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THE PROJECT "LIBRARIES FOR INNOVATION"

Public Internet Access Users' Opinion Survey

(Instrument 4)

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ii. Summary

The survey of public Internet access (PIA) users in libraries (Instrument 4) is an integral part of impact assessment of the project "Libraries for Innovation“, implemented by the Ministry of Culture of the Republic of Lithuania, Martynas Mažvydas National Library of Lithuania, and Bill and Melinda Gates Foundation. The survey of 2011 is the second project impact assessment (in 2008, the baseline study was carried out and in 2009 – the first project impact assessment).

Aims and tasks
The main aim of the survey of public Internet access users in libraries (Instrument 4) is to assess the quantitative and qualitative indices of population Internet use in Lithuania:

- Assess the changes in technology knowledge and skills of public Internet access users;
- Measure the number of Internet users in libraries;
- Assess the results of alternative means of Internet access;
- Measure the change in the number of Internet users (in libraries and in general);
- Identify the most common activities online and assess the perception of their benefit;
- Discuss the perception of the image, reputation and mission of libraries in the eyes of public Internet users;
- Assess the knowledge and skills of librarians as Internet technology consultants;
- Assess the amount and content of new IT-based library services;
- Compare quantitatively measurable indices with the results of previous surveys.

The survey was carried out from 22 November 2010 to 15 December 2010. 2028 PIA users, permanent residents of Lithuania from 15 to 74 years of age were interviewed.

The survey results of public Internet access users in libraries (hereinafter "PIA users") in 2010 were analysed in the following sections:

- comparison of PIA users survey results of 2010 with the results of the representative survey of permanent residents of Lithuania from 15 to 74 years of age (hereinafter “survey of residents”) of 2010 (only the data of the residents using the Internet were used for the purposes of correct comparison, N=1014);
- Analysis of distribution of the responses of main target groups: town and village, young and elder respondents;
- Distribution of statistically significant responses in demographic groups: gender, age, income, main employment, social status, and occupation. The report describes only statistically significant differences of the groups.

* The results of repeated surveys of PIA users (respondents of the analogous survey in 2009, who agreed to participate in the telephone survey this year) are presented as additional information. Due to the limitations of the selection (only the respondents who agreed to participate are represented), sample size (small sample), and survey instrument (many questions of different wording), they cannot be correctly compared to the information of the main survey.

Distribution of computer and Internet use of PIA users

Possibility to use the computer with Internet access

According to the data of PIA users' survey of 2010, 40% of PIA users said that they had no computer with Internet access at home or at their workplace. In comparison, *according to the data of the survey of residents of 2010,* 33% of respondents have no possibility to use Internet at home or at work.

The eldest respondents (55 and over), less educated and lower income respondents as well as old-age and disability pensioners most often have no other possibilities to use the Internet apart from the PIA in libraries. The ratio of unemployed people having no alternative Internet access is not statistically significant – a considerable part of this social group can use the Internet at home.

In the group of respondents who have no possibility to use Internet at home or at work, an interesting tendency was revealed. Beside statistically significant differences, which were foreseen (lower income, lower education, pensioners), it was found that more PIA users having no alternative Internet access are in towns. It allows assuming that free PIA is a stronger stimulus to visit the libraries in towns than in villages. In the villages, even the people who have alternative Internet access visit the library more often.

The results of PIA users' surveys of 2008-2010 indicate that the number of people who have a computer with Internet access at work is decreasing: 31% in 2008, 20% in 2009, and 23% in 2010. Analogous changes are seen in the survey of residents; thus, this phenomenon may be the result of negative trends in the labour market (decrease of employed people over several years and emigration of potential labour market members).

The comparison of Internet use by town and village PIA users in 2008-2010 indicates a rapid growth of the number of people having alternative Internet access at home in rural areas (the proportion of respondents who had the possibility to use Internet at home: 47% in 2008, 51% in 2009, 57% in 2010), meanwhile in towns, there is an opposite tendency. The number of PIA users who have Internet access at home considerably dropped in 2008-2009 (53% in 2008 and 39% in 2009) and reached 48% in 2010 again, but this index lags behind the statistics of rural areas (57%). This dynamics also supports the argument that the people in the villages use PIA in libraries more often, even though they have alternative Internet access at home.

Places of Internet use

According to the data of PIA users' survey of 2010, apart from PIA in libraries, 50% of respondents could use the computer with Internet access at home, 21% at their workplace, and 20% in their education institution. Among PIA users, the library was the most popular (most frequently used) place for computer and Internet use (50% of respondents). The second most popular place was home (34%) and the third – the workplace (10%).
Internet in libraries more often than in other places is used by men, 55-74-year-old respondents, old-age and disability pensioners, the unemployed, and the residents receiving lowest income (up to LTL 600 per family member).

Comparing the data of PIA users' surveys of 2008-2010, the above mentioned tendency is observed: Internet use at home is spreading (from 47% in 2008 and 42% in 2009 to 50% in 2010), and the use at work is decreasing (from 26% in 2008 to 21% in 2010). Moreover, a consistent decrease of Internet use in education institutions can be noticed (from 32% in 2008 and 28% in 2009 to 20% in 2010).

Analysing the references to most frequent places of Internet use in towns and villages, the above tendency is repeated: PIA users in towns mention the libraries as the main place of Internet access than the respondents in villages (54% and 46% respectively). It indicates, that for PIA users in towns, the libraries are more often the only possibility to use Internet, meanwhile in villages it is more popular due to other reasons.

Frequency of Internet use

According to the data of PIA users' survey of 2010, almost half (49%) of the respondents use the Internet every day, one third (33%) of respondents use it several times per week, 6% – once per week, and 6% – several times per month.
The respondents older than 55 and pensioners use the Internet less frequently. Most often (every day) Internet is used by the youngest respondents (under 25 years), higher educated and higher-income respondents (over LTL 1100 per one family member), leaders, specialists, white-collar workers, students, and schoolchildren. In addition, unemployed people are also among those who use the Internet *most frequently.*

The comparison of the results of the surveys of 2008-2010 indicate that among PIA users, the number of active Internet users who use the Internet every day is almost unchanging: it has been varying between 48% and 51% during the three years.

The frequency of Internet use between PIA users in towns and villages is not significantly different. However, comparing Internet users in towns and villages over the period of 2008-2010, a tendency can be noticed that the

number of active Internet users among PIA users in villages is growing slightly every year: 45% in 2008, 48% in 2009, and 50% in 2010. In 2010, the number of active users (using daily) among village PIA users drew level with the index of towns (48%), and in 2010, it outran the number of active Internet users among town PIA users by 2% (50% of active users in villages and 48% in towns).

Frequency of Internet use in libraries

According to the data of PIA users' survey of 2010, the Internet users in libraries are less active users: 14% of respondents use the Internet in a library every day, 35% – several times per week, 15% – once per week, 15% – several times per month, and 18% – once per month or less frequently.
PIA in libraries is more often used by young people (under 25 years), white-collar workers, schoolchildren, and town residents. The unemployed use the Internet in libraries more actively.

The number of heavy users remained stable throughout 2008-2010 (14% in 2009 and 2010); however, the number of moderate users decreased (49% in 2009 and 35% in 2010) and the number of passive users increased (37% in 2009 and 49% in 2010).
Making clear comments on this phenomenon is difficult as three observations in time indicate an opposite dynamics of change. It can be assumed that PIA in libraries is just losing popularity among medium-active users (using several times per week). On the other hand, the decrease of medium-active PIA users can be considered as a "correction" after the increased popularity recorded in the survey of 2009 (the whole dynamics: 39% in 2008, 49% in 2009, and 35% in 2010). It is not clear from the obtained data whether this change is a tendency with a definite vector or cyclic variation.

The activeness of Internet use in libraries is slightly different between PIA users in towns and villages: the proportion of passive Internet users in village libraries is higher by 8 percent in comparison to passive Internet users in town libraries (53% and 45% respectively).

Availability of the Internet in other places besides the library

According to the data of PIA users' survey of 2010, 23% of respondents have no alternative Internet access. Most often the respondents who have no alternative Internet access are the respondents with lower income (up to LTL 600), lower education (primary, lower secondary), older than 55, old-age and disability pensioners, and the unemployed.

The results of PIA users' surveys of 2008-2010 indicate that during the compared period, the share of respondents who have the possibility of using the Internet not only in the library has constantly decreased (83% in 2008, 81% in 2009, and 75% in 2010). This tendency can be explained two ways. The first possible reason is the effect of rising unemployment: having lost their jobs, some people lost the possibility to use the computer and Internet (if they had it at work). Another possible explanation is the discussed assumption of the "competition" effect of alternative Internet access. Naturally, the increasing possibilities of access "segment" the potential users.

Comparing the responses of town and village PIA users, both groups have similar possibilities of using Internet not only in libraries (73% of town and 78% of village PIA users in 2010). The above mentioned tendency of decrease of alternative PIA over three years is even more pronounced in the cross-section of town and village. The number of respondents who can use the Internet not only in the libraries decreased by 10% among PIA users in tons (from 87% in 2008 to 73% in 2010), and the number of respondents who can only use the Internet in the library has doubled over the compared period (from 12% in 2008 to 25% in 2010).

The ratio of village PIA users who have and have no alternative Internet access remains virtually unchanged. These figures once again confirm the assumption that the absence of alternatives is less significant factor determining the popularity of PIA in villages than in towns.

Reasons for using the Internet in a library

According to the data of PIA users' survey of 2010, the respondents who have the possibility to choose the place of access, chose the library due to the following key reasons: financial (free Internet) – 66%, use of other library services – 41%, and availability of help and advice from library employees – 27%.
The comparison of the results of PIA users' surveys of 2008-2010 indicates that the top three reasons for choosing the library have partially changed over the compared period: help and advice of library employees became the third most important reason, as the significance of this factor increased by 5 percent from 22% in 2009 to 27% in 2010. Meanwhile, the absence of Internet at home was named as the reason by half as much PIA users (17%) in comparison to 2009 (33%) and 2008 (29%).

Public Internet access

Common activities of PIA users

Activity of PIA users at access points is most often limited to Internet browsing and communication by e-mail.
The majority of respondents surveyed in 2010 intended to use the Internet (91%) and e-mail (68%) on the day of the interview. Printing was mentioned by 39% of respondents and librarian's assistance – by 30% of respondents. Others mentioned narrower and more specialised fields of activity (24% – online catalogues, 21% - collecting information, 17% - scanning and computer aided learning tools).
Printing and office applications were more often mentioned by the respondents with higher income and specialists. The aid of librarians was more relevant to the respondents over 55.

A decrease of e-mail users is noticeable in 2008-2010 (74% in 2008, 72% in 2009, and 68% in 2010). The changes are not statistically significant to draw substantiated conclusions, but the dynamics of change allows assuming that ordinary communication by e-mail may be displaced by social networks, messaging programmes, and other modern alternatives.

The activities of village and town PIA users are virtually the same. Only the above mentioned decrease of e-mail use stands out and is more characteristic to PIA users in towns (the popularity of e-mail in villages remained the same in 2009 and 2010 – 70%, and dropped from 75% in 2009 to 67% in 2010 in towns).

Assessment of PIA services quality in libraries

According to the data of PIA users' survey of 2010, the majority of respondents assessed all aspects of public Internet access services in libraries as good and very good. More negative assessment (bad and very bad) was that of Internet speed (11%), opening hours (9%), and possibility to work without distractions (9%).

In the compared period of 2008-2010, the PIA users' assessment of opening hours (it was assessed very well by 41% in 2009 and 28% in 2010) and the possibility to work without distractions (it was assessed very well by 40% in 2009 and 30% in 2010) was lower in 2010.
PIA users in villages give higher assessment to staff qualification (qualification assessed as very good by 46% in villages and 35% in towns) and helpfulness (helpfulness assessed as very good by 55% in villages and 43% in towns).

