Internet.

The use of archive services is not frequent, just as in Lithuania in general: 4% have applied to an archive on the Internet and 1% has searched for records on portals of Lithuanian archives on the Internet.

BOOKS AND PRESS

This group does not stand out in terms of creative writing either: 8% have participated in book cultural activities (another 6% tend to do that), and 1% have volunteered in these activities (5% tend to do that).

96% read periodicals. This is a segment of readers that only is outpaced by the second segment in terms of their number (78% read books). This segment reads the biggest amount of books (14.4 per year on average, including 5.3 fiction books by Lithuanian authors).

LIBRARIES

All 100% of this group are library clients (in the last 12 months, 95% have visited a library, and 21% have been to an Internet library). Similarly to the second segment, the readers are happy about the increased accessibility of libraries and the improved quality of their services. 3% have volunteered at libraries and another 6% tend to engage in that.

FILMS AND VIDEO

3% have participated in film or video arts (8% are non-participants who would tend to be involved), and 1% has socially participated or volunteered (6% have not done that but would tend to be involved).

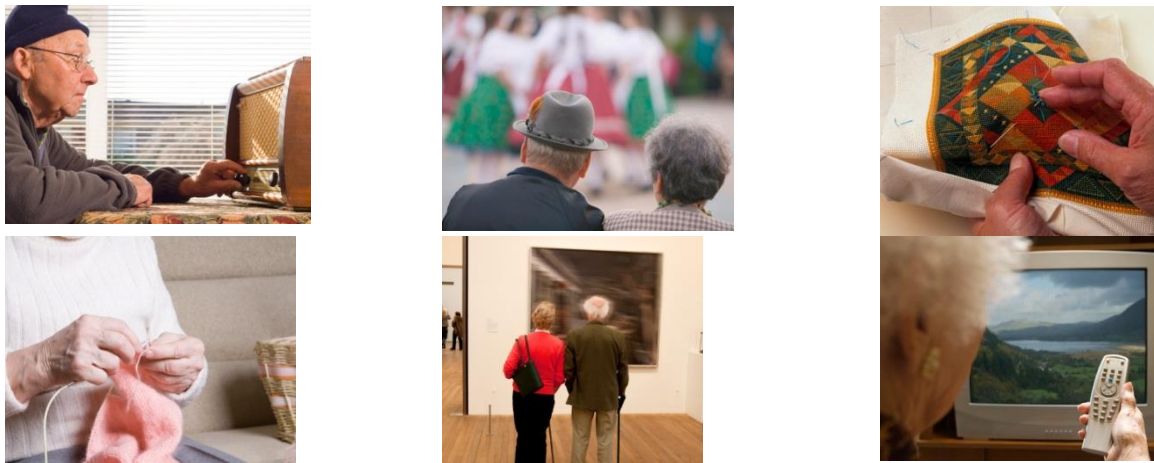
98% of the group's representatives are film viewers: in the last 12 months, 38% have visited a cinema, 95% have watched films on television (55% do this regularly, i.e. every or almost every day), video or DVD, 58% have downloaded films from the Internet or watched them online (16% have done that every or almost every day). They are satisfied with both the improved accessibility and quality of films.

TELEVISION, RADIO, INTERNET

In the last 12 months, 2% of the group's representatives have created a game, blog or web page on the Internet, and another 4% tend to do that.

The group includes active users of the Internet (74%) at work, educational establishments, home and public places (libraries, etc.). 51% participate in social networks, 2% are non-participants who would tend to do that. The Internet is used for listening to and viewing of radio and television broadcasts (27%); least time is devoted to traditional listening to the radio and watching of television.

4.4 Restricted but interested seniors (6%)



This is the oldest segment dominated by the war / post-war generation, i.e. persons aged 60 years and over (52%). This group does not have a single person who sees no obstacles for involvement in cultural life. The greatest obstacles are personal reasons, i.e. poor health (41%) and accessibility: difficult travel (34%) and an overly high price (47%). Compared to the other groups, this group includes more people who feel not very happy (36%), or complain of average (47%) and very bad (9%) physical health and bad mental health (18%). Also, this is the most Lithuanian segment (94% of ethnic Lithuanians) with the largest share of voters at the parliamentary elections (78%).

Representatives of this segment neither stand out among the other segments nor are outpaced by them in terms of participation (36%) and volunteering (18%), as well as in terms of openness to participation and volunteering (19% and 22% respectively) in cultural activities. Bonding social capital is a typical feature of those representatives of this segment who create and participate in cultural activities (71%).

