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DETERMINING THE LEVEL OF PIRATED CONTENT CONSUMPTION IN THE LITHUANIAN POPULATION

Summary of the study results

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Contracting Authority: Ministry of Culture of the Republic of Lithuania

Researchers: UAB KOG institutas, UAB Norstat LT

Contributors to the analysis of the results of the study and the drafting of the report: Eglė Šedbaraitė, Karolina Jonušaitė, Egidijus Vlaščenko, dr. Lukas Pukelis

Study coordinator: Karolina Jonušaitė

Contacts: UAB KOG institutas, Algirdo str. 38, Vilnius, info@koginstitutas.lt

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INTRODUCTION

Many studies confirm that the situation of consuming pirated digital content in Lithuania is still unsatisfactory, and Lithuania has been one of the “leading” EU countries in this regard for years. For instance, according to the 2021 survey conducted by the European Union Intellectual Property Office (EUIPO)¹, Lithuania ranked third in the EU in terms of film, TV, and music piracy. Additionally, web traffic monitoring company MUSO reported that in 2021, Lithuania ranked fifth in terms of annual visits per capita to websites with pirated content. However, the same data reveals that the total number of visits from Lithuania decreased by more than 50% between 2019 and 2021. However, in 2022, a renewed trend of illegal digital content consumption was observed in certain areas. This data indicates that piracy remains a serious problem.

Continuous monitoring of the situation is one of the measures that can contribute to addressing the problem of piracy. Such monitoring would provide a foundation for evidence-based policies in this area, assist in assessing policy effectiveness, and periodically adjust its direction and objectives. In line with this, the Ministry of Culture of the Republic of Lithuania has initiated a study to determine the level of consumption of pirated content. Based on the previously developed research methodology and pilot study, in 2024 there was conducted a representative survey of the Lithuanian population regarding illegal content consumption.

This document presents a summary of the results of a comprehensive representative study on the level of illegal content consumption among the Lithuanian population (hereinafter referred to as the Summary). The study introduction briefly describes the methodology used, provides a summary of the key findings, essential indicators, forecasts of trends in illegal content consumption, and the conclusions. At the end of the Summary, the study questionnaire is included."

¹ European Union Intellectual Property Office, *Online Copyright Infringement in the European Union: Music, Films and TV (2017-2020), Trends and Drivers*. 2021. Available at: https://euiipo.europa.eu/ohimportal/en/web/observatory/online-copyright-infringement-in-eu_2021

1. RESEARCH METHODOLOGY

1.1. Description of the methodology

The aim of this methodology is to develop a tailored research methodology for studying illegal content consumption and societal attitudes in Lithuania. This research should enable periodical monitoring of the consumption of illegal content among the Lithuanian population, understanding of public attitudes towards illegal content consumption, and observation of changes in public habits and attitudes regarding illegal content consumption.

This research methodology is based on the methodology for assessing the level of illegal content consumption among the Lithuanian population that has been developed in 2023 and a pilot study.

1.2. Survey sampling methodology

As the study focuses exclusively on the internet, the Methodology proposes the use of the most cost-effective, quick, and relevant survey method for the research topic – online panel research. A summary of the survey sampling methodology is presented in Table 1.

Table 1. Summary of the survey sampling methodology

Survey method	Quantitative online panel survey.
Target group	Lithuanian residents aged 14–64 who actively use the internet.
Sampling	The sample is based on statistics of active internet users and uses quotas for gender, age group, and type of place of residence.
Youth survey methodology	Children aged 14–15 require parental consent, which is obtained through dedicated questions in the questionnaire. Participants over 16 years old participate independently.
Sample size	Sample selected – N=1200: <ul style="list-style-type: none"> - N=1000 core sample (14–64 age group) - N=150 additional selection (14–29 age group); - N=50 selected for possible disqualification after quality control (3–4 % of the total sample)².

² During the data processing stage, several routine checks are performed to ensure data quality. These checks include over-filling detection to identify respondents who complete the survey unusually quickly compared to the median completion time of other participants; biased filling detection to identify biased patterns in respondents' answers such as consistently choosing answers in a specific direction or consistently choosing a single answer when multiple options are available; flagging cases where respondents consistently select “Don't know” as an answer; and other.

	Final target sample: at least 1150 respondents, including at least 400 respondents in the 14–29 age group.
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1.3. Structure of the Questionnaire

The questionnaire was designed with the primary objective of the Methodology in mind, which is to facilitate the more accurate decision-making in the development, coordination, and implementation of intellectual property protection policy. Therefore, the selection of questions in the survey was based by their potential to support continuous monitoring of the piracy situation, assess the effectiveness of policy measures, understand the factors driving change, and address relevant aspects in public communication campaigns.

The proposed questionnaire consists of 26 questions, although not all of them are presented to every respondent. The Methodology suggests the option of using a shorter questionnaire in alternate survey waves, which would focus on essential questions necessary to measure key aspects in each survey (identified as "T" in the questionnaire). The full version of the questionnaire would include additional questions and aspects that are likely to change slowly or are not used for calculating monitored indicators.

The questionnaire includes the following components (blocks):

1. Usage patterns of legal and pirated content
2. Reasons for choosing legal and pirated content
3. Ways of using pirated content and negative consequences of pirated content use
4. Public knowledge, beliefs, and attitudes
5. Communication in the social sphere and within the family

Supporting blocks: socio-demographic questions; questions for the selecting of young respondents through parents' participation

The questionnaire deliberately uses the colloquial term "piracy" to refer to the consumption of pirated content. This choice is made with the intention of de-emphasizing the legal implications associated with the act and promoting more honest and accurate responses from participants and reducing survey attrition. In addition, the use of the shorter term "piracy" allows a more concise and fluent formulation of the survey questions.

The survey questionnaire can be found at the end of the Summary.

1.4. Dimensions of analysis and evaluation criteria

When analysing the survey data, the analysis is conducted based on percentages of population groups defined by relevant criteria. General questions are posed to all respondents, regardless of their consumption of pirated content. When examining general aspects of pirated content consumption (such as methods of accessing pirated content or reasons for choosing pirated content), the percentages are calculated from the total number of respondents who reported being occasional or regular users of pirated content. For the analysis of specific categories of pirated content, the percentages are calculated from respondents who consume the particular category of content and are identified as occasional or regular users of pirated content in that category.

The survey data is further analysed based on socio-demographic and additional criteria, including factors such as age, gender, place of residence, income, education, and internet skills. Statistically significant differences between different groups are identified and reported.

One of the outcomes of data analysis is the development of a profile of consumers of pirated content, referred to as “pirates”. This profile distinguishes between three groups based on their consumption patterns:

- **Regular pirates:** This group comprises individuals who consume at least one category of pirated content several times a month or more.
- **Occasional pirates:** This group includes individuals who consume at least one category of pirated content once a month or less.
- **Non-pirates:** This group consists of individuals who do not consume pirated content at all.

The survey data is further utilised to construct socio-demographic profiles of typical members within each group, with a particular focus on factors such as age, income, and other statistically significant criteria. This enables to identify the socio-demographic characteristics of the most frequent consumers of pirated content.

Special attention is given to the target group of **young people** (respondents aged 14–29) in the survey report.

Core indicators (evaluation criteria)

Based on the methodology developed in 2023, some of the questions presented in the survey are analysed as indicators, measuring their changes over time. However, it is important to highlight a shorter list of core indicators (evaluation criteria) that can provide an overview of the overall changes in the consumption of pirated content over time. It should be noted that, except for the consumption of legal paid content, all the indicators are formulated as “problematic” indicators, highlighting areas that require attention and improvement, with the desired change being a decline in these indicators.