Computer literacy

General computer knowledge

According to the data of PIA users' survey of 2010, four thirds (74%) of users assessed their computer literacy as sufficient and absolutely sufficient.
Younger people (15-35 years old), people with higher income (over LTL 100 per family member) and people with higher education evaluate their knowledge better. 55-74-year-old respondents and pensioners more often evaluated their knowledge as insufficient and absolutely insufficient).

According to the data of PIA users' survey of 2010, self-assessment of computer literacy in 2010 was slightly lower than in 2009 (75% in 2010 and 81% in 2009).
There are no significant differences in self-assessment of computer literacy between villages and towns.

Acquiring computer literacy skills

According to the data of PIA users' survey of 2010, 47% of respondents learnt to use the computer on their own (statistically significant proportion of respondents who learnt to use the computer on their own more often were men and 15-24-year-old respondents), 38% of respondents – in secondary schools (15-24-year-old respondents), 36% of respondents were taught by friends, acquaintances or relatives (15-24-year-old respondents, students and schoolchildren), and 24% of respondents learnt in special computer literacy courses (women, respondents over 55).
PIA users learnt to use the computer in special computer literacy courses slightly more often than the participants of the survey if residents (24% of PIA users and 12% of residents), but less often learnt to use it on their own (47% of PIA users and 63% of residents).

In comparative perspective of 2008-2010, the number of respondents who learnt to use the computer in secondary schools (38% in 2010, 46% in 2009, and 47% in 2008) and on their own (47% in 2010, 54% in 2009, and 63% in 2008) decreased among PIA users.
The ways of acquiring computer literacy skills are different between town and village PIA users. PIA users in towns more often learn to use the computer at work (17% in towns and 14% in villages), secondary schools (40% in towns and 36% in villages) and on their own (50% in towns and 44% in villages) more often than in villages. PIA users more often learnt in special computer literacy courses (27% in towns and 33% in villages).

Computer literacy courses

According to the data of PIA users' survey of 2010, out of all respondents who learnt to use the computer in special computer literacy courses, more than half (55%) indicated that the course was organised by public library, 27% indicated their workplace (more often town residents), 16% – the project "Langas į ateitį" (Window to the Future), 5% – Labour Exchange, and 8% indicated other places.
Comparing most often mentioned organisers of the courses in period of 2008-2010, it can be noticed that the courses organised by "Window to the Future" (31% in 2008, 19% in 2009, and 16% in 2010) and Labour Exchange (5% in 2010, 12% in 2009, and 19% in 2008) are mentioned less frequently, meanwhile reference to public libraries considerably grew in 2010 (55% in 2010, 27% in 2009, and 28% in 2008). Computer literacy courses organised by public libraries were most often attended by respondents over 55 and pensioners.

PIA users in villages more often attended computer courses organised by their employers (according to the data of 2010, 30% in villages and 23% in towns) and by the alliance "Window to the Future" (according to the data of 2010, 18% in villages and 14% in towns). The same proportion of PIA users in villages and towns attended the courses organised by the libraries (according to the data of 2010, 55% in villages and 55% in towns).

Assessment of IT skills

According to the data of PIA users' survey of 2010, basic computer skills are best assessed by the respondents: Internet browsing or use of search engines (84% of favourable assessments), general skills of computer use (82% of favourable assessments), Internet use (80% of favourable assessments). Less favourable assessment was of interactive skulls and those requiring special knowledge: creating a website (33% of favourable assessments), use of Internet databases (45% of favourable assessments), use of file exchange programmes (55% of favourable assessments), and basic troubleshooting (58% of favourable assessments).
The youngest (15-34 years old) respondents and those having higher education assess their skills more favourably. The eldest (65-74 years old) respondents and pensioners assess their computer skills least favourably.

In 2010, the assessment of IT skills was lower in many areas. One of possible explanations of this phenomenon is relatively high number of new PIA users (in 2010, even 28% respondents used PIA in libraries for the first time). The respondents who used PIA in libraries were more often town residents – 34% (village PIA – 21%), and 55-64-year-old respondents – 46% (cf. 19% of 15-24-year-old respondents).
PIA users in towns and villages assessed their IT skills very similar. PIA users in villages were slightly more positive about assessing their IT skills for telephone calls than in towns (66% of favourable assessments of village residents and 60% of town residents).

Purposes of Internet use

The main purposes of Internet use among PIA users are communication and leisure.
According to the data of PIA users' survey of 2010, the Internet is most often used for communication (71% use it constantly) and leisure and culture (67% use it constantly). The areas of less frequent use are e-government (15% use it constantly), health (20% use it constantly), and learning and education (27% use it constantly).

Comparing the results of PIA users' survey and the survey of Lithuanian residents of 2010, it can be seen that the people are using the Internet more actively in all spheres. Especially big difference is seen in Internet use for work and commercial purposes (constantly used by 54% of PIA users and 71% of residents).
The only sphere where the frequency of Internet use of PIA users and all residents is almost equal is learning and education (constantly used by 27% of PIA users and 25% of residents).

In comparison to the results of the survey of 2009, in 2010, Internet use for work and commercial purposes (constantly used by 62% in 2009 and 54% in 2010) and learning and education (constantly used by 36% in 2009 and 27% in 2010) dropped considerably. The frequency of Internet use for work and commercial purposes decreased most in rural areas. PIA users in villages constantly used the Internet for work and commercial purposes as follows: 49% respondents in 2008, 59% in 2009, and 48% in 2010 (in towns: 65% of respondents in 2008, 61% in 2009, and 60% in 2010).

Use of public services

Around one third of PIA users participating in the survey have used public services in the period of both 3 months and 12 months in 2010 (29% used them in the period of 3 months and 36% – in the period of 12 months). Searching for information is slightly more popular than downloading and filling document forms, but the difference is not big (6-7 percent). It allows assuming that the majority of users have prior information about document forms and purposefully look for them in the websites of institutions.

In the period of 2008-2009, searching in the websites of public institutions was equally popular (28% of PIA users used it in the last 3 months of 2009 and 29% – in 2010); however, the increase in popularity of downloading and filling forms can be noticed (18% of PIA users downloaded the forms in the last 3 months of 2009 and 24% – in 2010). The difference of the use of e-government resources by PIA users in villages and towns is not statistically significant.

Benefits provided by the Internet

According to the data of PIA users' survey of 2010, the main social benefits of Internet mentioned by respondents are: richer leisure (80%), improved communication with close people (69%), and aid for better work performance (55%). The respondents distinguished the following economic benefits: aid in searching for a job – 55%, saving money – 51%, and aid for work or studies – 46%.
In the period of 2008-2010, higher assessment of Internet benefits is observed in many spheres. Significant changes were recorded in the spheres of improved quality of leisure (71% in 2008, 72% in 2009, and 80% in 2010), communication with close people and relatives (56% in 2008, 57% in 2009, and 69% in 2010), and aid in earning money (9% in 2008, 7% in 2009, and 15% in 2010).
Assessment of PIA users in villages and towns were significantly different in several spheres: improved communication with friends (in 2010, 75% in villages and 64% in towns) and richer leisure (in 2010, 83% in villages and 78% in towns). Aid in searching for a job was more often emphasized in towns (in 2010, 15% in villages and 23% in towns).

Safe Internet use

Awareness of safe Internet and computer use

The PIA users' survey of 2010 indicated that nearly half of the respondents who use the Internet consider their knowledge of safe computer use to be sufficient. 42% of respondents in the sphere of illegal content and 53% of

respondents in the sphere of Internet culture consider their knowledge sufficient to protect themselves from the threats.

Comparing the knowledge and skills of safe Internet use of PIA users in towns and villages, higher self-assessment of the skills of village respondents is noticeable in all spheres related to Internet safety.

Sources of information about safe Internet and computer use

According to the data of PIA users' survey of 2010, the main sources of information about safe Internet use are the colleagues and friends (51%), Internet (46%), library employees (44%), and mass media (31%).

Library employees as the source of information about Internet threats and means of protection were mentioned by respondents older than 25, receiving lower income (up to LTL 600 per family member), having no higher education, and pensioners. Colleagues and friends were more often mentioned by the respondents under 25.

PIA users in villages and towns emphasized different sources of information on safe Internet use. In towns, colleagues and friends (55% in towns and 46% in villages), mass media (37% in towns and 26% in villages), Internet (48% in towns and 44% in villages), and personal experience (31% in towns and 23% in villages) was distinguished more often. In villages, the librarians (31% in towns and 56% in villages) and computer literacy courses (14% in towns and 17% in villages) were more often mentioned as sources of information on safe Internet use.

Assistance when facing threats to safe Internet and computer use

According to the data of PIA users' survey of 2010, when facing Internet security threats, 20% of respondents turn for help to library employees, 19% – to colleagues or friends, and 14% – to IT specialists.

PIA users in towns face Internet security threats more seldom – 20% of respondents have never faced security problems (in villages – 14%). In towns, when problems related to safe Internet use arise, the respondents more often turn to colleagues or acquaintances (22% in towns and 14% in villages). Respondents in villages more often turn for help to librarians than in towns (26% in villages and 15% in towns).

Use of library services

According to the data of PIA users' survey of 2010, the most popular service of libraries is the opportunity to use the Internet free of charge (91%). A considerable share of library visitors use "traditional" services of libraries: borrowing books (82%), reading periodicals (78%), and borrowing other publications (language learning programmes, CD, DVD, art publications, sheet music, etc.) (35%).
“Modern” services of libraries are also popular. Internet databases are used by 59% of respondents. Multimedia resources are used as follows: video material by 55% of respondents, audio recordings by 52%, and computer games by 44%. Two fifths (41%) of PIA users have taken the opportunity to study at computer literacy courses.

Comparing the data of surveys of PIA users and residents, the most popular service among the residents is borrowing books – 90% of service users (82% among PIA users). The indices of the use of other library services by the respondents of survey of residents are considerably lower than those of PIA users. The residents use the opportunity to study at computer literacy courses eight times less often (5% of residents and 41% of PIA users), nearly three times less frequently use free Internet (33% of residents and 91% of PIA users) and Internet databases (18% of residents and 59% of PIA users).

These differences can be explained by “proficiency” of PIA users in the field of libraries: PIA users visit the library more often and thus, they are better informed about the services provided by the libraries.

In 2010, PIA users used the possibility to study at computer literacy courses twice as often as in 2008 (41% in 2010 and 18% in 2009).

Village PIA users are much more active at using all library services. In the villages, the use of multimedia resources is much more popular: viewing video material (the data of survey of 2010: 47% in towns and 63% in villages) and listening to audio recordings (the data of survey of 2010: 43% in towns and 61% in villages). PIA users in villages used the possibility to study at computer literacy courses more often than in towns (the data of survey of 2010: 33% in towns and 48% in villages).

Assessment of changes in quality of library services

In the PIA users' survey of 2010, the assessment of changes in quality of library services are rather favourable. Most favourable assessment is that of the general environment of the library (57% of favourable assessments) and the changes related to the "new library": possibility to get librarian's advice or help for Internet or computer use (59% of favourable assessments), abundance and quality of computer technology (44% of favourable assessments), abundance of software (44% of favourable assessments) and quality of software (43% of favourable assessments), and variety and quality of organised events (44% of favourable assessments).
Least favourably assessed spheres were the renewal of the selection of books and periodicals (32% and 28% of favourable assessments respectively). Each fifth PIA user (20%) believed that the selection of books had gotten poorer in the library.