PERFORMING ARTS

Participation and volunteering in performing arts is the same as the Lithuanian average (9% and 3%). 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. 4% have sung or danced each, and 3% have composed music. No one has attended lessons on performing arts. However, this group surpasses the other segments by the number of persons who tend to participate and volunteer in performing arts (20% and 19% respectively).

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 meets the Lithuanian average (85%).

Visits to presentations of performing arts are not numerous (40%). In the last year, only 8% have visited a theatre play, 6% have been to a classical music concert, 3% to an opera and 1% to a ballet (not more than 3 times altogether). No one has been to a jazz, blues, rap, hip hop, dance or house music concert or presentations of performing arts abroad. 12% have visited pop or rock music concerts, 10% have been to folk or ethnic music, customs or traditions concerts and 6% to national pop music concerts. Events that have attracted the largest audiences were folk evenings (18%).

This group acquaints itself with presentations of performing arts mostly from recordings (65%), especially with respect to 'high art' performances: 38% have viewed or listened to recordings of a theatre play, 29% of a classical music

concert, 10% of an opera 10% of a musical. Compared to the other groups, this segment less often listens to pop or rock (26%), dance or house concerts (9%), or popular Lithuanian music (43%).

VISUAL ARTS AND CRAFTS

Participation and volunteering in visual arts is not outstanding within the general context (21% and 9% respectively). Not a single person has created sculptures, made ceramic or glass works; however, 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 (18%).

Interest in visual arts and crafts is more than average (62%: 30% have visited exhibitions and 38% viewed programmes on visual arts and crafts).

CULTURAL HERITAGE

Meanwhile, involvement in heritage activities is low (4% have participated, 6% have volunteered and 87% or volunteer in such activities).

Visiting of cultural monuments, historical or artistic places, famous buildings and archaeological sites is less than average (39%). Visits to museums, galleries or exhibitions comply with the average (40%). 50% get familiar with museum displays and cultural monuments virtually or from television and radio broadcasts, etc.

The use of archives is also limited (3%): 2 representatives of the segment have applied to an archive in Lithuania, but none has contacted an archive abroad. Not a single person has used archives on the Internet either.

BOOKS AND PRESS

The segment is not interested in book and press cultural activities (3 persons have written literature, none has volunteered, and the absolute majority has not tendency for that).

Book reading is average (65% read books); 6.5 books are read a year (of which 3.5 books by Lithuanian authors). The number of newspaper readers is lower than in the other segments (85%). The reading of books, magazines or newspaper on the Internet is not popular with this segment.

LIBRARIES

In the last 12 months, none has donated a book to or volunteered for a library.

The use of library services is average (37%), and the use of Internet libraries is less often (4%).

FILMS AND VIDEO

Speaking of film and video arts, they are not the object of interest of this group either: not a single person has made a film or a video as a hobby, and there are no those who would tend to do that.

A distinctive feature is that representatives of this segment do not view films at all: in the last 12 months, no one has been to a cinema or has watched films on television, video, DVD or other media.

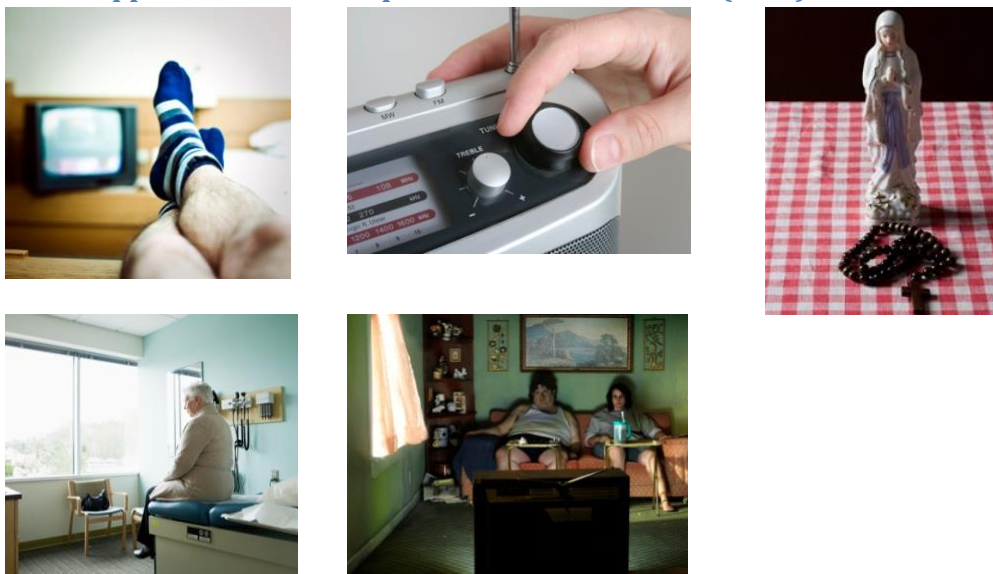
TELEVISION, RADIO, INTERNET

In the last 12 months, 3% have created something on the Internet as a hobby, i.e. a web page, game or blog, and another 2% would tend to do that.