The study utilises several indicators to assess the consumption of pirated content and related attitudes. These indicators are as follows:

- 11. Piracy index:** This is a derived indicator that is calculated using indicators I2–I5. It incorporates two indicators related to the usage patterns of pirated content (I2 and I3) and two indicators related to attitudes towards the acceptability and tolerance of pirated content consumption (I4 and I5).
- 12. General level of the consumption of pirated content:** This indicator measures the proportion of the population that has consumed at least one category of pirated content in the last 12 months. A desirable change in this indicator is a decrease, indicating a reduction in the overall level of pirated content consumption among the population.
- 13. Regular consumers of pirated content:** This indicator measures the proportion of the population that regularly (several times a month or more) consumes at least one category of pirated content in the last 12 months. A desirable change in this indicator is a decrease, indicating a reduction in the number of individuals who regularly consume pirated content.
- 14. Acceptability of different actions with pirated content:** This indicator measures the proportion of the population that identifies at least one action with pirated content as acceptable. A positive change in this indicator means a decrease, indicating a reduction in the acceptability of actions associated with pirated content.
- 15. Tolerance of the consumption of pirated content:** This indicator measures the proportion of the population that expresses tolerance towards the consumption of pirated content. A positive change in this indicator means a decrease, indicating a reduction in tolerance towards pirated content consumption.
- 16. Inability to distinguish between legal and pirated access to online content:** This indicator measures the proportion of the population that reports being unable to differentiate between legal and pirated sources of online content. A positive change in this indicator means a decrease, indicating a reduction in the reported inability to distinguish between legal and pirated access.
- 17. A lack of information:** This indicator measures the proportion of the population that indicates a lack of information about access to legal content and the consequences of consuming pirated content. A positive change in this indicator means a decrease, indicating a reduction in the proportion of the population that lacks information about legal content and the consequences of piracy.
- 18. Consumption of legal paid content:** This indicator measures the proportion of the population that consumes single paid items and/or subscription-based legal paid content. A positive change in this indicator means an increase, indicating a higher proportion of the population consuming legal paid content.

All indicators except the piracy index (I1) are expressed as percentages, representing the proportion of the population that meets certain criteria or holds certain attitudes. The piracy index is expressed as a score on a scale from 0 to 100. A lower score indicates a more desirable situation, reflecting a lower level of pirated content consumption in the Lithuanian population and/or a higher level of intolerance towards the consumption of pirated content.

1.5. Methodology for predicting core indicators

One of the objectives of the study on the consumption of pirated content is to provide predictions of how the level of pirated content consumption, as indicated by the described indicators and the aggregated piracy index, may change in the near future. Based on the research data, forecasts for 2026, 2028, and 2030 are provided. The first forecast of trends in illegal content consumption was conducted in 2023. This year, the results of the previous forecast were evaluated, and the forecasts for 2026, 2028, and 2030 were refined based on the data from the latest study.

Predictions are made by calculating three alternative change scenarios: realistic, pessimistic, and optimistic:

- The **optimistic scenario** assumes a growth in public awareness and intolerance towards pirated content, as well as successful government efforts to combat piracy by limiting its availability and/or introducing legal liability for its consumption.
- The **neutral scenario** assumes minimal changes in public awareness of pirated content consumption and the availability of pirated content.
- The **pessimistic scenario** assumes a slight decrease in public awareness of pirated content consumption and/or an increase in the availability of pirated content.

Scenario predictions are developed in three stages. The first stage involves developing a logistic regression model to determine the contribution of selected demographic, economic, and other factors to the different components of the piracy index. In the second stage, models are created to estimate how demographic and economic factors might change in the future. This involves extrapolating the data and creating synthetic datasets with expected characteristics for the Lithuanian population at four specific time points (2024, 2026, 2028 and 2030). The third stage involves adding data that may vary depending on the scenario being considered to these synthetic datasets. Predictions are then generated for the different scenarios, considering the projected changes in demographic, economic, and other factors.

2. RESEARCH RESULTS

2.1. Description of the study

The study on the consumption of pirated content and attitudes towards piracy in the Lithuanian population was conducted from 3rd of July to 4th of August 2024. The study was carried out by UAB KOG Institutas and UAB Norstat LT. The survey followed the guidelines outlined in the “Methodology for Determining the Level of the Consumption of Pirated Content in the Lithuanian Population”. The key details of the study methodology are summarised in Table 2.

Table 2. Summary of the methodology for the survey of pirated content

Survey approach	Representative quantitative survey of online panel consumers.
Target group	Lithuanian residents aged 14–74 who actively use the internet.
Sampling	Quotas are applied based on the statistics of active internet users, considering gender, age group, and area of residence.
Youth survey methodology	Children aged 14–15 are invited to participate with parental consent via dedicated questions in the questionnaire. Individuals over 16 years old participate independently.
Sample size	Total sample size N = 1198; Sample size for the 14–29 age group N = 440.

2.2. Summary of the main results

Patterns of the consumption of legal and pirated content

According to the survey, the most common online activities among Lithuanians are listening to music, watching films, TV series, TV shows, and videos, and using computer software applications, with respectively 36%, 33% and 19% of the Lithuanian population engaging in these activities daily or almost daily.

Regarding paid legal content consumption, 6 out of 10 survey participants reported consuming some form of paid legal content in the last 12 months. The most common types of paid legal content consumption include subscribing or purchasing licenses for watching films, TV shows, videos, playing video games, using software applications and accessing educational audio-visual content.

4 out of 10 Lithuanian residents reported consuming at least one type of pirated content in the past 12 months. Based on the frequency of pirated content consumption, the participants were categorised into three groups: regular pirates, occasional pirates, and non-pirates.

Among the survey participants, 26% are categorised as regular pirates, meaning they use at least one category of pirated content multiple times a month. A statistically significantly higher proportion of 14–29-year-olds (42%) are regular users of such content. Men, residents of the three largest cities in Lithuania, as well as students and school pupils, are more likely to be regular users of pirated content.

On the other hand, 14% of the survey participants are categorised as occasional pirates, using such content once a month or less. Among the age group of 14–29, this proportion is 16%. The demographic characteristics of occasional consumers of such content do not significantly differ from those of the general internet user population. No significant associations were found with the financial situation of the respondents.

Reasons for choosing legal and pirated content

Price-related factors and content availability, such as quantity and accessibility in the respondents' understandable or native language, are the primary reasons for choosing pirated content.

Those who exclusively consumed legal content, were more likely to emphasise the sufficiency of legal sources, the desire to support artists by paying for their work, the intention to avoid engaging in illegal activities and concerns about computer virus threats.

Methods of accessing and using pirated content and negative consequences of its use

When asked about the methods of accessing pirated content, respondents who consumed pirated content in the last year most reported accessing it directly from pirate websites (44% of all survey participants), downloading it through torrents (24%), or directly from other websites (23%). Additionally, 15% of respondents who consumed pirated content reported using passwords or software licenses for paid access obtained from others.

Regarding the negative consequences of consuming pirated content, more than half of the respondents who consumed pirated content stated that they did not experience any negative consequences. For those who experienced at least one negative consequence, the most common complaint was poor video or audio quality, reported by 24% of all consumers of pirated content. It was also mentioned that the computer or another device began displaying unwanted content (10% of all consumers of pirated content).

Knowledge, beliefs, and attitudes

More than a half of the survey participants (58%) reported that it is very easy or relatively easy for them to distinguish whether the online content they access is legal or not. This was more common among people who consider themselves to have excellent internet skills and among consumers of pirated content. Therefore, it can be inferred that most consumers of pirated content are skilled at recognizing such content, and it is not often consumed accidentally.

