

2023

PARTICIPATION IN CULTURE AND SATISFACTION WITH CULTURAL SERVICES IN LITHUANIA

- This representative survey has been carried out in Lithuania **every three years since 2014.**
- It aims to monitor the level of participation of the population in cultural activities and opinion on the accessibility and quality of culture.
- To perform a detailed analysis of the cultural situation in 10 counties and 6 major cities of Lithuania, the survey covered **3307 Lithuanian residents!**

Key figures



71%

visited places displaying cultural heritage objects in Lithuania *

56%

consumed at least 4 cultural products/services live **

47%

were engaged in creative/cultural activities

26%

were socially engaged or volunteered in cultural activities



62%

are satisfied with the quality of live cultural services

57%

are satisfied with the accessibility of live cultural services

45%

are satisfied with the accessibility of online cultural services

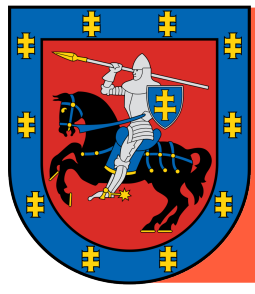
43%

are satisfied with the quality of online cultural services

* museums, cultural monuments and other places of interest, galleries and exhibitions, physical archives

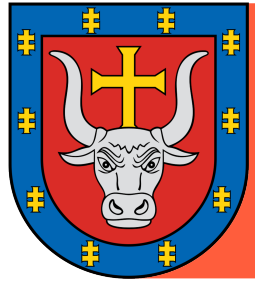
** performing art events, exhibitions, museums, cultural heritage sites, archives, library, cinema, books

Regional cultural highlights



VILNIUS COUNTY

Evaluation of the accessibility and quality of culture among Vilnius city residents is high, while the same rates are significantly lower among residents of Vilnius County (excluding Vilnius).



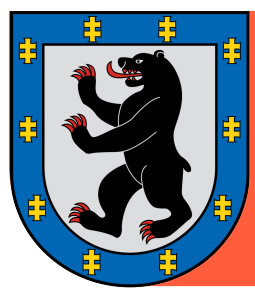
KAUNAS COUNTY

The quality and accessibility of culture in Kaunas have been improved by the European Capital of Culture Year (2022).



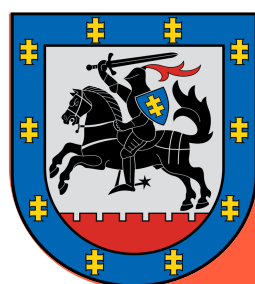
KLAIPĖDA COUNTY

Klaipėda residents stand out by their active consumption of cultural products and services and their engagement in cultural activities.



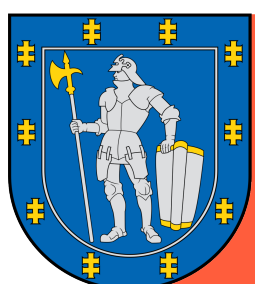
ŠIAULIAI COUNTY

Residents of Šiauliai County have a generally poor perception of accessibility and quality of cultural products and services. However, residents of Šiauliai City rate the accessibility of public libraries better.



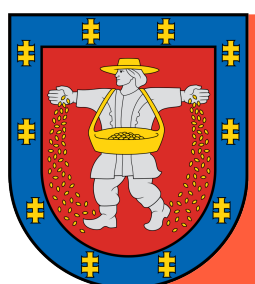
PANEVĖŽYS COUNTY

Panevėžys County has a lower rating for access to culture, but its inhabitants are more likely to volunteer in cultural activities.



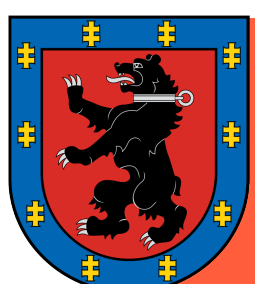
ALYTUS COUNTY

Alytus County stands out positively on several indicators – cultural consumption, engagement in cultural activities, visits to cultural heritage sites, etc.