This is a segment with the lowest participation in social networks (16%) among all the groups and with the greatest tendency not to participate in them (82%).

This group includes active television viewers (over 60% more than 3 hours per day) and radio listeners (over 30% listen to the radio more than 3 hours per day).

4.5 Disappointed with and apathetic towards culture (22%)



This is the most male segment (50%), with the largest percentage of the rural population (46%), more than the average amount of seniors (persons aged 60 years and over account for 38%), persons with primary, basic and secondary education (71%), non-Lithuanians (21%), pensioners (41%) and employed individuals of working age (14%); the employed population is dominated by labourers (78%).

Compared to the other segments, this segment has a higher number of persons who do not take pride in their Lithuanian citizenship (28%) and who did not vote at the parliamentary elections (40% did not vote, 29% did not vote as they were reluctant to do that). There are also more of those who do not feel happy (44%), who have average or poor physical health (57%) and mental health (50%), and who tend to be cautious with people (82%). Membership in social organisations (3%) is also less frequent than in the other groups. Visiting of houses of prayer is lower as well (32% have not been to a house of prayer in the last 12 months), although the number of believers matches the country's average (93%).

This is the most passive group with respect to cultural activities (in the last 12 months, 13% have participated in cultural activities, the same amount has 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. They do not think that participation in cultural life and creative activities strengthen creativity and patriotism.

The main obstacle preventing representatives of this group from involvement in cultural life is the lack of interest (34%). Compared to the other segments, this segment less often lacks time (37%) or information (2%). However, it more often indicates supply problems such as the low quality of cultural activities in a location (9%), and accessibility problems, in particular difficult travel (21%), as well as personal problems, i.e. poor health (29%).

PERFORMING ARTS

Among all the segments, this group is distinctive for its particularly low participation and volunteering in performing arts (3% have participated, 10% have not participated but would tend to do that; 1% have volunteered and 5% would tend to do that). Only one person in this large segment has acted in a play, played an instrument, composed music, danced, done choreography for a dance performance, and two individuals have sung in a choir.

The number of users of performing arts is the lowest in this group as well (in the last 12 months, 77% have visited presentations, viewed direct broadcasts of performances at public places, listened to or viewed recordings of performances). This is a segment of non-travellers as well (13% have been abroad in the last 12 months), without a single person visiting a presentation of performing arts organised abroad.

The level of visits of this group to performances is particularly low (29%). Only 8% have visited a theatre play, 1% has been to literary readings or a comedy, ballet, opera, musical, classical music concert or jazz music concert. Larger audiences are attracted by pop or rock music concerts (9%), national pop music concerts (4%), folk or ethnic music concerts (7%) and folk music concerts (6%) (these numbers are still low compared to the other segments).

66% listen to or view recordings of presentations of performing arts. 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 (7% have participated, 6% have not participated but would tend to participate); an even smaller portion works as volunteers (1% have volunteered and 4% would tend to do that).

Visiting of visual arts exhibitions is minimal as well (3% have visited exhibitions, 1% have viewed them on the Internet and 7% have viewed or listened to a programme about visual arts and crafts).

CULTURAL HERITAGE

2% have participated in heritage activities in their leisure time (5% were non-participants who would tend to do that), and none has volunteered (3% would tend to do that). 1% has visited an archive and 0.4% an archive on the Internet.

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. In addition to the absence of physical visits, none 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 (3% would tend to do that). 2% have participated in amateur book activities (another 2% would tend to participate).

Book reading is not a favourite field of this segment either: the group has the smallest number of book readers (16% do not have a single book at home). Only 32% have read a book in the last 12 months. On average each representative of the segment has read 3.1 books a year, of which 1.5 were books by Lithuanian authors. There are fewer magazine readers in this segment as well (76%). However, the latter group more often than the other groups claims that possibilities for using books or periodicals have decreased. The number of those who see an improvement in the quality of books and the press is also the smallest in this segment.