When asked about the features that distinguish a legal website from a pirated one, respondents mostly mentioned that a legal website contains legal information about the content distributor (company name and other details) and contact information or a contact form. On the other hand, pirate websites can usually be recognised by the ending of their web address (.in, .to, .cc, .net) and by

the fact that they ask for donations. Most participants also noted that both legal and pirated websites are characterised by high-quality, modern designs. Additionally, advertising windows or banners pop up when browsing both legal and pirate websites.

When assessing the acceptability of different actions with pirated content, the most acceptable actions were downloading pirated content for personal use only and watching videos uploaded to YouTube without the permission of the copyright holder. The least acceptable action is uploading pirated or legal content to the internet without the owner's permission, or sharing the content obtained from pirated sources with others. These attitudes are also reflected in the answers to the question on the extent to which respondents agree with various statements about pirated content: while 57% respondents agree that the consumption of pirated content should be considered as theft, only 29% agree that consuming pirated content for their own purposes is a criminal offense that should be punished. A similar proportion agrees that consuming pirated content for their own needs does not cause serious harm to anyone (32%). 28% of the participants agree that nowadays everyone consumes pirated content.

45% of the survey respondents reported that they had heard little about the harms caused by the consumption of pirated content. However, they were more positive about the sufficiency of information about legal access to Lithuanian and foreign content on the internet, with more than one-fifth of the respondents stating that there is not enough available information.

Respondents were also asked which statements would most likely encourage them to reconsider choosing pirated content. According to the responses, communication about personal harms (such as theft of payment card or bank details, infection of the device with viruses or malware, and the risk of being fined for using pirated content) is most likely to discourage the consumption of pirated content, with 61% to 68% of respondents choosing these options. Fines could also deter the consumption of pirated content. A fine of up to €200 could possibly be effective for around half of the Lithuanian population using pirated content, while another 19% of the population using pirated content would be affected by a fine of more than €200.

Communication in the social sphere and within the family

57% of the Lithuanian population has received some form of communication about pirated content, such as encountering social advertising against pirated content and/or noticing discussions on this topic in the media.

Young people (aged 14–19) and parents of children under 17 were asked about their experience with the use of pirated content, their awareness of their children's behaviour, and their views on the issue. Among young people who use pirated content, 6 out of 10 believe that their parents are aware of their use of pirated content, and 27% believe that their parents also use pirated content. The data indicate a trend towards similarities in behaviour and attitudes regarding pirated content among parents and young people within the same family. It was also found that only a third of parents have discussed the use of pirated content and its acceptability with their children, while regular consumers of pirated content are more likely to report that they have not discussed this issue with their children.

Key differences in habits and attitudes of the consumption of pirated content among the 14–29 age group

The 14–29 age group is more likely to use online content than the older population. There are also more consumers of paid legal content among this group (83%, compared to 66% among all respondents).

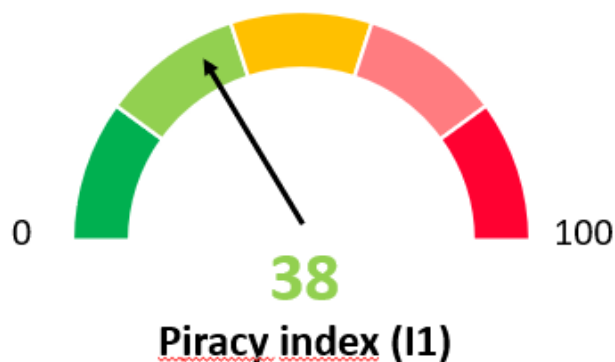
Furthermore, there are more consumers of pirated content in the 14–29 age group than in the general population—58% of young people have opted for pirated content in the past 12 months (compared to 40% of all residents). Among young individuals, there are also more regular consumers of pirated content (42% compared to 29% among all respondents). Those in the 14–29 age group who consume pirated content have more frequently encountered negative consequences from such behaviour.

For participants aged 14–29, many illegal activities seem to be more acceptable. However, individuals in this group have more frequently attended lectures or events about the consumption of pirated content at their educational institutions or have had discussions on this topic with their teachers.

2.3. Key indicators

Target group of the Lithuanian population aged 14–64

The aggregated piracy index (I1)³ – 38.



40 % of the population **at least sometimes** consumes pirated content of some category* (I2).

26 % of the Lithuanian population **regularly** consumes pirated content* (I3).

48 % of the population considers at least one action with pirated online content **to be acceptable*** (I4).

39 % of the population is **tolerant** of the consumption of pirated content* (I5).

25 % of the population reports **being unable** to distinguish between legal and pirated access to online content (I6).

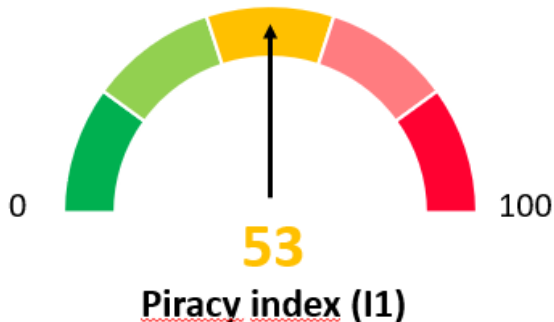
60 % of the population considers **the information** about the harms caused by pirated content and legal access to online content to be insufficient (I7).

³ The aggregated index is calculated using the indicators marked with an asterisk.

66 % of the population consumes **legal paid** content (I8).

Target group of young people aged 14–29

The aggregated piracy index (I1)⁴ – 53.



58 % of the population at **least sometimes** consumes pirated content of any category* (I2).

42 % of the population **regularly** consumes pirated content* (I3).

62 % of the population considers at least one action with pirated content to be **acceptable*** (I4).

50 % of the population is **tolerant** of pirated content* (I5)

20 % of the population reports **not being able** to distinguish between legal and pirated access to online content (I6).

⁴ The aggregated index is calculated using the indicators marked with an asterisk.

61 % of the population considers the **information** on the harm caused by pirated content and legal access to online content **to be insufficient** (I7).

83 % of the population consumes **legal paid** content (I8).

2.4. Predicting trends in the consumption of pirated content

Predictions of the Piracy Index under the three scenarios, covering the entire population of Lithuania, are presented in Figure 1.

