



LITHUANIAN  
COUNCIL FOR  
CULTURE

# PARTICIPATION IN CULTURE AND SATISFACTION WITH CULTURAL SERVICES IN LITHUANIA

## 2020

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SUMMARY

K O  
G INSTITUTE FOR MARKETING  
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In fulfilling the objective of the Council laid down in Article 3(3) of the Republic of Lithuania Law on the Lithuanian Council for Culture to analyse cultural and art processes influencing the cultural policy, in implementing the survey plan of the Ministry of Culture for the years 2019–2020, which was approved by the Order No. IV-731 of 11 November 2019 of the Minister of Culture of the Republic of Lithuania ‘Regarding the Approval of the Survey Plan of the Ministry of Culture for the Years 2019-2020’, and in aiming at improving the evidence-based project funding in the cultural sector, the Lithuanian Council for Culture has commissioned the survey

‘Participation in Culture and Satisfaction with Cultural Services in Lithuania’. The conduct of this survey was based on the methodology and recommendations for the surveys ‘Participation in Culture and Satisfaction with Cultural Services in Lithuania’ commissioned by the Ministry of Culture of the Republic of Lithuania in the years 2014 and 2017. Research in 2014 was conducted by UAB “Socialinės informacijos centras” and UAB “ESTEP Vilnius”, in 2017 by “Socialinės informacijos centras” and UAB “Norstat LT”.

**For further information see** <https://www.ltkk.lt/>

**The survey was commissioned by:** Lithuanian Council for Culture

**The survey was conducted by:** KOG institutas UAB, Norstat LT UAB

**Date of the compilation of the report:** January 2021

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# INTRODUCTION

The survey of Participation in Culture and Satisfaction with Cultural Services in Lithuania is the only comprehensive study assessing cultural services in Lithuania, which is conducted every three years since 2014 (2014, 2017, 2020). The research methodology and research questionnaire developed by the experts<sup>1</sup> who conducted the research in 2014 were the basis for further research in 2017. In 2020, the survey was based on the methodology and questionnaire presented in the 2017 survey report<sup>2</sup>. However, this year the scope of the survey is much broader. It consists of two phases:

- ⇒ During the first phase, 1,200 residents were surveyed by way of face-to-face interview at their homes. In this phase of the survey, statistical regional divisions were made based on the size of residential areas: more than 100,000 residents, 3,000–100,000 residents, up to 3,000 residents. The survey was conducted using the same methodology as in the years 2014 and 2017. The replication of the methodology in 2020 is important for the comparability of the data with the previous surveys. The results of the first phase were presented in the interim report.
- ⇒ During the second phase, 1,963 respondents were additionally surveyed.

<sup>1</sup> In 2014, the research methodology and report were prepared by J. Verikienė, R. Vaicenavičius, D. Žeruolis et al. Further in this report, when referring to the 2014 study, reference is made to the work of these authors. Internet access: [http://www.kulturostyrimai.lt/wp-content/uploads/2017/08/Gyventoj%C5%B3dalyvavimas\\_kult%C5%ABrojeirpasitenkinimaskult%C5%ABrospaslaugomis.pdf](http://www.kulturostyrimai.lt/wp-content/uploads/2017/08/Gyventoj%C5%B3dalyvavimas_kult%C5%ABrojeirpasitenkinimaskult%C5%ABrospaslaugomis.pdf).

<sup>2</sup> The methodology and report of the 2017 research were prepared by J. Verikienė, V. Jonikova, D. Olšauskė et al. Further in this report, referring to the 2017 study, reference is made to the work of these authors. Internet access: <http://www.kulturostyrimai.lt/wp-content/uploads/2017/08/2017-Gyventoju-dalyvavimo-kulturoje-tyrimo-ataskaita.pdf>.

838 of them were surveyed by way of face-to-face interviews at their homes, while the remaining 1,125 respondents were surveyed online. The questionnaire used in this phase was expanded to include additional topics, which made it possible to explore the topic of participation in culture in more extensive terms, for example, to search for links between involvement in culture and social capital, to start observing the trends of cultural consumption by residents from less favourable cultural backgrounds and to review the situation of involvement in culture and cultural consumption during the quarantine, which was enacted due to COVID-19 and covered the period from 16 March 2020 to 16 June 2020. The wider scope of this survey has made it possible to apply a more detailed statistical regional division: based on the size of residential areas (Vilnius, Kaunas, Klaipėda; other cities (with more than 3,000 residents); towns and villages (up to 3,000 residents)); 10 counties and 6 major cities (Vilnius, Kaunas, Klaipėda, Šiauliai, Panevėžys, Alytus). The survey methodology supplemented with the method of online population survey has made it possible to reach more active part of the public; therefore, the survey results reflect the actual situation of involvement of Lithuania's residents in culture and satisfaction with cultural services better. Key summarised results of both phases of the survey are presented in the summary of the report of this survey.

Main goals of the 2020 survey:

- ⇒ To determine the opinion of the population on accessibility and quality of cultural products / services;

- ⇒ To identify the level of the population's consumption of cultural products/services and the level of population's participation in cultural and artistic activities;
- ⇒ To identify and assess the change in participation in culture and satisfaction with cultural services in Lithuania during the period from 2014 to 2020 and the possible causes of that change.
- ⇒ To identify and assess the differences in participation in culture and satisfaction with cultural services between the 10 counties and Vilnius City, Kaunas City, Klaipėda City, Šiauliai City, Panevėžys City and Alytus City municipalities and the possible causes of those differences.
- ⇒ Within the scope of analysis defined in the technical specification, the survey allows for calculation, review or justification of the indicators established in the strategic documents of the Republic of Lithuania: the values of indicators of strategic goals, tasks and impact of the 2020-2022 Strategic Work Plan (SWP) of the Ministry of Culture of the Republic of Lithuania and the 2021-2030 National Progress Plan (NPP).

This summary report also includes a typology of the population based on the level of involvement in culture, and one of its chapters is dedicated to the discussion of the impact of the quarantine, which was enacted due to the spread of COVID-19 and lasted from 16 March 2020 to 16 June 2020, on the cultural behaviour of the population. The main comprehensive report also discusses the culture surveys conducted by other countries and additional relevant issues related to the cultural sector (e.g. UNESCO activities, free access to museums on Sundays, paid content subscription, etc.).

## MAIN TERMS AND DEFINITIONS USED IN THE REPORT

Separate fields of culture are discussed from several points of view:

**Participation (in self-organised, amateur activities)** is involvement in cultural activities, independent participation in them, i.e. the pursuit of creative activities or artistic expression, for example, singing, painting, sculpting or film making.

**Social participation or volunteering** is voluntary social activity related to culture clubs, associations, groups or organisations, contribution to their activities with one's time or resources. This kind of participation includes culture-related sponsorship, charity and community activities.

**Use (attendance, consumption)** is attendance of events, use of cultural services and consumption of cultural products. Such activities include visits to theatre, museums, virtual visits to cultural heritage sites, reading books, watching movies, listening to the radio, etc.

Overviews of some fields of culture may not cover all of these three aspects. For example, participation in public library activities is only possible as social participation and volunteering; therefore, only the latter is covered in the overview of the field of public libraries.

## MARKING STATISTICALLY SIGNIFICANT DIFFERENCES

The tables and charts presented in the report show statistically significant differences in the results of sociodemographic groups and Lithuanian regions. In all cases, differences are calculated in comparison with the average for Lithuania, i.e. as a total percentage or as an average value calculated for all respondents.

When working out the differences in the results of the surveys of the years 2014, 2017 and 2020, the average value of all three surveys was used; therefore, in some cases, a decrease or increase of the value may be observed, when compared with an earlier value (e.g. when comparing the surveys of the years 2017 and 2020). However, this will not be marked as a statistically significant difference if it does not differ from the average value of all three surveys.

### MARKING

▲ – indicates a value that is statistically significantly higher than the mean value of all respondents (total percentage) or the average value of all three surveys.

▼ – indicates a value that is statistically significantly lower than the mean value of all respondents (total percentage) or the average value of all three surveys.

If there is no marking in the table or chart, then the value does not differ statistically significantly from the average for Lithuania or all three surveys.

## EXAMPLE

The tendency of non-participating individuals to participate in performing arts based on sociodemographic characteristics

Percentage calculated in the row		<i>N</i>	Tends to	Does not tend to	No opinion
<i>Total (%)</i>		<i>1,083</i>	<i>15%</i>	<i>80%</i>	<i>5%</i>
Sex	Male	527	9% ▼	87% ▲	4%
	Female	556	20% ▲	74% ▼	6%

9% of the men who do not participate in performing arts have a tendency to participate in this artistic activity. In comparison with the respective portion of the Lithuanian population (15%), this is statistically significantly lower value. While women (20% of those who do not participate in performing arts) are statistically significantly more likely to be involved. The share of respondents who answered 'I don't know' (of whom 4% are men and 6% are women) is not statistically significantly different from the value for the Lithuanian population (5%).

When analysing statistically significant differences, it is recommended to assess the set of values as a whole and consider which differences are significant: the difference of how many percentage points can be treated as statistically significant in the analysis of one aspect or another; however, if it does not recur or is not linked to other characteristics of the population, it may be of little significance when discussing the trends observed in the population.

## OTHER REMARKS

As a general rule, the date '2020' indicated next to the results in the report refers to the period of the survey. This was also the case in the previous surveys. Nevertheless, it should be taken into account that the results discussed in the report cover a period of 12 months before the introduction of quarantine on 16 March 2020; therefore, reference is normally made to the cultural activity, participation or cultural consumption by the population during the period from March 2019 to March 2020, unless stated otherwise. During the survey, respondents were asked to answer questions about this particular period.

Every mention of quarantine implies the quarantine period of spring 2020 enacted due to the spread of COVID-19 in Lithuania, which lasted from 16 March to 16 June.

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# COMPARISON OF DIFFERENT FIELDS OF CULTURE

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# COMPARISON OF DIFFERENT FIELDS OF CULTURE. SUMMARY



Indicators, %

In 2020, **45% ▲** participated in cultural activities.

In 2020, **21% ▲** participated in cultural activities socially or voluntarily.

In 2020, **88% ▲** attended cultural events or consumed culture live\*.



Accessibility assessment

**68% ◆**

of the population consider the accessibility\*\* of culture to be good.

The highest indicator **78% ▼** – the accessibility of movies and **78% ▲** – the accessibility of books and periodicals

The lowest indicator **34% ▼** – the accessibility of online archives



Quality assessment

**70% ▼**

of the population consider the quality\*\*\* of culture to be good.

The highest indicator **78% ▼** – the quality of books and periodicals

The lowest indicator **31% ▼** – the quality of online archives



Consumption in different fields of culture

- 100% of the population consume culture. Live consumption reaches 88%, virtual/remote consumption – 99%.
- Almost all residents read books or press and watch movies. During the 12 months prior to the quarantine of spring 2020, about 8 in 10 residents attended performing art events or watched them by remote means, visited cultural heritage sites in person or by virtual means. 52% of the population attended events in the fields of architecture, visual arts or crafts in person or by virtual means, or watched/listened to programmes in these fields. 39% of the population used library services.

**Markings** (compared to the average for the three surveys): ▼ decreased ▲ increased ◆ remained similar; no marking – the tendency is not assessed (new question)

\* attended events, exhibitions, visited museums, cultural heritage sites, archives, cinema, read books, except reading the press – for details, see p. 174.

\*\* weighted indicator of accessibility for all fields of culture.

\*\*\* weighted indicator of quality for all fields of culture.

# COMPARISON OF DIFFERENT FIELDS OF CULTURE. SUMMARY



## Tendencies 2014 → 2017 → 2020

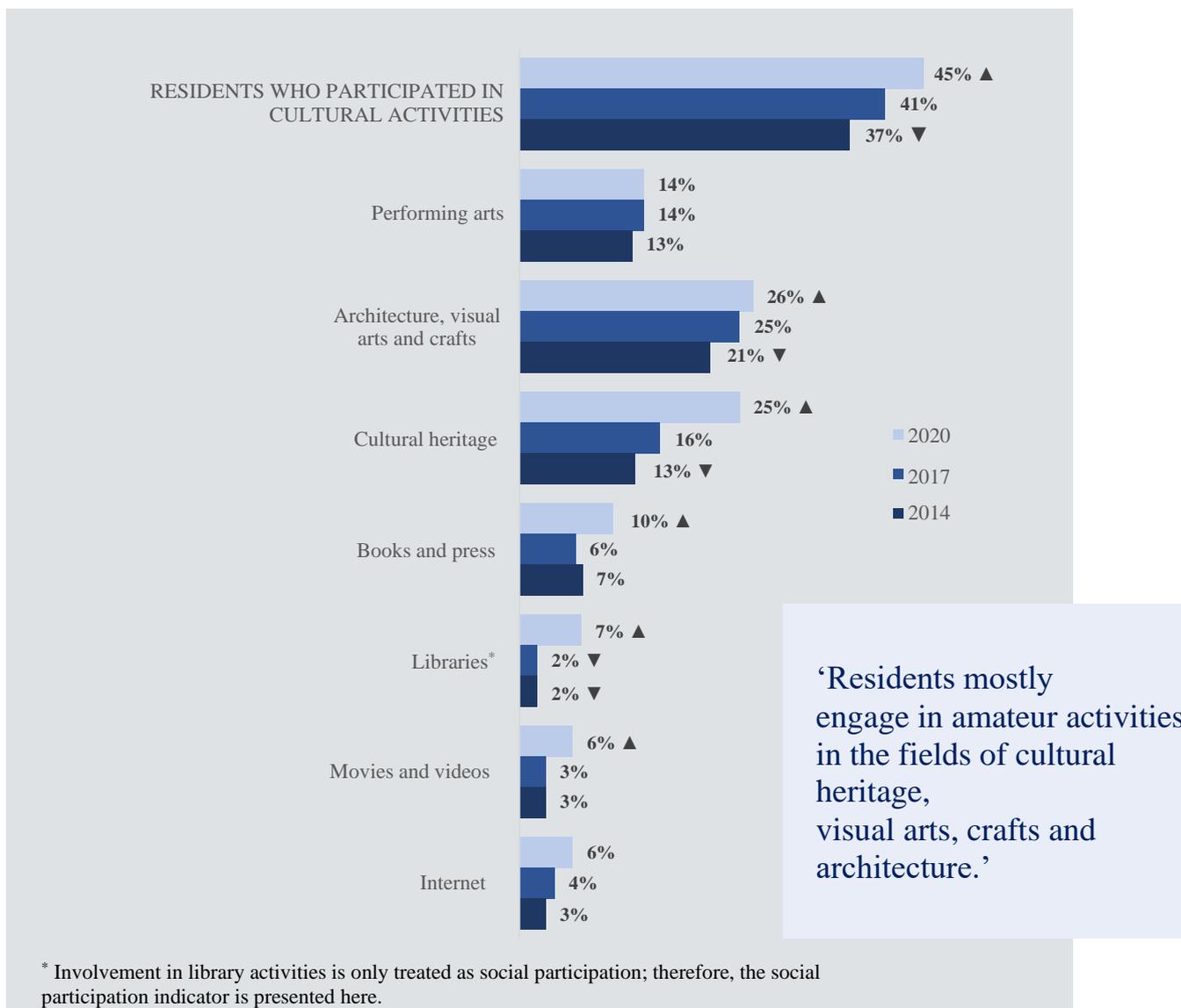
- Compared to 2017, in 2020, the overall indicator of accessibility of culture increased (70% → 62% → 68%). However, it does not differ from the average for the three surveys. A statistically significant increase of the indicator is observed in the fields of performing arts, museums and galleries, cultural monuments and archaeological sites, and books and periodicals. The accessibility indicators for visual arts and libraries coincide with the average for the three surveys; this indicator is slightly lower than the average in the field of movies, while in the field of archives it decreased rather significantly and has been decreasing since 2014.
- The quality indicator is a little lower than the average for the three surveys; however, it remains high (76% → 72% → 70%). The indicator did not change significantly in the fields of performing arts, museums and galleries, cultural monuments, and public libraries, while in the fields of visual arts, movies and books, and archives it slightly decreased. There are no fields, in which the quality indicator increased significantly.
- Since 2014, participation in cultural activities has been growing (37% → 41% → 45%), which is facilitated more by the involvement in activities in the fields of cultural heritage, books and press, movies and video arts.
- In the 2020 survey, the indicator of social participation and volunteering increased significantly (10% → 10% → 21%). In part, this could be due to the updated survey methodology, which allowed reaching more active part of the population through partial use of online surveys.
- The cultural consumption remains absolute since 2014. Live consumption of culture (except mass media) has not changed much either (86% → 85% → 88%). The number of people watching movies has been growing since 2014 (89% → 91% → 96%). Cultural heritage attendance also increased in 2020 (73% → 71% → 79%). Cultural consumption in all other fields remains similar to the average for the three surveys.



## Spotlight

- 30% of the population would like to participate in some kind of cultural activities. In 2020, this indicator was only slightly lower compared to the previous surveys (34% → 34% → 30%). Participation in cultural activities depends highly on age: the involvement percentage among the youngest residents aged between 15 and 19 reaches 75% and gradually drops to 37% among the eldest (aged 70 or more). It is probable that older residents lack activities tailored to their needs or do not have access to information about the available opportunities.
- When comparing different regions, the percentage of those who have a tendency to participate in cultural and artistic activities is significantly lower in Tauragė, Utena and Šiauliai counties. While in Panevėžys, Alytus and Klaipėda counties the number of people who are willing to participate is higher.
- The percentage of people who are satisfied with the accessibility of cultural services is lower in Klaipėda and Telšiai counties. There are more people satisfied with the accessibility in Marijampolė and Alytus counties.
- The residents of Utena and Telšiai counties are less satisfied with the quality of cultural services. Among the regions, the quality is rated highest by the residents of Tauragė and Alytus counties.

## PARTICIPATION IN SELF-ORGANISED AND AMATEUR CULTURAL ACTIVITIES BY INDIVIDUAL FIELDS 2014–2020



During the year prior to the quarantine of 2020, nearly half of the residents of Lithuania aged 15 or more were involved in cultural activities. This percentage has grown statistically significantly since the 2014 survey (37% → 41% → 45%). In 2020, significantly more residents got involved in activities of visual arts, cultural heritage, books and press (e.g. were writing literature, blogs), libraries (social, voluntary activities), and movies and video arts. Participation in activities of

performing arts and online activities (e.g. writing a blog or developing video games) remained similar.

In general, the following sociodemographic groups are most often involved in cultural activities: the youngest respondents (aged from 15 to 29) with higher education, students, persons involved in the field of culture and residents with high income.

Table 1. Participation in cultural activities by fields and sociodemographic characteristics

Percentage calculated in the row		N	All cultural activities	Performing arts	Architecture, visual arts and crafts	Cultural heritage	Books and press	Movies and videos	Internet
<b>Total (%)</b>		<b>3,163</b>	<b>45%</b>	<b>14%</b>	<b>26%</b>	<b>25%</b>	<b>10%</b>	<b>6%</b>	<b>6%</b>
Sex	Male	1,497	41% ▼	13%	17% ▼	25%	8% ▼	7%	6%
	Female	1,666	49% ▲	15%	34% ▲	25%	13% ▲	6%	5%
Age groups	15–19	171	75% ▲	40% ▲	47% ▲	34% ▲	21% ▲	13% ▲	11% ▲
	20–29	394	56% ▲	23% ▲	33% ▲	32% ▲	18% ▲	13% ▲	14% ▲
	30–39	423	51% ▲	14%	27%	29%	12%	9% ▲	8%
	40–49	414	43%	13%	26%	25%	8%	5%	5%
	50–59	684	37% ▼	8% ▼	20% ▼	20% ▼	7% ▼	3% ▼	3% ▼
	60–69	484	40% ▼	10% ▼	24%	20% ▼	8%	4% ▼	2% ▼
	70 and older	593	37% ▼	8% ▼	21% ▼	21% ▼	8% ▼	2% ▼	1% ▼
Education	Primary, lower-secondary	400	33% ▼	13%	19% ▼	16% ▼	5% ▼	4% ▼	3% ▼
	Upper-secondary	894	36% ▼	11% ▼	19% ▼	17% ▼	7% ▼	5%	5%
	Post-secondary	649	41% ▼	12%	22% ▼	23%	6% ▼	4% ▼	3% ▼
	Higher	1,220	64% ▲	19% ▲	40% ▲	39% ▲	20% ▲	10% ▲	10% ▲
Nationality	Lithuanian	2,863	46%	15%	26%	25%	11%	6%	6%
	Other	300	39% ▼	10% ▼	26%	20% ▼	6% ▼	4%	4%
Occupation	Servants, specialists	1,107	57% ▲	19% ▲	35% ▲	34% ▲	16% ▲	10% ▲	10% ▲
	Manual workers	620	34% ▼	7% ▼	17% ▼	18% ▼	4% ▼	3% ▼	4% ▼
	Retired, people with disabilities	899	35% ▼	7% ▼	21% ▼	18% ▼	6% ▼	2% ▼	1% ▼
	Unemployed, seeking employment	302	35% ▼	8% ▼	19% ▼	19% ▼	9%	7%	4%
	Students	235	75% ▲	43% ▲	45% ▲	36% ▲	22% ▲	14% ▲	13% ▲
Relationship with the field of culture	Related to the field of culture	417	79% ▲	37% ▲	55% ▲	46% ▲	32% ▲	18% ▲	14% ▲
	Not related to the field of culture	2,746	41% ▼	11% ▼	22% ▼	22% ▼	7% ▼	5% ▼	5% ▼
Marital status	Married/living together	1,815	43% ▼	12% ▼	25%	25%	10%	6%	6%
	Divorced/living separately	359	39% ▼	9% ▼	20% ▼	19% ▼	7% ▼	4% ▼	4%
	Widowed	401	38% ▼	9% ▼	25%	17% ▼	5% ▼	2% ▼	1% ▼
	Unmarried	588	60% ▲	26% ▲	35% ▲	32% ▲	16% ▲	11% ▲	9% ▲
Household size (number of people)	One	786	41% ▼	10% ▼	23% ▼	22% ▼	7% ▼	4% ▼	3% ▼
	Two	1,309	45%	13%	26%	25%	11%	5%	6%
	Three	549	47%	17%	28%	27%	13% ▲	9% ▲	7%
	Four or more	519	50%	20% ▲	30%	27%	10%	9%	7%
Children in the family aged up to 15	None	2,547	45%	14%	26%	25%	10%	5%	5%
	Present	616	48%	16%	28%	25%	11%	10% ▲	8% ▲

PARTICIPATION IN CULTURE AND SATISFACTION WITH CULTURAL SERVICES IN LITHUANIA.  
2020 SUMMARY

Percentage calculated in the row		N	All cultural activities	Performing arts	Architecture, visual arts and crafts	Cultural heritage	Books and press	Movies and videos	Internet
<b>Total (%)</b>		<b>3,163</b>	<b>45%</b>	<b>14%</b>	<b>26%</b>	<b>25%</b>	<b>10%</b>	<b>6%</b>	<b>6%</b>
Monthly income per one household member	Low (up to €400)	816	33% ▼	9% ▼	19% ▼	16% ▼	5% ▼	4% ▼	3% ▼
	Median (€401-800)	1,300	45%	13%	25%	25%	11%	5%	5%
	High (more than €800)	490	60% ▲	21% ▲	33% ▲	35% ▲	15% ▲	10% ▲	10% ▲
	Not specified	557	55% ▲	20% ▲	35% ▲	30% ▲	14% ▲	9% ▲	7%