LIBRARIES

The group has no persons volunteering at libraries either (one representative of the segment has donated a book to a library), and 3% would tend to do that. In the last 12 months, 2% have visited a library and 0.4% have been to a library on the Internet.

FILMS AND VIDEO

Representatives of this segment do not make films or videos (1% would like to do that), but they watch them on television, video or DVD (77% have watched films and 27% have downloaded them from the Internet), and go to the cinema less often than the average (11%).

TELEVISION, RADIO, INTERNET

40% of persons who belong to this group use the Internet. 1% has created something on the Internet, and 2% would like to do that. 22% have joined social networks on the Internet and another 3% would like to join them.

Of the activities subject to survey, the most acceptable ones to this segment are listening to the radio and, even to a greater extent, watching television (the group devotes most of its time to them, compared to the other segments).

5. Causes restricting participation in culture

The lack of interest in cultural activities is characteristic of a quarter of the participants in the survey. Although, in addition to the lack of interest, these people have indicated obstacles such as the lack of time, expensiveness or shortage of supply, in this report the lack of interest in culture is seen as the primary cause of non-participation in 25% of the cases.

The lack of time is a widespread problem mentioned by 47% of the respondents. At the same time, it is an excuse: one-fifth of those who lack time for culture have no interest in it.

Other personal reasons that become an obstacle are health problems (20% of the respondents). They are also related to the problems of economic and physical accessibility: a half of the persons complaining of poor health claim that cultural activities are too expensive for them and more than one-fifth has difficulty reaching them.

Physical inaccessibility (16% indicated this as one of the main obstacles) in its turn is related with supply shortages: one-third of those who have difficulty travelling to the place of cultural activities is also faced with limited choice or low-quality cultural activities in the location. Such obstacles are more often mentioned by seniors with small income living in rural areas.

1 Table 97. Comparison of causes restricting involvement of the Lithuanian population ((≥15 years) in cultural life

The table below shows column %. To be read: 35.1% of those who have no interest in participation in cultural life, and also lack time for involvement in cultural life.

	Lack of interest: Not interesting 25.1% N=305	Personal reasons: Lack of time 46.8% N=570	Personal reasons: Poor health 20.3% N=247	Lack of accessibility: Too expensive 37.3% N=455	Lack of accessibility: Difficult travel 16.1% N=196	Lack of supply* 23.1% N=281
Lack of interest: not interesting		18.8	11.7	12.7	11.3	17.4
Personal reasons: lack of time	35.1		10.1	41.1	32.1	49.5
Personal reasons: poor health	9.5	4.4		26.7	34.2	11.0
Lack of accessibility: too expensive	19.0	32.8	49.0		55.6	39.1
Lack of accessibility: difficult travel	7.2	11.1	27.1	24.0		21.0
Lack of supply	16.1	24.4	12.6	24.2	30.1	

* Insufficient information, limited choice, poor quality, inappropriate opening hours

% from persons who indicated a specific cause

In comparing the groups of participants and non-participants in culture, it is notable that those who become involved in cultural life more often see no obstacles to that: although they are more often short of time, still they find some time for cultural activities. The same applies also to volunteers and users of cultural products and services. On the other hand, the non-participants and those who have no tendency to participate in most cultural activities are not necessarily restricted by obstacles, but more often this is determined by the lack of interest.

The non-participants who tend to participate in cultural activities indicate poor health more often as an obstacle to their involvement in cultural life. Also the lack of time as an obstacle is characteristic to the non-participants who tend to participate in performing arts, cultural heritage activities, film and video arts or Internet cultural activities. The non-participants with a tendency for participating in performing arts also refer to the shortage of supply as an obstacle more often.

The respondents who are non-participants and claim they do not tend to participate in cultural activities have been divided into two groups. The group that absolutely has no tendency for participating includes both individuals who do not use products and services of an appropriate cultural field and persons for whom the main obstacles preventing them from involvement in cultural life are the lack of interest, poor health and overly high prices. The rest (i.e. non-

participants who do not tend to participate but consume those products and services and face no obstacles such as the lack of interest, poor health or an overly high price) make up a group of persons with an average tendency not to participate. The greatest obstacle to the participation of the latter is the shortage of time. With account of the fact that the greater part of this group includes people aged 30-60 years, employed persons and individuals with families and children, this obstacle most probably is a characteristic of the stage of life rather than a feature of rejection of culture.