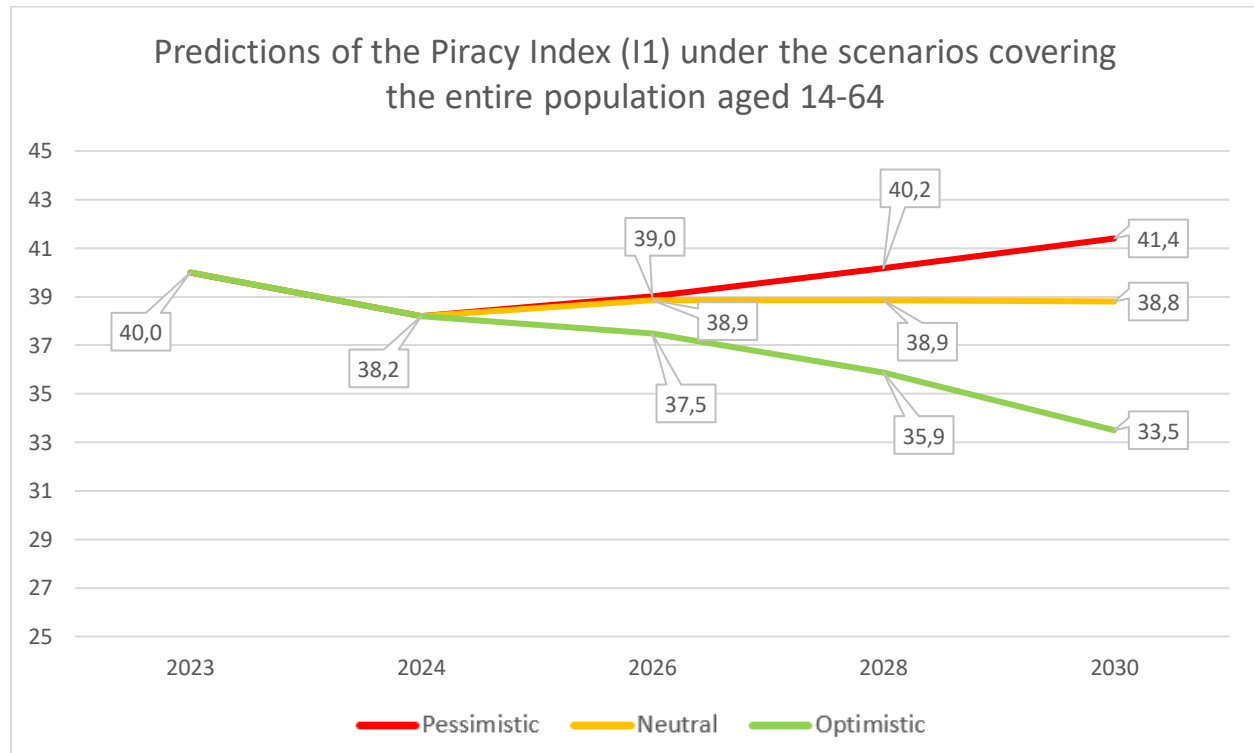


Figure 1. Predictions of the change of the Piracy Index by scenarios (covering the Lithuanian population aged 14–64)

Figure 2 shows the predictions of the Piracy Index under the three scenarios, covering the target group of young people (aged 14–29 years).

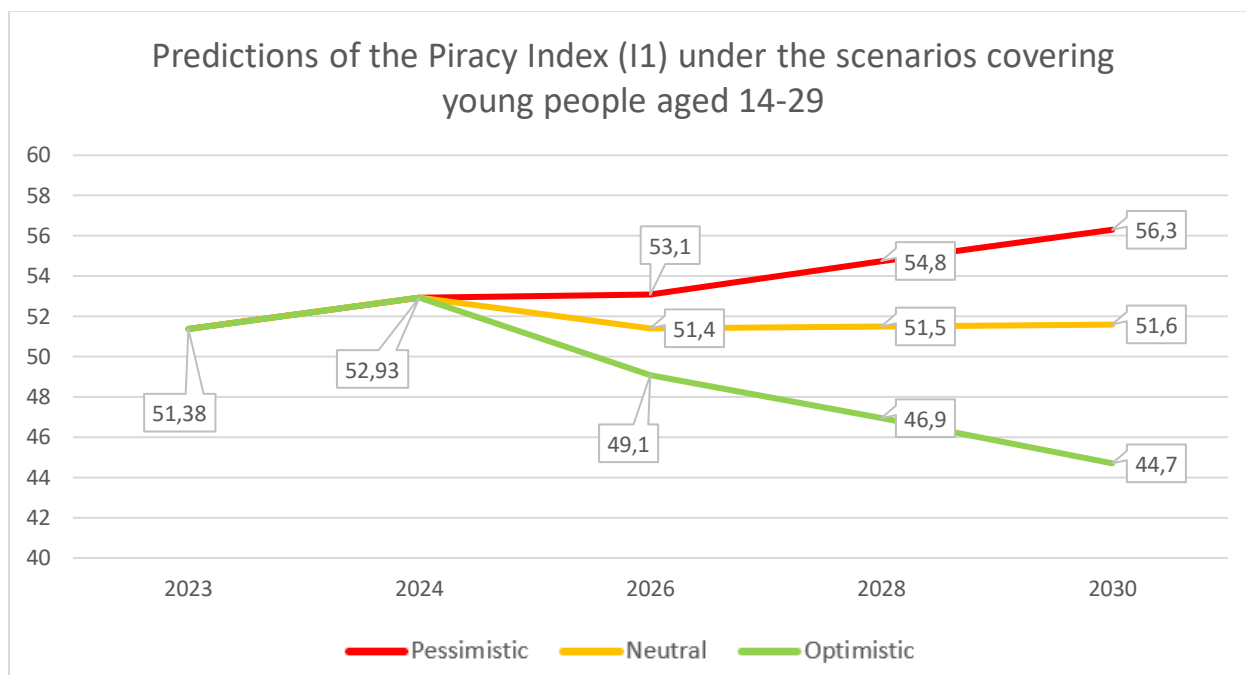


Figure 2. Predictions of the change of the Piracy Index by scenario (covering young people aged 14–29)

Under **the neutral scenario**, the Piracy Index in Lithuania would experience a minimal decrease by 2030. This change would primarily be driven by the projected trend of an increase in the share of older people in the total population, who tend to consume less pirated content. However, the share of people living in large cities, who are more frequent consumers of pirated content, is expected to rise in the total population.

In **the pessimistic scenario**, there would be a moderate increase in the piracy index by 2030. This increase would be mainly attributed to two assumptions of this scenario – reduced awareness and intolerance towards pirated content consumption, and increased availability of pirated content.

The optimistic scenario would lead to a decrease in the average piracy index by 2030. This positive change would be related to the assumptions of this scenario, where increased public awareness and intolerance towards piracy (I5), coupled with reduced availability of pirated content, would result in a decline in pirated content consumption.

2.5. Conclusions of the Study

4 out of 10 of the Lithuanian population are at least occasional consumers of pirated content (37–43% considering the margin of error). Meanwhile, a quarter of the population are regular consumers of pirated content (26%, or 23–28% considering the margin of error). Pirated content is most consumed in visual form (films, series, television shows, videos) (33%) and for listening to music (26%).

When examining these figures, it is crucial to consider that approximately a quarter of the population reports difficulty in easily distinguishing between legal and pirated content sources. Additionally, a significant portion of respondents, ranging from 13% to 28%, selected “Hard to say” when asked about their use of legal and pirated sources in different content categories. Consequently, the actual level of pirated content consumption might be higher than reported. On one hand, such results could indicate an educational gap. However, it should be noted that for some respondents, this capability may be irrelevant if they only choose well-known legal sources. This assumption is supported by the fact that the response 'hard to say' was more frequently chosen by respondents who indicated that they do not consume pirated content than by those who do.

Assessment of the acceptability of different actions with pirated content was based on the assumption that if at least one of the listed actions is considered acceptable by the respondent, he/she must be classified as a person who tolerates the use of pirated content. The share of such individuals in Lithuania is 48%. Between 10% and 26% of the Lithuanian population indicated individual actions with pirated content as acceptable. Compared to Finland, where a very similar question was presented, the figures in Lithuania are higher. While in Finland, watching videos uploaded to YouTube without the rights holder's permission was also acceptable to a relatively large portion of respondents (28%), other methods were considered significantly less acceptable; for example, downloading for personal use is acceptable only to 13% of Finns, while in Lithuania it is acceptable to 26% of the population⁵. These results indicate a clear need for education among the population on this topic.