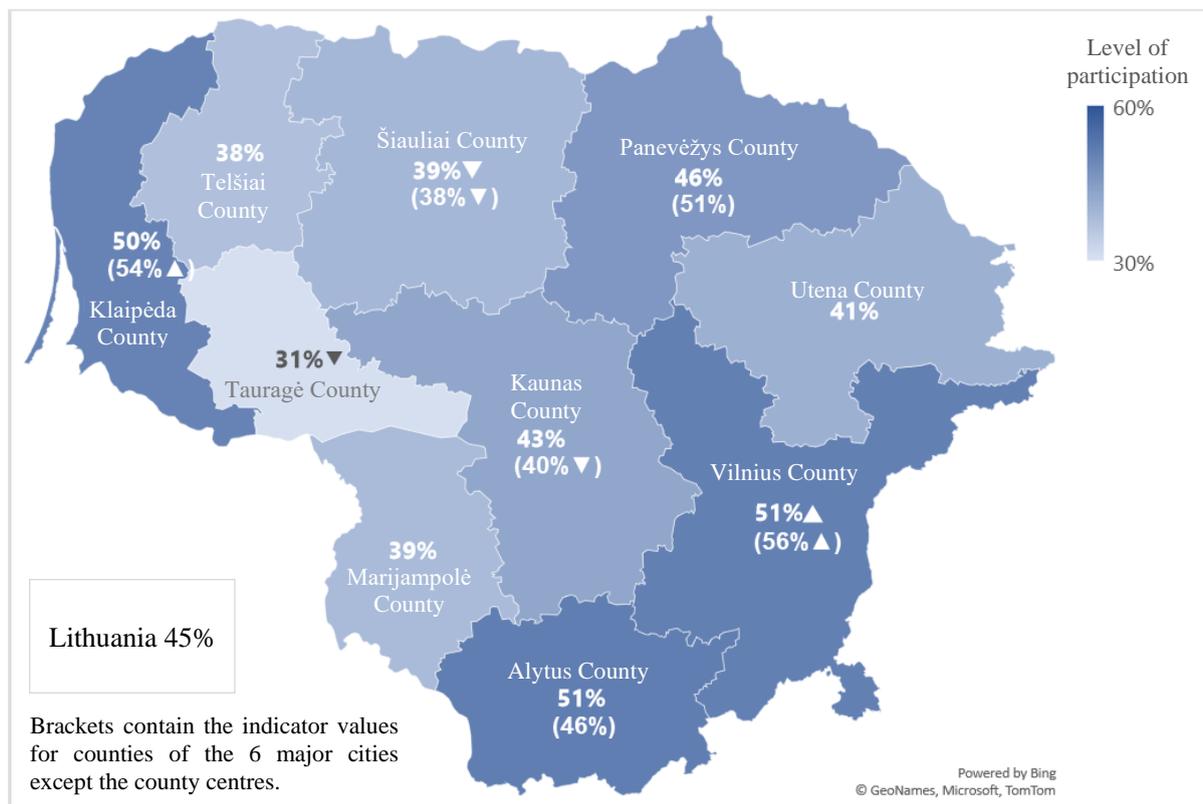
Table 2. Participation in cultural activities by regions

Percentage calculated in the row		N	All cultural activities	Performing arts	Architecture, visual arts and crafts	Cultural heritage	Books and press	Movies and videos	Internet
<b>Total (%)</b>		<b>3,163</b>	<b>45%</b>	<b>14%</b>	<b>26%</b>	<b>25%</b>	<b>10%</b>	<b>6%</b>	<b>6%</b>
Size of the residential area	Vilnius, Kaunas, Klaipėda	1,045	48%	14%	27%	29% ▲	13% ▲	8%	7%
	Other cities (more than 3,000 residents)	1,111	47%	15%	28%	24%	10%	6%	6%
	Towns and villages (up to 3,000 residents)	1,007	42% ▼	13%	24%	20% ▼	8% ▼	5%	4% ▼
Major cities	Vilnius	581	49%	15%	27%	31% ▲	14% ▲	8%	6%
	Kaunas	310	46%	13%	28%	27%	13%	8%	10% ▲
	Klaipėda	154	46%	12%	27%	28%	9%	5%	4%
	Šiauliai	107	41%	18%	18%	20%	9%	3%	6%
	Panevėžys	102	39%	15%	25%	21%	9%	7%	7%
Counties of the major cities except the county centres	Alytus	113	57% ▲	15%	30%	39% ▲	13%	7%	8%
	Vilnius County	292	56% ▲	17%	34% ▲	23%	13%	9%	7%
	Kaunas County	297	40% ▼	11%	18% ▼	21%	7%	5%	7%
	Klaipėda County	198	54% ▲	13%	32%	26%	8%	6%	3%
	Šiauliai County	181	38% ▼	9%	26%	18% ▼	9%	3%	3%
	Panevėžys County	151	51%	22% ▲	29%	32%	13%	7%	2% ▼
Counties (including their centres)	Alytus County	103	46%	11%	25%	27%	10%	2%	3%
	Vilnius County	873	51% ▲	16%	29%	28% ▲	13% ▲	8% ▲	6%
	Kaunas County	607	43%	12%	23%	24%	10%	7%	8% ▲
	Klaipėda County	352	50%	13%	30%	27%	8%	5%	3% ▼
	Šiauliai County	288	39% ▼	13%	23%	19% ▼	9%	3% ▼	4%
	Panevėžys County	253	46%	19% ▲	28%	28%	11%	7%	4%
	Alytus County	216	51%	13%	28%	33% ▲	11%	5%	5%
	Marijampolė County	160	39%	12%	24%	20%	6%	4%	7%
	Telšiai County	149	38%	13%	23%	16% ▼	7%	5%	3%
Utena County	157	41%	16%	29%	21%	10%	6%	4%	
Tauragė County	108	31% ▼	10%	17% ▼	16% ▼	6%	4%	10%	

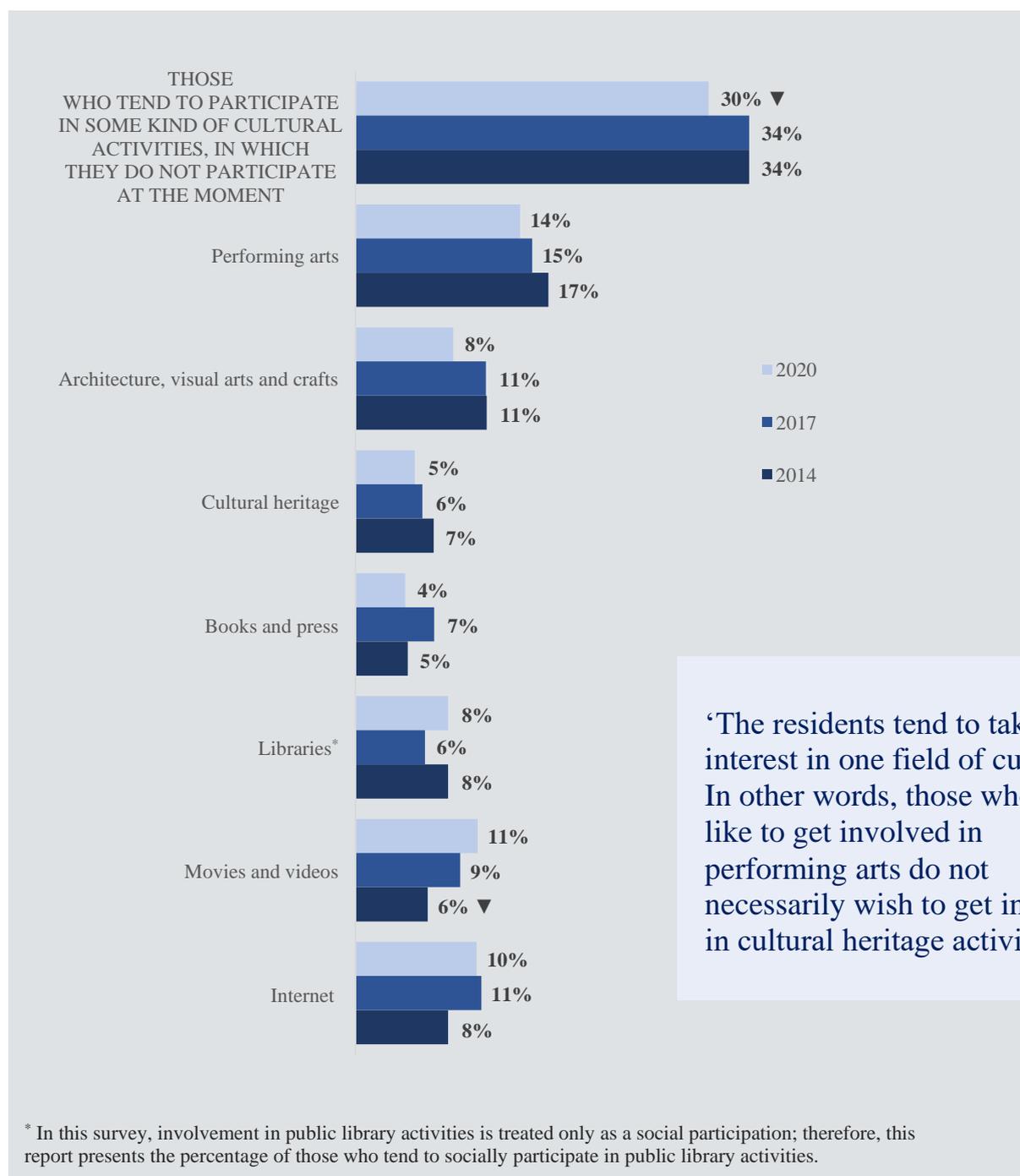
The percentage of those who participated in cultural activities (Fig. 1) statistically significantly decreased in Tauragė County (31%), Šiauliai County (including and excluding Šiauliai City, 39% and 38% respectively) as well as in Kaunas County (excluding Kaunas City) (40%).

The percentage of these residents is statistically significantly higher in Vilnius County (including Vilnius City – 51%, excluding – 56%) and Klaipėda County (excluding Klaipėda City) (54%). The indicator of other counties is not statistically significantly different from the overall average for Lithuania (45%).

Fig. 1. The percentage of residents who actively participate in cultural activities



## TENDENCY OF NON-PARTICIPATING RESIDENTS TO PARTICIPATE IN CULTURAL ACTIVITIES BY DIFFERENT FIELDS, 2014–2020

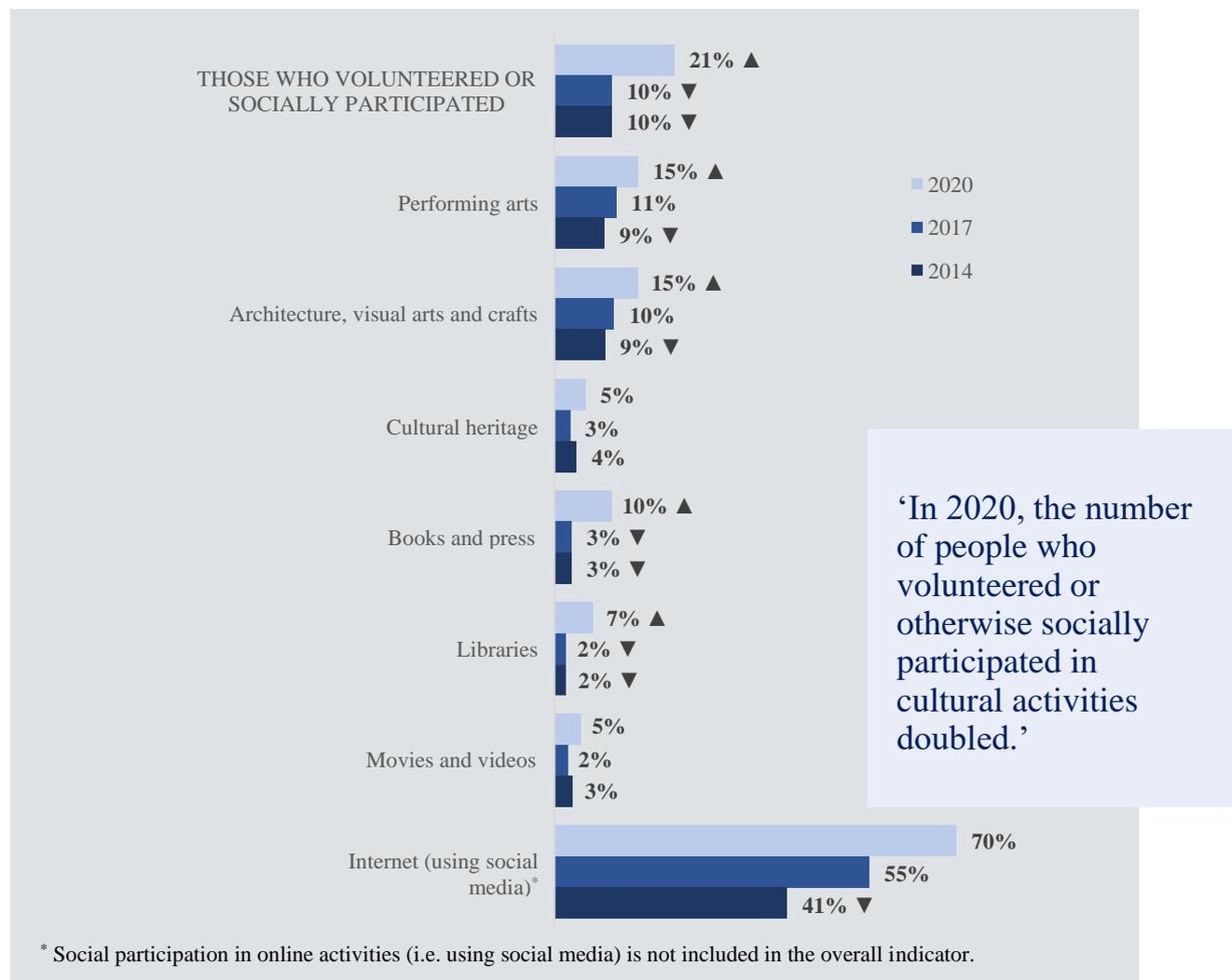


3 out of 10 residents would consider getting involved in some kind of cultural activities, in which they are not involved at the moment. Most of the residents would like to engage in activities of performing arts, movies and video arts or online activities. Nevertheless, it can be observed that the residents take interest in different fields of culture, which is indicated by the relatively high total number of people who would like to get involved in cultural activities; however, this number is relatively low for individual fields. Therefore, those who would like to get involved in performing arts do not necessarily tend to get involved in cultural heritage activities. This tendency is also reflected by the sociodemographic characteristics of those who have a tendency to participate in cultural activities. Generally, the respondents aged up to 40, students or those with higher education, high income, office workers and, in particular, those who are related to the field of culture are most likely to get involved in some kind of field of culture. However, when considering individual fields,

the links between the field of the respondent's professional activity or studies and culture are probably the only characteristic that is a common factor affecting the desire to get involved in one particular field or another.

Among the regions, the highest number of those who would like to get involved in performing arts is in Kaunas and Klaipėda (about one-fifth of the residents of both cities, compared to 14% of all residents) and Panevėžys County (excluding Panevėžys City) (23%). The aforementioned residents of Klaipėda City and Panevėžys County would also take a greater interest in activities related to visual arts, architecture, design or crafts (15% and 17% respectively, compared to 8% of all residents). Among the regions, Vilnius County (excluding Vilnius City), stands out with a high level of participation of its residents – 50% of them would like to participate in some kind of cultural activity, compared to 30% of the total population. This tendency in Vilnius County is also observed when analysing individual fields of culture.

## SOCIAL PARTICIPATION AND VOLUNTEERING IN CULTURAL ACTIVITIES, 2014–2020



In 2020, there was a significant increase in the percentage of those who socially participated or volunteered in cultural activities (10% → 21%). Social participation of the population in individual fields of culture also increased significantly. Young people aged 15–29, residents related to the cultural sector, those with higher education, office workers, students and residents with high income are relatively more often socially involved in cultural activities.

There are not many regional tendencies. In general, the residents of Panevėžys County (excluding Panevėžys City) are more active – 30% compared to 21% of the total population. This is mainly due to involvement in activities of visual arts, crafts and movies and video arts. Alytus residents also get involved in activities of visual arts and crafts more often (24% compared to 15% of the total population), while in Tauragė County, on the contrary, the number of those involved in this field is the lowest among all regions (7%).

Table 3. Social participation and volunteering in cultural activities by fields and sociodemographic characteristics

Percentage calculated in the row		N	All cultural activities	Performing arts	Architecture, visual arts and crafts	Cultural heritage	Books and press	Movies and video arts	Internet
<b>Total (%)</b>		<b>3,163</b>	<b>21%</b>	<b>15%</b>	<b>15%</b>	<b>5%</b>	<b>10%</b>	<b>7%</b>	<b>5%</b>
Sex	Male	1,497	17% ▼	12% ▼	12% ▼	5%	8% ▼	4% ▼	5%
	Female	1,666	24% ▲	16% ▲	17% ▲	6%	11%	9% ▲	4%
Age groups	15–19	171	34% ▲	35% ▲	31% ▲	9%	14%	11%	12% ▲
	20–29	394	30% ▲	26% ▲	21% ▲	6%	14% ▲	6%	9% ▲
	30–39	423	19%	15%	15%	5%	11%	4%	6%
	40–49	414	23%	16%	17%	6%	9%	8%	4%
	50–59	684	17% ▼	9% ▼	10% ▼	5%	7% ▼	6%	2% ▼
	60–69	484	19%	11% ▼	12%	5%	8%	8%	3%
	70 and older	593	14% ▼	7% ▼	8% ▼	4%	10%	7%	2% ▼
Education	Primary, lower-secondary	400	11% ▼	11% ▼	9% ▼	3% ▼	4% ▼	5%	4%
	Upper-secondary	894	13% ▼	10% ▼	10% ▼	3% ▼	5% ▼	3% ▼	4%
	Post-secondary	649	18% ▼	11% ▼	11% ▼	3% ▼	7% ▼	5%	2% ▼
	Higher	1,220	36% ▲	24% ▲	24% ▲	11% ▲	20% ▲	13% ▲	7% ▲
Nationality	Lithuanian	2,863	22%	15%	15%	6%	11%	7%	5%
	Other	300	11% ▼	9% ▼	7% ▼	3% ▼	4% ▼	3% ▼	3%
Occupation	Servants, specialists	1,107	32% ▲	23% ▲	22% ▲	10% ▲	16% ▲	11% ▲	7% ▲
	Manual workers	620	13% ▼	8% ▼	8% ▼	2% ▼	3% ▼	2% ▼	2% ▼
	Retired, people with disabilities	899	12% ▼	6% ▼	7% ▼	4% ▼	7% ▼	5%	2% ▼
	Unemployed, seeking employment	302	14% ▼	10% ▼	11%	3% ▼	8%	5%	4%
	Students	235	38% ▲	35% ▲	30% ▲	8%	17% ▲	10%	11% ▲
Relationship with the field of culture	Related to the field of culture	417	51% ▲	37% ▲	38% ▲	19% ▲	31% ▲	23% ▲	15% ▲
	Not related to the field of culture	2,746	17% ▼	11% ▼	11% ▼	4% ▼	7% ▼	4% ▼	3% ▼
Marital status	Married/living together	1,815	21%	14%	15%	6%	10%	7%	4%
	Divorced/living separately	359	16% ▼	9% ▼	9% ▼	4%	7%	6%	2% ▼
	Widowed	401	14% ▼	8% ▼	9% ▼	3% ▼	7% ▼	6%	2% ▼
	Unmarried	588	27% ▲	24% ▲	21% ▲	6%	12%	7%	9% ▲
Household size (number of people)	One	786	16% ▼	8% ▼	9% ▼	4% ▼	8% ▼	4% ▼	3% ▼
	Two	1,309	21%	14%	14%	6%	10%	7%	4%
	Three	549	23%	17%	20% ▲	7%	12%	8%	8% ▲
	Four or more	519	27% ▲	23% ▲	18%	7%	11%	9%	6%
Children in the family aged up to 15	None	2,547	20%	14%	14%	5%	9%	7%	4%
	Present	616	23%	18% ▲	16%	6%	12%	8%	7% ▲

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Percentage calculated in the row		N	All cultural activities	Performing arts	Architecture, visual arts and crafts	Cultural heritage	Books and press	Movies and video arts	Internet
<b>Total (%)</b>		<b>3,163</b>	<b>21%</b>	<b>15%</b>	<b>15%</b>	<b>5%</b>	<b>10%</b>	<b>7%</b>	<b>5%</b>
Monthly income per one household member	Low (up to €400)	816	12% ▼	7% ▼	7% ▼	2% ▼	6% ▼	5%	3%
	Median (€401–800)	1,300	21%	14%	14%	6%	9%	6%	4%
	High (more than €800)	490	27% ▲	20% ▲	20% ▲	9% ▲	15% ▲	8%	7% ▲
	Not specified	557	29% ▲	22% ▲	23% ▲	7%	13% ▲	10% ▲	5%

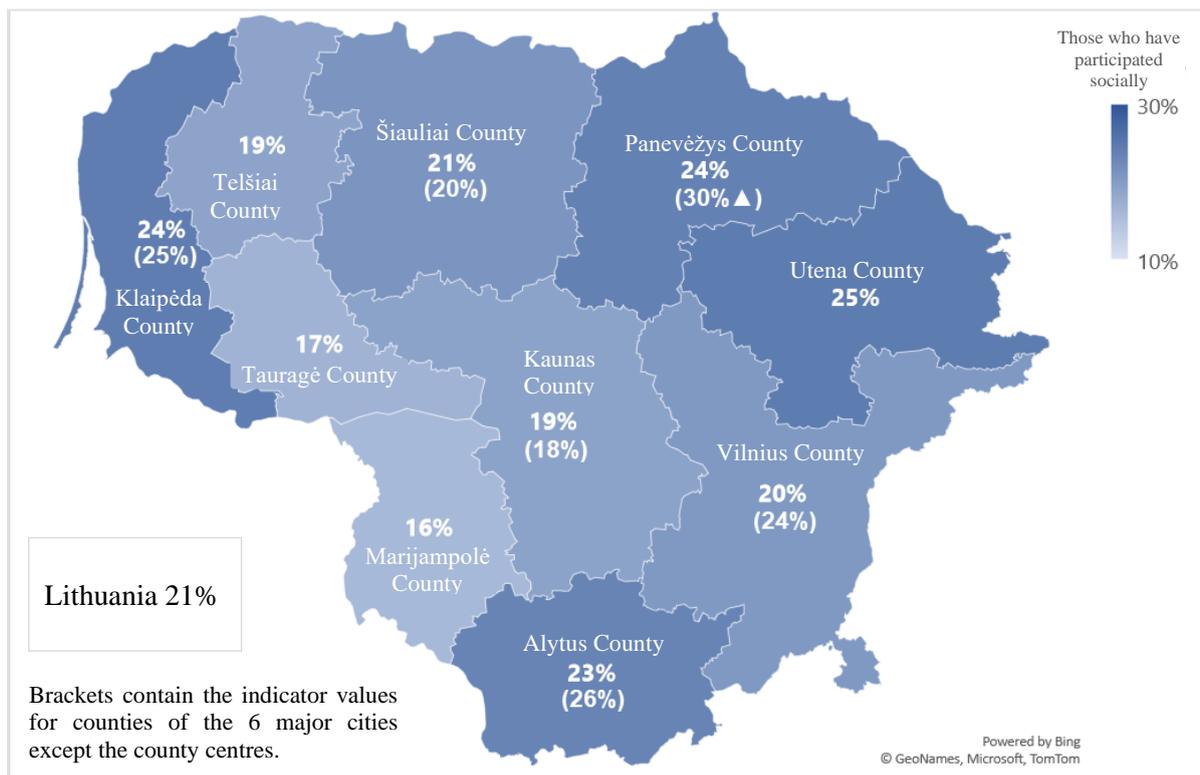
Table 4. Social participation and volunteering in cultural activities by fields and regions