The population who volunteer or would tend to volunteer in cultural activities (performing arts, visual arts and crafts, film and video arts) also encounter the lack of time, and those with a tendency for volunteering in performing arts also indicate the shortage of supply. Meanwhile non-volunteers who do not tend to volunteer in all cultural activities often have the lack of interest and poor health.

In terms of obstacles from the consumers' perspective, the shortage of supply is not a cause that lowers the number of consumers of culture. On the contrary, supply is assessed more critically and its shortage is felt more often by those who visit presentations of performing arts, visual art and craft exhibitions, view and listen to programmes about visual arts and crafts or visit cultural heritage sites (museums, exhibitions or galleries).

Persons who view or listen to programmes about visual arts and crafts or cultural heritage sites find consumption of other cultural services too expensive more often. 'Too expensive' is an obstacle mentioned more often also by those who do not visit cinema and presentations of performing arts. Another problem of accessibility or the difficult travel is mentioned by persons who do not visit cultural heritage sites, cultural monuments, historical or artistic places or archaeological sites, or do not go to presentations of performing arts and the cinema.

a. Socio-demographic features of consumption of cultural products and services in Lithuania

Visiting of **heritage** sites (in terms of both final indicator R1 and the general indicator (i.e. including virtual visits as well) is inversely proportional to the age of the Lithuanian population: the older is the population, the fewer visitors there are in respective age groups. The largest portion of visitors is in the age group of 15-19 years (for this group, R1 = 83.4 pct.), and the smallest share is in the groups aged 60-69 years and ≥70 years (for these groups, R1 is 46.6 pct. and 36.6 pct. respectively). It is interesting that, due to visits to virtual heritage sites, this difference has decreased significantly from 83.4/36.6 pct. to 84.7/61.1 pct. The conclusion is that possibilities for virtual visits to heritage sites reduce exclusion by age groups as the portion of virtual visitors to heritage sites in different age groups is similar: the smallest portion is in the group aged 15-19 years (42 pct.), while the largest portion is in the group aged 60-69 years (50.7 pct.) (R1.3).

Visiting of heritage sites is directly proportional to the education of the population: the higher is the education, the greater is the part of visitors. The gap between the groups of visitors of heritage sites (R1) with basic and higher education is immense. In the last 12 months, heritage sites have been visited by 84 pct. of Lithuanian residents with higher education and only 40.6 pct. of persons with basic and primary education. Although smaller, this gap remains between virtual visitors in the following education groups (55/40 pct.). 'White-collar workers' (i.e. clerical staff) and students significantly surpass 'blue-collar workers', pensioners and the unemployed: in the last 12 months, 84.1 pct. of students have visited a heritage site (R1) and only 40.8 pct. of pensioners have done that (R1). The gap is significantly smaller in the area of visits to virtual heritage sites (R1.3), although white-collar workers are the leaders here as well (55.5 pct. of them have made virtual visits).

Physical visits to heritage sites are clearly more a family activity both among families with children and members of a household. The share of single persons who have visited a heritage site (R1) only is 53.2 pct., while in three-member households it is 64.9 pct. (there is practically no difference, if virtual visits are taken into account as well).

It is clearly an activity of the population with the highest income (74.5 pct., compared to 55 pct. among the lowest-income group (R1), urban residents (especially) of the big cities (66.5 pct., compared to 46.1 pct. in small towns and villages). Differences in income practically have no impact on the virtual visiting of heritage sites; only residents of villages and small towns still are less active also in the heritage Internet space. The important aspect is that ethnic Lithuanians visit heritage sites more actively than other ethnic groups (59.5 pct., compared to 45.5 pct., R1). A similar difference actually remains in all categories of heritage sites and forms (also including virtual visits), except heritage sites visited abroad (there is practically no difference in this category).

Visits to archives, including virtual visits, are not yet very popular: both partial indicator R1.4 itself (5.51 pct.) and the level of physical (3.74 pct.) and electronic (3.84 pct.) visiting (search) are low. In separate socio-demographic categories, the share of archival searches does not exceed 10 pct. either, except workers of culture (14.2 pct.) and persons with higher education (10.5 pct.) and the highest income (9.1 pct.).