The most common reasons of using pirated content are related to the cost of the content and the greater availability of content from pirated sources. On one hand, this suggests that the consumption of pirated content should decrease as the standard of living rises. However, it is evident that these factors alone are not sufficient, and there is a need to improve the availability of legal content to the Lithuanian population, as the consumers reach (or believe they reach) a greater variety of content in pirated sources, and not all legal paid content available in other countries is accessible when connecting from Lithuania. It should be noted that neither the consumption of pirated content nor the reasons given by respondents were statistically significantly related to income or respondents' subjective assessment of their financial situation. This also indicates that the consumption of pirated content is driven by factors beyond economic reasons.

⁵ Tekijänoikeuden tiedotus- ja valvontakeskus ry, *Ainestoit*. Available at: <https://ttvk.fi/neuvonta/aineistot>

In terms of people's tolerance or intolerance of using pirated content, those who do not use pirated content tend to display stronger attitudes about the unacceptability of its use. In order to reduce the consumption of pirated content, it is important to actively communicate in society that the consumption of pirated content is illegal and morally unacceptable.

The survey findings revealed certain gaps in knowledge and information among respondents. While most participants reported having heard little about the harm caused by pirated content, they claimed to have sufficient information about accessing works by Lithuanian and foreign authors on the internet. The knowledge gap is also demonstrated by the fact that a significant portion of the population is unable or unwilling to say that they can distinguish between legal and illegal content. On the other hand, the data suggests that this ability depends not only on the knowledge one possesses but also on actual experience in consuming or encountering pirated content.

More than half of the population has encountered messages about pirated content in the public domain or within their social environment. Approximately one-sixth of individuals aged 14–19 recall encountering information about pirated content in their educational institutions. The adequacy of the proportion of young people receiving such information in educational institutions may be a subject of debate, but the results demonstrate that at least some educational institutions are addressing this issue. The fact that discussions about pirated content are taking place both in private environments and through public communication messages indicates that the topic of piracy is being acknowledged and discussed at various levels. This suggests that some segments of the population are aware of the ambivalent nature of their choice to use pirated content, and there is potential for further discussions and positive changes. The fact that public perception is not overwhelmingly one-sided regarding the belief that everyone uses pirated content further supports the possibility of positive change and awareness-raising efforts.

When it comes to discussing pirated content in a personal setting, only 4 out of 10 parents have engaged in conversations about it with their children, and a quarter of parents are uncertain whether their minors, who use the internet, use pirated content. It has also been observed that behaviour and attitudes towards pirated content tend to align within the family – if parents use pirated content, their children are more likely to do so as well, while parents of children who do not use pirated content are more likely to express disapproval of such use. This highlights both the tolerance of pirated content use within some families and the potential to change attitudes in what may be one of the most crucial socialization environments. On the one hand, young people's attitudes could be influenced through discussions with their parents, and on the other hand, children could be encouraged to transmit messages about the importance of legal content use to their families through educational campaigns at schools.

According to the survey, the most significant factors that would encourage residents to reconsider their choice of pirated content are the potential negative consequences—such as the risk of leaking personal data, damaging their computer, or receiving a fine—rather than the availability of legal content, solidarity with creators, or statements emphasizing the influence of the social environment. Even a small fine would motivate a significant portion of the population to stop consuming pirated content (only ten percent of respondents indicated that they would not be deterred by any fine).

One additional observation from the survey results is that for many questions with a “Hard to say” option, a significant proportion of respondents (typically 10–20%) chose this response. Similarly, a considerable number of respondents selected the middle values (“Neither yes nor no”) on the five-item scale for various questions. On the one hand, this is a common trend observed in many surveys, especially those focusing on complex issues. On the other hand, this pattern of responses reflects ambivalent and undefined attitudes towards pirated content, indicating a lack of knowledge or clarity on the topic and highlighting the importance of further education and open societal discussions about the subject.

When evaluating the forecasts for the consumption of pirated content and changes in attitudes, it is evident that the overall level of piracy in Lithuania for 2024 is lower than anticipated. This suggests that, when predicting future consumption of pirated content, an optimistic scenario can likely be considered, which foresees a decrease in the average piracy index. However, more accurate assessments of the forecasts for pirated content will be possible with data from ongoing research. The decreasing piracy index could be attributed to the growing awareness among the population and increasing intolerance towards the consumption of pirated content, as well as the declining availability of pirated content, which may prompt some users to abandon piracy. Nonetheless, it is important to note that there is an observed increase in the piracy index among the 14–29 age group, indicating a need for preventive measures in the education system to reduce the consumption of pirated content among youth.

The survey results reveal the level of pirated content consumption among the Lithuanian population and will allow for monitoring changes in this behaviour in the future. They also indicate a certain level of tolerance toward the consumption of such content and confirm the need for both actual restrictions and legal measures, as well as the dissemination of information and education.

3. Questionnaire

Below is the complete final version of the questionnaire used for the survey conducted in 2024

It is important to note that this study will be conducted every two years. To optimise resources, it is suggested to conduct a concise survey every two years to monitor changes in the primary indicators of pirated content consumption, while a comprehensive survey would be conducted every four years. **Questions marked with “(S)” indicate the short version questions required in each wave of the survey. Socio-demographic and screening questions for respondents aged 14–15 will be asked consistently throughout all waves of the survey.**

Introduction to respondents

Welcome to this survey designed to explore the habits of consuming various forms of online content, such as movies, music, and more, among the Lithuanian population. Please remember that there are no right or wrong answers in this survey. Our goal is to understand the habits and perspectives of all residents, so we kindly request that you respond honestly. We assure you that all responses will be analysed solely in an aggregated form.

Q1 Consumption of content categories (S)

How often have you listened to, watched, read, otherwise used, or downloaded the following content on the internet in the last 12 months?

One answer per line.

	Daily or almost daily	Several times a week	Once a week	Several times a month	Once a month or less	Not once
1. Films, series, television programmes, videos (excluding sports broadcasts)	(1)	(2)	(3)	(4)	(5)	(6)
2. Music (excluding music videos, sheet music)	(1)	(2)	(3)	(4)	(5)	(6)
3. Sports broadcasts	(1)	(2)	(3)	(4)	(5)	(6)
4. Recordings of dramatic works (such as plays and musicals)	(1)	(2)	(3)	(4)	(5)	(6)

5. Written content (including e-books, audiobooks, magazines)	(1)	(2)	(3)	(4)	(5)	(6)
6. Musical notes (for performing compositions)	(1)	(2)	(3)	(4)	(5)	(6)
7. Educational audio-visual content (such as e-lectures)	(1)	(2)	(3)	(4)	(5)	(6)
8. Video games	(1)	(2)	(3)	(4)	(5)	(6)
9. Computer programs (such as Word, Photoshop, Anglonas)	(1)	(2)	(3)	(4)	(5)	(6)

Q2 Ways of using content

How often have you used the following types of content on the internet in the last 12 months?

Filter from Q1: do not show the rows where "Not once" is selected.

	Directly in the browser or app	Used a copy saved on my computer, phone or elsewhere	Both the same: used directly AND a saved copy
1. Films, series, television programmes, videos (excluding sports broadcasts)	(1)	(2)	(3)
2. Music (excluding music videos, sheet music)	(1)	(2)	(3)
3. Sports broadcasts	(1)	(2)	(3)
4. Recordings of dramatic works (such as plays and musicals)	(1)	(2)	(3)
5. Written content (including e-books, audiobooks, magazines)	(1)	(2)	(3)
6. Musical notes (for performing compositions)	(1)	(2)	(3)
7. Educational audio-visual content (such as e-lectures)	(1)	(2)	(3)
8. Video games	(1)	(2)	(3)
9. Computer programs (such as Word, Photoshop, Anglonas)	(1)	(2)	(3)

Q3 Subjective assessment of the ability to distinguish between legal and pirated access to online content (S)

Some of the content sources available on the internet (websites, live-streaming platforms) are legal, i.e., they provide content with the consent of the authors, and some are pirated, i.e., they provide content without the authors' consent. In both cases, the content can be either paid or free.