Comparing the assessment of library services of 2009 and 2010, a slight positive change was recorded only in the sphere of organised events. The assessment of renewal of book selection have gradually lowered in 2008-2010 (from 50% favourable assessments in 2008 to 32% in 2010). Favourable assessment of variety of periodicals has also consistently decreased (from 44% favourable assessments in 2008 to 28% in 2010). Compared to 2009, in 2010, a smaller share of PIA users believed that the amount and quality of computer hardware and software had improved. The above mentioned areas are those with most negative changes.
Negative assessment of the selection of books and periodicals are easily explained by decreased funding; however, negative changes in assessment of IT hardware and software are more difficult to explain. One of possible explanations is that the respondents got used to innovations and take them for granted (the number of negative assessments is not rising – it is neutral assessment that is increasing). Significant qualitative changes that possibly took place in 2007-2008 were well reflected in the dynamics of positive assessment (in 2008-2009). However, later "routine" changes were not so well noticeable and not evaluated well enough.

The assessment of the quality of library services in villages and towns and their change in time are the same. Essentially, the same tendency characteristic to all stages of libraries' survey is repeated: the services of libraries are more favourably assessed in villages, except for the renewal of book selection and variety of books.

The need for librarians' help and consulting

According to the data of PIA users' survey of 2010, if the problems related to the computers or Internet arise, the majority of respondents (84%) turn for help to the librarians. Each ninth respondent (11%) does it always, 18% – often, one third (33%) – sometimes, and 22% – rarely. 12% of PIA users never turn to the librarians for help, advice or consultation.
15-34-year-old respondents consult with the librarians least often, and the respondents over 55 and pensioners – *most often.*

Comparing the results of PIA users' surveys of 2009 and 2010, the number of respondents always and often turning for help on computer use has increased (23% in 2009 and 29% in 2010).

Village PIA users using the computers or Internet at home more often turned to librarians for help or consultations that PIA users in towns, e.g. 39% of village PIA users turn for help or consultation often or always in comparison to 19% of town PIA users.

Assessment of librarian's assistance and consultations

According to the data of PIA users' survey of 2010, absolute majority (92%) of users who have turned to a librarian for help or advice were satisfied with the quality of provided aid (49% absolutely satisfied and 43% satisfied). All

demographic groups assess the librarians‘ aid positively. The quality of librarians' aid is most favourably assessed by 55-64-year-old respondents.
Comparing the results of PIA users' surveys of 2009 and 2010, general satisfaction with the quality of librarians‘ consultations has virtually not changed, except for the better assessment of quality among the respondents under 25 (in 2008, 2% of respondents were absolutely satisfied with librarian's aid, in 2009 – 5%, and in 2010 – 40%).
In 2008, 91% of respondents were satisfied with provided aid (42% absolutely satisfied and 49% satisfied). In 2009, this index remained unchanged – 91% (53% absolutely satisfied and 38% satisfied) and in 2010, it was 92 % (49% absolutely satisfied and 43% satisfied).

According to the data of PIA users' survey of 2010, village respondents were slightly more satisfied with librarian's aid or consultation than the respondents in towns (95% of PIA users in villages satisfied with the service and 90% of PIA users in towns).

Image of libraries

Generalising the associations with libraries, three main dimensions of library image can be distinguished: information (books, periodicals, knowledge, education) – 63%, communication (exhibitions, culture, socialization) – 18%, and technologies (IT, Internet) – 19%.

PIA users mostly attribute positive image features to the libraries.
Staff: the librarians are helpful to the visitors, the librarians are cheerful and polite, library employees are highly qualified. Services: PIA users imagine the library as a place, where a lot of different services are provided. Social functions: PIA users attribute certain social functions to the library – communication (the place for communication) and cultural-social (the centre of community life). General environment. General environment is very well assessed: good environment, a popular place to spend time, a fashionable place to spend time, a place for everyone. Progress: the library is perceived as contemporary institution provided with state-of-the-art equipment and constantly introducing innovations.

Comparing the surveys of PIA users and residents, the image of libraries is different. A tendency can be noticed that PIA users attributed positive qualities to the libraries more often than the residents who use the Internet.
To sum up, it can be noticed that the image of a conservative library prevails among the residents participating in the survey, meanwhile PIA users consider the library to be a contemporary, modern and progressing institution. In addition, positive image of libraries' employees must be mentioned: both PIA users and residents assessed the librarians equally favourably.

PIA users in both urban and rural areas assessed the library positively; however, village respondents assess the image qualities higher. The image of the library among town PIA users is similar to that in the survey of residents, i.e. the respondents tend to think that libraries are conservative more often. Meanwhile PIA users in villages more often associate the library with modern technology, space for communication, and cultural centre.

Projects of introducing public Internet access

Awareness of the projects on the introduction of public Internet access and development of computer literacy of society

According to the data of PIA users' survey of 2010, more than half of respondents (59%) have heard about the projects or programmes for introducing public Internet access or developing computer literacy. The most well-known project is "Libraries for innovation". It was spontaneously mentioned (without reading the names of projects) by 41% of PIA users (mostly the respondents over 55 and pensioners). 12% of respondents mentioned the project “Window to the Future“, 6% – VIPT (RIAPS – Development of Rural Internet Access Points network). In the period of 2008-2010, the awareness of the project "Libraries for Innovation" has grown (41% in 2010, 18% in 2009, and 7% in 2008 respectively).
After the names of the projects are mentioned (prompted awareness), most well-known projects are: “Libraries for Innovation” (80%), “Window to the Future” (54%), and RIAPS (42%).

Comparing the results of PIA users‘ and residents‘ surveys (representative survey of 2010), it can be noticed that all projects intended for introducing public Internet access or developing computer literacy are better known to PIA users. Most prominent is the prompted awareness of the project "Libraries for Innovation“: it is known by twice as many PIA users as residents (80% and 41% of respondents who know it). Prompted awareness of other projects was less different.

The awareness of the projects in the period of 2008-2010 has changed unevenly. Prompted awareness of the project “Libraries for Innovation” has consistently grown among PIA users (35% in 2008, 64% in 2009, and 80% in 2010); prompted awareness of the project Window to the Future has decreased (65% in 2008, 62% in 2009, and 54% in 2010); and prompted awareness of RIAPS remained virtually unchanged (42% in 2008, 46% in 2009, and 42% in 2010).
Prompted awareness of the project “Libraries for Innovation” has grown in 2008-2010, but the project is better known by PIA users in villages (in 2010, 86% in villages and 74% in towns; in 2009, 64% in villages and 64% in towns; in 2008, 41% in villages and 28% in towns).
Prompted awareness of the project “Window to the Future” decreased in both villages and towns (in 2010, 60% in villages and 48% in towns; in 2009, 71% in villages and 53% in towns; in 2008, 74% in villages and 55% in towns), but the awareness in villages was decreasing more rapidly.
Prompted awareness of RIAPS in towns changed only slightly (33% in 2010, 33% in 2009, and 30% in 2008).

Assessment of the project "Libraries for Innovation"

The project “Libraries for Innovation” is especially favourably assessed by PIA users (in 2010, 85% assessed favourably or very favourably). Comparing the assessment of PIA users and residents, it can be noticed that the project is positively assessed by the respondents of both groups. Both in 2010 and 2009, the project “Libraries for Innovation” was equally favourably assessed by village and town respondents.

Sources of information about the projects

According to the data of PIA users' survey of 2010, the respondents learnt about the project “Libraries for Innovation” most often from advertisements in the libraries (66%), TV (61%), Internet (39%), and press (37%). Less often they learnt about it from other sources: friends and acquaintances (33%), radio (29%), and outdoor advertising (24%).

The results of the surveys of 2009 and 2010 indicate that the growth of awareness of the project “Libraries for Innovation” was prompted by various sources of information: TV, press, Internet, radio, outdoor advertising, and other sources.

PIA users in villages more often learn about the projects from the advertisements in libraries. The importance of sources of information about the projects for PIA users in towns is similar and therefore, it is difficult to distinguish the main source.

1. Introduction of the survey

1.1 Survey of library public Internet access users

The survey of public Internet access (PIA) users in libraries (Instrument 4) is an integral part of impact assessment of the project "Libraries for Innovation“, implemented by the Ministry of Culture of the Republic of Lithuania, Martynas Mažvydas National Library of Lithuania, and Bill and Melinda Gates Foundation. The survey of 2011 is the second project impact assessment (in 2008, the baseline study was carried out and in 2009 – the first project impact assessment).

1.1.1 Aims and tasks

The main aim of the survey of public Internet access users in libraries (Instrument 4) is to assess the quantitative and qualitative indices of population Internet use in Lithuania:

- Assess the changes in technology knowledge and skills of public Internet access users;
- Measure the number of Internet users in libraries;
- Assess the results of alternative means of Internet access;
- Measure the change in the number of Internet users (in libraries and in general);
- Identify the most common activities online and assess the perception of their benefit;
- Discuss the perception of the image, reputation and mission of libraries in the eyes of public Internet users;
- Assess the knowledge and skills of librarians as Internet technology consultants;
- Assess the amount and content of new IT-based library services;
- Compare quantitatively measurable indices with the results of previous surveys.

1.1.2 Impact measurement indices

The survey of public Internet access users in libraries investigates the following impact measurement indices:

2. Improved librarians' skills and motivation of information technology use:
2C. Improved librarians' knowledge and skills of Internet resources and e-services.
3. Improved information technology skills of public Internet access users:
3A. Improved information technology knowledge and skills of public Internet access users.
3B. Change in practice of public Internet access use.
4. Improved access for specific and hard-to-reach social groups:
4A. Percentage of users who have no alternative Internet access.
4B. Experience of hard-to-reach groups.
4C. Activities for which the public Internet access in libraries is most often used by the users.
5. Improved representation of libraries
5A. Library's reputation, public perception and profile
5B. Expanded mission and competence areas of libraries
7. Increased social benefit to the individuals and communities via IT:
7A. Benefit to the users and its perception.
7B. Librarians' perception of the benefit of public Internet access to community.
8. Increased supply and use of relevant contents:
8B. New contents and services in the library

1.1.3 Survey methods

1.1.3.1 Survey of PIA users

Target group

Users of the public Internet access in the libraries (15-75 years old).

Survey sample

2028 respondents.

Sampling

The sample represents all regions of the country according to the institutions participating in the project, including the distribution in rural and urban areas. Having agreed with the working team of "Libraries for Innovation" and with regard to the methods of surveys of previous years the 50/50 distribution of town and village respondents was selected for the sampling scheme.

The respondents were selected based in random-systemic sampling principle (pitch).

Method of data collection

Questionnaire survey filling the answers in online in public Internet access points in libraries, under the presence and assistance of professional interviewer.

Report of field work

Surveyed	**2028**
Did not meet sampling criteria	127
Date of performance	22-11-2010 – 13-12-2010

Quality control

Surveys of RAIT, UAB are conducted observing ESOMAR requirements.

Work control is performed at all stages of survey process:

- Data collection – repeated interview of at least 10% of respondents;
- Data entering (the survey was conducted using a programmable questionnaire, which ensures 100% data entering control);
- Data encryption (the survey was conducted using a programmable questionnaire, which ensures 100% data encryption and routing control).

1.1.3.2 Repeated telephone interview of PIA users

Target group

PIA users who participated in analogous survey in 2009.

Survey sample

223 respondents.

Sampling

Population: the respondents who gave consent in 2009 to participate in the repeated survey. Due to the limited number of contacts, in order to achieve the maximum number of respondents, continuous sampling was applied (it was attempted to contact all units of general entirety).

Data collection method

Mixed data collection method: Internet questionnaire and telephone interview.

Report of field work

The survey was conducted on 13-24 December 2010.