Percentage calculated in the row		N	All cultural activities	Performing arts	Architecture, visual arts and crafts	Cultural heritage	Books and press	Movies and video arts	Internet
<b>Total (%)</b>		<b>3,163</b>	<b>21%</b>	<b>15%</b>	<b>15%</b>	<b>5%</b>	<b>10%</b>	<b>7%</b>	<b>5%</b>
Size of the residential area	Vilnius, Kaunas, Klaipėda	1,045	20%	16%	15%	5%	10%	4% ▼	5%
	Other cities (more than 3,000 residents)	1,111	23%	16%	16%	7% ▲	12%	7%	5%
	Towns and villages (up to 3,000 residents)	1,007	20%	12% ▼	12%	5%	8% ▼	9% ▲	4%
Major cities	Vilnius	581	19%	16%	15%	4%	11%	4% ▼	6%
	Kaunas	310	20%	16%	13%	6%	9%	6%	6%
	Klaipėda	154	24%	17%	20%	3%	7%	5%	4%
	Šiauliai	107	23%	16%	12%	6%	10%	10%	2%
	Panevėžys	102	15%	11%	14%	7%	10%	3%	6%
	Alytus	113	21%	17%	24% ▲	8%	12%	5%	5%
Counties of the major cities excluding the county centres	Vilnius County	292	24%	15%	13%	7%	12%	7%	4%
	Kaunas County	297	18%	10% ▼	11%	5%	7%	9%	3%
	Klaipėda County	198	25%	15%	16%	8%	7%	11%	4%
	Šiauliai County	181	20%	13%	15%	4%	10%	7%	3%
	Panevėžys County	151	30% ▲	19%	25% ▲	8%	12%	14% ▲	8%
	Alytus County	103	26%	16%	15%	2%	14%	7%	5%
Counties (including their centres)	Vilnius County	873	20%	15%	14%	5%	12%	5% ▼	5%
	Kaunas County	607	19%	13%	12%	5%	8%	7%	5%
	Klaipėda County	352	24%	16%	18%	6%	7%	8%	4%
	Šiauliai County	288	21%	14%	13%	5%	10%	8%	3%
	Panevėžys County	253	24%	16%	21% ▲	7%	11%	10%	7%
	Alytus County	216	23%	17%	20%	5%	13%	6%	5%
	Marijampolė County	160	16%	13%	10%	5%	9%	4%	5%
	Telšiai County	149	19%	13%	11%	5%	7%	6%	5%
Utena County	157	25%	16%	17%	8%	14%	10%	4%	
Tauragė County	108	17%	9%	7% ▼	3%	8%	8%	4%	

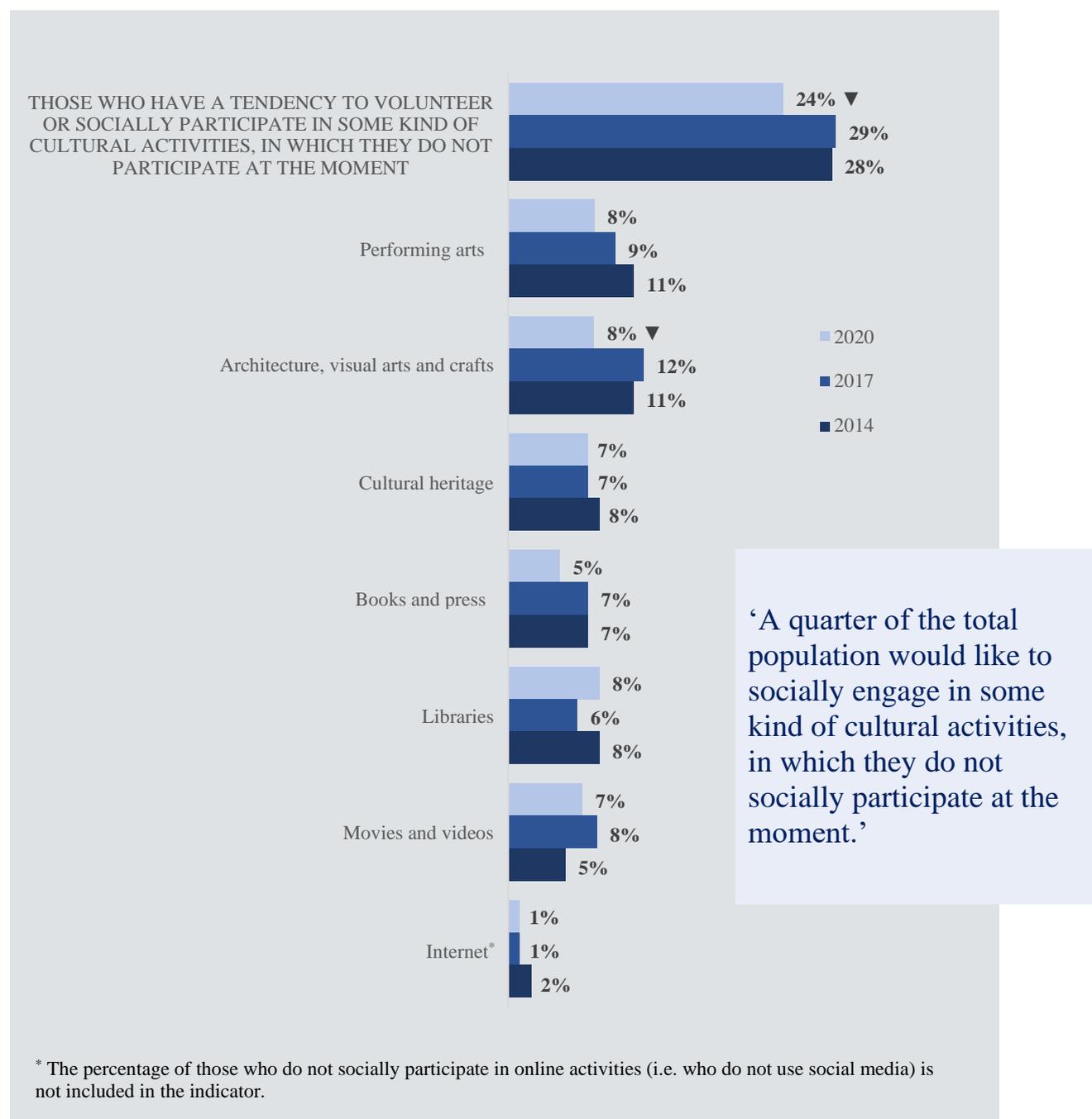
Social participation (the percentage of the population that participated in sponsorship, charity, volunteering or community activities) (Fig. 2) is statistically significantly higher only

in Panevėžys County, excluding Panevėžys City (30%). The indicators of other counties are not statistically significantly different from the overall average for Lithuania (21%).

Fig. 2. Participation in sponsorship, charity, volunteering or community activities



## TENDENCY OF THOSE WHO DO NOT SOCIALLY PARTICIPATE IN CULTURAL ACTIVITIES TO PARTICIPATE IN THEM

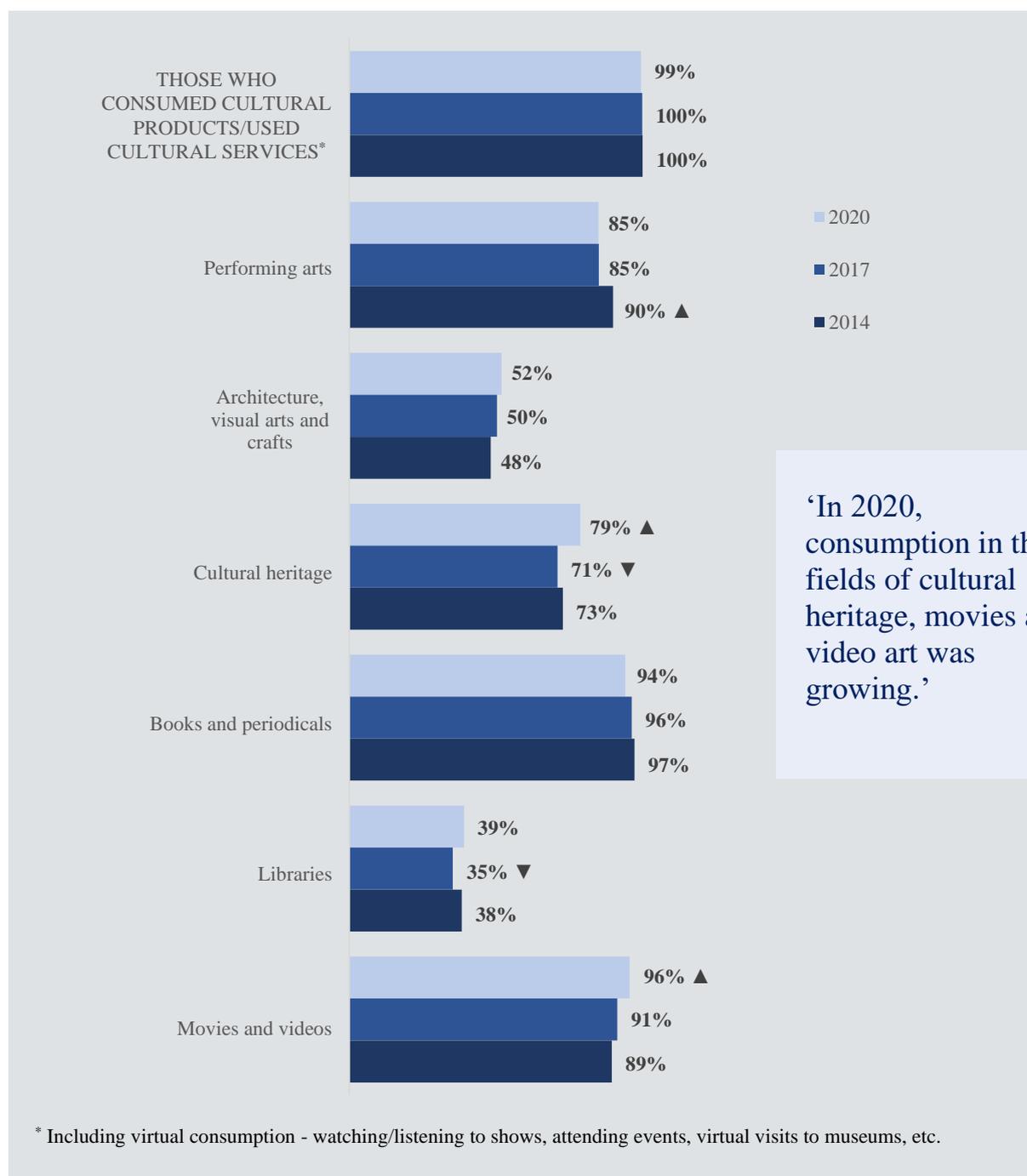


One in four residents stated that they would like to socially engage or volunteer in one of the fields of culture, in which they do not volunteer or otherwise socially participate at the moment. This percentage is slightly lower than in 2017 and 2014. The decrease is directly attributable to the doubling of the number of people who socially participated or volunteered in cultural activities. However, a statistically significant decrease was observed only in the desire to get involved in activities of architecture, visual arts and crafts (to participate in activities of amateur clubs of the respective fields, volunteer in such activities, attend events, etc.). The tendency to participate in other activities remained similar to the previous years. Social participation in cultural activities would be of most interest to

people aged from 15 to 39, people with higher education, office workers, those with high income and residents of cities (except the major ones).

Among the regions, it can be generally noticed that the residents of Vilnius City, Utena and Tauragė Counties are least likely to get involved in volunteering in culture (13–17% compared to 24% of the total population). While the highest interest in getting socially engaged was among the residents of Klaipėda City, Klaipėda County and especially Vilnius County (excluding Vilnius City) – 43% of them expressed their desire to volunteer in any field of culture. Again, the residents of this region were found to be most active in all fields of culture.

## CONSUMPTION OF PRODUCTS OR USE OF SERVICES OF DIFFERENT FIELDS OF CULTURE



Almost all residents consume culture products. Highest consumption is observed in the fields of movies and video arts, books and press, and performing arts. The consumption in the fields of cultural heritage and movies and video arts was growing, while in other fields it remained at a similar level compared to the average for all three surveys.

It should be noted that women, people with higher education, office workers, residents related to the field of culture and those with high income consume products in different fields of culture more often. Among the age groups, the field of libraries stands out the most. Library services are mostly used by young people aged 15–29 (most likely for studying purposes). Interestingly, the products in the field of cultural heritage are more often consumed by residents of major cities. City residents consume products of visual arts and crafts, books and press more often than library services.

Quite a few differences are observed when comparing the regions. During the 12 months prior to the quarantine of spring 2020, more than 90% of the respondents who are residents of Šiauliai, Kaunas and Klaipėda Cities and Alytus (excluding Alytus City) and Utena Counties attended events of performing arts or consumed them remotely (watched/listened to live broadcasts, recorded shows). Less active consumption of performing arts can be observed among the residents of Vilnius City,

Kaunas County (excluding Kaunas City) (about 80% in both), while the lowest percentage was registered in Tauragė County (69%). The latter also showed the lowest percentage for consumption in the fields of architecture, performing arts and crafts (39% compared to 52% of the total population). The residents of Kaunas City, Alytus City, Alytus County and Klaipėda County were the ones who visited cultural heritage sites in person or by virtual means and/or listened to broadcasts in this field of culture most often (85–90% of the respondents consumed these products compared to 79% of the total population). This field received less attention from the residents of Panevėžys City (68%), Kaunas County (excluding Kaunas City), Marijampolė County and Tauragė County (about 66–72% in all three).

When it comes to books and press, fewer regional differences were observed. The residents of Vilnius City read a little less, while the residents of Klaipėda City and Panevėžys County (excluding Panevėžys City) read more.

The residents of Vilnius City, Kaunas City and Kaunas County visit public libraries less often than the residents of Lithuania in general (30–33% compared to 39%), while the ones who visit them most often live in Panevėžys County (57%, excluding Panevėžys City) and Utena County (53%).

The consumption of movies and video arts has minor differences among the regions.

Table 5. The consumption of products in different fields of culture or the use of cultural services by fields and sociodemographic characteristics (overall consumption is 99.4% and is therefore not shown separately in the table)

Percentage calculated in the row		N	Performing arts	Architecture, visual arts and crafts	Cultural heritage	Books and press	Libraries	Movies and video art
<i>Total (%)</i>		<b>3,163</b>	<b>85%</b>	<b>52%</b>	<b>79%</b>	<b>94%</b>	<b>39%</b>	<b>96%</b>
Sex	Male	1,497	<b>82% ▼</b>	<b>46% ▼</b>	<b>75% ▼</b>	<b>91% ▼</b>	<b>30% ▼</b>	95%
	Female	1,666	<b>88% ▲</b>	<b>57% ▲</b>	<b>81% ▲</b>	<b>97% ▲</b>	<b>47% ▲</b>	96%
Age groups	15–19	171	89%	52%	83%	<b>89% ▼</b>	<b>68% ▲</b>	93%
	20–29	394	87%	53%	80%	92%	<b>45% ▲</b>	95%
	30–39	423	88%	50%	<b>84% ▲</b>	95%	36%	95%
	40–49	414	88%	54%	80%	95%	38%	96%
	50–59	684	84%	53%	76%	95%	<b>35% ▼</b>	<b>98% ▲</b>
	60–69	484	83%	53%	79%	<b>96% ▲</b>	38%	95%
	70 and older	593	<b>78% ▼</b>	48%	<b>73% ▼</b>	93%	<b>35% ▼</b>	94%
Education	Primary, lower-secondary	400	<b>77% ▼</b>	<b>34% ▼</b>	<b>63% ▼</b>	<b>87% ▼</b>	<b>30% ▼</b>	96%
	Upper-secondary	894	<b>80% ▼</b>	<b>41% ▼</b>	<b>73% ▼</b>	<b>92% ▼</b>	<b>29% ▼</b>	95%
	Post-secondary	649	86%	<b>56% ▲</b>	<b>83% ▲</b>	<b>96% ▲</b>	37%	96%
	Higher	1,220	<b>93% ▲</b>	<b>69% ▲</b>	<b>89% ▲</b>	<b>98% ▲</b>	<b>56% ▲</b>	96%
Nationality	Lithuanian	2,863	86%	<b>54% ▲</b>	<b>81% ▲</b>	95%	41%	96%
	Other	300	<b>75% ▼</b>	<b>31% ▼</b>	<b>62% ▼</b>	<b>87% ▼</b>	<b>24% ▼</b>	<b>90% ▼</b>
Occupation	Servants, specialists	1,107	<b>92% ▲</b>	<b>65% ▲</b>	<b>88% ▲</b>	<b>98% ▲</b>	<b>49% ▲</b>	97%
	Manual workers	620	84%	<b>45% ▼</b>	76%	94%	<b>25% ▼</b>	97%
	Retired, people with disabilities	899	<b>78% ▼</b>	<b>47% ▼</b>	<b>72% ▼</b>	<b>92% ▼</b>	<b>33% ▼</b>	94%
	Unemployed, seeking employment	302	<b>80% ▼</b>	<b>38% ▼</b>	<b>68% ▼</b>	<b>88% ▼</b>	<b>32% ▼</b>	95%
	Students	235	<b>90% ▲</b>	56%	<b>87% ▲</b>	91%	<b>67% ▲</b>	93%
Relationship with the field of culture	Related to the field of culture	417	<b>93% ▲</b>	<b>73% ▲</b>	<b>93% ▲</b>	<b>97% ▲</b>	<b>67% ▲</b>	96%
	Not related to the field of culture	2,746	84%	<b>49% ▼</b>	<b>77% ▼</b>	94%	<b>35% ▼</b>	95%
Marital status	Married/living together	1,815	87%	<b>54% ▲</b>	<b>82% ▲</b>	<b>95% ▲</b>	38%	96%
	Divorced/living separately	359	82%	<b>46% ▼</b>	<b>69% ▼</b>	94%	<b>32% ▼</b>	97%
	Widowed	401	<b>77% ▼</b>	<b>45% ▼</b>	<b>70% ▼</b>	92%	<b>33% ▼</b>	95%
	Unmarried	588	87%	53%	80%	<b>91% ▼</b>	<b>50% ▲</b>	94%

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Percentage calculated in the row	N	Performing arts	Architecture, visual arts and crafts	Cultural heritage	Books and press	Libraries	Movies and video arts	
<b>Total (%)</b>	<b>3,163</b>	<b>85%</b>	<b>52%</b>	<b>79%</b>	<b>94%</b>	<b>39%</b>	<b>96%</b>	
Household size (number of people)	One	786	79% ▼	47% ▼	72% ▼	92%	34% ▼	95%
	Two	1,309	87%	55% ▲	79%	95%	38%	96%
	Three	549	87%	52%	83% ▲	95%	41%	95%
	Four or more	519	87%	51%	82%	93%	47% ▲	95%
Children in the family aged up to 15	None	2,547	85%	52%	78%	94%	38%	96%
	Present	616	86%	51%	81%	94%	42%	95%
Monthly income per one household member	Low (up to €400)	816	76% ▼	39% ▼	66% ▼	90% ▼	29% ▼	94%
	Median (€401-800)	1,300	87%	54%	82% ▲	95%	39%	97% ▲
	High (more than €800)	490	93% ▲	65% ▲	88% ▲	98% ▲	43%	96%
	Not specified	557	88%	57% ▲	84% ▲	94%	51% ▲	93% ▼

Table 6. Consumption of products in different fields of culture or use of cultural services by fields and regions

Percentage calculated in the row	N	Performing arts	Architecture, visual arts and crafts	Cultural heritage	Books and press	Libraries	Movies and video arts	
<b>Total (%)</b>	<b>3,163</b>	<b>85%</b>	<b>52%</b>	<b>79%</b>	<b>94%</b>	<b>39%</b>	<b>96%</b>	
Size of the residential area	Vilnius, Kaunas, Klaipėda	1,045	85%	50%	81%	93%	34% ▼	95%
	Other cities (more than 3,000 residents)	1,111	86%	57% ▲	80%	95%	43% ▲	95%
	Towns and villages (up to 3,000 residents)	1,007	84%	49%	75% ▼	94%	40%	97%
Major cities	Vilnius	581	79% ▼	45% ▼	76%	90% ▼	33% ▼	94%
	Kaunas	310	95% ▲	55%	90% ▲	95%	33% ▼	95%
	Klaipėda	154	91% ▲	58%	83%	98% ▲	41%	96%
	Šiauliai	107	97% ▲	59%	86%	93%	38%	96%
	Panevėžys	102	80%	48%	68% ▼	93%	33%	98%
	Alytus	113	80%	71% ▲	87% ▲	96%	44%	94%
Counties of the major cities excluding the county centres	Vilnius County	292	87%	48%	80%	94%	45% ▲	94%
	Kaunas County	297	78% ▼	49%	72% ▼	94%	30% ▼	96%
	Klaipėda County	198	88%	52%	86% ▲	96%	46%	96%
	Šiauliai County	181	83%	50%	75%	91%	40%	96%
	Panevėžys County	151	88%	68% ▲	83%	98% ▲	57% ▲	99% ▲
	Alytus County	103	92% ▲	61%	88% ▲	98%	47%	95%
Counties (including their centres)	Vilnius County	873	81% ▼	46% ▼	77%	92% ▼	37%	94% ▼
	Kaunas County	607	86%	52%	81%	95%	32% ▼	96%
	Klaipėda County	352	89% ▲	55%	85% ▲	97% ▲	44%	96%
	Šiauliai County	288	88%	53%	79%	92%	39%	96%
	Panevėžys County	253	85%	60% ▲	77%	96%	47% ▲	99% ▲
	Alytus County	216	86%	66% ▲	88% ▲	97%	46%	94%

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Marijampolė County	160	88%	53%	66% ▼	93%	32%	96%
Telšiai County	149	80%	52%	74%	95%	43%	97%
Utena County	157	94% ▲	59%	82%	98%	53% ▲	99% ▲
Tauragė County	108	69% ▼	39% ▼	67% ▼	94%	45%	94%

Table 7 presents the overall indicators of live and virtual consumption and indicators for individual fields. As mentioned earlier, live and virtual consumption of culture reaches almost 100%. Taken separately, live

consumption (i.e. attendance of events, exhibitions, visits to museums, cultural heritage sites, reading books and going to public libraries or cinema) remains high and reaches almost 88%.

