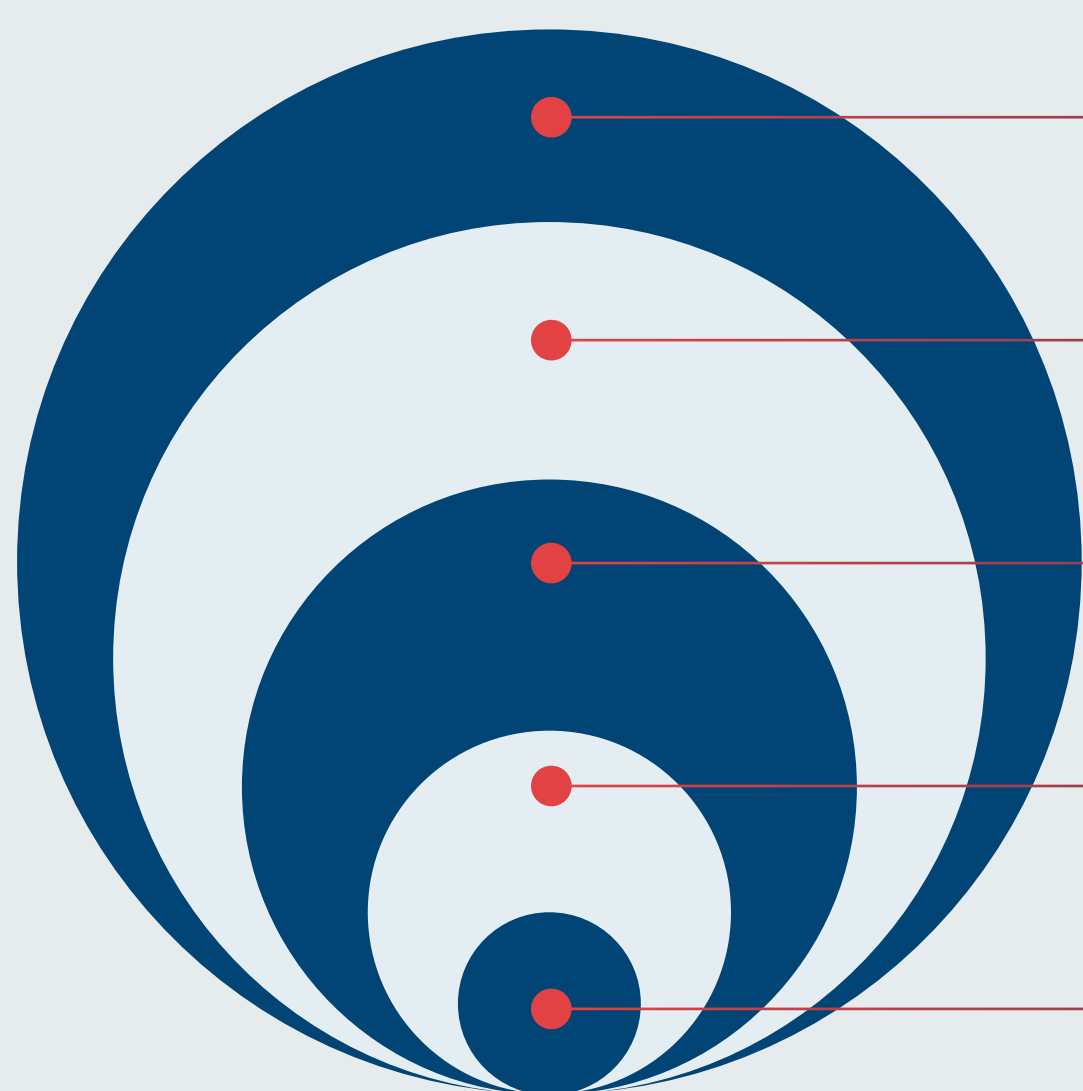


2020 SURVEY OF PARTICIPATION IN CULTURE AND SATISFACTION WITH CULTURAL SERVICES IN LITHUANIA

- This representative survey has been conducted in Lithuania **every three years since 2014**.
- Its purpose is to monitor the population's level of participation in cultural activities and opinion of the accessibility and quality of culture.
- The survey conducted in 2020 was extremely **comprehensive**.
- In order to perform a detailed analysis of the cultural situation in the ten counties and six major cities, a whopping **3,163 residents of Lithuania** were interviewed as part of the survey!