Telephone interview (CATI)	
Interviewed	*236*
Did not answer	*29*
Busy	*27*
Voice mail	*51*
Invalid number	*84*
Refused	*14*
Expressed a wish to fill in the online questionnaire	*4*
Unable to reach the respondent during survey period	*3*
Total numbers used	*448*
Internet survey(CAWI)	
Sent	*81*
Replied	*7*
Invalid e-mail	*12*
Did not complete	*1*
Did not respond	*61*
Total numbers used	*81*
Other channels of primary contact	
Attempted to contact but failed (did not add to contacts)	*13*
Total numbers used	*13*
Unable to contact the respondent (invalid or not indicated telephone number; e-mail not indicated; Skype/MSN name not indicated).	*7*

1.2 Methodological notes

The survey results of public Internet access users in libraries (hereinafter "*PIA users*") in 2010 were analysed in the following sections:

- comparison of *PIA users* survey results of 2010 with the results of the representative survey of permanent residents of Lithuania from 15 to 74 years of age (hereinafter "*survey of residents*") of 2010 (only the data of the residents using the Internet were used for the purposes of correct comparison, N=1014);
- Comparison to the results of analogous PIA users' surveys in 2008 and 2009;
- Analysis of distribution of the responses of main target groups: town and village,[1] young and elder respondents;[2]
- Distribution of statistically significant responses in demographic groups: gender, age,[3] income, main employment, social status, and occupation. *The report describes only statistically significant differences of the groups;*
- The results of repeated surveys of PIA users (respondents of the analogous survey in 2009, who agreed to participate in the telephone survey this year) are presented as additional information. Due to the limitations of the selection (only the respondents who agreed to participate are represented), sample size (small sample), and survey instrument (many questions of different wording), they cannot be correctly compared to the information of the main survey.

For the purposes of more convenient interpretation of the scales and comparison in time, the following derivatives were used:

- *Scale balance* allows comparing the assessment more objectively. The balance is calculated by deducting negative assessment from positive assessment using agreed weights. Balance = (ABSOLUTELY SATISFIED + SATISFIED*1/2) – (ABSOLUTELY NOT SATISFIED + NOT SATISFIED*1/2). It is the difference between the comparable part of positive and negative responses in percentage. Likert scale balance can obtain the values from -100 (all respondents choose a negative response) to +100 (all respondents choose positive response). If the number of positive and negative responses is equal, the balance value will be 0.

- ***Assessment balance.*** The index used in accounting and international trade (payment balance). In the present case, the balance of latter year assessment is equalled to debit, and the assessment balance of previous years (credited) is equalled to credit. A positive balance means that the assessment in the

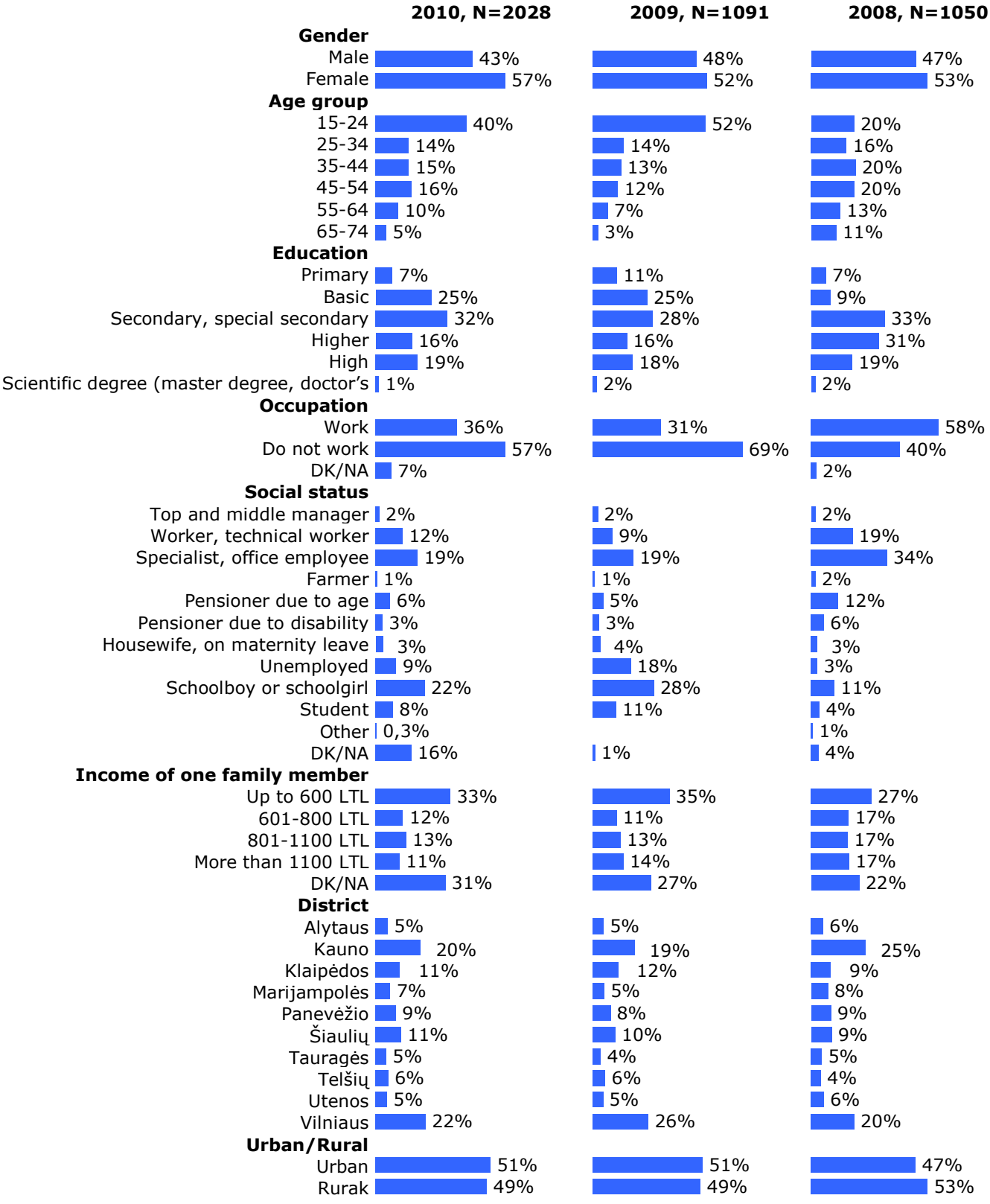
[1] Rural areas – up to 3000 residents.
[2] Based on analogous analysis of results of 2009, the respondents were divided by age to under 25 and 25 and over.
[3] Age groups at the intervals of 10 years: 15 – 24, 25 – 34, 35 – 44, 45 – 54, 55 – 64, 65 – 74.

indicated period is higher than in the previous period, and negative balance means that that assessment is lower than the previous year (0 would mean that there were no changes between compared periods).

1.3 Demographic features of the respondents

The data of public Internet access users' survey was analysed together with the data of the representative survey of Lithuanian residents of 2010.

Figure 1. Demographic features of libraries' *PIA users* and *residents* (who use the Internet)



2. Distribution of PIA users' computer and Internet use

This section analyses the data of *PIA users*' opinion survey on the distribution of computer and Internet use.

- 40% of *PIA users* have no alternative Internet access at home or at workplace. This index is not very different from the general statistics of the country: according to the data of the *survey of residents* of 2010, 33% of respondents have no possibility to use the Internet at work or at home.
- The PIA in libraries is the only place of Internet access for respondents who are over 55, have lower education, lower income or are old-age or disability pensioners.
- The results of the surveys of 2008-2010 indicate a rapid growth of the number of people who have Internet access at home in rural areas, meanwhile, an opposite tendency is observed in tows: the proportion of persons who have alternative Internet access among PIA users is decreasing. This dynamics also supports the argument that the people in the villages use PIA in libraries more often, even though they have alternative Internet access at home.
- In 2010, 23% PIA users had no alternative Internet access. The respondents who more often have no alternative access are the ones with lower income (up to LTL 600), lower education (primary, lower secondary), over 55 years old, old-age and disability pensioners, and the unemployed.
- The main reasons of using PIA in libraries: financial (free Internet), possibility to use other library services, and availability of help and advice from library employees.

2.1 Possibility to use the computer with Internet access

According to the data of *PIA users*'[4] survey of 2010, 60% of respondents have a computer with Internet access at home or workplace and have the possibility to use it (but not necessarily do). Among the respondents who have alternative Internet access, 52% have the computer and Internet access at home and 23% – at workplace. 40% of PIA users said that they had no computer with Internet access at home or at their workplace. In comparison, *according to the data of the survey of residents of 2010*[5], 33% of respondents have no possibility to use Internet at home or at work (**Figure 2**).

[4] Survey conducted in PIA points, N=2028.
[5] Representative survey of 15-74-year-old permanent residents of 2010. Total sample – 1520 respondents. In the report, only the respondents who use the Internet are compared to PIA users, N=1014 (hereinafter – survey of residents).

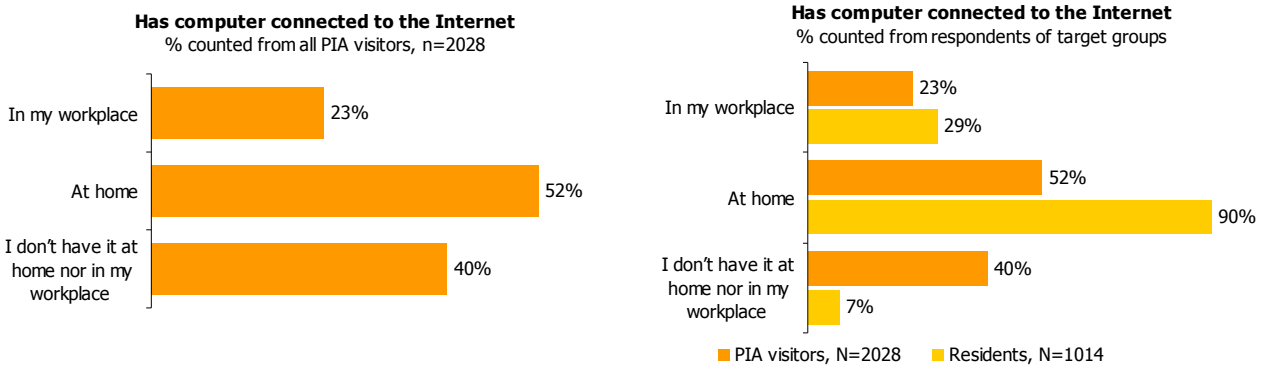
The respondents who have a computer and inter access at home are more often women, young people (under 25), students, and schoolchildren. Internet at home and at work is less accessible to the eldest respondents (over 55) and pensioners. The computer and Internet at work is most often used by the respondents between 25 and 54 years of age (they are the most active market participants), respondents who have higher education, specialists and white-collar workers, leaders, and the respondents who receive higher income (over LTL 1000 per family member).

The eldest respondents (55 and over), less educated and lower income respondents as well as old-age and disability pensioners most often have no other possibilities to use the Internet apart from the PIA in libraries. The ratio of unemployed people having no alternative Internet access is not statistically significant – a considerable part of this social group can use the Internet at home.

In the group of respondents who have no possibility to use the Internet at home or at work, an interesting tendency was revealed. Beside statistically significant differences, which were foreseen (lower income, lower education, pensioners), it was found that more PIA users having no alternative Internet access are in towns. It allows assuming that free PIA is a stronger stimulus to visit the libraries in towns than in villages. In the villages, even the people who have alternative Internet access visit the library more often.