Table 7. Live and virtual consumption of different fields of culture

Residents (aged 15 or older) who during the last 12 months..., %	2014	2017	2020
<b>Final indicator (4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7)</b>			
<b>Residents (aged 15 or older) who consumed cultural products, %</b>	<b>100</b>	<b>99.8</b>	<b>99.4</b>
<i>Residents (aged 15 or older) who consumed cultural products LIVE, %</i>	<b>98.6</b>	<b>97.6</b>	<b>96.7</b>
<i>Residents (aged 15 or older) who consumed cultural products LIVE, excluding the consumption of press (4.4.2 and 4.4.3), %</i>	<b>85.7</b>	<b>85.0</b>	<b>87.8</b>
<i>Residents (aged 15 or older) who consumed cultural products VIRTUALLY, %</i>	<b>99.4</b>	<b>99.1</b>	<b>99.0</b>
<b>4.1 attended events of performing arts, watched or listened to programmes</b>	<b>89.7</b>	<b>85.0</b>	<b>84.9</b>
4.1.1 attended events of performing arts	57.5	61.4	63.7
4.1.2 watched live broadcasts of events while not at home (e.g. outdoors, at a cinema, public library or elsewhere)	32.7	31.2	36.6
4.1.3 watched or listened to recordings of events	79.3	70.0	69.1
<b>4.2. attended events of visual arts, architecture, crafts and design, watched/listened to programmes</b>	<b>47.9</b>	<b>50.4</b>	<b>51.9</b>
4.2.1 attended exhibitions of painting, graphic art, photography, sculpture or crafts	28.2	25.0	27.4
4.2.2 attended virtual exhibitions of painting, graphic art, photography, sculpture or crafts	12.2	13.7	12.2
4.2.3 attended exhibitions of crafts (professional or amateur)	–	–	25.7
4.2.4 took interest in architecture (visiting objects of architecture), visited exhibitions of architecture or went on tours related to architecture	–	–	20.3
4.2.5 attended design exhibitions	–	–	8.9
4.2.6 watched or listened to programmes about visual arts or crafts (on the TV, radio, online or by other means)	37.7	39.7	33.2
<b>4.3. visited museums or cultural heritage sites, watched/listened to programmes</b>	<b>72.6</b>	<b>71.0</b>	<b>78.2</b>
4.3.1 visited a museum	37.8	31.5	36.6
4.3.2 visited a gallery or an exhibition	31.6	21.3	24.3
4.3.3 watched virtual art exhibitions or museum expositions online or by other means	7.3	8.6	18.4
4.3.4 watched or listened to programmes about museums on the TV, radio, online or by other means	29.2	34.5	32.8
4.3.5 visited cultural monuments, historical sites or art locations, famous buildings, archaeological sites	50.0	53.0	60.4
4.3.6 watched cultural monuments, historical sites or art locations, buildings or areas online or by other means	21.2	28.9	32.4
4.3.7 watched or listened to programmes about cultural monuments, historical sites or art locations, buildings or areas on the TV, radio, online or by other means	41.4	41.3	42.6

Markings:  Summary indicators  live attendance, consumption  virtual attendance, consumption

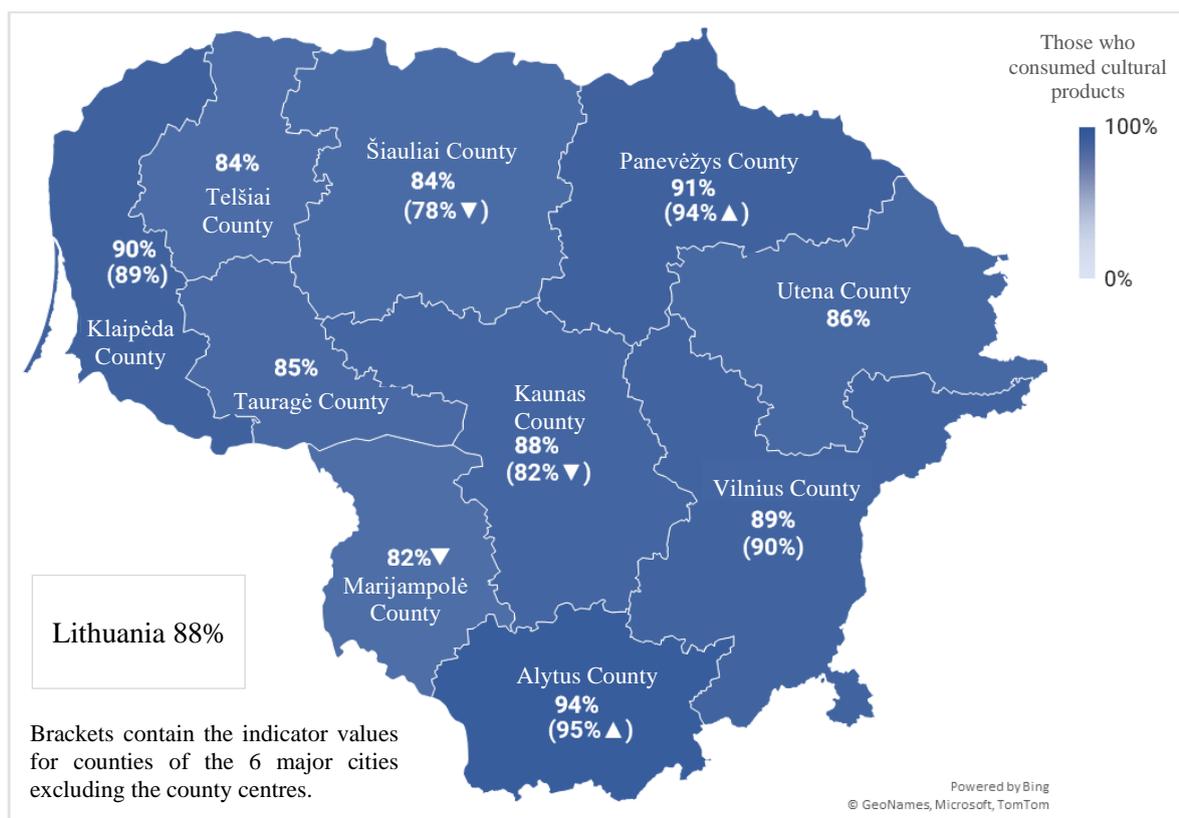
Residents (aged 15 or older) who during the last 12 months..., %	2014	2017	2020
4.3.8 visited archives	3.7	1.6	4.9
4.3.9 visited archives online	3.8	2.8	7.7
<b>4.4. read books and press</b>	<b>97.1</b>	<b>96.3</b>	<b>94.0</b>
4.4.1 read a book	63.1	66.3	69.4
4.4.2 read magazines and/or periodicals	88.2	86.7	80.3
4.4.3 read newspapers	91.8	88.1	81.4
<b>4.5. used library services</b>	<b>38.3</b>	<b>35.3</b>	<b>39.2</b>
4.5.1 visited a library	36.7	31.2	34.7
4.5.2 visited a library online	13.4	11.9	17.2
<b>4.6. watched movies and videos</b>	<b>89.0</b>	<b>91.4</b>	<b>95.5</b>
4.6.1 went to a cinema or a movie festival	35.1	40.8	36.2
4.6.2 watched movies on the TV	86.8	89.2	91.6
4.6.3 watched movies online	45.9	49.5	48.6
<b>4.7. listened to the radio</b>	<b>80.4</b>	<b>81.3</b>	<b>80.1</b>

Markings:  Summary indicators  live attendance, consumption  virtual attendance, consumption

The percentage of residents who consumed cultural products live, (Fig. 3) reaches 88%. This indicator is statistically significantly lower in Šiauliai County (including and, especially, excluding Šiauliai City), Kaunas County (excluding Kaunas City) and

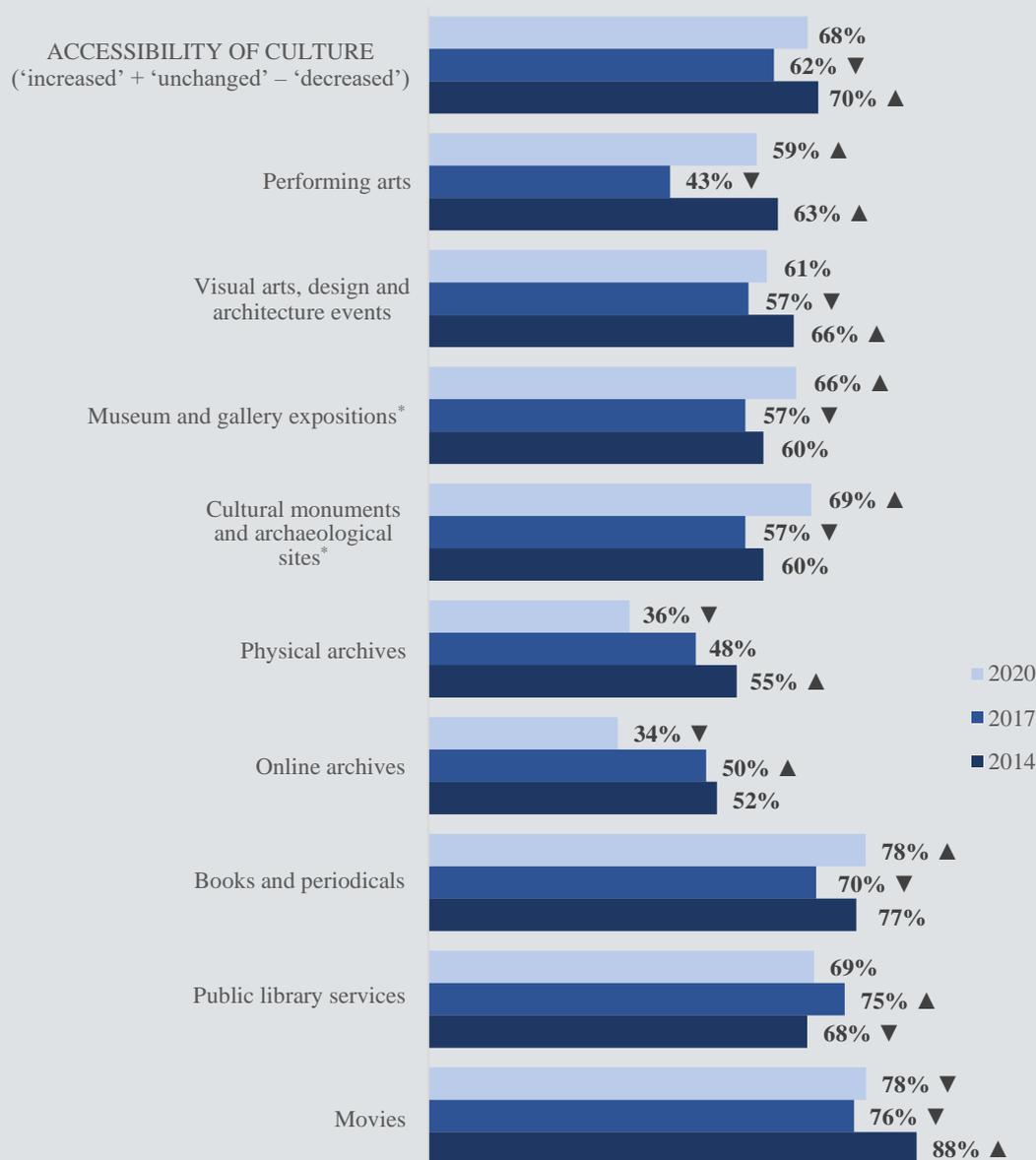
Marijampolė County. This indicator is statistically significantly higher in Panevėžys County (excluding Panevėžys City) and Alytus County (including and excluding Alytus City).

Fig. 3. The level of consumption of cultural products/services, % (excluding consumption of the TV, press, radio, Internet and virtual consumption)



# INDICATORS OF SATISFACTION WITH THE ACCESSIBILITY AND QUALITY OF DIFFERENT FIELDS OF CULTURE, 2014–2020

## ACCESSIBILITY OF DIFFERENT FIELDS OF CULTURE



The indicator was calculated by adding up the percentage of residents who think that during the last 12 months the accessibility of different fields of culture in Lithuania 'increased' or remained 'unchanged', and subtracting the percentage of residents who think that it 'decreased'.

\* The accessibility of museum and gallery expositions, cultural monuments and archaeological sites was analysed separately only in the 2020 survey. Previously, these fields were analysed together.

As in the previous surveys, the indicators of accessibility and quality of culture were calculated as follows: the percentage of those who think that the accessibility/quality of a certain field decreased was subtracted from the aggregate of respondents who think that the accessibility/quality of culture increased or remained unchanged. The overall accessibility and quality indicators for all the fields are weighted according to the number of consumers in the fields (including those who socially or personally participated in activities of a certain field). In the 2020 survey, however, a change was introduced – it was decided to include in the calculation all respondents, and not only those who were consumers in the respective field (the chart presents indicators for all three surveys calculated using this method). The aim was to better reflect the opinion of the society as a whole. The results of the survey show that even those who did not consume certain fields of culture during the last year have an opinion on their accessibility and quality. Firstly, it could be that they consumed them in the past, and secondly, it is likely that part of the population does not consume products/services in some of the fields due to accessibility or quality issues, but this does not make their opinion less relevant. And lastly, residents form their opinions based on information provided by the media and feedback of other people.

The overall accessibility indicator of different fields of culture reached 68% in the 2020 survey. In 2020, an increase of the indicator of accessibility for most of the fields of culture was observed. Compared to 2017, a significant improvement of accessibility of performing arts, cultural heritage, museums and galleries can be observed.

Based on the opinion of the residents, the accessibility of physical archives and online archives was decreasing significantly. Compared to 2017, the accessibility of public libraries also decreased slightly, but this indicator does differ significantly from the average for all three surveys. The accessibility of movies in 2017 and 2020 was rated similarly; however, it is still rated lower than in 2014.

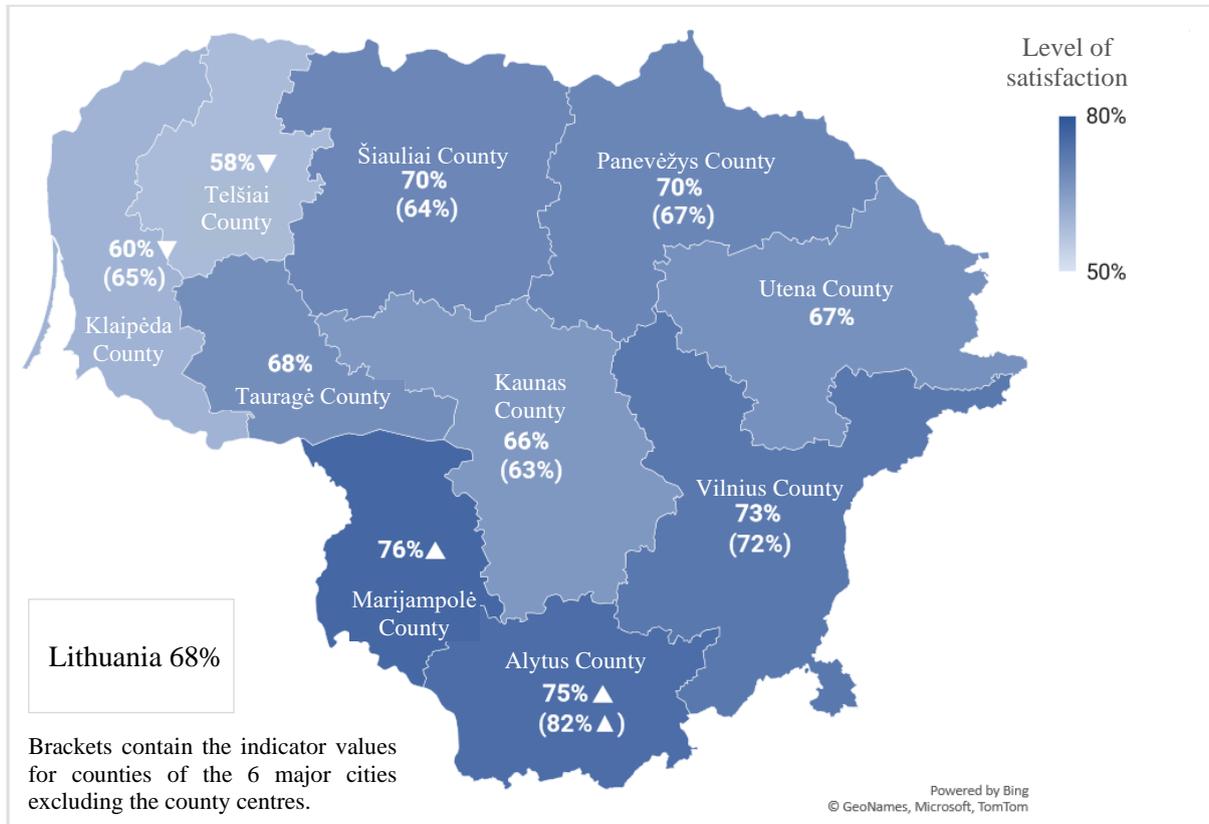
The indicator of satisfaction with the accessibility of cultural services is statistically significantly higher in Vilnius (73%) and Šiauliai (80%), and significantly lower in Klaipėda (55%). Among the counties, satisfaction with the accessibility is statistically significantly higher in

Alytus (75%) and Marijampolė (76%) counties, while in Telšiai and Kaunas (excluding Kaunas City) counties it is statistically significantly lower (58% and 63% respectively).

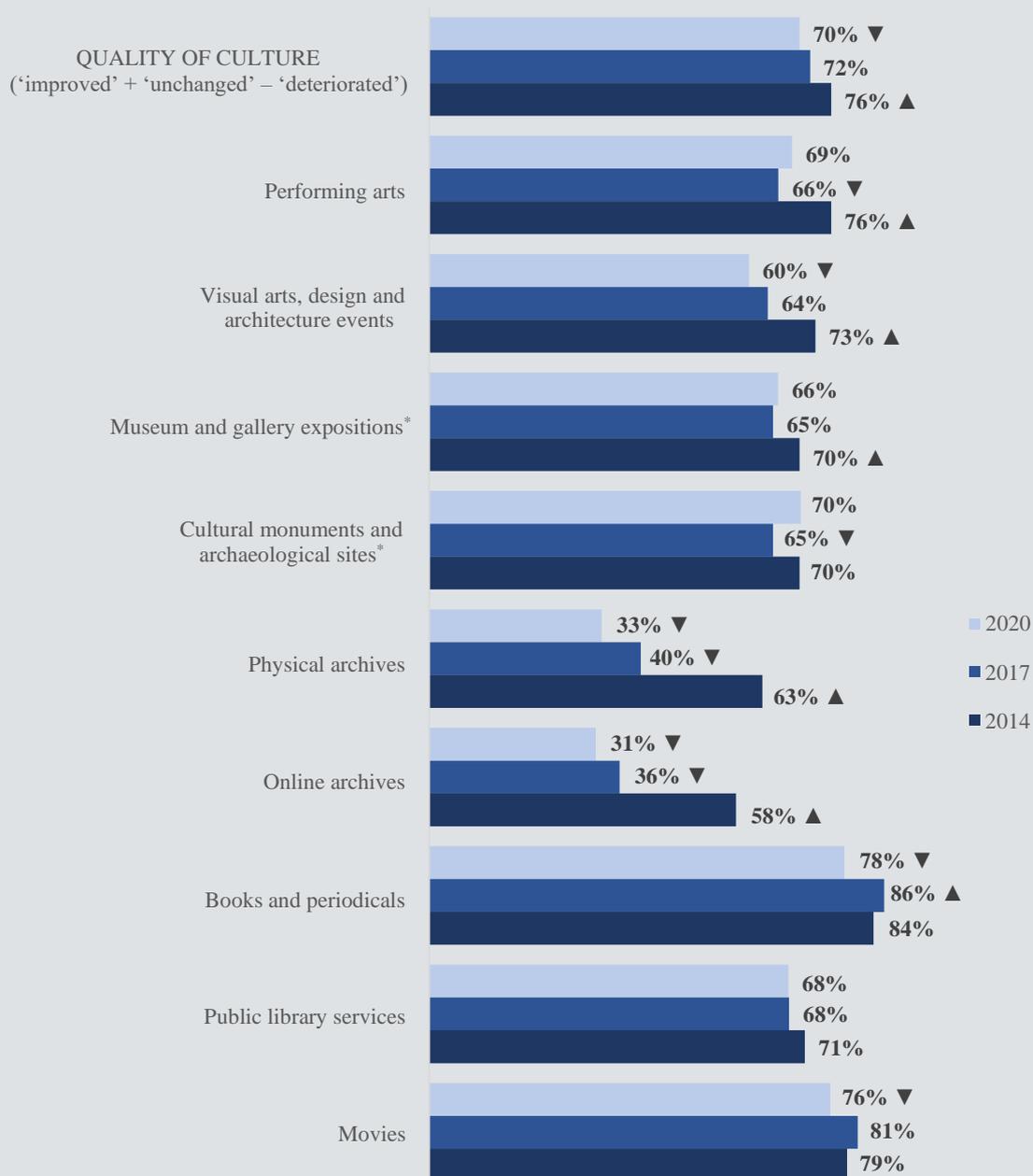
As part of the 2020 programme ‘Kurk Lietuvai’ (Create Lithuania), a spatial analysis of the cultural network<sup>3</sup> was conducted focusing on data on the geographical accessibility of essential/frequently used/medium-need/rarely used cultural services within the distance of 30–90 minutes by car. This analysis revealed that more than 80% of the residents of Vilnius, Kaunas, Klaipėda and Šiauliai counties as well as Panevėžys City can access all types of cultural services (essential/frequently used/medium-need). The lowest indicator (up to 25% of the residents who can access the aforementioned services) was determined for regions of North-Eastern Lithuania, mainly those bordering Latvia (municipalities in Utena and Panevėžys counties), Telšiai, Tauragė counties, larger part of Marijampolė County and Alytus County. Such tendencies only partially coincide with the indicator of satisfaction with the accessibility of culture, which was determined during this survey. For example, the residents of Alytus and Marijampolė counties, have less access to culture, as shown by the Create Lithuania analysis, while, according to this survey, they found the accessibility of culture to be good. Moreover, the residents of Klaipėda City enjoy some of the best accessibility conditions; however, they rated accessibility much worse than the residents of Vilnius and Šiauliai who, according to the aforementioned analysis, have the same level of accessibility. Therefore, the actual access to cultural services does not always match the satisfaction of the population with the accessibility. In some regions, this may be related to the quality of cultural services; however, the differences in indicators of the Create Lithuania analysis and this survey also point to the regional differences of economic and social environment.

<sup>3</sup>The project was conducted by Vėjūna Žalalytė, Project Manager of ‘Create Lithuania’, together with the Ministry of the Interior and the Ministry of Culture. Online access: <http://kurk.lt/wp-content/uploads/2020/11/Erdvin%C4%97-analiz%C4%97-i%C5%A1samiai.pdf>

Fig. 4. Satisfaction with the accessibility of cultural services, %



## QUALITY OF DIFFERENT FIELDS OF CULTURE



The indicator was calculated by adding up the percentage of residents who think that during the last 12 months the quality of different fields of culture in Lithuania 'improved' or remained 'unchanged', and subtracting the percentage of residents who think that it has 'deteriorated'.

\* The quality of museum and gallery exhibitions, cultural monuments and archaeological sites was analysed separately only in the 2020 survey. Previously, these fields were analysed together.

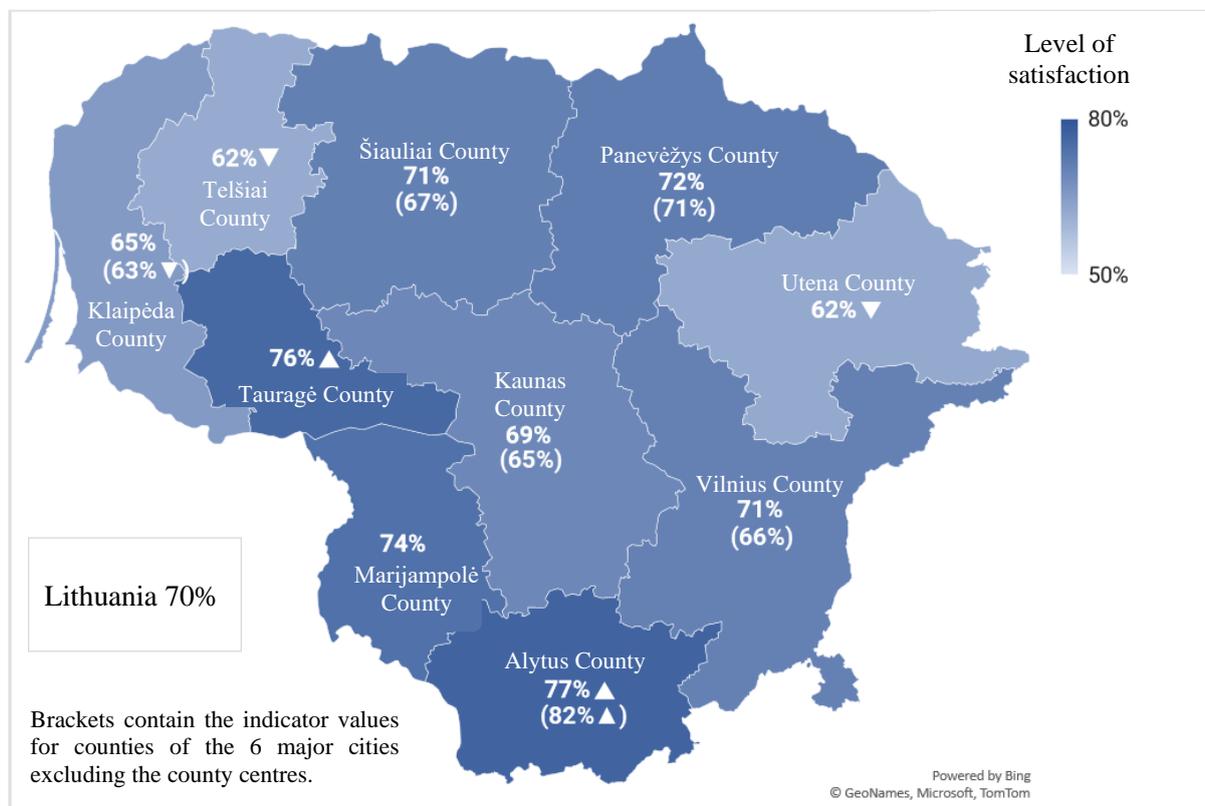
The overall weighted indicator of the quality for all fields of culture is 70%. The 2020 survey shows a decrease of the quality indicator for the fields of visual arts, archives, books and periodicals, and movies. There are no qualitative changes observed in other fields. The decreased quality of archives can be mostly related to the fact that these services are used less often, and it is more difficult for people to assess their quality.