How easy or difficult is it for you personally to distinguish whether the online access to the content you use (movies, music, e-books, etc.) is legal or pirated?

1. Very easy
2. Quite easy
3. Quite difficult
4. Very difficult
5. Hard to say

Q4 Ways to distinguish between legal and pirate websites

Which of the following characteristics do you think are associated with legal websites, pirate websites, or both?

Answers to be provided in a random order.

	Attribute of a legal website	Attribute of a pirate website	Characteristic for both legal and pirate websites	Hard to say
1. Contact information or contact form is provided	(1)	(2)	(3)	(99)
2. The juridical details of the content distributor (company name and other details) are provided	(1)	(2)	(3)	(99)
3. Payment method with logos (Mastercard, Visa, Paysera, etc.) is displayed	(1)	(2)	(3)	(99)
4. The website is listed at the top of search engine results (Google or other)	(1)	(2)	(3)	(99)
5. High-quality, contemporary website design	(1)	(2)	(3)	(99)
6. The content can be paid with points as well as money	(1)	(2)	(3)	(99)
7. Promotional windows/banners pop up when browsing the website or playing the content on the website	(1)	(2)	(3)	(99)
8. It is requested to support the website, donate by SMS or other means, or to support the team	(1)	(2)	(3)	(99)

9. The website has an address ending like .in, .to, .cc, .net	(1)	(2)	(3)	(99)
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Q5 Spontaneous identification of pirated content sources

Please list three examples of pirated content websites/platforms/apps that you know of:

An open-end question

- 1.
- 2.
- 3.

Q6 Spontaneous identification of legal content sources

Please list three examples of legal content websites/platforms/apps that you know of:

An open-end question

- 1.
- 2.
- 3.

Q7 Consumption of legal and pirated content (S)

What type of digital content do you think you used in the last 12 months, either legal or pirated, regardless of whether you accessed it directly through a browser/app or downloaded it to your device?

Filter from Q1: do not show the rows where "Not once" is selected. One answer per line.

	Used only legal content	Used some legal, some pirated content	Used only legal content	Hard to say
1. Films, series, television programmes, videos (excluding sports broadcasts)	(1)	(2)	(3)	(99)
2. Music (excluding music videos, sheet music)	(1)	(2)	(3)	(99)

3. Sports broadcasts	(1)	(2)	(3)	(99)
4. Recordings of dramatic works (such as plays and musicals)	(1)	(2)	(3)	(99)
5. Written content (including e-books, audiobooks, magazines)	(1)	(2)	(3)	(99)
6. Musical notes (for performing compositions)	(1)	(2)	(3)	(99)
7. Educational audio-visual content (such as e-lectures)	(1)	(2)	(3)	(99)
8. Video games	(1)	(2)	(3)	(99)
9. Computer programs (such as Word, Photoshop, Anglonas)	(1)	(2)	(3)	(99)

Q8 Reasons for not using pirated content

What are the reasons why you choose only legal content, whether paid or free? Please mark all answers that apply.

Filter: ask if all answers in Q7 (1–9) = Used only legal content. Answers 1–9 to be given in a random order.

1. What I can find in legal sources is enough for me
2. Content quality is better in legal sources
3. I don't want to do anything illegal
4. I think creators should be rewarded for their work
5. I am afraid that my computer or other device will be infected with viruses or malware if I access pirated sources
6. I am afraid that my personal data will be leaked if I access pirated sources
7. I have had bad experiences using pirated sources
8. I don't know how to find or download pirated content
9. The cost of legal paid content is not so high that I couldn't pay for it
10. Other (please specify):
11. Hard to say

Q9 Consumption of legal paid content (S)

Have you used **paid** subscriptions to **legal** content or purchased individual items in the last 12 months? *Please also answer if the subscription / item was paid for by someone else (family member, partner, etc.) but you also used it. If you don't currently subscribe to any content but have done so in the last 12 months, please answer about that too.*

Filter from Q1: do not show rows where "Not once" is selected. One answer per line.

	I subscribe (had subscribed) to at least one channel, or I have purchased a limited time licence	I have purchased at least one individual item, product, or an unlimited duration licence	I do not subscribe (had not subscribed) or have not purchased a separate item, product, or licence
1. Films, series, television programmes, videos (excluding sports broadcasts)	(1)	(2)	(3)
2. Music (excluding music videos, sheet music)	(1)	(2)	(3)
3. Sports broadcasts	(1)	(2)	(3)
4. Recordings of dramatic works (such as plays and musicals)	(1)	(2)	(3)
5. Written content (including e-books, audiobooks, magazines)	(1)	(2)	(3)
6. Musical notes (for performing compositions)	(1)	(2)	(3)
7. Educational audio-visual content (such as e-lectures)	(1)	(2)	(3)
8. Video games	(1)	(2)	(3)
9. Computer programs (such as Word, Photoshop, Anglonas)	(1)	(2)	(3)

Q10 Frequency of consumption of pirated content sources (S)

Thinking about the last 12 months, how often have you used the types of pirated content listed below? *If you have downloaded a piece of content such as a TV series once but watched it more often, please indicate the frequency of watching, not the frequency of downloading.*

Filter from Q7: show only the rows where the respondent has indicated that he/she used the pirated content ("I have used only/mainly pirated content" or "I have used some legal, some pirated content").

	Daily or almost daily	Several times a week	Once a week	Several times a month	Once a month or less often	Not once

1. Films, series, television programmes, videos (excluding sports broadcasts)	(1)	(2)	(3)	(4)	(5)	(99)
2. Music (excluding music videos, sheet music)	(1)	(2)	(3)	(4)	(5)	(99)
3. Sports broadcasts	(1)	(2)	(3)	(4)	(5)	(99)
4. Recordings of dramatic works (such as plays and musicals)	(1)	(2)	(3)	(4)	(5)	(99)
5. Written content (including e-books, audiobooks, magazines)	(1)	(2)	(3)	(4)	(5)	(99)
6. Musical notes (for performing compositions)	(1)	(2)	(3)	(4)	(5)	(99)
7. Educational audio-visual content (such as e-lectures)	(1)	(2)	(3)	(4)	(5)	(99)
8. Video games	(1)	(2)	(3)	(4)	(5)	(99)
9. Computer programmes (such as Word, Photoshop, Anglonas)	(1)	(2)	(3)	(4)	(5)	(99)

Q11 Reasons for choosing pirated content

Thinking about the last 12 months and all types of pirated content, what are the reasons why you were choosing pirated content? Please mark up to 4 of the most important reasons.

Filter: if in Q7 indicated using at least one category of pirated content (“I have used only/mostly pirated content” or “I have used some legal, some pirated content”). Answers 1–12 to be given in a random order. Minimum 1, maximum 4 answers.

1. I don't want to pay for what I can get for free
2. Buying content legally is too expensive for me
3. I use certain content quite rarely and I don't want to pay for something I'll only use a few times
4. I can't find the content I want in legal sources
5. I can find a wider variety of content in pirated sources
6. I want to view the content as soon as possible, without waiting for it to appear in legal sources
7. I can reuse content from pirated sources on any device
8. I want to test the content before buying it from a legal website
9. Lack of legal content in a language I understand well or in my mother tongue
10. Other (please specify)
11. Hard to say

Q12 Acceptability of different actions with pirated content (S)

Listed below are several statements about the use of digital content online. Please indicate to what extent you find the following actions acceptable.

Answers 1–8 to be provided in a random order. One answer per line.