Among the residents who use the Internet (*survey of residents* of 2010), the majority (93%) have Internet access at home and/or at work: nine out of ten (90%) residents (Internet users) have the possibility to use Internet at home and 29% – at work (**Figure 2).**

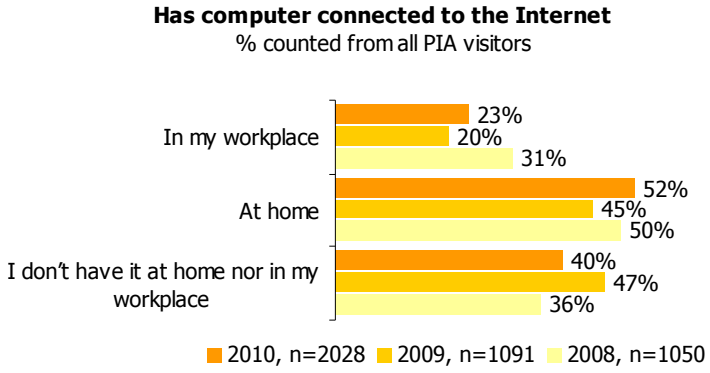
Figure 2. Do you have a computer with Internet access at home or at work, which you can use but not necessarily do?



* the respondents could indicate several response variants

The results of *PIA users'* surveys of 2008-2010 indicate that the number of people who have a computer with Internet access at work is decreasing: 31% in 2008, 20% in 2009, and 23% in 2010. Analogous changes are seen in the *survey of residents*; thus, this phenomenon may be the result of negative trends in the labour market (decrease of employed people over several years and emigration of potential labour market members) (**Figure 3**).

Figure 3. Do you have a computer with Internet access at home or at work, which you can use but not necessarily do?
Comparison of 2008-2010

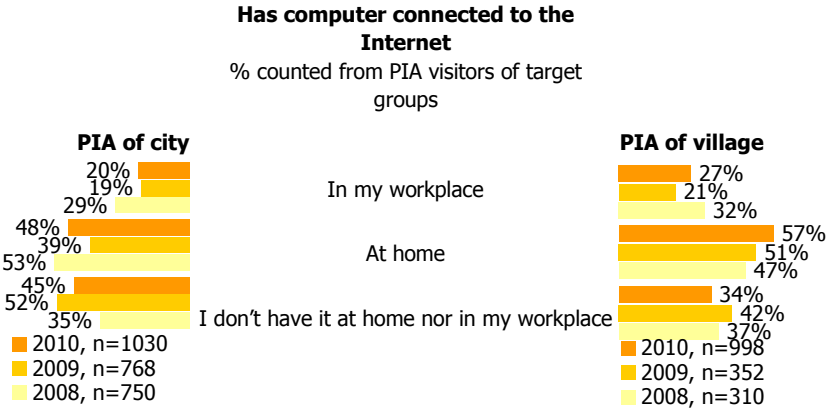


* the respondents could indicate several response variants

The comparison of Internet use by town and village[6] *PIA users* in 2008-2010 indicates a rapid growth of the number of people having alternative Internet access at home in rural areas (the proportion of respondents who had the possibility to use Internet at home: 47% in 2008, 51% in 2009, 57%[7] in 2010), meanwhile in towns, there is an opposite tendency. The number of PIA users who have Internet access at home considerably dropped in 2008-2009 (53% in 2008 and 39% in 2009) and reached 48% in 2010 again, but this index lags behind the statistics of rural areas (57%). *This dynamics also supports the argument that the people in the villages use PIA in libraries more often, even though they have alternative Internet access at home.*

Decrease of accessibility of Internet at work is more noticeable in towns: from 2008 to 2010, Internet use at the workplace decreased by 9 percent. Meanwhile the possibilities of *PIA users* in villages to use the computer and Internet at work have not changed so much (from 2008 to 2010, it decreased by 5 percent, but in comparison to 2009, it increased by 6 percent) (**Figure 4**).

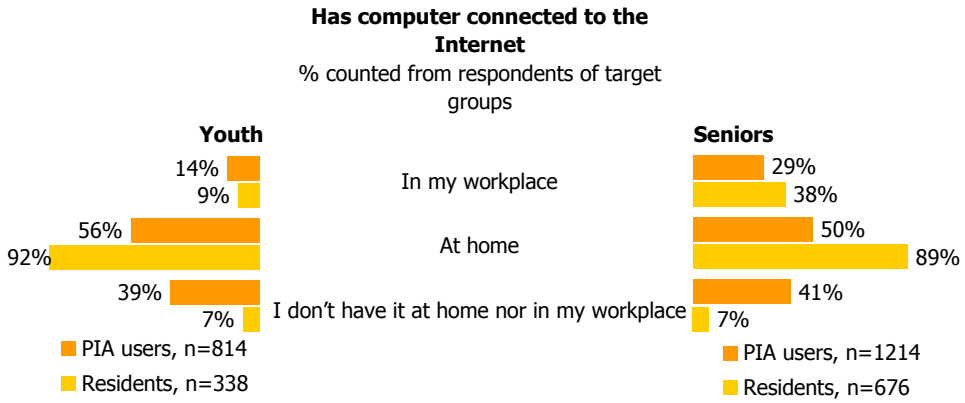
Figure 4. Do you have a computer with Internet access at home or at work, which you can use but not necessarily do? *Comparison of towns and villages in 2008-2010*



Younger (under 25) *PIA users* [8] have slightly better possibilities to use a computer and Internet at home in comparison to elder respondents (25 and over) of target group (56% and 50%) respectively, but twice as much elder PIA users have such possibilities at work (persons over 25 – 29%, persons under 25 – 14%). According to the results of the *survey of residents,* the same tendencies can be noticed: possibilities of elder respondents to use a computer with Internet access at work (38% of elder Internet users and 9% of younger Internet users) (**Figure 5**).

[6] Rural areas are the settlements with up to 3000 residents.
[7] According to the data of Statistics Department, in the first quarter of 2010, 54.9% households could use the Internet. Source: http://www.stat.gov.lt/lt/news/view/?id=7963
[8] Two age groups were distinguished according to the survey of 2009: young people under 25 and elder respondents of 25 and over.

Figure 5. Do you have a computer with Internet access at home or at work, which you can use but not necessarily do?
Comparison of responses of young and elder people



The participants of the *repeated survey of PIA users of 2010*[9] said that they had the possibility to use the computer at home (66%) and/or workplace (24%). 27% of respondents have no possibility to use the computer and Internet at home or at work (**Figure 6**).

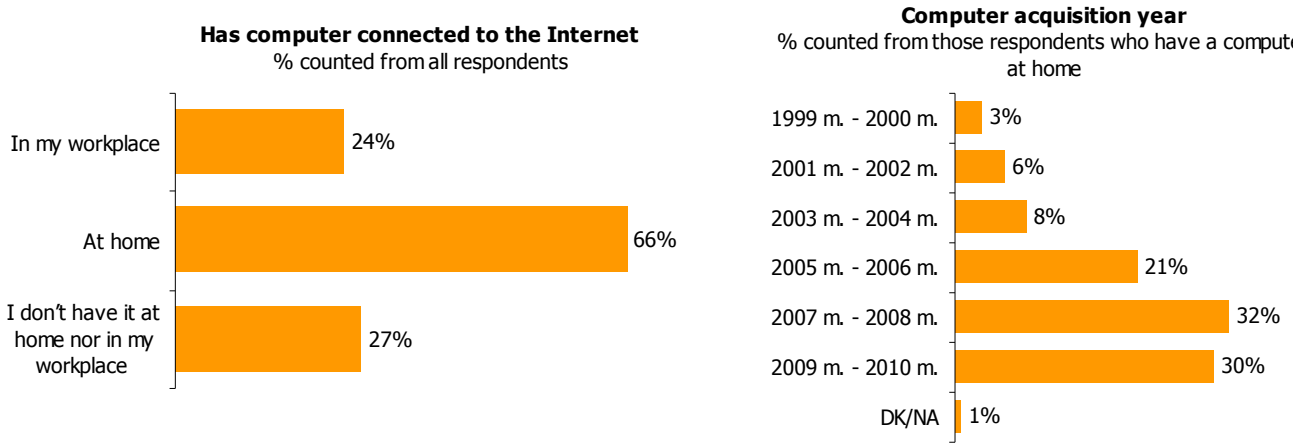
The participants of repeated survey who have a computer at home were asked when they had purchased the computer. According to survey results, the most prominent boost of computer purchases can be seen from year 2005. 8% bought their computer in 2003-2004, 21% – in 2005-2006, 32% – in 2007-2008, and 30% – in 2009-2010 (**Figure 6**).

In comparison to general possibilities of *PIA users* to use alternative Internet access (the data of 2009), the possibilities of participants of the repeated survey have improved. 66% of *repeated* survey participants can use the Internet at home (cf. 45% in 2009) and only 27% have no other possibilities to use the Internet apart from PIA (cf. 40% in 2009). However, methodological restrictions[10] do not allow drawing substantiated conclusions about increasing "saturation" of PIA users with the possibility to use IT at home.

[9] The repeated survey was conducted in December 2010. The persons who gave consent to be repeatedly interviewed during the survey of 2010 participated in the repeated survey.

[10] Sample size and non-probabilistic sampling.

Figure 6. Do you have a computer with Internet access at home or at work, which you can use but not necessarily do?
Distribution of the repeated survey PIA users



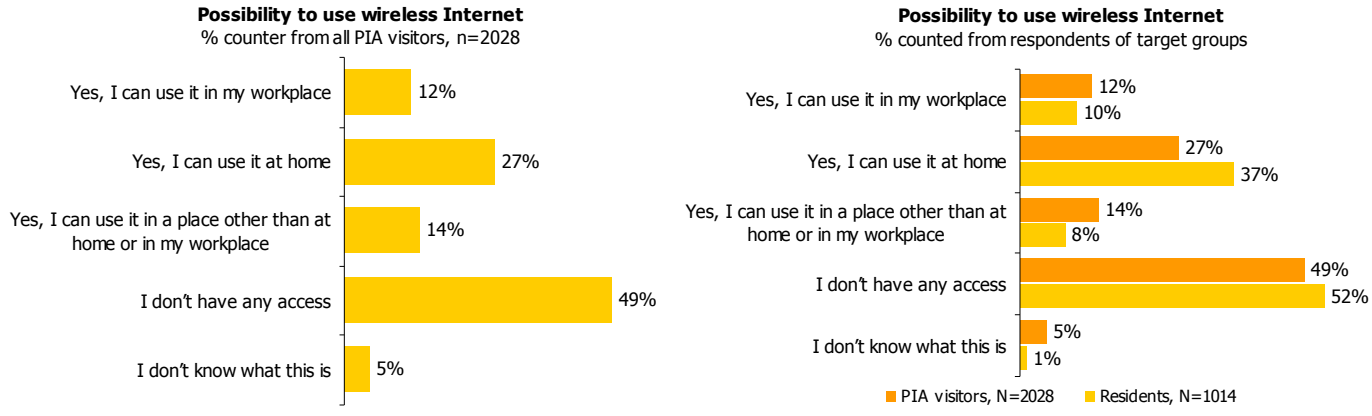
2.2 Possibilities to use wireless Internet

According to the data of *PIA users'* survey of 2010, 27% of respondents said they had a possibility to use wireless Internet at home, 12% – at work, an 14% – elsewhere (not at home or work). 49% of respondents have no possibilities to use wireless Internet (5% do not know what it is) (**Figure 7**).

Wireless Internet at home and at work is more often used by the people with higher education, specialists, white-collar workers, and respondents with high income (over LTL 1100 per person). The respondents over 55 and pensioners use wireless Internet less frequently than other social-demographic groups.