When analysing the quality indicator for cultural services in regions (Fig. 5), it is statistically significantly higher in Alytus County (77%), especially when excluding Alytus City (82%). It should be reminded that, according to the spatial analysis of cultural services network discussed earlier,

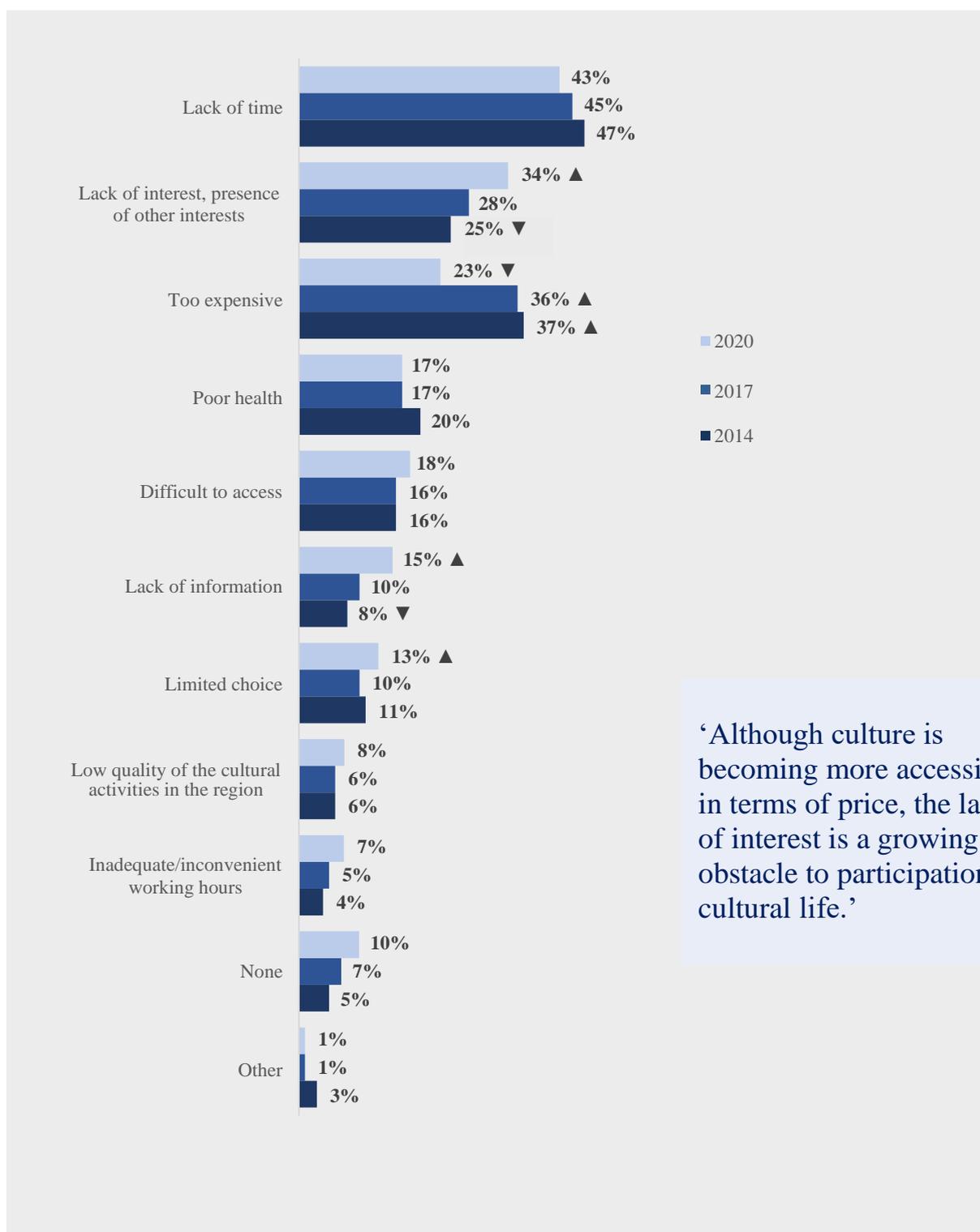
the accessibility of culture in this region is low. However, it appears that it is not related to the quality assessment in this region. The quality indicator for culture is also statistically significantly higher in Tauragė County (76%).

A statistically significantly lower quality indicator for culture compared to Lithuania in general can be found in Klaipėda County excluding Klaipėda City (63%) as well as Telšiai and Utena counties (62% in both), which makes them stand out. In this case, only the evaluations on quality of culture from the residents of Telšiai region are in line with both lower evaluation of accessibility as well as low spatial accessibility determined by the Create Lithuania analysis.

Fig. 5. Satisfaction with the quality of cultural services, %



## MAIN OBSTACLES TO ENGAGE IN CULTURAL LIFE



‘Although culture is becoming more accessible in terms of price, the lack of interest is a growing obstacle to participation in cultural life.’

The main obstacles to engagement in cultural life remain the same as previously: lack of time and interest, and price. Nevertheless, in the 2020 survey, there is a much greater number of people who said that they are not interested in participating in cultural life or that they have different interests (34% compared to 25–28% in the previous surveys), while the number of those who said that it is too expensive is much lower (23% compared to 36–37%).

The 2020 survey shows an increase in the need for information – the percentage of those who state that there is a lack of it increased from 8% in 2014 to 15% in 2020. Interestingly, this was mostly emphasized by residents aged 20–29 (23% of them), the group that has very good access to information due to high internet literacy. Therefore, this could also show some indirect tendencies. Firstly, the information on opportunities to engage in cultural activities is, perhaps, lost in the abundance of news. It is also likely that this audience does not know how to find or is not aware of information sources that conveniently provide specialised cultural information in one place. On the other hand, it may simply show this target group's lack of interest or willingness to put in effort.

When analysing sociodemographic groups in greater detail, it can be emphasized that lack of time is usually an issue for the most economically active members of the population: residents under 60 years of age (especially in the age group from 30 to 39),

those with higher education, employed residents, those who have children, those related to the field of culture and those receiving median or higher income. The lack of interest is particularly pronounced among men (47% compared to 24% for women) as well as those with upper-secondary or lower education, manual workers, unemployed residents and students. It should be noted that Kaunas stands out from other regions – its residents feel the lack of interest more often.

High price, difficult access and poor health – these reasons more often limit socially vulnerable groups of the population: older, retired people, the widowed, residents with low income as well as those living in the smallest regions (up to 3,000 residents). It is worth noting that high price more often limits women and city residents, especially in Klaipėda, where 41% of the residents said that cultural life is too expensive for them (compared to 23% of the total population).

Among the regions, there were also different assessments of geographical accessibility: it was mentioned as an obstacle to participation in cultural life by residents of Alytus (39%), Šiauliai (33%) and Panevėžys (31%) counties, excluding the county centres – almost twice as much as in the total population (18%). Furthermore, residents of Panevėžys County (excluding Panevėžys City) were also the ones who identified the aspect of lack of information most often compared to other regions (28% compared to 15% of the total population).

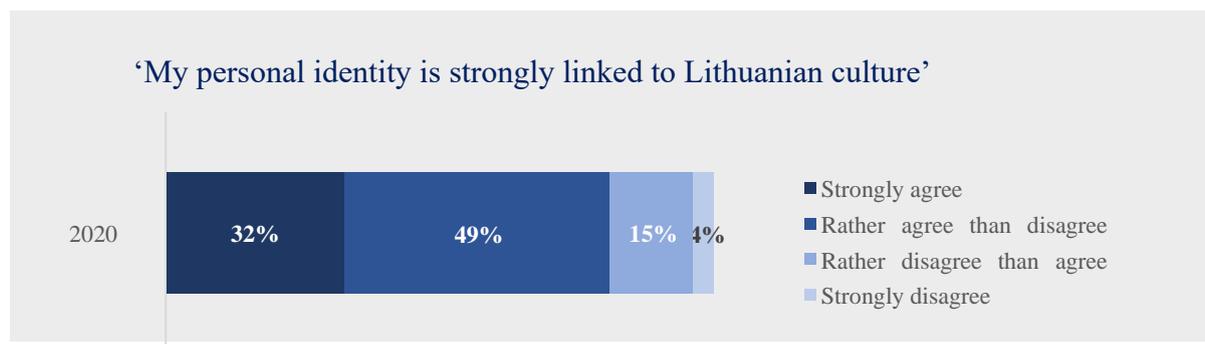
02

# LINKS BETWEEN THE ISSUES OF CULTURE, CITIZENSHIP OF THE PUBLIC AND SOCIAL INCLUSION

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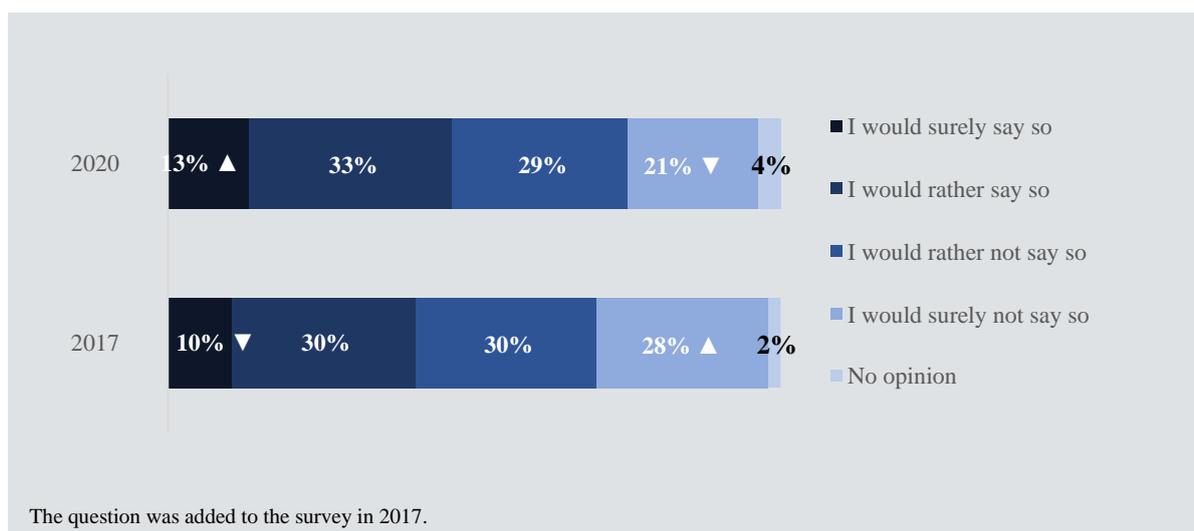
## THE LINK BETWEEN PERSONAL IDENTITY AND LITHUANIAN CULTURE



8 out of 10 residents agree that their personal identity is strongly linked to Lithuanian culture. Around one fifth of the population does not agree with the statement. Respondents who more often link their personal identity with Lithuanian culture are women, the oldest residents (aged 70 or older), those with higher education, office workers, retired people, those of Lithuanian nationality and people receiving high income.

Among the regions, the link between the identity and Lithuanian culture is mostly recognised by residents of Alytus City and Panevėžys County (excluding Panevėžys City) – 57% and 51% of them, respectively, strongly agree with this statement. The highest number of those who disagree with this statement was in Klaipėda and Telšiai counties (27% and 29% of their residents, respectively, rather disagree than agree with the statement).

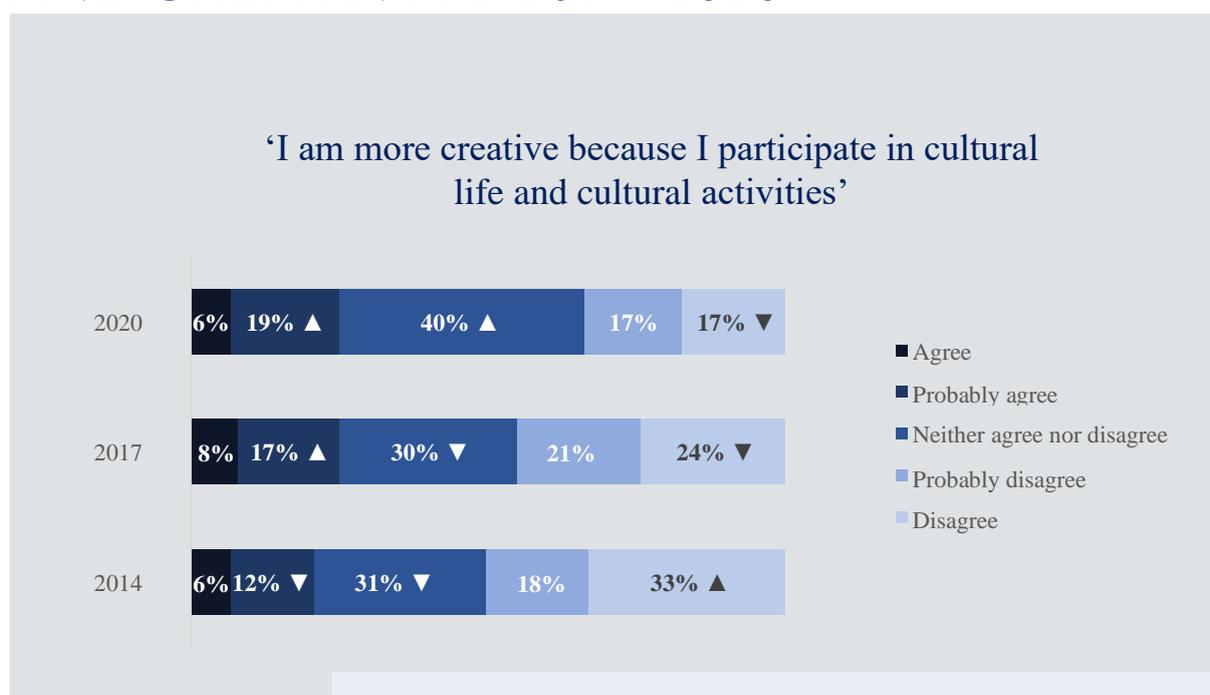
## CONSIDERING ONESELF TO BE CREATIVE IN 2017 AND 2020



When assessing their creativity, residents were also more positive in the 2020 survey. 46% of the residents consider themselves to be creative (the percentage of those who would ‘surely say so’ or ‘rather say so’), while in 2017, the percentage was 40%. In 2020, statistically significantly fewer people said that they would surely not consider themselves to

be creative. Those who would surely say that they are creative are more often young people (aged 15–29), those with higher education, those who are not manual workers, students, those with high income (over €800 per one family member) and those related to the field of culture.

## OPINION OF THE RESIDENTS ON THE LINK BETWEEN PARTICIPATION IN CULTURAL LIFE AND CREATIVITY 2014–2020



‘The 2020 survey shows a very positive shift related to the residents’ assessment of how their quality of life is affected by their involvement in culture.’

More and more residents agree that cultural life promotes their own creativity: the percentage of such people was 18% in 2014, while in 2020 – 25%. The number of those who disagree with the statement ‘I am more creative because I participate in cultural life and cultural activities’ decreased

significantly – such people constituted a third of the population six years ago, and now – only 17%. It can be observed that in the 2020 survey respondents were more likely to be neutral on this issue (those who neither agreed nor disagreed constituted 40% in 2020 and 30–31% in 2014-2017).

## LINKS BETWEEN INVOLVEMENT IN CULTURE AND CIVIC, SOCIAL AND EMOTIONAL ATTITUDES

Table 8 below presents civic, social and emotional attitudes by different types of involvement in cultural activities.

The residents who participated or volunteered in cultural activities during the 12 months prior to the announcement of the quarantine of spring 2020 have more friends whom they could invite to a cultural event; they are also more proud to be citizens of Lithuania; at least several times a year, they provide free assistance to those belonging to a different ethnic, social or other group, and agree that participation in culture makes them more patriotic. They are also more likely to agree that they could be considered creative (both in general and particularly due to their participation in cultural life).

The differences in these aspects are significant when comparing all respondents with those who became socially involved in culture through volunteering,

participating in community activities, etc. Furthermore, out of all five aspects discussed, this particular group of the population is statistically significantly more related to the following aspects: feeling happy or very happy (prior to the quarantine of spring 2020); voting in the presidential elections of the Republic of Lithuania in 2019; believing to have a significant or relatively significant influence on decisions made in their municipality or country.

It should be noted that those who are in a less favourable cultural environment and those who participate in cultural activities do not differ significantly from all the respondents, when it comes to the aforementioned attitudes. The only more significant difference is that these residents more often are religious and practise their religion (25% compared to 19% of the total population).

Table 8. Links<sup>4</sup> between different types of involvement in culture and civic, social and other attitudes

	All respondents	Those who participated in cultural activities* in small towns and villages	Those who tend to participate in cultural activities	Those who participated in charity, volunteering and community cultural activities	Those who participated in cultural activities	Those who live in a less favourable cultural environment and participate in cultural activities
<i>Sample</i>	<i>3,163</i>	<i>435</i>	<i>1,854</i>	<i>710</i>	<i>1,494</i>	<i>224</i>
Those who have friends in an organisation/group/club and spend time with them outside of it	19%**	22%	not calculated**	36%▲	20%	17%
Those who have 5 or more friends (from outside their family) whom they could invite to attend a cultural event together	28%	40%▲	35%▲	44%▲	38%▲	32%
Those who trust or completely trust cultural institutions as a factor that is able to support Lithuanian culture	39%	48%▲	42%	45%▲	42%	42%
Those who are very proud to be Lithuanian citizens	43%	53%▲	49%▲	53%▲	49%▲	49%
Those who help people belonging to a different ethnic, religious or social group at least several times a year	32%	44%▲	36%▲	45%▲	38%▲	33%

<sup>4</sup> This table provides percentages of residents who agreed or answered positively to the listed aspects from every target group. For example, 39% of all the respondents trust or completely trust cultural institutions as a factor that is able to support Lithuanian culture, while the percentage of such residents among those who have participated in cultural activities in small towns and villages is 48%.

**PARTICIPATION IN CULTURE AND SATISFACTION WITH CULTURAL SERVICES IN LITHUANIA.  
2020 SUMMARY**

	All respondents	Those who participated in cultural activities in small towns and villages	Those who tend to participate in cultural activities	Those who participated in charity, volunteering and community cultural activities	Those who participated in cultural activities	Those who live in a less favourable cultural environment and participate in cultural activities
<i>Sample</i>	<b>3,163</b>	<b>435</b>	<b>1,854</b>	<b>710</b>	<b>1,494</b>	<b>224</b>
Those who fully agree with the statement that it benefits the society to include people from different cultures	27%	33% ▲	29%	34% ▲	29%	22%
Those who fully agree with the statement that their personal identity is strongly linked to Lithuanian culture	32%	43% ▲	39% ▲	45% ▲	40% ▲	37%
Those who actively foster their civil and national identity	21%	31% ▲	26% ▲	33% ▲	27% ▲	24%
Those who feel happy or very happy (prior to the quarantine of spring 2020)	75%	78%	77%	79% ▲	77%	71%
Those who voted in the presidential election of the Republic of Lithuania in 2019	78%	81%	79%	84% ▲	80%	81%
Those who believe that they have a significant or relatively significant influence on decisions made in their municipality or country.	11%	11%	13%	17% ▲	13%	7%
Those who are religious and practice their religion	19%	27% ▲	19%	21%	20%	25% ▲
Those who could surely call themselves a creative person	13%	21% ▲	21% ▲	30% ▲	25% ▲	14%
Those who agree with the statement 'I am a greater patriot of our country because I participate in cultural life and cultural activities'	7%	13% ▲	10% ▲	17% ▲	11% ▲	8%
Those who agree with the statement 'I am more creative because I participate in cultural life and cultural activities'	6%	12% ▲	8% ▲	14% ▲	9% ▲	4%

\* In cultural activities

\*\* Since the comparison with the whole sample and those who do not participate in cultural organisations is pointless (i.e. it is only possible to have friends in cultural organisations for people who are involved in activities of such organisations), the percentage provided is of those who belong to one of the groups that participated in cultural activities (excluding those who tend to participate). Their total sample: 1,582

03

# CULTURAL BEHAVIOUR DURING THE QUARANTINE OF SPRING 2020

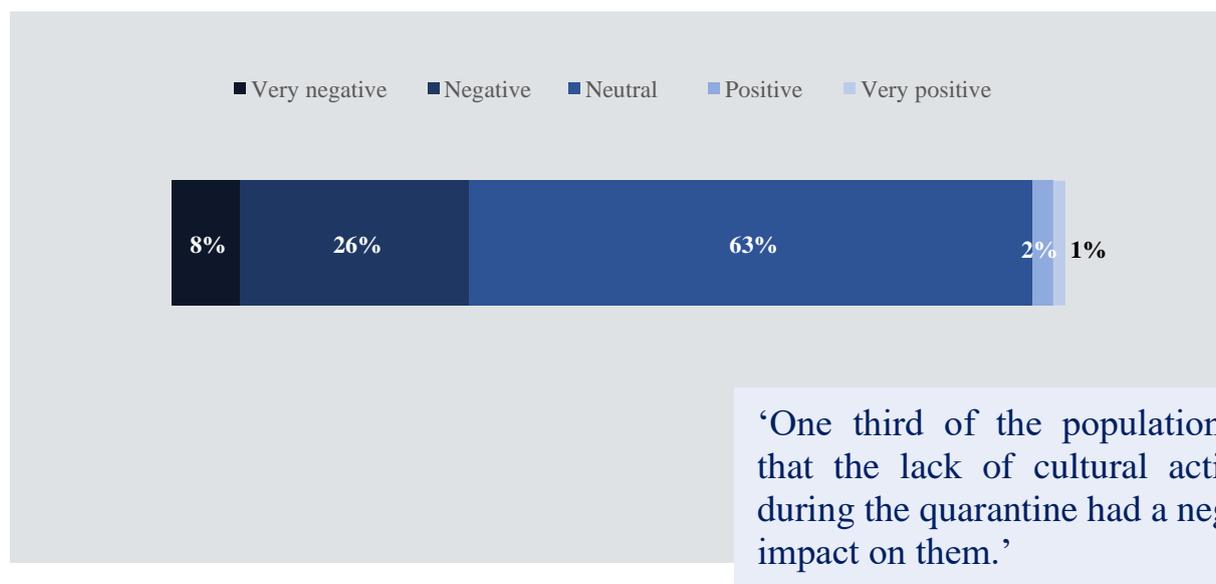
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The quarantine that was enacted in the spring of 2020 and lasted for three months (16 March–16 June) due to the COVID-19 pandemic strongly affected the cultural sector and the cultural life of the Lithuanian population. During this period, the residents had to look for new ways to spend their free time and opportunities to engage in their favourite cultural activities at home or in an open space. This survey was conducted during

the period from June to August 2020, which provided an opportunity to analyse how cultural restrictions affected the emotional state of the population, the share of the population that engaged in cultural activities available at the time, the types of activities that they tried for the first time during the quarantine in particular and the potential of remote cultural activities in the future.