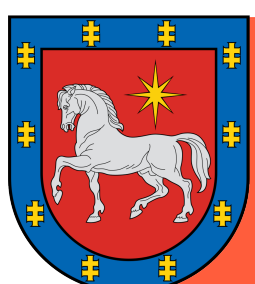
MARIJAMPOLĖ COUNTY

Marijampolė County shows lower indicators for cultural consumption and engagement in creative activities, but more of its residents have a favourable opinion of the quality of several cultural fields.



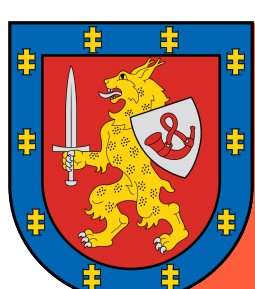
TELŠIAI COUNTY

Telšiai County has a lower rating for cultural consumption. Its residents more often find it important to use the correct Lithuanian language to preserve their national identity.



UTENA COUNTY

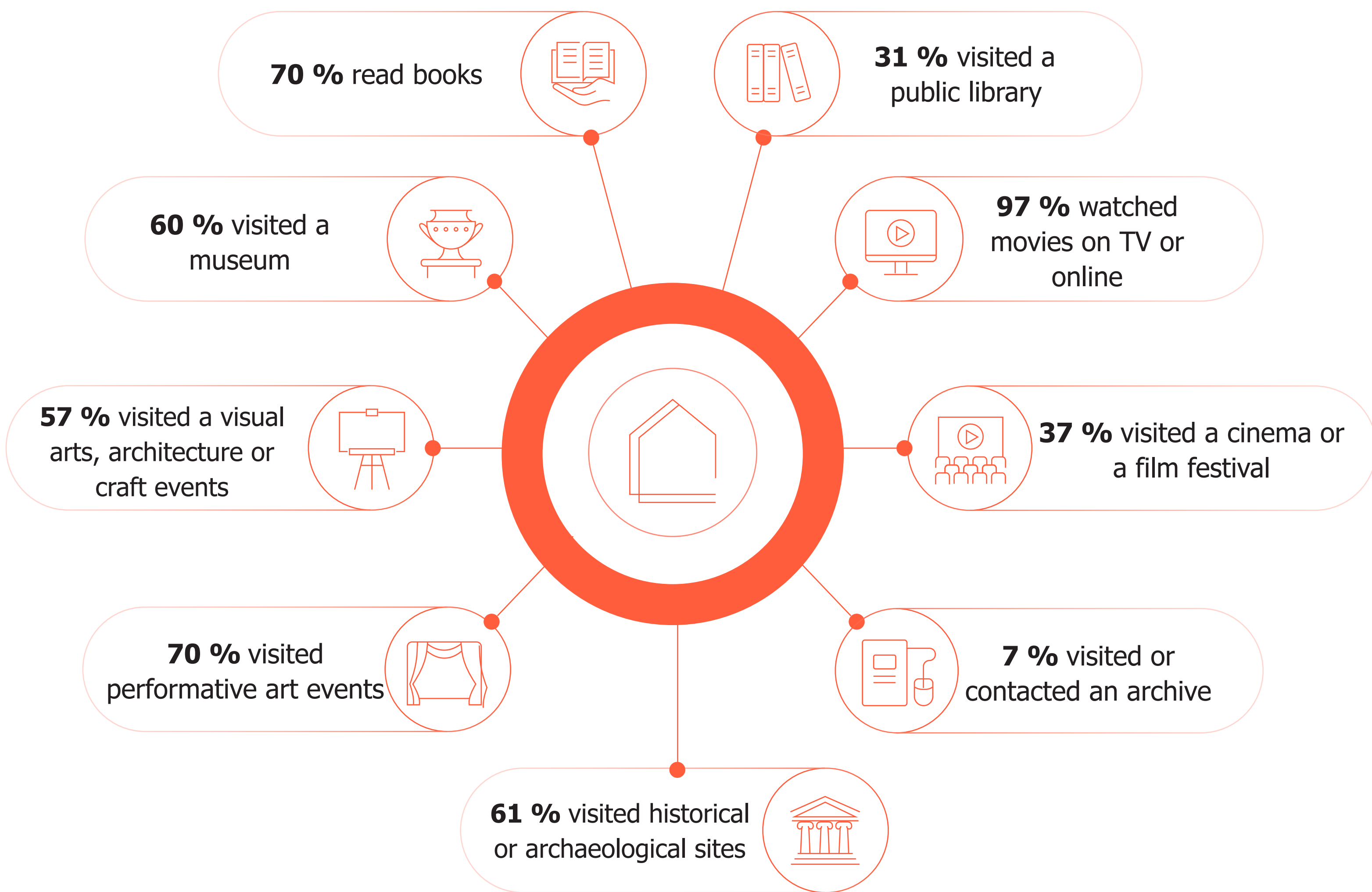
Residents of Utena County are more satisfied with the accessibility of books, periodicals and libraries.