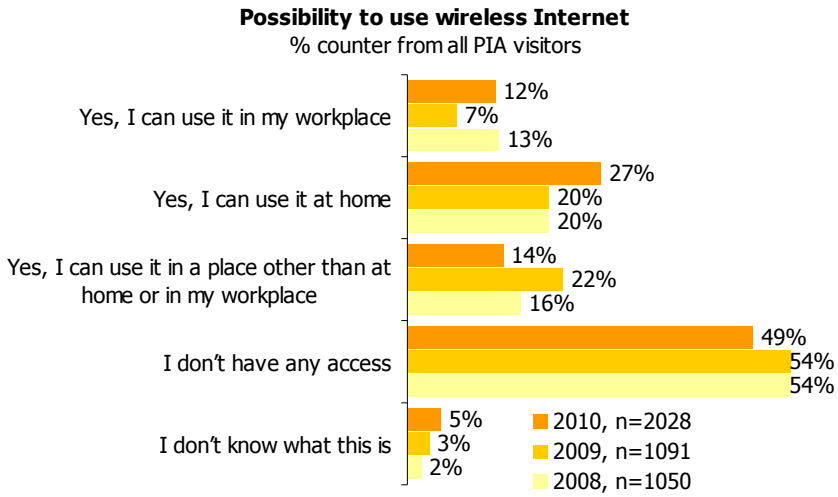
Comparing the data of *PIA users'* survey of 2010 with the data of *survey of residents* of 2010, it can be seen that the possibilities of *PIA users* to use wireless Internet reflect the general situation of people using the Internet. According to the data of *survey of residents* of 2010, 37% of residents (who use the Internet) could use wireless Internet at home, 10% – at work, and 8% – elsewhere. 52% of residents-Internet users had no possibilities to use wireless Internet (**Figure 7**).

Figure 7. Do you have the possibility to use wireless Internet?



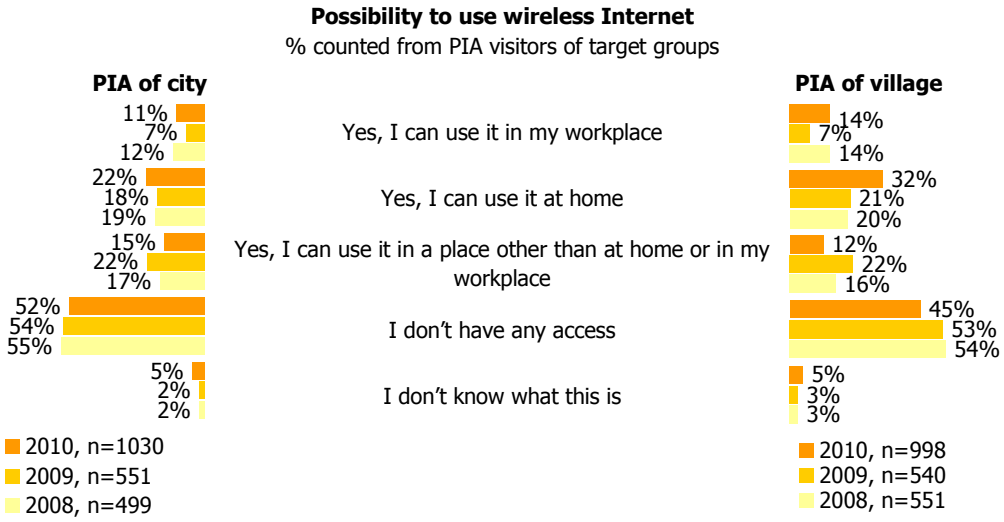
The possibilities of *PIA users* to use wireless Internet have not changed much during the period of 2008-2010 surveys, although in 2010, an increase of wireless Internet accessibility at home is noticeable (27% in 2010, 20% in 2008-2009). The number of respondents who have no possibilities to use wireless Internet decreased by 5 percent to 49% (54% in 2008-2009). The change of accessibility of wireless Internet at work was not statistically significant (**Figure 8).**

Figure 8. Do you have the possibility to use wireless Internet? *Comparison of 2008-2010*



Accessibility of wireless Internet was growing faster among *PIA users* in villages than in the analogous target group in towns. In 2010, 32% of PIA users in villages (21% in 2009 and 20% in 2008) had the possibility to use wireless Internet at home, and in towns, 22% of PIA users could use wireless Internet at home (19% in 2009 and 18% in 2008).[11] The possibilities to use wireless Internet at work and other places remained similar between PIA users in villages and towns (in 2010, 11% of PIA users in towns and 14% of PIA users in villages) (**Figure 9).**

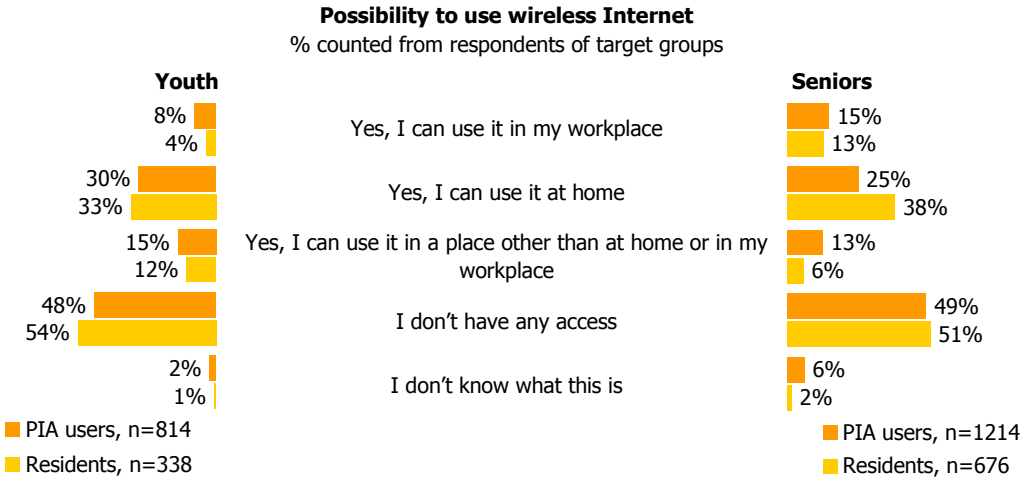
Figure 9. Do you have the possibility to use wireless Internet? *Comparison of towns and villages in 2008-2010*



[11] sThe tendency already discussed: the factor of accessibility of alternative access is less important among PIA users in villages than in towns, where PIA use is more dependent on the possibilities to use the Internet elsewhere.

The possibilities of young (under 25) and elder (25 and over) PIA users to use wireless Internet are not significantly different (**Figure 10).**

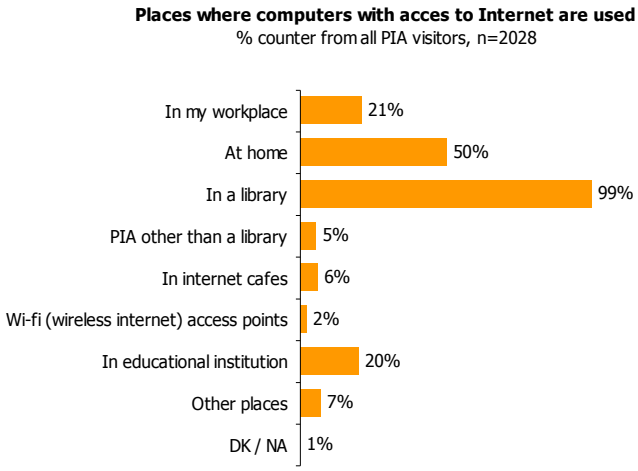
Figure 10. Do you have the possibility to use wireless Internet? *Comparison of responses of young and elder people*



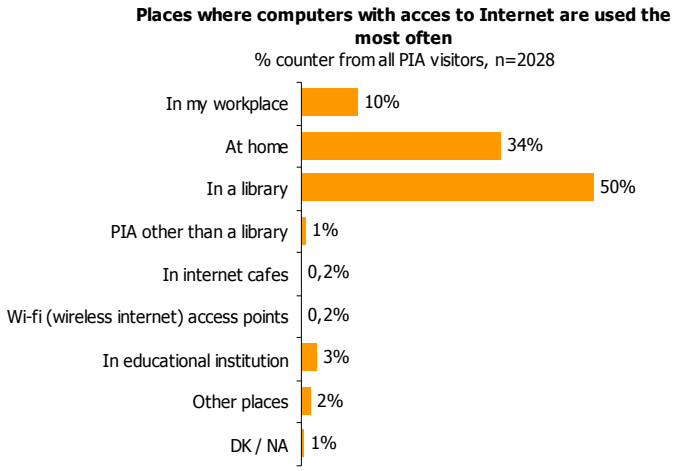
2.3 Places of Internet use

According to the data of *PIA users'* survey of 2010, apart from PIA in libraries, 50% of respondents could use the computer with Internet access at home, 21% at their workplace, and 20% in their education institution. Among PIA users, the library was the *most popular* (most frequently used) place for computer and Internet use (50% of respondents). The second most popular place was home (34%) and the third – the workplace (10%) (**Figure 11).**

Figure 11. Most popular places and the most frequent place of Internet use.



*several choices possible

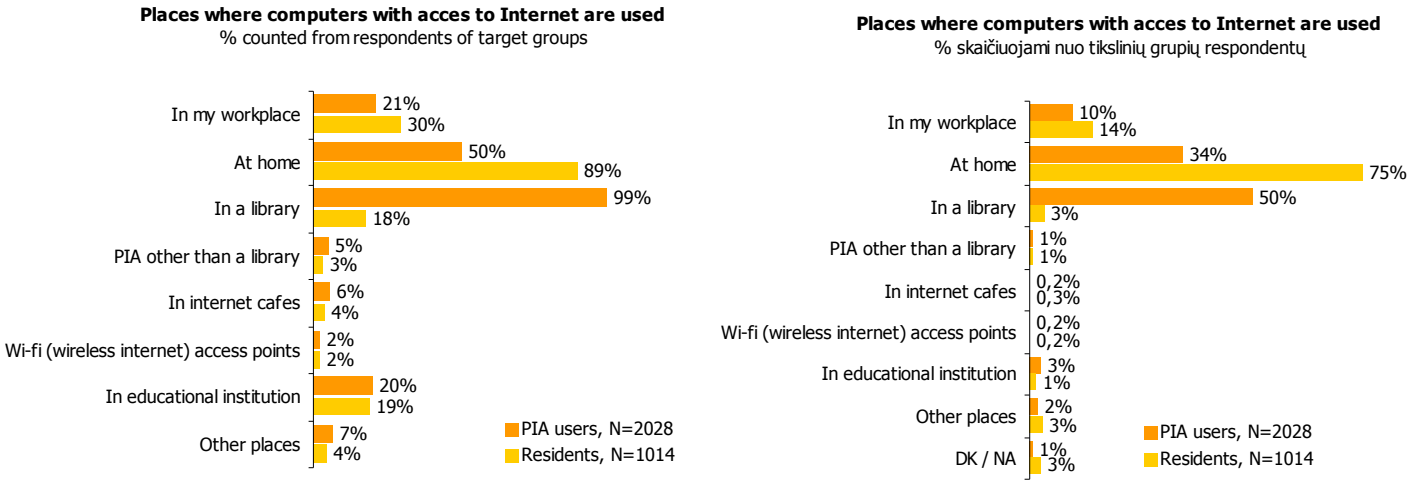


* single choice

Internet at home is more often used by people with higher education, specialists, white-collar workers, young people under 25, and respondents with higher income. In comparison to other places, the Internet in libraries is more often used by men, 55-74-year-old respondents, old-age and disability pensioners, the unemployed, and the respondents with lowest income (up to LTL 600 per family member).