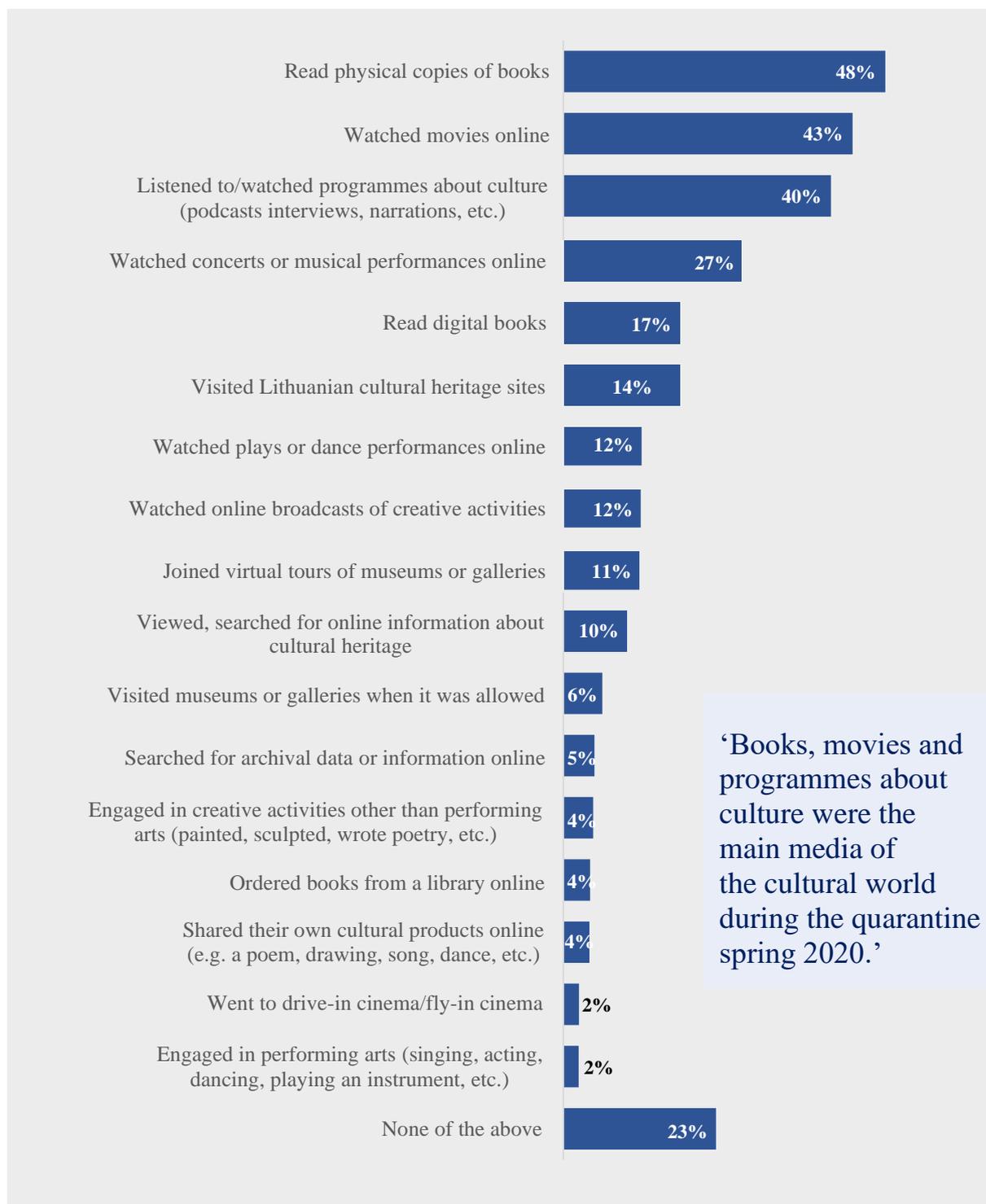
## OVERALL IMPACT OF THE RESTRICTIONS ON CULTURAL ACTIVITIES ON THE RESIDENTS



34% of the population said that the lack of cultural activities during the quarantine affected them negatively. However, the majority (63%) stated that it did not have a significant impact on their emotional state. Restrictions on cultural activities had more negative impact on those with higher education, servants and specialists, students or those involved in the field of culture (those

who are or were previously working/studying in the field). Neutral towards this impact more often were those who consume culture less often, i.e. men as well as those with primary, lower-secondary or upper-secondary education, manual workers, retired people, the unemployed and residents with low income. No significant regional differences were observed in the assessment of this issue.

## CULTURAL ACTIVITIES DURING THE QUARANTINE



During the quarantine of spring 2020, residents mostly read physical and digital books, watched movies online and watched/listened to programmes about culture: 4–5 out of 10 residents engaged in these activities during this period. Online broadcasts of concerts also attracted the attention of over a quarter of the population.

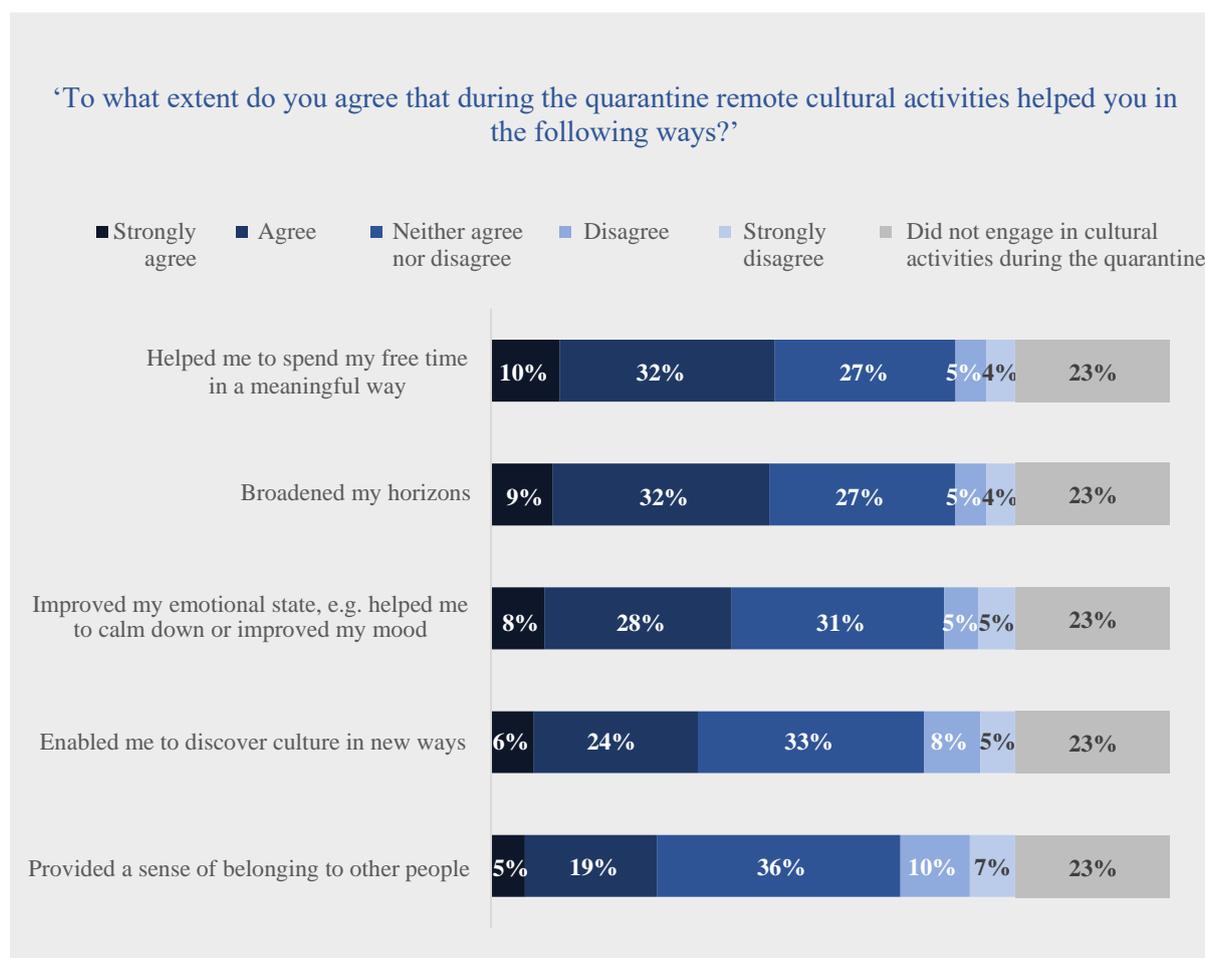
It should be reminded that reading books, watching movies and programmes about culture were some of the most popular cultural activities during the year prior to the spring quarantine. Activities that were less common before the quarantine include virtual visits to museums and galleries; interestingly, during the quarantine this activity attracted an audience of the same size as before the quarantine (12% of the population said that they had made such visits before the quarantine, while during the quarantine – 11%).

Compared to the usual living conditions, activities related to live consumption of or live participation in culture were undoubtedly the most affected during the spring quarantine. For example, 66% of the population visited cultural heritage sites during the year for educational purposes, while during the quarantine – only 14%. Similar trend was observed with creative activities – during the 12 months leading up to the spring quarantine, 14% of the population participated in performing arts (singing, playing an instrument, acting, dancing), while during the quarantine – only 2%. Of course, it should be borne in mind that the periods in question both had different conditions for engaging in culture and the periods themselves are of different durations.

Looking at the activities in which the residents engaged during the quarantine from the sociodemographic point of view, it can be seen that books were mostly read by women as well as residents with higher education, office workers and those receiving median or high income. During the period, digital books were mostly opted for by young people aged up to 19 (40% in this target group compared to 17% of the total population). Online movies were watched much more often by an audience aged up to 49, while the eldest (aged over 70) were the most active viewers of cultural programmes. It is interesting to note that the majority of the population engaged in at least one of the 17 activities listed in the question were aged 20–29, had higher education or were students: almost 90% of the representatives of these three sociodemographic groups were engaged in at least one of the activities.

Some differences in the activities of the quarantine period can also be observed among different regions: the residents of the three major cities, especially those living in Vilnius, more often watched movies online, while the residents of Vilnius County (excluding Vilnius City) were the most active readers of physical books (58% compared to 48% of the total population). It can also be noticed that the involvement of the smallest regions in cultural activities was lower: 29% of the population living in settlements with up to 3,000 residents did not engage in any of the activities discussed, while in the bigger regions this indicator reached 19–22%.

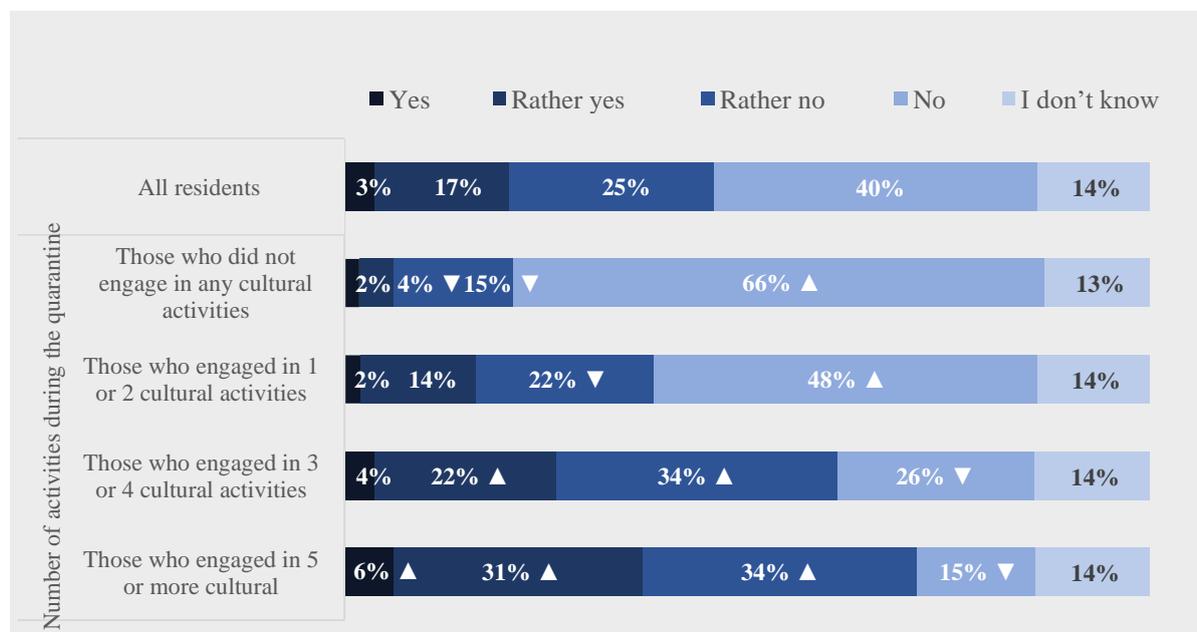
# THE IMPACT THAT CULTURAL ACTIVITIES HAD ON WELL-BEING DURING THE QUARANTINE



Residents who engaged in cultural activities during the quarantine mostly said that it helped them to spend their free time in a meaningful way and broadened their horizons: 4 out of 10 residents agreed with these statements. About one third of them also claimed that it improved

their emotional state and enabled them to discover culture in new ways. A quarter of the population agreed that remote activities or remote consumption of culture provided a sense of belonging to other people.

## WILLINGNESS TO PAY FOR REMOTELY AVAILABLE CULTURAL CONTENT IN THE FUTURE



The residents were asked if they would be willing to pay for remotely available cultural content in the future (those who did not engage in any of the listed activities were also asked this question). 20% of the population generally agreed with this idea (agreed or somewhat agreed); however, more residents strongly disagreed (40%). Agreement to this statement varies greatly in terms of the amount of cultural activities available during the quarantine period – the more activities the respondent engaged in during the quarantine, the more they are willing to pay for remotely available cultural content.

Respondents aged 20–29 as well as those with higher education, those involved in the field of culture and those with high income (at least €800 per one family member) are most willing to pay for such content. Residents aged over 50, those with primary or lower-secondary education, manual workers, retired people, the unemployed, those living alone, those with low income and those living in towns or villages support the idea less.

04

POPULATION SEGMENTS BY  
PARTICIPATION IN CULTURE  
AND CULTURE CONSUMPTION

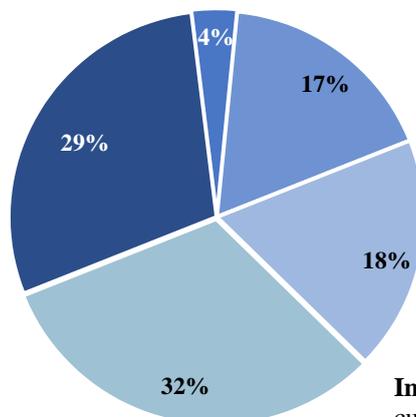
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In order to systematise the multifaceted information on (non-)participation in cultural activities in terms of certain population groups, the data of this survey was used to perform a segmentation of the population. This chapter includes a presentation of 5 population segments/types of residents, which were identified using factor and cluster analyses (a more detailed description of the methodology is included in Annex 1 of the main report).

The segments differ from each other in terms of participation in cultural activities as well as consumption of cultural services and products; they also have specific sociodemographic characteristics. Respondents falling within the same group share similar choices.

**People participating in culture (4%).** Active participants in culture. Forward-thinking, tolerant. Grew up and live in a favourable cultural environment. Creative, educated, well-read, active and foster Lithuanianness.

**Conservative readers (29%).** Conservative residents who rarely use cultural services. The representatives of this segment mostly read newspapers and magazines rather than books. Access information through the radio and TV.

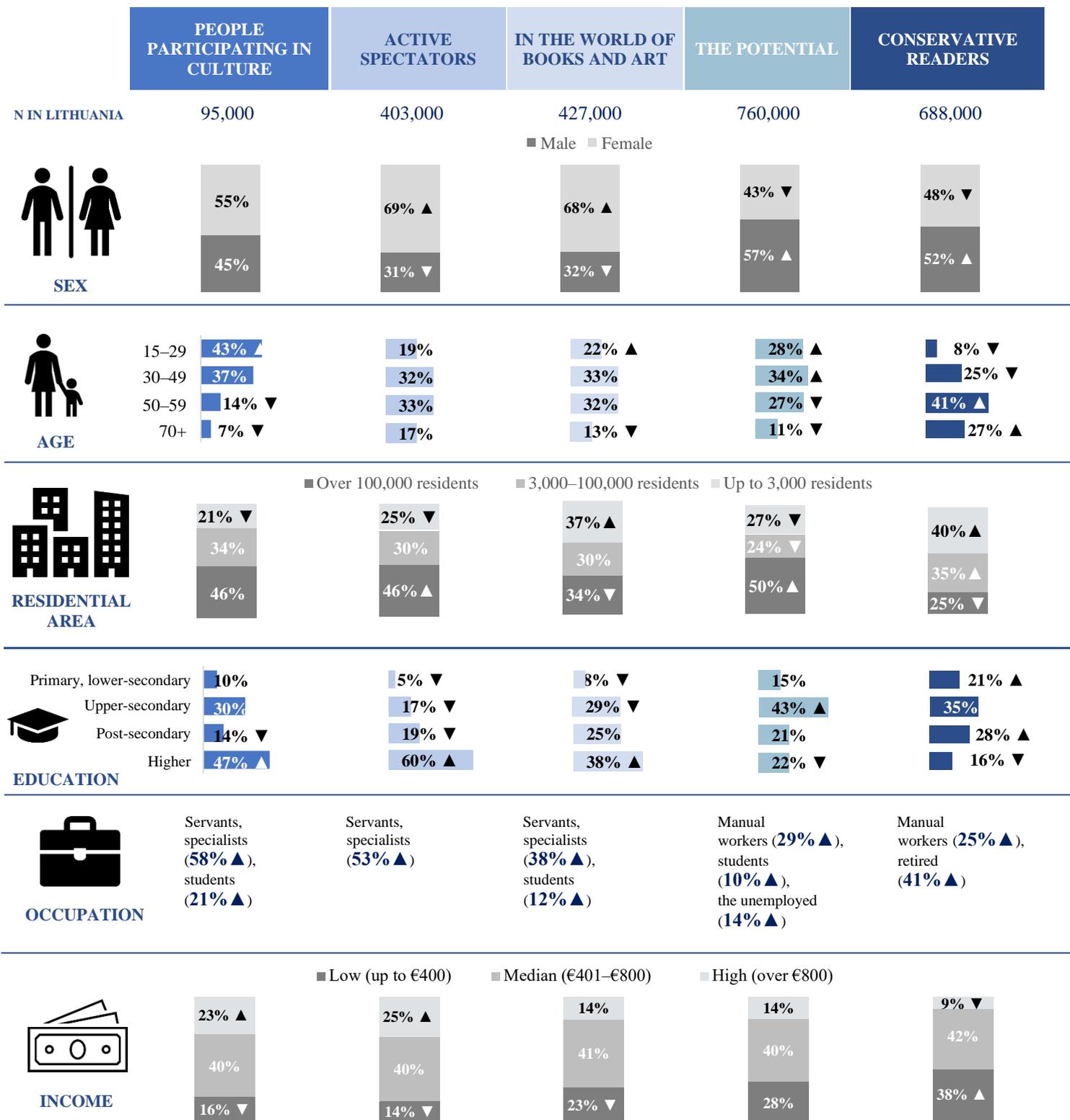


**Active spectators (17%).** The most active consumers of cultural production, attend performances of performing arts, visit cultural heritage sites and otherwise participate in culture. Feel happy. Most of them grew up in a favourable cultural environment. Have many friends with whom they can attend cultural events. Educated, well-read. Foster their national identity.

**In the World of Books and Art (18%).** Perceive culture not only as visits to various sites or attendance of events but also as fostering Lithuanian language and written word. Read 18 books a year. Visit libraries, exchange books with friends. One third of them donate books to libraries. To them, library is not only a place for reading books but also the centre of human interaction and culture.

**The Potential (32%).** Their interest in culture is low. Primarily young people with lower education who live in the major cities. Culture does not reach the representatives of this segment ('Lack of interest, presence of other interests'). Almost one third of them grew up in an unfavourable cultural environment.

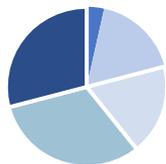
# COMPARISON OF THE SEGMENTS



# KEY INDICATORS

INDICATOR	PEOPLE PARTICIPATING IN CULTURE	ACTIVE SPECTATORS	IN THE WORLD OF BOOKS AND ART	THE POTENTIAL	CONSERVATIVE READERS
<b>I1</b> Those who visited cultural heritage sites	88% ▲	92% ▲	77% ▲	56% ▼	52% ▼
<b>I2</b> Those who participated in cultural activities in small towns or villages	100% ▲	77% ▲	55% ▲	29% ▼	27% ▼
<b>I3</b> Those who tend to participate in cultural activities	100% ▲	84% ▲	67% ▲	46% ▼	43% ▼
<b>I4</b> Level of consumption of cultural production/services, % (performing arts, visual arts, libraries, cinema)	99%	100%	100%	98% ▼	100% ▲
<b>I5</b> Satisfaction with the accessibility of cultural services	73% ▲	74% ▲	74% ▲	65% ▼	68%
<b>I6</b> Satisfaction with the quality of cultural services	75% ▲	77% ▲	76% ▲	64% ▼	69%
<b>I7</b> Satisfaction with the quality of services of protection of cultural heritage	72% ▲	70% ▲	74% ▲	61% ▼	63% ▼
<b>I8</b> Satisfaction with the quality of library services	81% ▲	77% ▲	84% ▲	56% ▼	63% ▼
<b>I9</b> Satisfaction with the quality of museum services	76% ▲	82% ▲	72% ▲	59% ▼	59% ▼
<b>I4</b> Level of consumption of cultural products and services (performing arts, visual arts and crafts, museums, visits to cultural heritage sites, reading books, visits to libraries, watching movies)	99%	100%	100%	98% ▼	100% ▲
<b>I10</b> Those who participated in sponsorship, charity, volunteering or community activities	82% ▲	43% ▲	32% ▲	9% ▼	6% ▼
<b>I11</b> Those who participated in cultural activities	99% ▲	76% ▲	55% ▲	32% ▼	29% ▼
<b>I12</b> Those who find it attractive to use the Lithuanian language	65%	77% ▲	73% ▲	50% ▼	57% ▼
<b>I13</b> Those who participate in historical commemorative events and foster civil and national identity as a value	62% ▲	62% ▲	51% ▲	23% ▼	27% ▼
<b>I14</b> Those who live in a less favourable cultural environment and participate in cultural activities	6%	8%	8%	5% ▼	7%

# CULTURAL ENVIRONMENT



PEOPLE PARTICIPATING IN CULTURE	ACTIVE SPECTATORS	IN THE WORLD OF BOOKS AND ART	THE POTENTIAL	CONSERVATIVE READERS
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**15%**  
TOTAL

The education of the father – HIGHER

33% ▲      25% ▲      19% ▲      13%      7% ▼

**20%**  
TOTAL

The education of the mother – HIGHER

35% ▲      29% ▲      24% ▲      20%      9% ▼

**7%**  
TOTAL

Does your partner attend concerts, theatres or museums?

19% ▲ VERY OFTEN      14% ▲ VERY OFTEN      10% VERY OFTEN      2% ▼ VERY OFTEN      5% ▼ VERY OFTEN

**28%**  
TOTAL

When you were a child/teenager, did your family take you to concerts, theatres or museums?

57% ▲ YES      44% ▲ YES      36% ▲ YES      23% ▼ YES      16% ▼ YES

**37%**  
TOTAL

As a child, did you attend music school, choir, art club, learn to play an instrument, engage in other arts?