	Completely unacceptable	Unacceptable	Neither acceptable nor unacceptable	Acceptable	Fully acceptable	Hard to say
1. Watching videos uploaded to YouTube without the author's permission	(1)	(2)	(3)	(4)	(5)	(99)
2. Using passwords or software licences for paid access obtained from others (i.e., owned by them/sold to be used by a single user)	(1)	(2)	(3)	(4)	(5)	(99)
3. Watching films, TV series or other content on a pirate streaming website	(1)	(2)	(3)	(4)	(5)	(99)
4. Downloading pirated music, films or other content for own use only	(1)	(2)	(3)	(4)	(5)	(99)
5. Sharing music, films or other content obtained from pirated sources with others	(1)	(2)	(3)	(4)	(5)	(99)
6. Uploading music, films or other content obtained from pirated sources to the internet	(1)	(2)	(3)	(4)	(5)	(99)
7. Uploading music, films or other content obtained from legal sources (internet, DVD, purchased or library books, etc.) to the internet without the permission of the copyright holder	(1)	(2)	(3)	(4)	(5)	(99)
8. Using pirated content that is not available from legal sources	(1)	(2)	(3)	(4)	(5)	(99)

Q13 Methods of finding pirated content (S)

How do you normally search for pirated content? Please mark all answers that apply.

Filter: if in Q7 indicated using at least one category of pirated content ("I have used only/mostly pirated content" or "I have used some legal, some pirated content"). Several answers are possible. Answers 1–4 to be provided in a random order.

1. I go straight to the pirated content website I know

2. I search for information/links to content in social networking groups
3. I search through a search engine (Google, Bing, Yahoo, etc.)
4. I search via torrent application(s)
5. Other (please specify)

Q14 Search engines used to find pirated content (S)

What search engine do you use to search for pirated content? Please mark all that apply.

Filter: If in Q13 indicated 3 ("I search through a search engine (Google, Bing, Yahoo, etc.)"). Several answers are possible.

1. Google
2. Bing
3. Yahoo
4. Yandex
5. Other (please specify)
6. I don't know

Q15 Methods of access to pirated content (1) (S)

Which of the following actions have you done in the last 12 months? Please mark all that apply.

Filter from Q7: if in Q7 indicated using at least one category of pirated content ("I have used only/mostly pirated content" or "I have used some legal, some pirated content"). Answers 1 to 10 to be given in a random order.

1. I watched or listened to the content directly on the pirate website
2. I used passwords or software licences for paid access obtained from others (i.e., owned by them/sold to be used by a single user)
3. I used pirated playlists
4. I received pirated content from friends, acquaintances
5. I received the pirated/ "hacked" computer application(s) from hired or known computer professionals
6. I paid for the access to pirated sources
7. I received pirated content via Telegram, Messenger, or other instant messaging app
8. I uploaded content to a pirated website
9. None of the above

Q16 Methods of access to pirated content (2) (S)

Which of the following have you done in the last 12 months? Please mark all that apply.

Filter: if in Q7 indicated using at least one category of pirated content (“I have used only/mostly pirated content” or “I have used some legal, some pirated content”). Answers 1–18 to be given in a random order.

1. I downloaded pirated content directly from a website
2. I downloaded pirated content via torrents
3. I downloaded pirated content via P2P networks
4. I downloaded pirated content from Facebook groups that share such content
5. I watched pirated content on TV set-top boxes/players (e.g., Kodi) with pirated add-ons installed
6. I changed DNS settings or used DNS providers or other unblocking tools to connect to pirated blocked content
7. I accessed pirated websites via the Tor browser or other browsers that allow anonymous browsing
8. I used a VPN service to access pirated content
9. None of the above

Q17 Negative consequences of pirated content use

What negative consequences have you experienced in the last 12 months as a result of using pirated content? Several answers are possible.

Filter: if in Q7 indicated using at least one category of pirated content (“I have used only/mostly pirated content” or “I have used some legal, some pirated content”). Answers 1–10 to be given in a random order.

1. Poor audio/video quality
2. Computer/another device slowed down
3. Computer/another device started displaying unwanted content (pornography, scam advertising, etc.)
4. Computer/another device stopped working (has frozen) or switched off
5. Computer/another device was infected with viruses or malware
6. Unnecessary computer programs were installed on the computer/other device
7. My payment card/bank details were stolen
8. My personal data was leaked, and I started receiving unsolicited emails and/or spam
9. I paid for the content but couldn't use it
10. My password was leaked (hacked account) and I had to change it
11. Other (please specify)
12. I did not encounter any negative consequences

Q20 Statements that might encourage to reconsider the consumption of pirated content

To what extent would the following statements encourage you reconsider using pirated digital content?

Filter: if in Q7 indicated using at least one category of pirated content ("I have used only/mostly pirated content" or "I have used some legal, some pirated content"). Answers to be provided in a random order.

	Would not encourage	Would rather not	Would rather encourage	Would encourage	Hard to say
1. Your payment card or bank details may be stolen when using pirated content	(1)	(2)	(3)	(4)	(99)
2. By choosing pirated content, you are harming your favourite creators	(1)	(2)	(3)	(4)	(99)
3. It is not cool to use pirated content	(1)	(2)	(3)	(4)	(99)
4. Using pirated content implies a risk of a fine	(1)	(2)	(3)	(4)	(99)
5. Using pirated content can infect your device with viruses or malware	(1)	(2)	(3)	(4)	(99)
6. Buying legal access to films or music for a month costs the same as a few cups of coffee	(1)	(2)	(3)	(4)	(99)
7. Using pirated content contributes to funding of organised crime	(1)	(2)	(3)	(4)	(99)

Q21 Fines as a measure to deter pirated content consumption (S)

Imagine that fines are introduced for individuals in Lithuania for using pirated content. How much of a fine do you think would encourage you to stop using pirated content?

Filter: if in Q7 indicated using at least one category of pirated content ("I have used only/mostly pirated content" or "I have used some legal, some pirated content").

1. EUR 50
2. EUR 100
3. EUR 200
4. EUR 500
5. EUR 700
6. EUR 1,000
7. More than EUR 1,000
8. None
9. Hard to say

Q22 Knowledge, attitudes, and beliefs (S)

Listed below are several statements about copyright and pirated content on the internet. Please indicate the extent to which you agree with each of the statements.

One answer per line. Answers to be provided in a random order.

	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally agree	Hard to say
1. Nowadays, everyone uses pirated content	(1)	(2)	(3)	(4)	(5)	(99)
2. I believe that the use of pirated content by individuals does not harm anyone	(1)	(2)	(3)	(4)	(5)	(99)
3. Not only uploading of pirated content online, but also using it for your own purposes is a crime and should be punished	(1)	(2)	(3)	(4)	(5)	(99)
4. Use of pirated content is a theft	(1)	(2)	(3)	(4)	(5)	(99)
5. I have hardly heard about the specific harms and losses caused by using pirated content	(1)	(2)	(3)	(4)	(5)	(99)
6. I have enough information about legal access to films, music, books and other works by Lithuanian authors on the internet	(1)	(2)	(3)	(4)	(5)	(99)
7. I have enough information about legal access to films, music, books and other works by foreign authors on the internet	(1)	(2)	(3)	(4)	(5)	(99)

Q23-Y For young people: family awareness of the consumption of pirated content

Do your parents or guardians know that you are using pirated content?

Filter: age (D1) = 14–19 years

1. Yes
2. Rather yes
3. Rather not
4. No
5. Hard to say

Q24-Y For young people: attitudes of parents/guardians towards the consumption of pirated content

Filter: age (D1) = 14–19 years

Statement: if Q21-Y = 1 or 2

What do your parents or guardians think about your use pirated content?