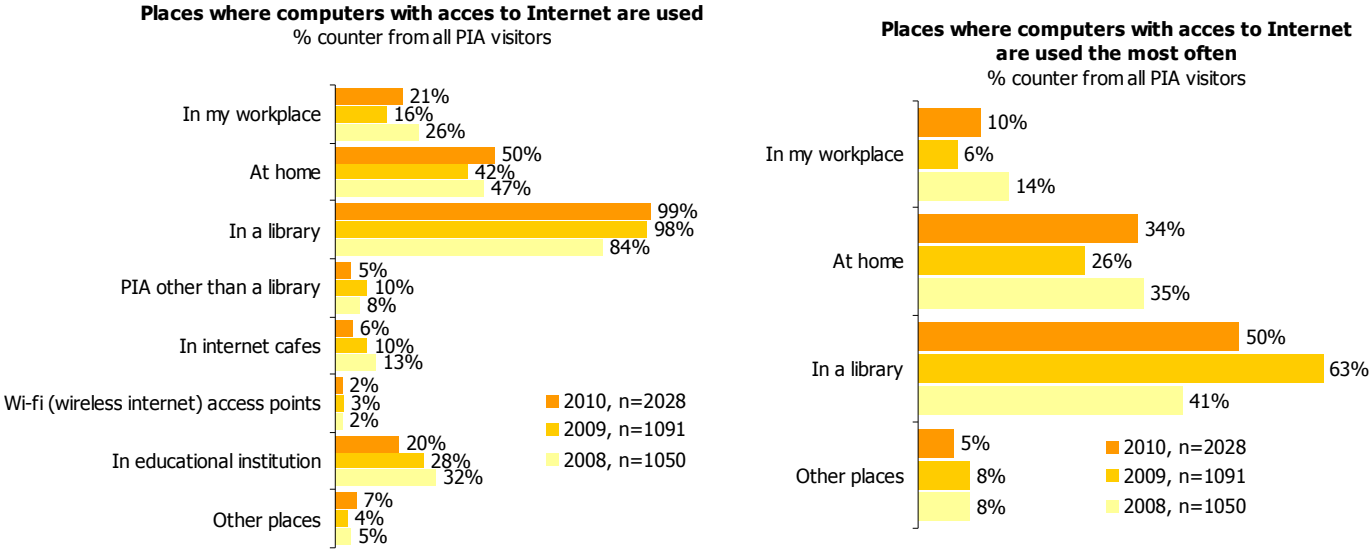
Comparing the data of *PIA users'* survey of 2010 with the data of *survey of residents* of 2010, it is seen that most popular places of Internet use for the *residents* (Internet users) are home (89%) and work (30%). 18% of respondents of the *survey of residents* use the Internet in libraries. A similar share of *residents* (19%) use the Internet in education institutions (**Figure 12).**

Figure 12. Most popular places and the most frequent place of Internet use. *Comparison of surveys of PIA users and residents*



Comparing the data of *PIA users'* surveys of 2008-2010, the above mentioned tendency is observed: Internet use at home is spreading (from 47% in 2008 and 42% in 2009 to 50% in 2010), and the use at work is decreasing (from 26% in 2008 to 21% in 2010). Moreover, a consistent decrease of Internet use in education institutions can be noticed (from 32% in 2008 and 28% in 2009 to 20% in 2010) (Figure 13).

Figure 13. Most popular places and the most frequent place of Internet use. *Comparison of 2008-2010*

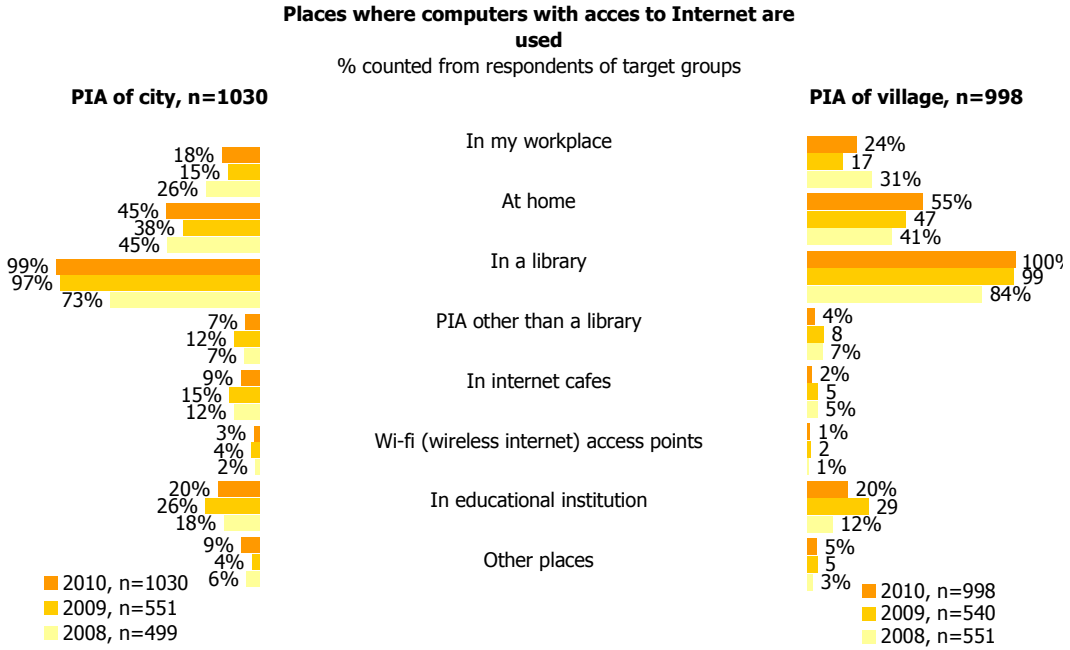


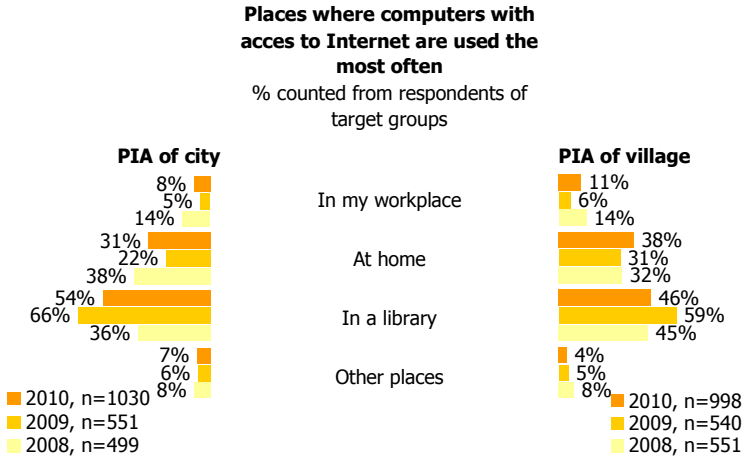
*several choices possible

* single choice

Internet spread and its use between *PIA users* in towns and villages is slightly different. Analysing the references to most frequent places of Internet use in towns and villages, the above tendency is repeated: PIA users in towns mention the libraries as the main place of Internet access than the respondents in villages (54% and 46% respectively). It indicates, that for PIA users in towns, the libraries are more often the only possibility to use Internet, meanwhile in villages it is more popular due to other reasons (**Figure 14).**

Figure 14. Most popular places and the most frequent place of Internet use. *Comparison of towns and villages in 2008-2010*



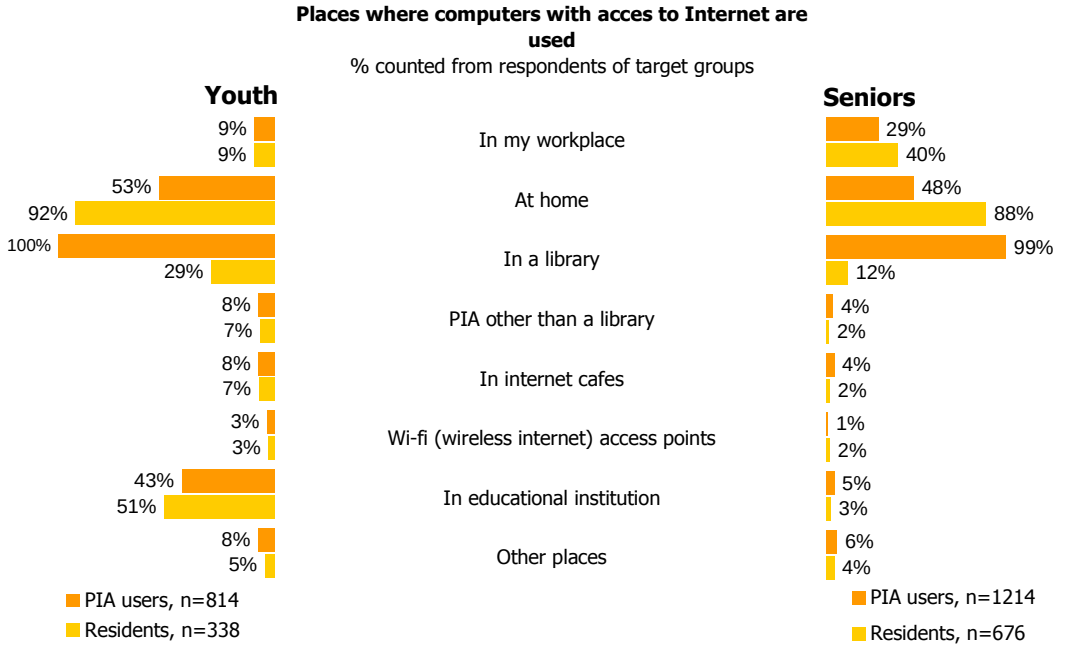


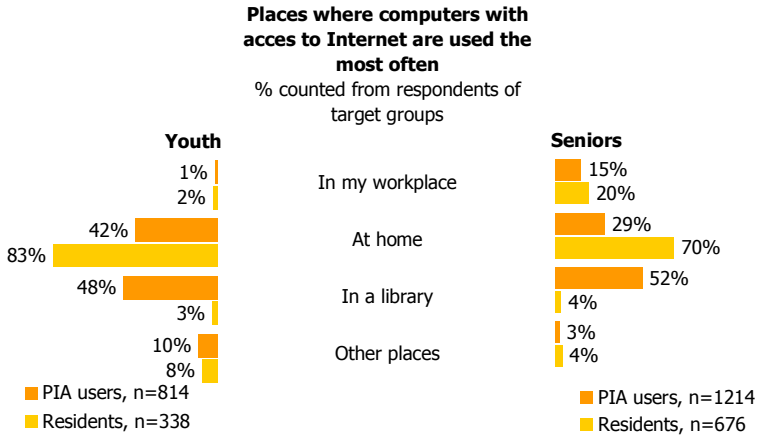
*several choices possible

* single choice

The places of Internet use of young (under 25) and elder (over 25) PIA users are different. Although the library and home remain the main places of Internet use for both groups of respondents, elder *PIA users* and elder *residents* use the Internet at work more often than younger respondents of both surveys (29% of elder PIA users and 40% of residents; 9% of younger PIA users and residents). The library as the most frequently used place of Internet access is chosen by a similar number of younger and elder PIA users (48% and 52% respectively) (**Figure 15).**

Figure 15. Most popular places and the most frequent place of Internet use. *Comparison of responses of young and elder people*