58% ▲ YES      49% ▲ YES      47% ▲ YES      31% ▼ YES      29% ▼ YES

# SOCIAL IDENTITY



PEOPLE PARTICIPATING IN CULTURE

ACTIVE SPECTATORS

IN THE WORLD OF BOOKS AND ART

THE POTENTIAL

CONSERVATIVE READERS

Are you proud of being a Lithuanian citizen?



59% ▲  
VERY MUCH

51% ▲  
VERY MUCH

51% ▲  
VERY MUCH

34% ▼  
VERY MUCH

40%  
VERY MUCH

Personal identity is strongly linked to Lithuanian culture



49% ▲  
STRONGLY AGREE

45% ▲  
STRONGLY AGREE

40% ▲  
STRONGLY AGREE

25% ▼  
STRONGLY AGREE

26% ▼  
STRONGLY AGREE

Would you say that you were generally...



16% ▲  
HAPPY

12% ▲  
HAPPY

13% ▲  
HAPPY

7%  
HAPPY

4% ▼  
HAPPY

Are you religious?



70%  
YES, I AM RELIGIOUS

78% ▲  
YES, I AM RELIGIOUS

73%  
YES, I AM RELIGIOUS

58% ▼  
YES, I AM RELIGIOUS

80% ▲  
YES, I AM RELIGIOUS

Would you call yourself a creative person?



82% ▲  
YES

65% ▲  
YES

60% ▲  
YES

37% ▼  
YES

32% ▼  
YES



## SEGMENT: People participating in culture

The representatives of this segment actively participate in culture themselves – **at least in one type of performing arts**. Moreover, they engage in other fields of culture as participants or spectators. These are **young people living in cities, the employed or students, more often residents with higher income**. They are forward-thinking and tolerant, and as many as 91% of them believe that society benefits when it is made up of people from different cultures, which contributes to the development of the country's culture.

These people grew up and currently live in a **favourable cultural environment**. 57% of them attended museums and theatres as children, and 40% (the average for Lithuania is 21%) of mothers and 38% of fathers (the average for Lithuania is 16%) of the respondents in this segment had higher education. They have friends with whom they can attend cultural events or whom they can invite to their performances. People participating in culture consider themselves to be creative (82%). They are educated, well-read and active; they foster Lithuanianness and are proud to be Lithuanian citizens; they volunteer actively (82%) and contribute to fostering Lithuanian culture.

They value creative activity, i.e. they understand that even when they listen to music or watch movies, they must follow the laws and respect the authors. They are also more willing to pay for remotely available cultural content.

### Consumption of products in different fields of culture:

Performing arts – 98% ▲

Architecture, visual arts and crafts – 78% ▲

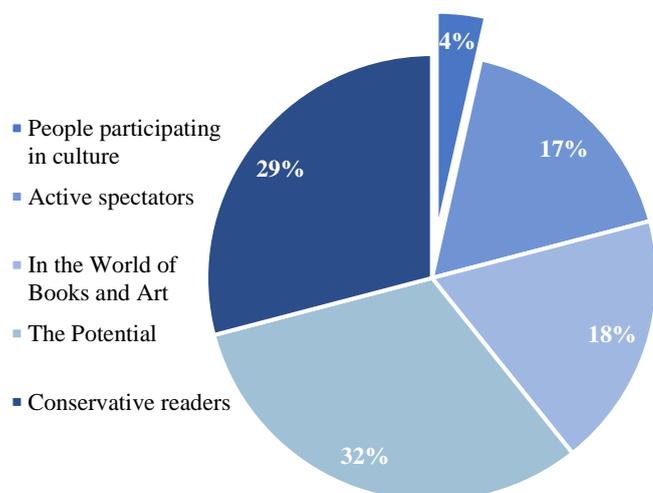
Cultural heritage – 93% ▲

Books and press – 98% ▲

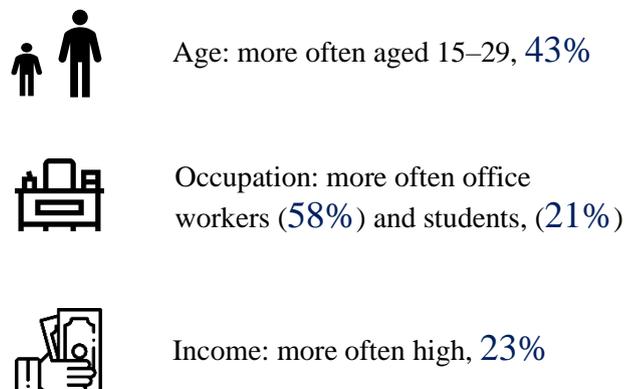
Libraries – 74% ▲

Movies and video arts – 97%

## PEOPLE PARTICIPATING IN CULTURE: MAIN CHARACTERISTICS



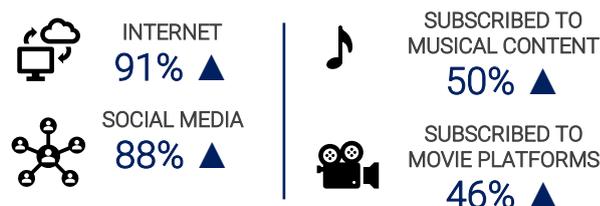
### DEMOGRAPHICS



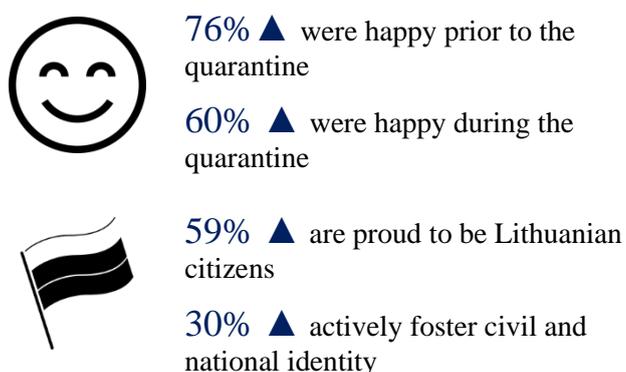
### KEY INDICATORS



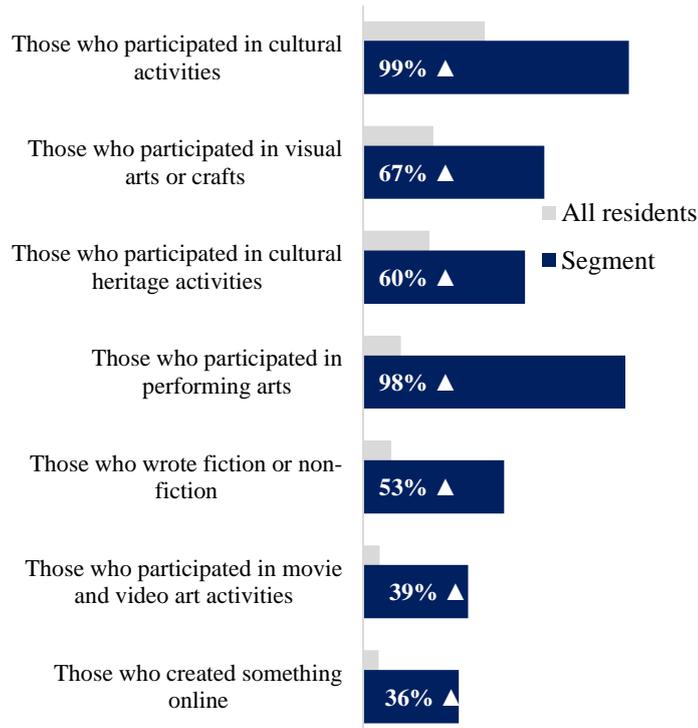
### MEDIA CONSUMPTION



### REPRESENTATIVES OF THE SEGMENTS



### PARTICIPATION IN CULTURE



#### READING



On average, 15,2 ▲ books a year

#### WORKS OF ART AT HOME



84% ▲ have works of visual art at home



## SEGMENT: Active spectators

The representatives of this segment are the most active consumers of cultural production, they **attend performances of performing arts, visit cultural heritage sites and otherwise engage in culture** as spectators or visitors. These are mostly **women, office workers, more often people with higher income** and people with higher education. The representatives of this segment are mostly residents of Vilnius and Kaunas, where the number of cultural events and objects is highest.

The representatives of this segment **feel happier than others**. Most of them grew up and currently live in a **favourable cultural environment**. They have many friends to attend cultural events with. 65% of the active spectators consider themselves creative. They are educated and well-read. 85% of them consider it important to use correct Lithuanian language and as many as 85% foster their national identity.

Like people participating in culture, they understand that it is important to follow the laws and respect authors when listening to music or watching movies. They are also more willing to pay for remotely available cultural content.

People participating in culture and active spectators are the most active participants in and most active consumers of culture in Lithuania who have culture in their blood. They continue this tradition.

### Consumption of products in different fields of culture:

Performing arts – 100% ▲

Architecture, visual arts  
and crafts – 82% ▲

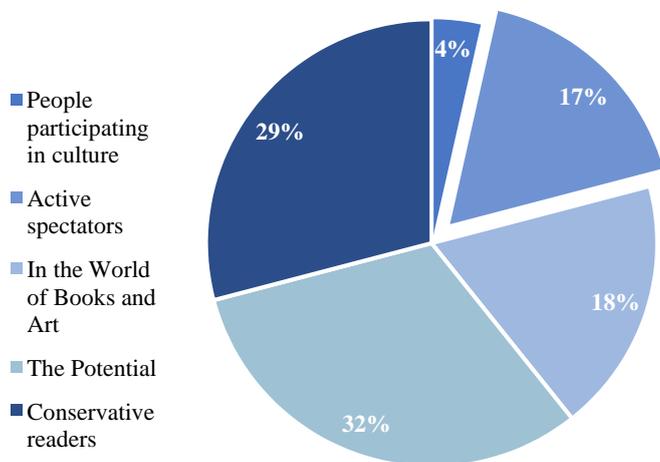
Cultural heritage – 97% ▲

Books and press – 100% ▲

Libraries – 64% ▲

Movies and video arts – 96%

## ACTIVE SPECTATORS: MAIN CHARACTERISTICS



### DEMOGRAPHICS



Sex: more often female, 69%



Occupation: more often office workers (53%)



Income: more often high (25%)

### KEY INDICATORS

76% ▲  
PARTICIPATION  
IN CULTURE

43% ▲  
SOCIAL  
PARTICIPATION  
IN CULTURE

12% ▼  
UNFAVOURABLE  
CULTURAL  
ENVIRONMENT

### MEDIA CONSUMPTION



INTERNET  
94% ▲



SUBSCRIBED TO  
MUSICAL CONTENT  
21% ▲



SOCIAL  
MEDIA  
84% ▲



SUBSCRIBED TO  
MOVIE  
PLATFORMS  
84% ▲

### REPRESENTATIVES OF THE SEGMENT



81% ▲ were happy before the quarantine

57% ▲ were happy during the quarantine



51% ▲ are proud to be Lithuanian citizens

33% ▲ actively foster civil and national identity

### READING



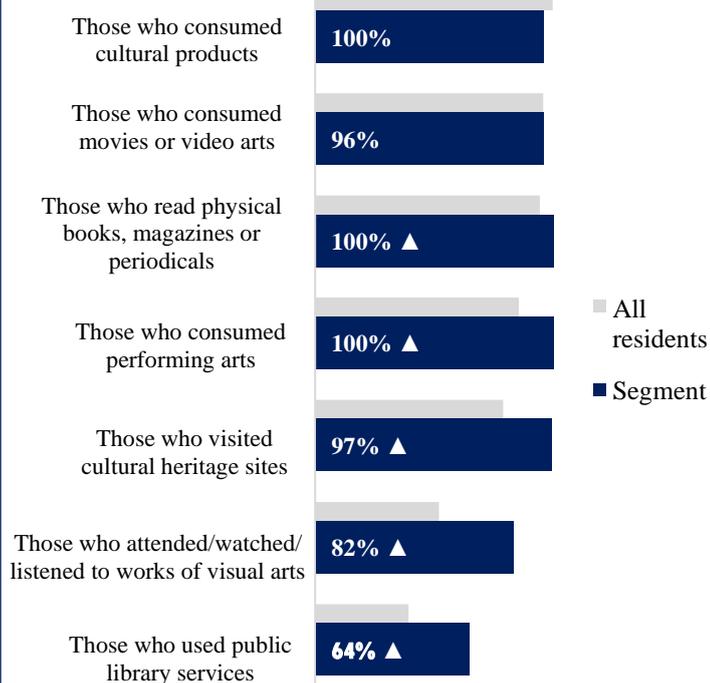
On average, 13.6 ▲ books a year

### WORKS OF ART AT HOME



84% ▲ have works of visual art at home

### THOSE WHO USED CULTURAL SERVICES





## SEGMENT: In the World of Books and Art

Representatives of this segment perceive culture not only as visits to various sites or attendance of events but also as fostering Lithuanian language and written word. More often, these are respondents **living in smaller towns or villages and women**. Cultural events and sites are more difficult to physically access for the representatives of this segment but they compensate for it by reading and exchanging books as well as visiting libraries.

The representatives of this segment **read** an average of **18 books a year**. To them, Lithuanian language is part of Lithuanian culture that should be respected and fostered. 83% think that it is very important to use Lithuanian language correctly and 87% feel comfortable speaking it correctly, while 78% try to avoid borrowings and otherwise foster the language. 72% claim that they like to use Lithuanian characters. These results are significantly higher than the average for the whole country and show the attitude of the representatives of this segment towards Lithuanian language.

Furthermore, those living in the world of books and art like **visiting libraries** and exchanging books with their friends. One third of them also donate books to libraries. To them, library is not only a place for reading books but also the centre of human interaction and culture.

### Consumption of products in different fields of culture:

Performing arts – 93% ▲

Architecture, visual arts  
and crafts – 64% ▲

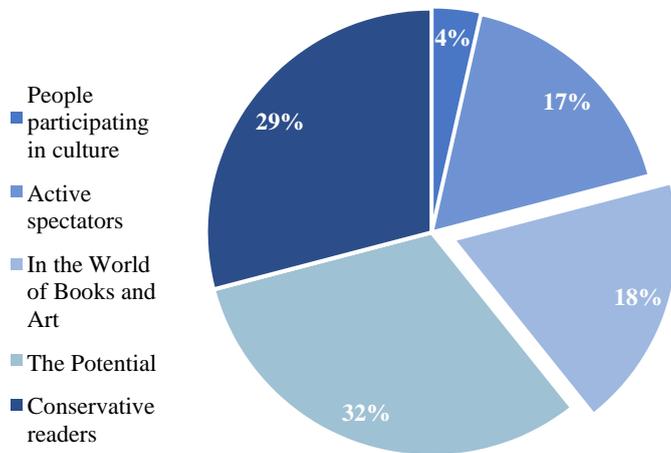
Cultural heritage – 88% ▲

Books and press – 100% ▲

Libraries – 80% ▲

Movies and video arts – 98% ▲

## IN THE WORLD OF BOOKS AND ART: MAIN CHARACTERISTICS



### DEMOGRAPHICS



Sex: more often female 68%



Age: does not differ much from the average



Occupation: more often office workers (38%) and students (12%)

### KEY INDICATORS

**55%** ▲  
PARTICIPATION  
IN CULTURE

**82%** ▲  
SOCIAL  
PARTICIPATION  
IN CULTURE

**17%** ▼  
UNFAVOURABLE  
CULTURAL  
ENVIRONMENT

### MEDIA CONSUMPTION



INTERNET  
**91%** ▲



RADIO  
**85%** ▲



SOCIAL  
MEDIA  
**78%** ▲



NEWSPAPERS  
**77%** ▲

### REPRESENTATIVES OF THE SEGMENT



**79%** ▲ were happy prior to the quarantine

**55%** ▲ were happy during the quarantine



**51%** ▲ are proud to be Lithuanian citizens

**28%** ▲ actively foster civil and national identity

### BOOK LOVERS

Those who read a printed book during their free time

**96%** ▲

Those who bought a book

**83%** ▲

Those who exchanged books with their friends, neighbours, etc.

**74%** ▲

Those who visited a public library in Lithuania

**77%** ▲

Those who borrowed books from libraries

**67%** ▲

Those who donated books to libraries

**35%** ▲

Those who tend to participate in cultural activities of books and press

**20%**

■ All residents  
■ Segment

### READING



On average **18.3** ▲ books a year

### WORKS OF ART AT HOME



**72%** ▲ have works of visual arts at home



## SEGMENT: The Potential

The representatives of this segment have **little interest in culture**. These are young people **with lower education** living in the major cities. They are more often manual workers or unemployed. Culture does not reach the representatives of this segment and they are not interested in culture. As to the main reason for their lack of interest in culture, they choose the option ‘**Lack of interest, presence of other interests**’.

The representatives of this segment read an average of **3 books a year**. They barely visit libraries and they do not believe that fostering Lithuanian language and using it correctly is an important thing.

58% of the representatives of this segment **do not** consider themselves creative. Moreover, they are more passive in other fields as well: a higher than average percentage of them does not vote in elections, fewer residents in this segment are religious, only 9% of them volunteer and only a minor part of them fosters national identity.

Almost one third respondents of the Potential segment **grew up in an unfavourable cultural environment**, while the lack of education prevents them from enjoying cultural activities. It is likely that museums and theatres automatically cause them discomfort and they feel awkward in these spaces. According to the representatives of this group, they have less access to different fields of culture; however, it is highly likely that they are simply not interested in them.

The representatives of this segment are young, most of them live in cities, so there are opportunities to involve them in culture. It is necessary to find the most acceptable and accessible ways and forms for introducing them to culture. Culture should also be more integrated into secondary school curricula.

### Consumption of products in different fields of culture:

Performing arts – 74% ▼

Architecture, visual arts and crafts – 33% ▼

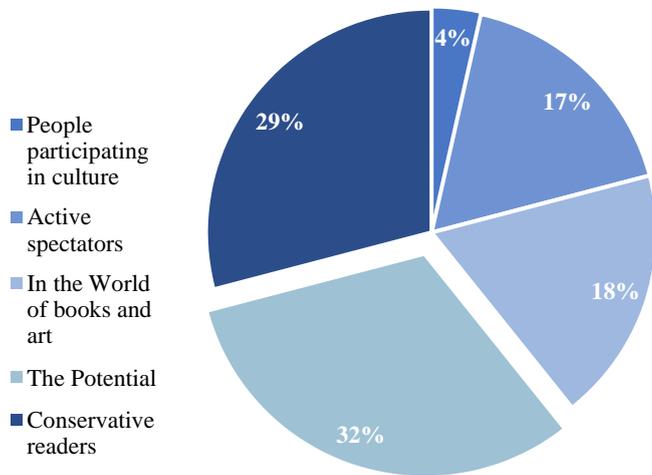
Cultural heritage – 67% ▲

Books and press – 82% ▲

Libraries – 17% ▲

Movies and video arts – 97%

## THE POTENTIAL: MAIN CHARACTERISTICS



### DEMOGRAPHICS



Age: more often aged 15–39, 47%



Sex: more often male 57%



Occupation: more often manual workers (29%), students, (10%) and the unemployed (14%)

### KEY INDICATORS



### MEDIA CONSUMPTION



TV  
90% ▼



NEWSPAPERS  
27% ▼



SOCIAL  
MEDIA  
79% ▲



RADIO  
71% ▼

### REPRESENTATIVES OF THE SEGMENT



74% were happy prior to the quarantine

52% were happy during the quarantine



34% ▼ are proud to be Lithuanian citizens

12% ▼ actively foster civil and national identity

### READING



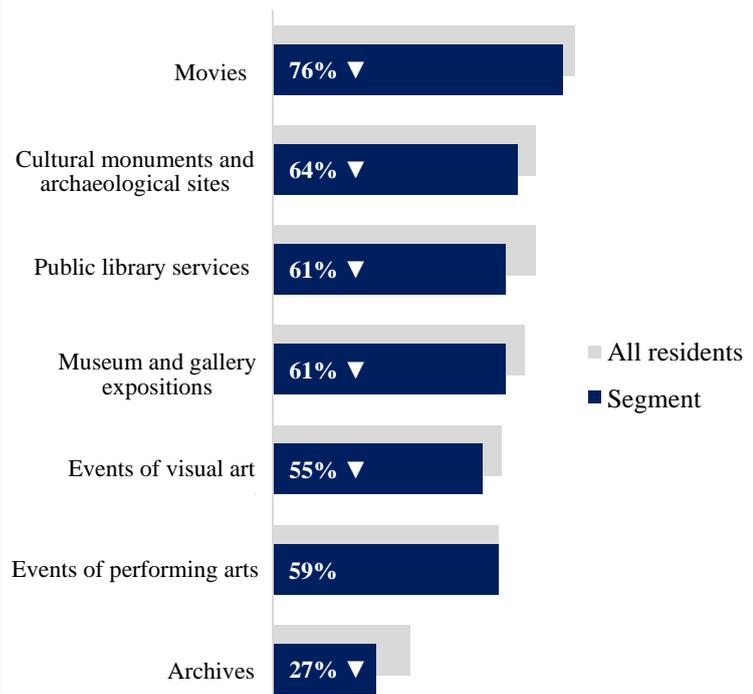
On average, 3.4 ▼ books a year

### WORKS OF ART AT HOME



52% ▼ have works of visual art at home

### ACCESSIBILITY





## SEGMENT: Conservative readers

These are conservative residents who rarely use cultural services. Representatives of the segment are more often **older** (aged over 50), **less educated** and live in smaller towns or villages (77%). They are more often retired people or manual workers.

The representatives of this segment mostly **read newspapers and magazines** rather than books. They access information through the radio and TV. Going to libraries and exchanging books are not their favourite activities. Culture reaches them through traditional media.

63% of the representatives of this segment **do not** consider themselves creative. Only 6% of them volunteer and only 29% of them participate in culture.

40% of the conservative readers **grew up in an unfavourable cultural environment**. Only 7% of their fathers and 9% of their mothers had higher education. 82% of them did not go to theatres or museums as children.

It is difficult to change the habits of the representatives of this segment. The only way to reach them is to directly invite them to participate or contribute. The information source/provider has to be reliable and familiar; then, the representatives of this segment will gladly participate in culture and help as much as they can.

### Consumption of products in different fields of culture:

Performing arts – 82% ▼

Architecture, visual arts  
and crafts – 43% ▼

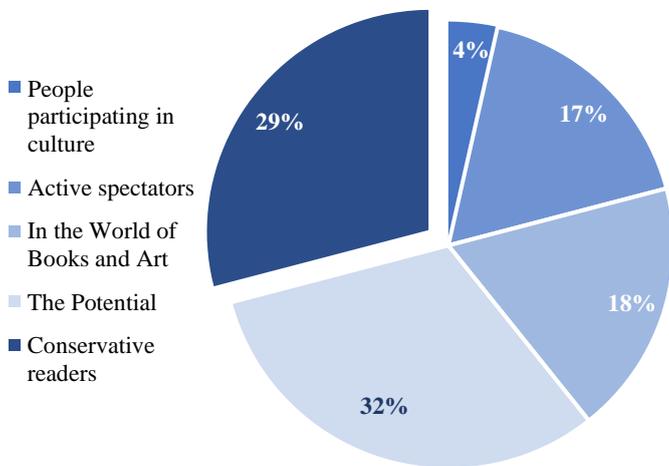
Cultural heritage – 73% ▲

Books and press – 100% ▲

Libraries – 17% ▲

Movies and video arts –  
97%

## CONSERVATIVE READERS: MAIN CHARACTERISTICS



### DEMOGRAPHICS



Age: more often 50 or older, 68%



Education: more often lower-secondary (21%) or higher (28%)



Occupation: more often manual workers (25%), pensioners or people with disabilities (41%)

### KEY INDICATORS

**29% ▼**  
PARTICIPATION  
IN CULTURE

**6% ▼**  
SOCIAL  
PARTICIPATION IN  
CULTURE

**40% ▲**  
UNFAVOURABLE  
CULTURAL  
ENVIRONMENT

### MEDIA CONSUMPTION



TV  
**98% ▲**



NEWSPAPERS  
**100% ▲**



INTERNET  
**65% ▼**



RADIO  
**82% ▲**

### REPRESENTATIVES OF THE SEGMENT



**71% ▼** were happy prior to the quarantine

**50% ▼** were happy during the quarantine



**40%** are proud to be Lithuanian citizens

**16% ▼** actively foster civil and national identity

### READING



On average, **2.6 ▼** books a year

### WORKS OF ART AT HOME



**55% ▼** have works of visual art at home

### PROFILE IN CULTURE

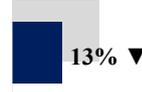
Those who have friends to invite to cultural events



Those who use social media



Those who, as a child, went to events with their parents



Mother with higher education



Religious residents who practice their religion



Those who could call themselves a creative person



05

KEY  
INDICATORS AND  
CONCLUSIONS

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## SUMMARY OF KEY INDICATORS, 2020

- 100%** ◆ of the residents consumed cultural products and/or services.
- 88%** ▲ of the residents consumed cultural products/services live.
- 45%** ▲ of the residents participated in amateur or self-organised cultural activities.
- 21%** ▲ of the residents were involved in social or voluntary cultural activities.
- 68%** ◆ of the residents favourably evaluate the accessibility of culture (weighted indicator of accessibility for all fields of culture).
- 70%** ▼ of the residents favourably evaluate the quality of culture (weighted indicator of quality for all fields of culture).