Statement: if the child does not use pirated content (if all answers in Q7 (1–9) = I have only used legal content) OR in Q21-Y = 3, 4, 5 (Does not know about use of pirated content)

What do you think your parents or guardians think about the use of pirated content in general?

1. Disapprove
2. Neither disapprove nor approve
3. Approve
4. I don't know

Q25-Y For young people: consumption of pirated content by parents/guardians

As far as you know, do your parents or guardians (or one of them) use pirated content themselves?

1. Yes, they use it
2. No, they do not use it
3. I don't know

Q23-P For parents: discussing pirated content with children

Have you ever talked to your children about the use of pirated content and its negative or positive evaluation?

Filter: has children under 17 (D6=1)

1. Yes
2. No
3. I don't remember
4. My children do not use the internet yet, so this question is not relevant to me

Q24-P For parents: awareness of children's behaviour

Do you believe your children use pirated content on their own (pirated content that they found themselves)?

Filter: have children under 17 (D6=1) and did not indicate that children do not use the internet (Q21-P #4)

1. Yes
2. Rather yes
3. Rather not
4. No
5. I don't know

Q26 Communication about pirated content in social settings (S)

Have you ever seen advertisements or other messages about the use of pirated content, or participated in events or discussions on the subject? Please mark all answers that apply.

Answers 1–5 to be provided in a random order.

1. I saw a social advertising against the use of pirated content
2. I attended a lecture/lesson/event about the use of pirated content in my educational institution and/or I discussed it with teachers/lecturers
3. I attended a public lecture on the use of pirated content or another event (live or remote)
4. I have discussed the use of pirated content with my friends, family members, acquaintances, colleagues
5. I've read articles, watched or listened to programmes in the media about the use of pirated content
6. Other (please specify)
7. None of the above

Socio-demographic questions (S)

At the beginning of the questionnaire

D1. Please specify your age: __

D2. Your gender:

1. Male
2. Female

D3. Where do you live?

1. Vilnius city
2. Kaunas city
3. Klaipėda city
4. Panevėžys city
5. Šiauliai city
6. Vilnius county
7. Kaunas county
8. Klaipėda county
9. Šiauliai county
10. Panevėžys county
11. Alytus county
12. Marijampolė county
13. Utena county
14. Telšiai county
15. Tauragė county

D4. Please specify where you live.

RESPONDENTS ARE PRESENTED WITH A LIST OF CITIES IN LITHUANIA BY COUNTIES

D5. How many people, including you, live with you and share your household? Please specify: _____

D6. Do you have children under the age of 17 (inclusive) living with you?

Filter: For the main questionnaire (not sampling respondents aged 14–15) and if D5>1

1. Yes
2. No

Sampling questions for respondents aged 14–15

To be asked after question D5, after the main sample has been collected, or if the respondent does not meet the selection criteria for the main sample (i.e., exceeding the quota for the age/gender/area of residence)

Filter: Quota full (under D1 to D4) and D5>1 (exceeding the quota of the main sampling and has children under 17 years) OR D6=1 (when sampling children separately)

A1. Do you have children aged 14–15?

1. Yes
2. No

If No = END THE SURVEY, screen out.

A2. The purpose of this survey is to gain insights into the attitudes of the Lithuanian population towards piracy. The target audience of the survey includes individuals aged between 14 and 64 years. The study was commissioned by the Ministry of Culture of the Republic of Lithuania.

Would you be willing to allow your child who is currently 14 or 15 years old (one of them, if you have more than one child of that age) to participate in this survey? Rest assured that your child will not be asked to purchase products or other content; we are solely interested in gathering their opinion.

1. Yes
2. No

A3. Please answer a few socio-demographic questions before handing over the questionnaire to your child for completion.

The gender of your child who will be completing the questionnaire:

1. Male
2. Female

A4. The age of your child who will be completing the questionnaire:

1. 14 years
2. 15 years

A5. Which of the following statements best describes your household's financial situation?

1. Money is sometimes scarce, and we need to be careful with spending. There have been times when we had to borrow money
2. We have enough money and some savings, and we are comfortable spending on necessities and services
3. We have enough money and savings to purchase a more expensive item, such as a fridge, TV, or used car
4. We have plenty of money and savings, and we could afford to buy an expensive item like kitchen furniture or a new car from the showroom
5. Hard to say / prefer not to specify

A6. What is the average monthly income after tax per member of your household? To calculate this, add up the income after tax (including allowances, scholarships, etc.) of all members of your family with whom you live together and share your household. Then, divide the total by the number of family members.

1. Up to EUR 600
2. EUR 601-900
3. EUR 901-1,200
4. EUR 1,201-1,500
5. EUR 1,501 or more
6. Hard to say / don't want to specify

A3. Thank you for confirming your consent. We kindly ask you to allow your child to come to the computer or other device where you are filling in the questionnaire. From now on, your child should be able to complete the survey on his/her own, without your help. To start the survey, click Continue.

FILTER: if A2 = 1

Show the main questionnaire from the introduction to Q1.

At the end of the questionnaire

D8. And finally, a few questions about you.

What is the highest level of education you have?

1. (Show if age is 16–19 in the main sample) Currently at school
2. Primary
3. Basic
4. Secondary
5. Advanced vocational education
6. Higher non-university education
7. Higher university education

D9. Your nationality:

All (including additional sample of respondents aged 14–15)

1. Lithuanian
2. Russian
3. Polish
4. Other
5. I don't want to specify

D10. What is your main occupation at the moment?

All in main sample; do not ask if D8=1; assign D10=9 automatically

1. Employee
2. Self-employed
3. Retired
4. On maternity / paternity / parental leave
5. Not working or currently looking for work
6. Not working because of disability
7. Student
8. Other (please specify):

D11. What are your responsibilities at your work:

Filter from D10: if you chose d10.2 or d10.3 (employee/self-employed)

1. Manager (of a company, unit)
2. Specialist, civil servant
3. Sales-service sector worker
4. Military, security guard, policeman, etc.
5. Skilled worker (working with equipment or mechanics; driver)
6. Manual worker
7. Other (please specify):

D12. How do you rate your internet skills?

All (including additional sample of respondents aged 14–15 year)

1. Weak
2. Quite weak
3. Intermediate
4. Good
5. Excellent

D13. What is your marital status?

Ask from 18 years old.

1. Married/have a partner and live together
2. Single/unmarried/no partner or have a partner but do not live together

D7a. Which of the following statements best describes your / your household's financial situation?

Ask if the main questionnaire (not for selection of respondents aged 14–15)

1. Money is sometimes scarce, and I need to be careful with spending. There have been times when I had to borrow money
2. I have enough money and some savings, and I am comfortable spending on necessities and services
3. I have enough money and savings to purchase a more expensive item, such as a fridge, TV, or used car
4. I have plenty of money and savings, and I could afford to buy an expensive item like kitchen furniture or a new car from the showroom
5. Hard to say / prefer not to specify

D7b. Please indicate the average monthly income per member of your household “after tax”?

Ask if the main questionnaire (not for selection of respondents aged 14–15)

Add together the income after tax (wages, salaries, allowances, scholarships, etc.) of all your family members with whom you live together and share a household and divide by the number of family members.

1. Up to EUR 600
2. EUR 601–900
3. EUR 901–1200
4. EUR 1,201–1,500
5. EUR 1,501 or more
6. Hard to say

D14. If you would like to share an opinion or additional comment on the survey, please enter it here:

Ask everyone. Open-end question (optional)

Thank you for your time!