Visiting of presentations of **performing arts** (R4.1.1) is an activity of women more than of men (in the last 12 months, 60.8 pct. of women and only 53.2 pct. of men have visited such performances). Just like in the case of heritage, inverse dependence of visiting on age is observed here: (72.3 pct. of the population aged 15-19 years and only 40.1 pct. of persons aged 70 years and over have visited art performances) and dependence on education (76.7 pct. of persons with higher education and only 44.9 pct. of the population with basic and secondary education have visited presentations of performing arts). Visiting of presentations of performing arts is more an activity of single persons (66.8 pct. of single persons, and widowed person at the other end of the interval (45.7 pct.) and families with children (63.5 pct. of households of four or more members). Also, this is more an activity of rich persons: visitors to art performances include 72.4 pct. of individuals with higher than LTL 1001 income per household member per month; however, the percentage of other income groups is very similar (50-56 pct. have visited performing art presentations). Just like in the case of heritage, white-collar workers (78.5 pct.) and students (75.9 pct.) significantly surpass pensioners, the unemployed and blue-collar workers (43-55 pct.). Residents of medium-sized towns are distinctive in this activity (64.2 pct.); however, the population of small towns and villages slightly lags behind residents of the big cities (53.8 pct. and 56.6 pct. of visitors respectively). It is noteworthy that presentations of performing arts are attended more actively by ethnic Lithuanians than non-Lithuanians (59.8 pct. and 42.9 pct. respectively). This gap and the inverse dependence on age (but not on income) practically disappear where both physical and virtual visits are taken into account.

The trends in consumption of **visual arts and crafts** (R4.2) are the same as in performing arts, but with the exception of the fact that exhibitions are visited both physically and virtually by a considerably fewer people than the number of visitors at presentations of performing arts (as a comparison, in the last 12 months, performing arts have been consumed in all forms by 89.67 pct., while visual arts and crafts only have been used by 47.9 pct.). Differently from performing arts, there is still a gap in virtual consumption on the basis of ethnic affiliation (consumption among non-Lithuanians is much lower). Although visual arts, similarly to performing arts, are consumed mostly by single persons, this is not exceptionally an activity of families with children, contrary to performing arts, since the level of consumption in the groups of households of different sizes is similar (45-50 pct.) and is not different in terms of physical or virtual visits to exhibitions. In case of visual arts and crafts, consumption in (big and medium-sized) cities is greater than in small towns and villages.

Book reading (R4.4.1) evidently is more an activity of women (71 pct.) than of men (53 pct.). Inverse dependence on age is observed: young people are more avid readers (76.8 pct. of persons aged 15-19 years, compared to 58.8 pct. of those aged 70 years and over), except the age group of 30-39 years where the share of book readers (59 pct.) is the same as among the seniors. All other trends are the same as in performing arts, except the point that books are read by single and divorced persons, while families with children do not stand out as greater book lovers among the other groups. No exceptional trends have been noted among readers of newspapers and magazines.

Among the persons using **library** services (R4.5), the separate socio-demographic groups are dominated by young people of student age (87.7 pct. of persons aged 15-19 years and 56.3 pct. of those aged 20-29 years), while the use of these services is inversely proportional to age (only 23 pct. of people aged 70 years and over use them). Library services are used relatively more often by persons with higher education (55.7 pct.), ethnic Lithuanians (40 pct., compared to 27.7 pct. of non-Lithuanians), students (87.4 pct.) and white-collar workers (49.7 pct.) than by the population in the other groups. Differently from the other fields of culture, the unemployed and jobseekers who use library services are relatively numerous (40.6 pct.). No exceptional features with respect to the size of the residential area as well as income have been observed (except that persons with the lowest income are relatively larger users (45.4 pct.)).

The dependence of visits to the **cinema** (R4.6.1) on socio-demographic characteristics is very similar to that in the case of performing arts. However, the shares of males and females are almost equal (about 35 pct.), while seniors (aged 70 years and over) are very rare visitors and constitute 7.2 pct., compared to 70.3 pct. in the age group of 15-19 years. Visiting of the cinema is an activity of single persons (58.7 pct.), families with children (about 45 pct.), the high-income population (52.4 pct.) and residents of the big cities of Lithuania (47.1 pct.). Similarly to the other fields of culture (except book reading), the low level of consumption is a distinctive feature of widowed persons (only 10.7 pct.) who are a clear target of 'culture prescriptions' issued at outpatient clinics.