KEY FIGURES



88% used culture in person*

70% have a good opinion of the quality of culture

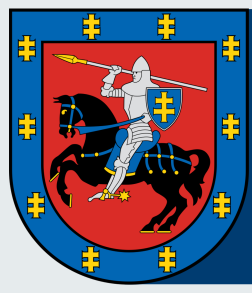
68% have a good opinion of the accessibility of culture

45% participated in cultural activities

21% volunteered for cultural activities

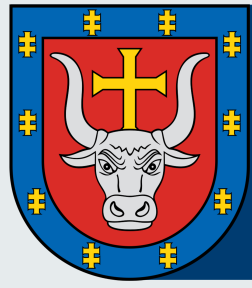
**Visited events, exhibitions, museums, objects of cultural heritage, archives, libraries, cinemas, read books*

REGIONAL CULTURAL ACCENTS



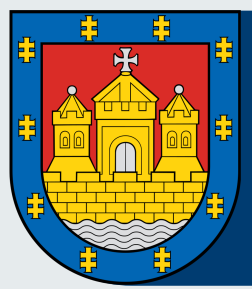
VILNIUS COUNTY

The residents of the county (excluding the city of Vilnius) have a particularly strong desire to engage in cultural activities.



KAUNAS COUNTY

Kaunas residents love performing arts, actively visit cultural heritage sites, and foster national identity.



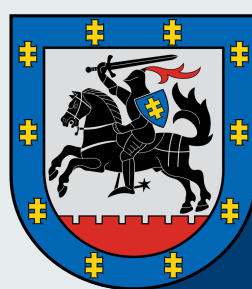
KLAIPĖDA COUNTY

Of all the regions, the residents of the city of Klaipėda have the worst opinion of cultural accessibility.



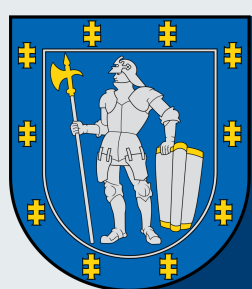
ŠIAULIAI COUNTY

An impressive 97% of Šiauliai residents watched performing arts events in person or remotely over the course of the year.



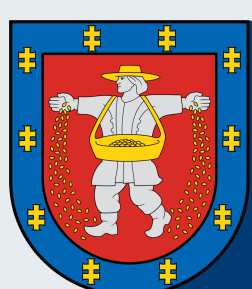
PANEVĖŽYS COUNTY

This county stands out for a strong inclination to participate in cultural activities, and fosters national identity and the Lithuanian language.



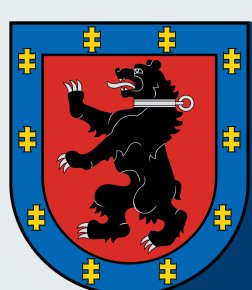
ALYTUS COUNTY

Residents of this region especially love the Lithuanian language and are among those who read the most books.



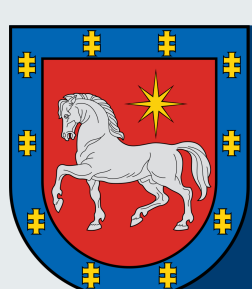
MARIJAMPOLĖ COUNTY

This county has the lowest percentage of residents who visit cultural heritage sites, as well as the lowest percentage who nurture civic and national identity.



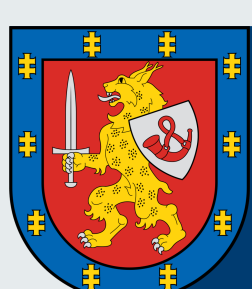
TELŠIAI COUNTY

There is a lack of cultural accessibility and quality in Telšiai Region.



UTENA COUNTY

Some of the most active library visitors. This region also has a high percentage of residents who nurture civic and national identity.