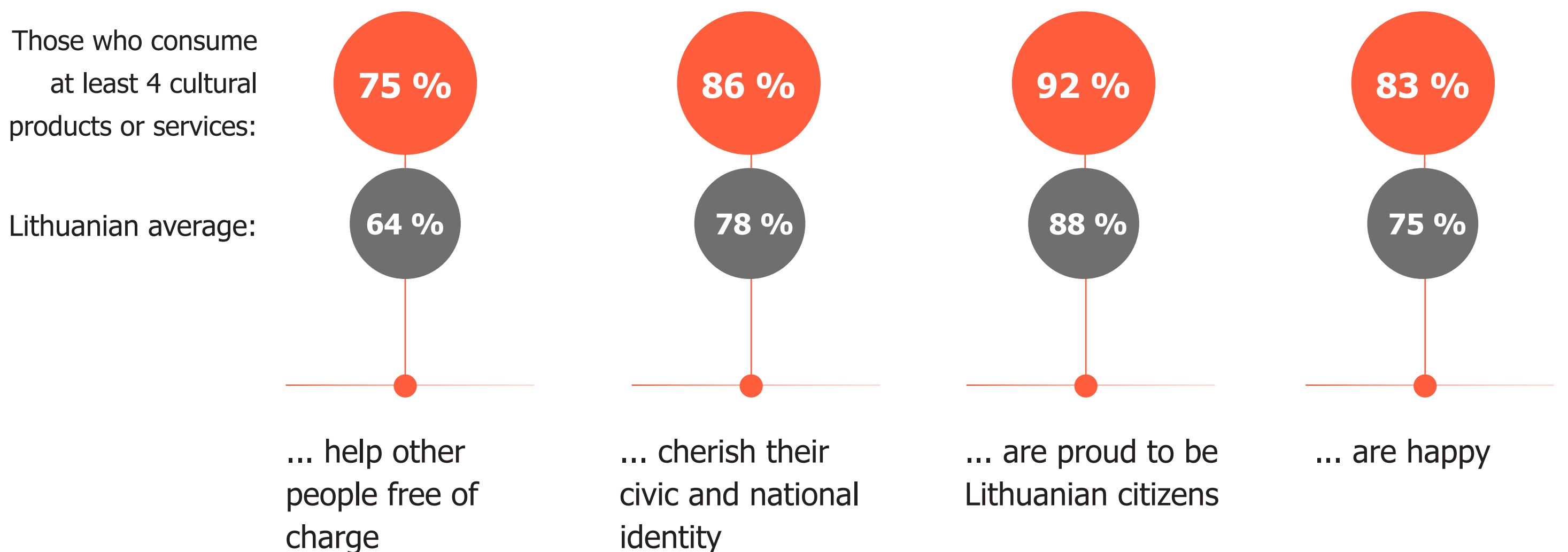
TAURAGĖ COUNTY

Residents of Tauragė County are less likely to engage in cultural activities but are more likely to be involved in the adaptation of cultural heritage for cultural purposes.