The questions on the use of **television, radio and the Internet** have been included as part of the harmonised ESSnet Culture questionnaire and reflect the use of these media, without associating them with a particular field of culture. The questions on the use of these media for creation (e.g. for creating a blog) or consumption (e.g. recordings of presentations of performing arts on television) were put to the respondents in the section of the questions on an appropriate field of culture. Here we only present a brief overview of more interesting facts of the use of these media. The watching of television practically is universal and independent of socio-demographic characteristics. Certainly, a considerably lower number of people watch television broadcasts via the Internet (25 pct.), and the trends are very similar to those in the Internet use (63 pct.). In general, the Internet use depends on age (100 pct. of people aged 15-19 years and only 14.4 pct. of persons aged 70 years and over), income (used by 82.6 pct. of persons with the highest income and only by 47-63 pct. of individuals in the other income groups), the presence of children in a family (used by 85.9 pct. of families with children), the size of the residential area (used by 70.2 pct. of the population of the big cities and only by 51.5 pct. of residents of small towns and villages). The level of the Internet use among representatives of ethnic minorities is relatively lower (54.9 pct., compared to 64.2 pct. of ethnic Lithuanians), as well as that of listening to the radio (72.3 pct., compared to 81.7 pct.). Listening to the radio is relatively less popular with students (68 pct.), the unemployed (76.6 pct.) and the population of the big cities (75.4 pct.).

Conclusions:

- 1) It is obvious that the possibility of virtual visits to performances or exhibitions or acquaintance with heritage reduces age, income, geographical and social exclusion. This is particularly relevant for heritage, visual and crafts and performing arts. It is recommended to focus on the improvement of virtual possibilities and their quality.
- 2) Speaking of physical visits, it is recommended to promote the visiting of all fields of culture, and especially of heritage sites and visual arts exhibitions, among older people and seniors. It is advised to organise and advertise events of the 'culture night' type (free visits) for seniors much more often. A combination of a cup of coffee and a free visit to a museum or an exhibition for seniors could be considered.
- 3) In the young students' group the situation with consumption of culture is not bad, but the question is whether it is sufficient for the formation of regular use and participation practices in the later stages of life.
- 4) As regards heritage, the share of the population that has used archive services and searched for archival records on the Internet is very small in Lithuania. Considering the fact that Lithuania invests a lot in digitisation of archival records, it is recommended to show concern about the establishment and promotion of an appropriate service. This report contains no more detailed analysis of the visiting of heritage sites in their smaller categories; we would only note that a very small part of the visitors from the total Lithuanian population has been to natural history or natural science or science and technology museums, as well as to famous historical cemeteries or has travelled along cultural itineraries. Probably, this situation is also influenced by inadequate supply and/or promotion of the possibilities.
- 5) Exclusion of single (widowed) persons in culture consumption is notable. It is recommended to involve them among persons who are recipients of culture prescriptions.
- 6) The level of culture consumption among ethnic minorities is lower than among ethnic Lithuanians. The gap is seen in all fields of culture without exception (but the watching of television).

b. Socio-demographic features of participation of the Lithuanian population in cultural activities

In Lithuania, 37.2 pct. of the population aged 15 years and over participate in cultural activities. Lithuanian women are more active participants than men (43.5 pct. and 29.3 pct. of participants respectively, while 27 pct. and 41.4 pct. do not tend to participate at all). Participation is inversely proportional to age: 64.4 pct. participate in the age group of 15-19 years, and only 32 pct. participate in the group aged 70 years and over (the lowest level of participation or 28.2 pct. is in the age group of 50-59 years). Accordingly, the share of persons who absolutely have no tendency to participate increases with age: it goes up from 19.6 pct. in the group of 15-19 years to 45.4 pct. in the group aged 70 years and over. Persons with higher education are more active participants (51.5 pct.) than the groups with other education (about 33 pct. each). Consequently, only 17.5 pct. of individuals with higher education do not tend to participate at all. Among the population with primary and basic education, this share equals even 46.6 pct., with secondary education 36.3 pct. and with post-secondary education 31.2 pct. Ethnic Lithuanians participate more actively (38.1 pct.) than other ethnic groups (30.1 pct.); however, their percentages are similar among those who do not tend to participate at all (32.9 pct. and 36 pct.). Similarly to the consumer groups, in the group of participants white-collar workers (49.5 pct.) and students