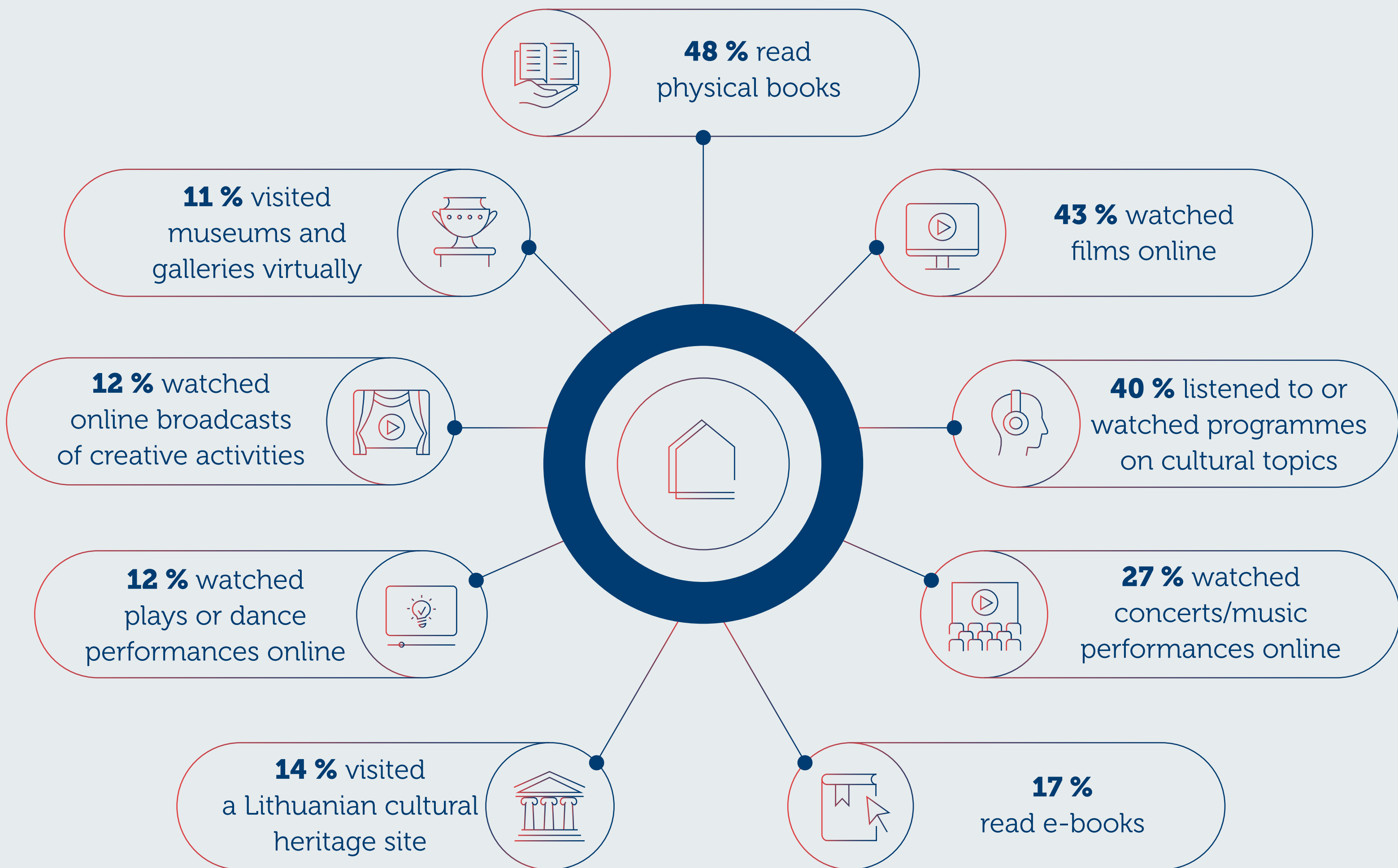


TAURAGĖ COUNTY

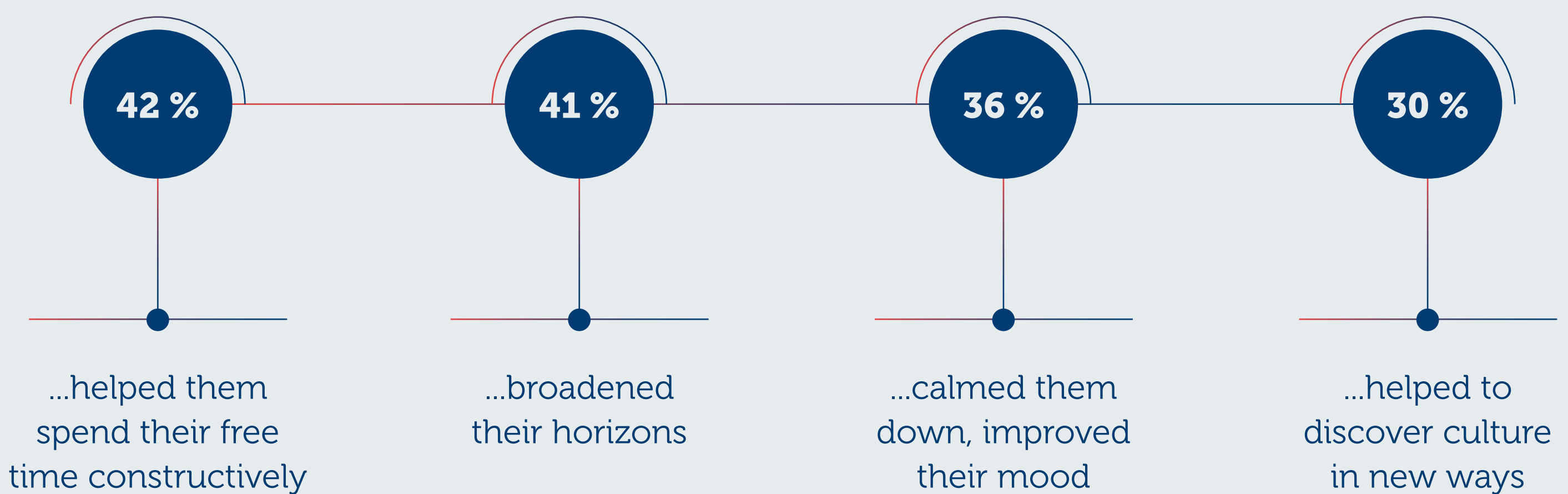
Tauragė County has an extremely low number of people who participate or are inclined to participate in cultural activities.

CULTURE DURING THE SPRING 2020 LOCKDOWN

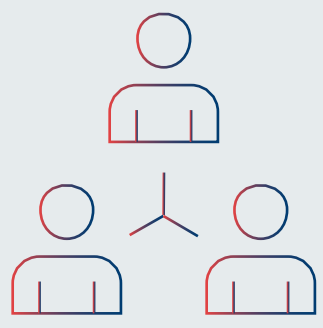
77% OF THE POPULATION ENGAGED IN AT LEAST ONE CULTURAL ACTIVITY DURING THE LOCKDOWN



CULTURE MADE US FEEL BETTER DURING THE LOCKDOWN



TYPES OF POPULATION INVOLVEMENT IN CULTURE

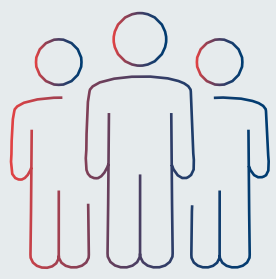


PARTICIPANTS IN CULTURE

95,000 residents

More often
15-29 years old
More often
high income

Actively participate in culture. Are modern, tolerant. These people grew up in and are still in a favourable cultural context. They are creative, educated, well-read, active, and nurture their Lithuanian identity.

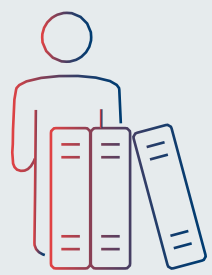


ACTIVE VIEWERS

403,000 residents

More often women
More often
high income

These are the most active consumers of cultural products – they attend performing arts events, visit cultural heritage sites, and engage in culture in other ways. They feel content. Most of them grew up in a favourable cultural context. They have a lot of friends whom they can attend cultural events with. They are educated and well-read. They foster their national identity.