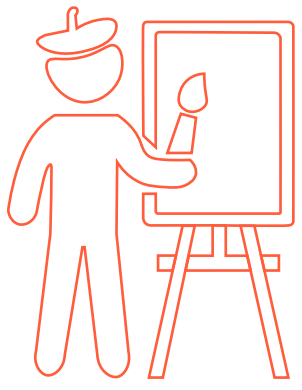
Culture 2023



CULTURALLY ACTIVE PEOPLE ARE MORE CIVIC-MINDED AND HAPPIER



Population segments by participation in culture and culture consumption

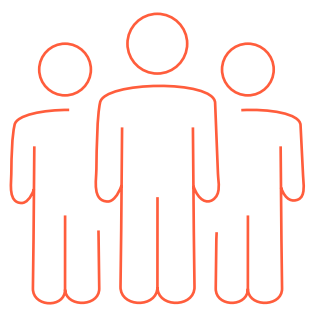


CREATORS

7 % of residents

- More often 15–49 years old
- More often with higher education
- More likely to have a high income
- More often women

They are actively involved in culture and engaged in creative activities. They grew up in a favourable cultural context. They are creative, educated, read books, cherish Lithuanian identity, are active, and believe that their opinion is heard.

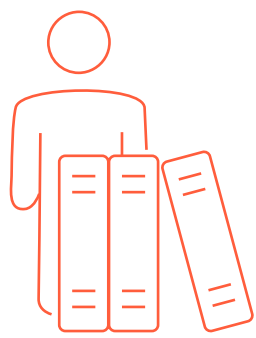


ACTIVE VISITORS

18 % of residents

- More often over 60 years old
- More likely to have higher education
- More likely to have a high income
- More often women

They are most active in consuming cultural products, visiting performing arts performances, visiting cultural heritage places and otherwise engaging in culture. They feel happy. Majority of them grew up in a positive cultural context. They have many friends with whom they can attend cultural events. They also read books and cherish their national identity.

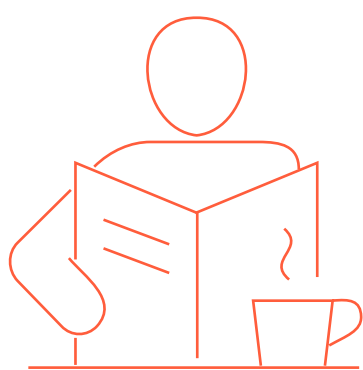


ACTIVE READERS

25 % of residents

- More often 30–49 years old
- More often with higher education
- More often women

They perceive culture as more than just events and objects but also as the Lithuanian language, the written word and the promotion of the written language. They are active, sociable, and cherish the Lithuanian language. On average, they read 15 books a year. They visit libraries, buy books, and exchange books with friends. For them, the library is not just a place for books and reading but also a place for socialising and culture.

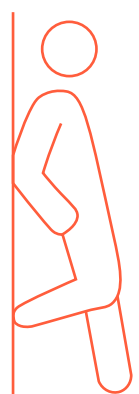


NON – PARTICIPANTS

23 % of residents

- More often over 60 years old
- More often with secondary or postsecondary education
- More often with low income
- More often men

They rarely use cultural services, and mostly read newspapers and magazines. Information reaches them through radio and TV channels. They are more likely to believe that they have no say in local or national matters. A tenth of them are of other nationalities than Lithuanians – statistically significantly more than in other segments.



HAVE NOT DISCOVERED CULTURE YET

28 % of residents

- More often 30–49 years old
- More often with secondary or postsecondary education
- More often men

They have little interest in culture. A quarter of them have grown up in an unfavourable cultural context, a quarter currently do not have a single person they can invite to participate in a cultural event with them.