(61.5 pct.) account for a larger part than the groups of other occupations. There is also the lowest amount of persons without any tendency for participation among them or only about 18 pct. in each group. The least active participants are blue-collar workers, making up 25.3 pct. Their group, as well as pensioners and the unemployed have the largest number of those who absolutely have no tendency for participation (36.3 pct., 44.2 pct. and 40.1 pct. respectively). Participation is more an activity of single persons (49 pct.), and the level of participation among the population with other family status is similar (33-34 pct.). However, divorced and widowed persons stand out as a group which does not tend to participate at all (36.1 pct. and 39.6 pct.). There is no significant dependence between the household size and participation, but the smallest percentage of participants is among two-member households (31.9 pct.). Families with children and larger households show a slightly milder tendency not to participate at all (27-28 pct.). Persons with the highest income are distinct participants (46.3 pct.), and the percentage of those who do not tend to participate at all is the lowest among them (22.2 pct.). In the other income groups, the shares of participants and absolute non-participants are approximately equal (31-38 pct. of participants and 33-41 pct. of those who do not tend to participate at all). Residents of (big and medium-sized) cities are more active participants (39-42 pct.) than the population in small towns and villages (29.9 pct.). Accordingly, small towns and villages have a higher percentage of persons who do not tend to participate at all, or 40.7 pct.

The socio-demographic trends of participation in **performing arts** (12.9 pct. of the Lithuanian population) are the same as those of the general indicator, except that in the education groups, in addition to participants with higher education (17.2 pct.), there are also persons with primary and basic education (15.2 pct.). Certainly, they are also the most numerous among those who do not intend to participate at all (65 pct.). The second important difference is that there is no dependence on the size of the residential area. Participation of the population from small towns and villages is even slightly higher (14 pct.) than of residents of the big cities (13.3 pct.) and medium-sized cities (10.4 pct.). The share of those who tend not to participate at all is also similar according to the size of the residential area (50-56 pct.).

The distinctive feature of **visual arts and crafts** is that the percentage of women participants (29.6 pct.) is even three times larger than that of men (10.6 pct.). All other trends are the same as in the case of the general indicator, except that there is no dependence of participation on the amount of income (although among persons with the highest income the share of those who do not tend to participate at all is the smallest, or 50.6 pct.). Contrary to performing arts, visual arts and crafts are more the activities of the urban population (from the big and medium-sized cities) rather than of persons living in small towns and villages (23.5 pct., 24.9 pct. and 15.5 pct.). Small towns and villages have the highest percentage of those who tend not to participate at all (67.1 pct.).

The trends of socio-demographic characteristics of participation in **heritage** activities are the same as in the case of the general indicator, except that this is more an activity of men (16.2 pct.) than of women (10.7 pct.).

The distinctive feature of **creative writing** (participation in book and press activities), compared to the socio-demographic trends of the general indicator, is that it does not depend on the size of the residential area. In small towns and villages the percentage of people engaged in writing is 6.4 pct., in the big cities 6.3 pct. and in medium-sized cities 8.8 pct. Certainly, in small towns and villages the share of persons who tend not to do that at all is the largest (66.1 pct.). Nor is there any direct dependence on age: the smallest part of those engaged in writing is not among seniors but in the groups aged 40-49 years and 50-59 years (3.8 pct. and 3.5 pct.).

Participation in **library** activities only complies with the socio-demographic trends of the general participation indicator in the group of absolute non-participants. Participation in library activities depends on the size of the residential area, income and partially on age. Participation in library activities (compared to the other respective socio-demographic groups) exclusively is an activity of the group aged 15-19 years (5.3 pct.), persons with higher education (3.5 pct.), students (4.9 pct.) and single individuals (3.8 pct.).

Film and video making is more an activity of males (3.4 pct.) than of females (2.1 pct.). An exclusive feature here is that the greatest percentage of participants is found among students (14 pct.), persons with primary and basic education (4.8 pct.), residents of the big cities (4.1 pct.) and people with high income (3.5 pct.). Those who do not tend to participate in film and video making at all have no distinctive features as compared to the socio-demographic characteristics of the general indicator.

The group of participants in **Internet cultural activities** is also dominated by men (4.4 pct.) but not by women (2.2 pct.). Its socio-demographic trends are the same as of the general indicator.

Conclusions:

- 1) Exclusion of participation in culture is notable based on age, education, ethnic affiliation and sometimes income and the place of residence. This should be taken into account in strengthening the possibilities of the Lithuanian population to participate in culture.
- 2) Although the sociability of the Lithuanian population is influenced by participation in culture more than by consumption of culture, however it appears that the investments planned in Lithuania for 2014-2020 will be aimed mostly at establishing larger and better possibilities for consumption. The continuation and development of the creative partnership project at Lithuanian schools is one bigger exception. On the other hand, schoolchildren constitute an age group that participates in culture the most as it is, although it is clear that school will never have too much culture for the formation of long-term cultural habits.