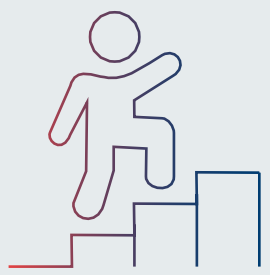


IN THE WORLD OF BOOKS AND ART

427,000 residents

More often office workers or students

They perceive culture not only as attending events and visiting sites, but also as fostering the Lithuanian language and the written word. They read 18 books a year. They visit libraries and exchange books with friends. One third of them donate books to libraries. For them, the library is not only a place for reading books, but also for interaction and culture.

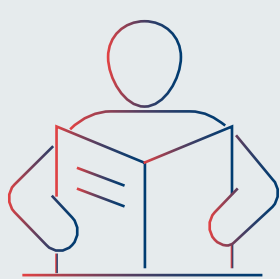


THE POTENTIAL

760,000 residents

More often
15-39 years old
More often men

They have little interest in culture. These are young people who live in the major cities and do not have a high level of education. Culture does not reach people in this segment. Almost a third of 'Potential' grew up in an unfavourable cultural context.



CONSERVATIVE READERS

688,000 residents

More often
age 50 and older
More often
do not have a
higher education

Conservative residents who rarely use cultural services. People in this segment usually read newspapers and magazines instead of books. Information reaches them through radio and TV channels.