## GENERAL CONCLUSIONS

In summary, **7 out of 10 residents consider the quality and the accessibility of culture to be favourable**. These are weighted indicators for all fields of culture calculated by subtracting the negative ratings from the positive and neutral ones. In 2020, the accessibility indicator for many fields, especially performing arts, cultural heritage, museums and galleries, improved significantly, while the quality indicator remains high and in many fields similar to that of the 2017 survey. Therefore, the cultural situation in Lithuania is rather good. Nevertheless, it is important to note that in 2020 a much higher percentage of the population indicated that the accessibility or quality of various fields of culture remained unchanged. This may be seen as a sign of stabilisation of cultural life in Lithuania. In this case, it is important to reduce the divide between the socially vulnerable and the more well-off residents in the cultural sector (and in many others) by increasing the accessibility for the socially vulnerable and ensuring access to high-quality cultural services and products for the more demanding.

21% of the residents were involved in social or voluntary cultural activities. These are more often residents aged 15–29 as well as those with higher education and those with higher income. Those who participate in voluntary cultural activities, in particular, are more likely to express positive civic and national attitudes; they are more tolerant, they help others more often and they feel creative. Therefore, **general promotion of the prestige of volunteering in Lithuania (not only in the field of culture) would contribute to the development and strengthening of society**.

In 2020, more residents agreed that cultural life bolsters their creativity. In 2014, the percentage of such residents was 18%, while in 2020 – 25%. It was also found that the assessment of creativity has a positive link/correlates with the live consumption of culture and especially participation in culture. To encourage and invite people to take part in culture and use cultural services, examples could be given of how more involved people use their creativity in various

areas of their lives (e.g. in their relationships, family or at work).

More and more of the surveyed Lithuanian residents are **proud to be citizens of Lithuania**. Those who claimed that they are very proud or rather proud constituted 81% in 2014, while in 2020 the percentage was 88%. Furthermore, 8 out of 10 residents agree that **their personal identity is strongly linked to Lithuanian culture**. Taking pride in being a citizen of Lithuania and linking one's personal identity with Lithuanian culture are important aspects that increase satisfaction with one's country and life in it. The high aforementioned indicators show that we have achieved a lot in these fields, we love our country and its culture. It is important to maintain this attitude among the population in the future as well.

The results of the survey revealed that, with a few exceptions, **all fields are rated similarly by certain sociodemographic groups**: those with high income per household member (over €800), office workers (servants, specialists), residents involved in culture (those who work(ed)/study(-ied) in the field of culture) rate many aspects better. They are more likely to engage in cultural activities and consume more cultural products; they also give higher ratings to quality, accessibility of different fields of culture and their changes. On the other hand, residents with low household income (up to €400 per household member), retired people (aged 60 or more) and manual workers rate different fields of culture lower in many of the above aspects and are less involved or willing to get involved in the activities.

**In Lithuania, women are much more involved in cultural life than men.** They read books, visit exhibitions and participate in cultural activities more often. They also express their willingness to get involved in cultural activities and volunteer in various fields of culture more often than men. Women's openness to culture provides an opportunity to involve them more easily in these activities; they are and could be the ones who invite/offer others to participate in cultural activities with them. At the same time, however, it shows that **in order to motivate men, this target audience requires more work.**

Compared to women, men are less likely to consume, participate, and socially participate in cultural activities. It is possible that, from an early age, less men develop the understanding that men also participate in culture and are shown the ways of getting involved in cultural activities. As a result, cultural activities do not seem attractive and engaging to them. To engage more men in cultural activities, they could first be offered to visit and get better knowledge of different **cultural heritage sites**. Men are interested in this field of culture as much as women.

To encourage men to **socially participate** or volunteer in cultural activities, **this behaviour should be developed as early as in school age**. This would allow boys to discover fields that they like and that match their character (e.g. history, technology or sculpture). The easiest way to get men involved in the broadest field of culture (cultural consumption) would be through **movies, video arts, books and press**.

As to most questions about different fields of culture, **positive ratings of accessibility and quality of culture as well as more willingness to get involved in culture, to participate socially, etc. are observed with the residents living in Vilnius County**. Therefore, a hypothesis that this is due to a larger and more active community of different nationalities living in Vilnius region was proposed and tested.

It was found that the **assessments of the residents of Vilnius County (excluding Vilnius City) are not related to nationality**, i.e. both Lithuanians and non-Lithuanians in this region give higher ratings to and are more actively involved or willing to get involved in cultural activities. However, another interesting aspect was observed. First of all, it should be mentioned that the absolute majority of Poles (a total of 98%) were surveyed in Vilnius City and Vilnius County – 45% and 53% respectively. When comparing the Polish diaspora in these regions in terms of the typology of participation in culture, it was observed that:

⇒ there are significantly more people who belong to the segment 'In the World of Books and Art' among Poles in Vilnius County (21% compared to 6%), while most of the Polish people living in Vilnius

City belong to the Potential segment, i.e. segment with little interest in culture (52% compared to 27% among Poles in Vilnius County).

⇒ taken together, the three segments that are most active in participation in culture – People participating in culture, Active spectators and In the World of Books and Art – include 43% of Poles from Vilnius County and only 20% of Poles from Vilnius City.

Thus, it is obvious that even the Polish diaspora in Lithuania is not homogeneous. **Although Vilnius offers probably the best opportunities to get involved in culture, it seems that they are better used by Poles living in Vilnius County, and not in the city.**

In general, non-Lithuanians participate in Lithuanian culture and consume it less than Lithuanians. The tendency to participate in cultural activities is higher among people of Polish nationality, and even lower than the average among other nationalities. It is possible that people of other nationalities have difficulty in finding their cultural identity in Lithuania and feel that the available activities are not intended for them. It is also possible that some people of other nationalities feel stigmatised when it comes to demonstrating their national identity or participating in public, for example, in Russian or Belarusian cultural activities.

The change in the attitude of people of other nationalities toward themselves most likely requires (even) more attention from the State; it is necessary to emphasize that national minorities are an important part of Lithuanian culture and show them support by making the good examples and success stories of prominent non-Lithuanians public.

**The main obstacles** to involvement in cultural life remain the same as in previous periods: **lack of time and interest as well as the price of cultural services/products.** When comparing individual fields of culture, the price is much more often mentioned as an obstacle in the field of performing arts. It is worth noting, however, that in the 2020 survey, there were significantly more people who indicated that they are not interested in participating in cultural life or have other interests (34% compared to 25–28% in the previous surveys), while the number of those

who said that it is too expensive to do so was much lower (23% compared to 36–37%). The increasing incomes and the abundance of free events seem to make it possible for more and more people to find cultural activities that suit them. On the other hand, the residents feel increasingly uninterested or have no interest whatsoever. The lack of interest is particularly pronounced among men (47% compared to 24% among women). There is still a growing demand for information: the number of those who said that there is a lack of it grew from 8% in 2014 to 15% in 2020. However, when assessing this aspect, one should not dismiss the effects of information pollution, where it is becoming increasingly more difficult to filter out the information that is interesting and worth noting.

Geographical accessibility as an obstacle to involvement in cultural life was much more often mentioned by the residents of Alytus, Šiauliai and Panevėžys counties, excluding the county centres. In the latter, the aspect of lack of information was also pointed out most often compared to other regions.

One of the interesting insights from the analysis of the survey results is that free museum Sundays are usually opted for not by the socially vulnerable residents (e.g. retired people, residents with low income and residents from small residential areas), but by those who are generally more engaged in cultural life – residents with higher income or higher education. On the one hand, it should be analysed whether this is due to an awareness gap. On the other hand, it shows that those who are **less engaged in cultural life should be encouraged to get involved, not by attracting people to the available cultural services, but by relocating cultural services to spaces that are acceptable to them and in a way that is acceptable to them**<sup>5</sup>. This would be the goal in the short term, and in the long run, new generations of spectators and visitors must be 'brought up'.

<sup>5</sup> One of the good examples is the 'Menas be stogo' (Art Needs No Roof) project, during which the works of artists were presented on billboards throughout Vilnius City. For more information about the project, visit <https://vilniausgalerija.lt/2020/06/16/vilnius-virs-viena-didele-meno-galerija-po-atviru-dangumi/> [accessed on 12-01-2021].

There is also a growing body of opinions in the public space that it is important to introduce schoolchildren to museums and theatre and discuss with them their experiences there. This would make participation in culture a natural outcome later in their life.

The quarantine that was enacted in the spring of 2020 due to the COVID-19 pandemic and lasted for three months (16 March –16 June) strongly affected the cultural life of Lithuanian residents. One third of the residents said that **the lack of cultural activities during the quarantine had a negative impact on them.** During this period, the residents tried to fill this gap by reading physical and digital books, watching movies online as well as

watching/listening to programmes about culture. During the quarantine period, the residents also had to look for new ways to spend their free time. Almost one third of the population tried at least one of the cultural activities listed in the survey (most of them remotely) during the quarantine for the first time. This shows that the population has a big need for cultural activities. Therefore, it can be concluded that, **should a situation similar to the quarantine of spring 2020 reoccur, the residents will have a tendency to look for opportunities to engage in their favourite cultural activities or consume cultural products,** even if this means opting for a different form of participation than usual.

## SUMMARY OF THE REGIONAL COMPARISON

**The level of consumption of cultural products/services** is almost absolute in all cities and regions. The level of live consumption of cultural products/services in Lithuania (excluding the press, Internet, radio, TV and virtual consumption) reaches 88%. Among the regions, this indicator is statistically significantly higher in Alytus County and Kaunas City, while in Kaunas County (excluding Kaunas City), live consumption is statistically significantly lower.

There are regional differences in the **levels of participation in culture.** The percentage of the population who actively participate in cultural activities is higher in Vilnius County and lower in Kaunas, Šiauliai and Tauragė counties. The situation in the major Lithuanian cities does not differ from the average for Lithuania. In this respect, Tauragė County stands out: all indicators related to participation (those who participated, those who have a tendency to participate and those who participated in cultural activities in small towns and villages) are quite low. It should be noted that according to the social climate index calculated in the Uniform Cultural Development Programme of the Lithuanian Council for Culture, Tauragė ranked last<sup>6</sup> in 2019. This is also reflected in the results of this survey.

<sup>6</sup> Implementation Priorities for the Uniform Cultural Development in Tauragė County for 2020–2023, 2019. Online access: <https://www.ltk.lt/tolygi-raida/taurage> [accessed on 11-01-2021].

Interesting differences by residential areas are reflected in the **population's satisfaction with the accessibility and quality of cultural services.** The accessibility of cultural services is rated higher in Šiauliai City, Marijampolė and Alytus counties. It is rated lower in Klaipėda City, Kaunas and Šiauliai counties. Nevertheless, in these two counties, the quality of cultural services in all fields is rated higher than in Lithuania in general. The quality of cultural services in all fields is also viewed more favourably in Panevėžys and Alytus counties and Kaunas and Šiauliai cities. The quality of cultural services in all fields is viewed less favourably by the residents of Klaipėda City, Klaipėda, Telšiai and Utena counties.

**Greater attention should be placed on the low evaluations of accessibility of culture in Klaipėda.** Here, lower accessibility rating is observed for exhibitions and events of visual arts, design and architecture, museums, galleries, cultural monuments and archaeological sites. Moreover, Klaipėda residents were much more likely to indicate that the price is one of the main obstacles to involvement in culture (41% compared to 23% of the total population) and were also more likely to mention limited choice. It is worth recalling that, according to the spatial accessibility analysis conducted by Create Lithuania, the residents of Klaipėda City enjoy some of the best accessibility conditions in Lithuania. Therefore, it seems that such ratings

may be related to other social aspects or cultural needs of the residents of this city, and not (only) the actual accessibility situation. For example, maybe Klaipėda residents feel disadvantaged compared to Vilnius and/or Kaunas and have higher expectations for the diversity of cultural events. Maybe the large

number of people arriving in the summer limits the opportunities to attend events, exhibitions or museums. However, these are assumptions that should be further verified by qualitative survey and/or analysis of other sources.

## CAUSAL LINKS BETWEEN THE CHARACTERISTICS OF THE POPULATION AND PARTICIPATION IN CULTURE AS WELL AS INVOLVEMENT IN CULTURAL ACTIVITIES

The survey analysed causal links between cultural consumption and participation in culture and the characteristics of the population. A separate statistical model describing the causal link was developed for each indicator.

The strongest causal links were found when analysing **age, education, income, nationality, sex and early artistic education of the population**. Young people are more active in many fields, as are women, residents

with higher education and higher income and those who, as children, attended cultural events, art or music clubs. In addition to being more active participants in cultural activities, however, representatives of these groups are also more demanding. Analysis of quality ratings for different fields of culture shows that, depending on the field, one of the reasons for a low rating may be high level of education of a person or their parents. People who received a broader cultural upbringing in childhood may also be more critical.

06

SURVEY

METHODOLOGY AND  
CHARACTERISTICS OF  
THE RESPONDENTS

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## Survey methodology

The 2020 survey was organised into 2 phases. In line with the methodological recommendations for the 2014<sup>7</sup> and 2017<sup>8</sup> surveys and to ensure the comparability of the survey results with the results of the 2014 and 2017 surveys, the first phase of the 2020 survey relied on the identical sampling methodology as that used in the previous surveys of 2017 and 2014. Additionally, in order to perform a comparative analysis of the results among the 10 counties and 6 municipalities, an additional survey sample was collected in the second phase of the survey.

The target group of the survey is comprised of Lithuanian residents aged 15 or more.

### Survey method

During the first phase, the survey of Lithuanian residents over 15 years of age was conducted by way of face-to-face interview at the respondent's home, using a computer. A pre-programmed questionnaire was prepared on the computer; the interviewer read the questionnaire to the respondent and marked their answers. This survey method allowed automatic control of quotas, determining logical links between questions and the order

in which they were presented. The interviewers could not change the order of the questions. The data were automatically saved to an electronic medium, which made it possible to prevent human errors in data input.

During the second phase, the survey of Lithuanian residents over 15 years of age was conducted in two ways: 838 respondents were interviewed face to face at home using a computer, and 1,125 respondents completed the survey online using a computer or smartphone.

The face-to-face interviews followed the same procedure as in the first phase. During the online survey, a pre-programmed questionnaire was also used; when completing the questionnaire, the respondent could not change the order in which the questions were presented/answered or skip questions altogether. As in the case of home interviews, quotas and data collection on electronic media were controlled and organised from a central computer under the supervision of the organisers of the survey.

<sup>7</sup> Conducted by UAB "Socialinės informacijos centras" ir UAB "ESTEP Vilnius", main experts J. Verikienė, R. Vaicenavičius, D. Žeruolis.

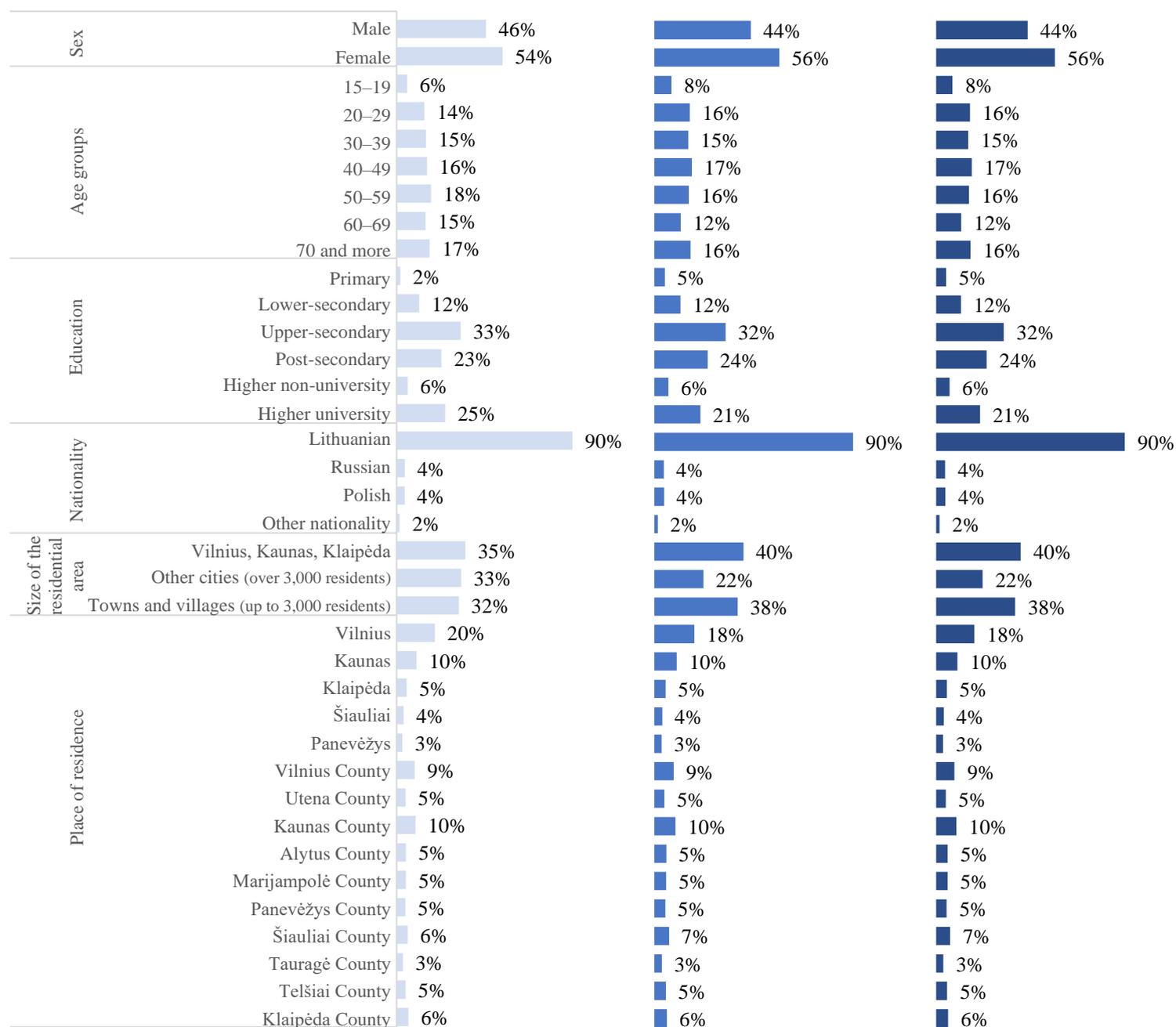
<sup>8</sup> Conducted by UAB "Socialinės informacijos centras", UAB "Norstat LT", main experts J. Verikienė, V. Jonikova, D. Olšauskė.

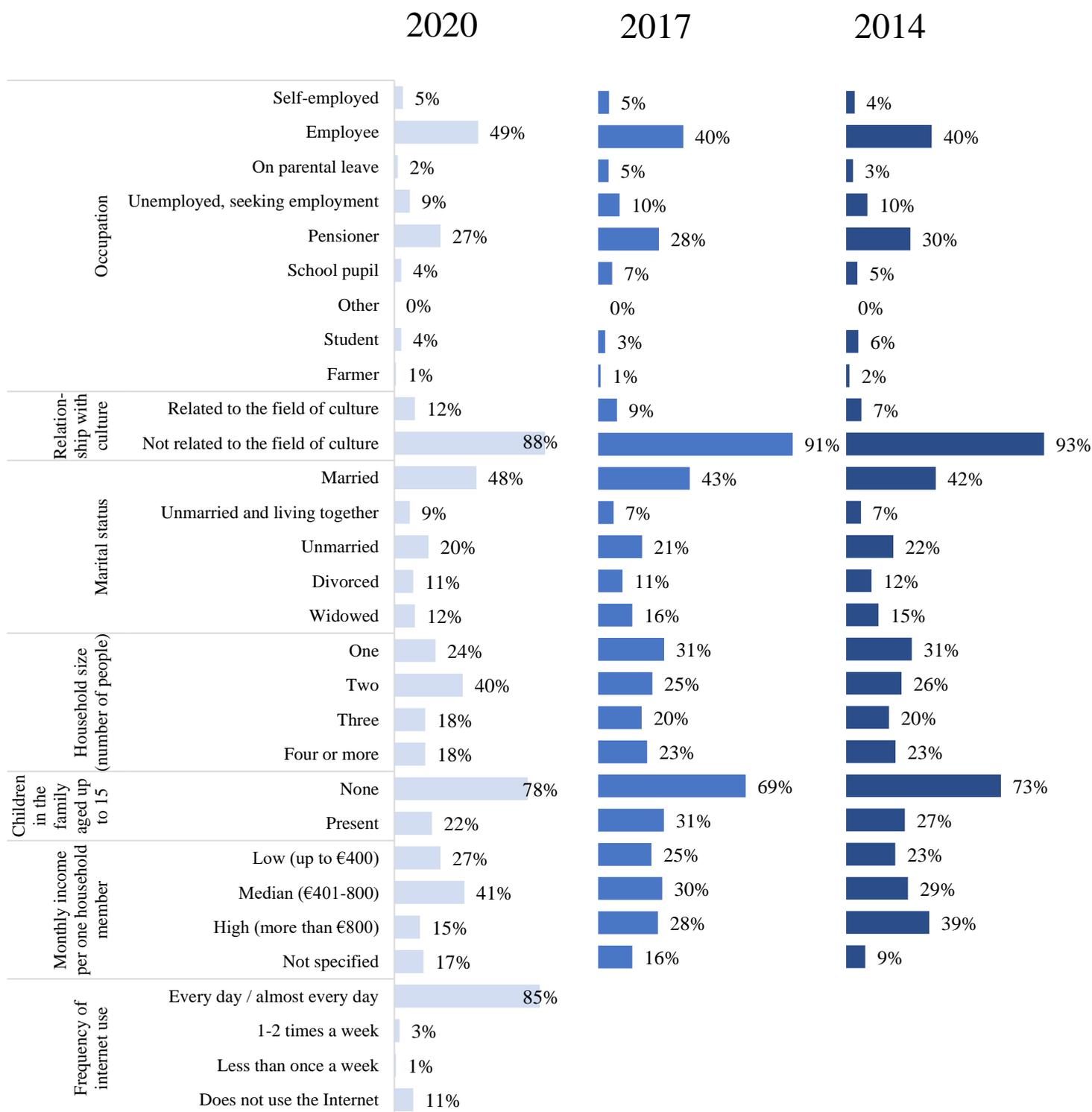
## Sociodemographic characteristics of the respondents

2020

2017

2014







LITHUANIAN  
COUNCIL FOR  
CULTURE



INSTITUTE FOR MARKETING  
AND COMMUNICATIONS  
SCIENCES