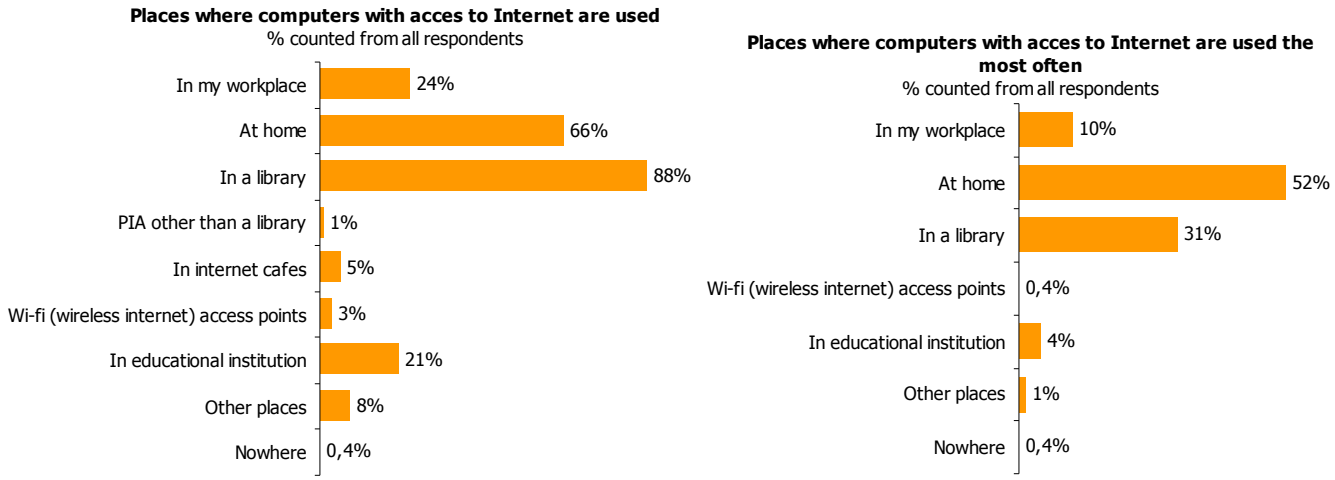




The respondents of the repeated survey of *PIA* users of 2010 (participants of the survey of 2009) during the survey said they used the computer with Internet access as follows: 88% in the library, 66% at home, 24% at work, and 21% in education institutions. Based on this information, we can state that a part of former PIA users have stopped using PIA services in the library during the year. It is likely that some PIA users started using public Internet access elsewhere (**Figure 16).**

During the survey of 2010, the respondents of the repeated survey of PIA users said that the most frequent place of Internet use for them us home (52%) and second – the library (32%). 10% of respondents of repeated survey of PIA users use the computer with Internet access at work most often (**Figure 16).**

Figure 16. Most popular places and the most frequent place of Internet use. *Distribution of responses of repeated PIA survey respondents*



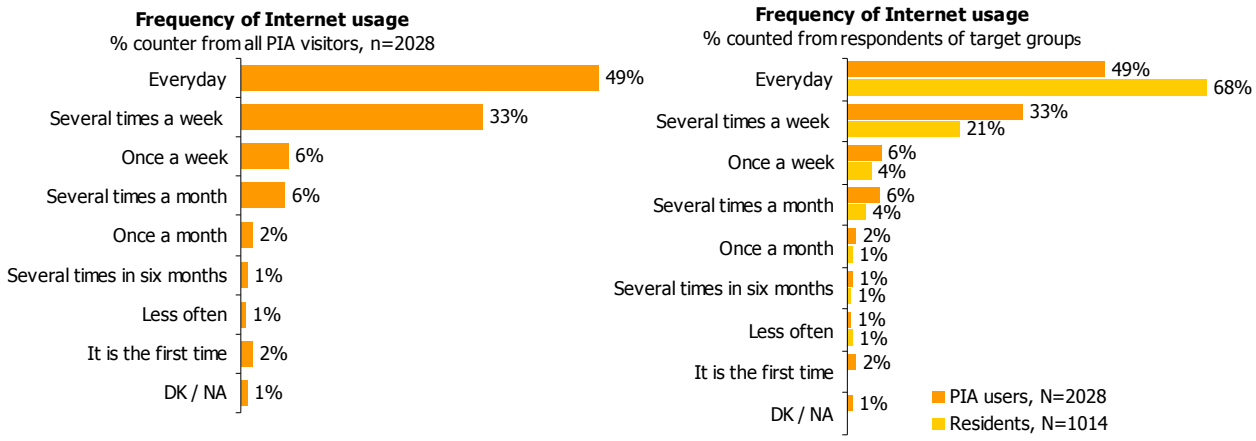
2.4 Frequency of Internet use

According to the data of the 2010 *PIA users'* survey, almost half (49%) of the respondents use the Internet every day, one third (33%) use it several times a week, 6% - once a week, and 6% several times a month.

The following groups use the Internet most often: youngest respondents (under 25 years old), respondents with higher education, higher-income respondents (over LTL 1100 per one family member), managers, white-collar workers, servants, students and pupils. The unemployed are also among those who use the Internet most often.

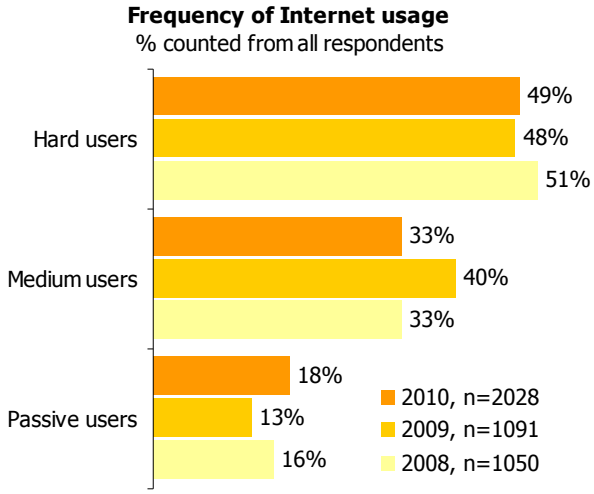
According to the data of the 2010 *survey of residents,* the majority of Internet users use the Internet every day (68%), 21% of them use it several times a week, 4% - once a week, and 4% - several times a month. *Residents* (Internet users) are more likely to use the Internet every day than *PIA users.* One of the possible reasons for this is that residents who use the Internet more often use it at home so the access to the Internet for daily use is more easy and simple. **(Figure 17)**

Figure 17. How often do you use the Internet?



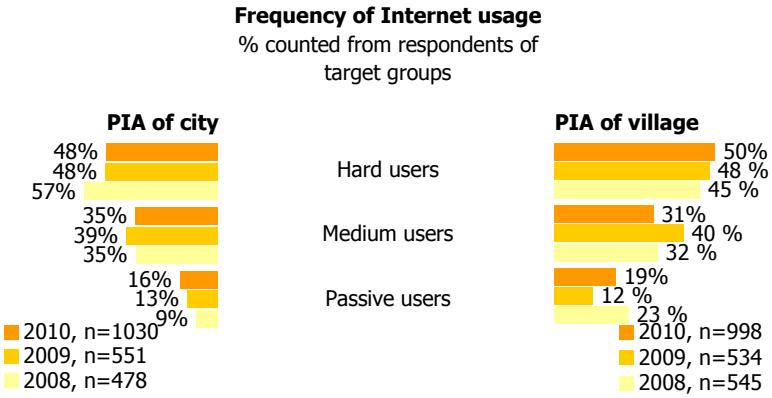
The comparison of the results of the 2008 – 2010 surveys shows that the number of heavy users using the Internet daily among *PIA users* remained almost unchanged – during all three years it ranged between 48% and 51%. In the recent year, the number of moderate Internet users (using the Internet once or several times a week) dropped by 7 percentage points – from 40% in 2009 to 33% in 2010, and the number of light Internet users (using the Internet several times a month or less often) increased by a few percentage points – from 13% in 2009 to 18% in 2010. **(Figure 18)**

Figure 18. How often do you use the Internet? *Comparison of 2008 to 2010*



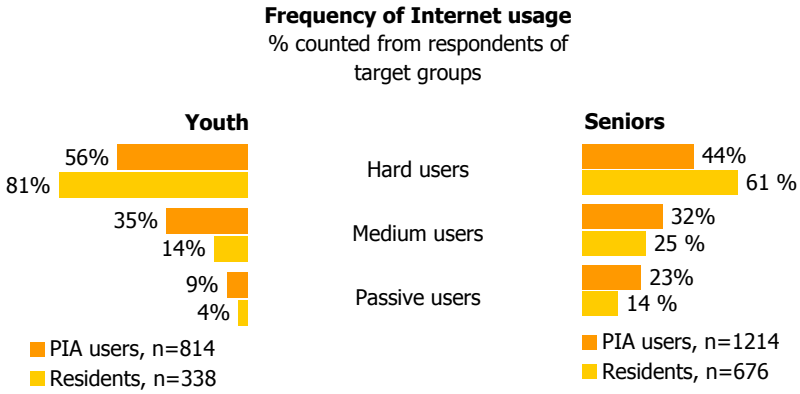
There is no significant difference in the frequency of Internet use among *PIA users* in urban and rural areas. However, the comparison of urban and rural users in the period from 2008 to 2010 shows, that each year there is a slight upward trend in the number of heavy Internet users among rural *PIA users*: 2008 – 45%, 2009 – 48%, and 2010 – 50%. The number of heavy users (using the Internet daily) in the rural PIA points approached the urban ratios (48%), and in 2011, it exceeded the number of heavy PIA internet users in urban areas by 2 percentage points (50% heavy users in rural areas and 48% in urban areas). **(Figure 19)**

Figure 19. How often do you use the Internet? *The comparison of rural and urban areas of 2008-2010*



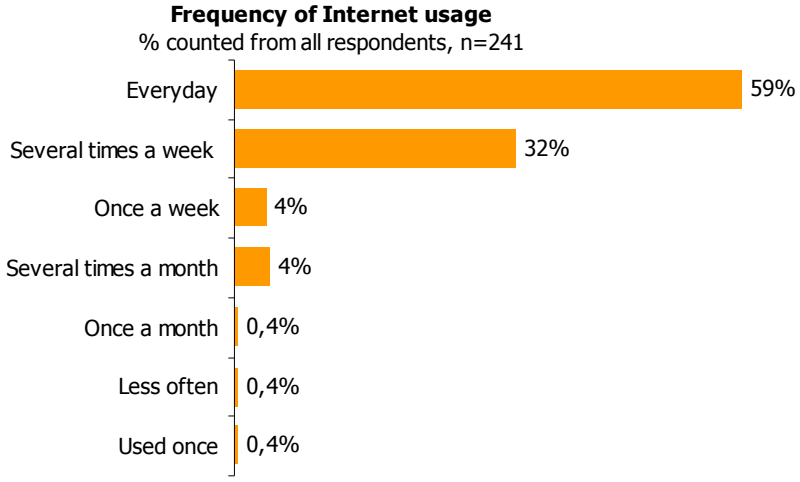
Differences have been observed in the frequency of Internet use between younger (under 25) and older (25 and above) PIA users. Younger PIA users are heavy Internet users (56% use it every day), whereas the number of heavy Internet users among older PIA users is 44%. Among older PIA users, the number of light Internet users (using the Internet several times a month or less often) is several times higher than among younger respondents (23% of older PIA respondents and 9% of younger PIA respondents are light Internet users). **(Figure 20)**

Figure 20. How often do you use the Internet? *Comparison of the responses of younger and older respondents*



Of all the participants of the repeat *PIA users' survey* of 2010, 59% reported using the Internet every day, 32% - several times a week, 4% - once a week, and 4% several times a month. Comparing to the data of the 2009 *PIA users' survey* and taking into consideration possible maximum errors, there are no significant changes in the frequency of Internet use among this respondent group. **(Figure 21)**

Figure 21. How often do you use the Internet? *The distribution of the responses of the repeat PIA survey respondents*



2.5 Frequency of Internet use in libraries

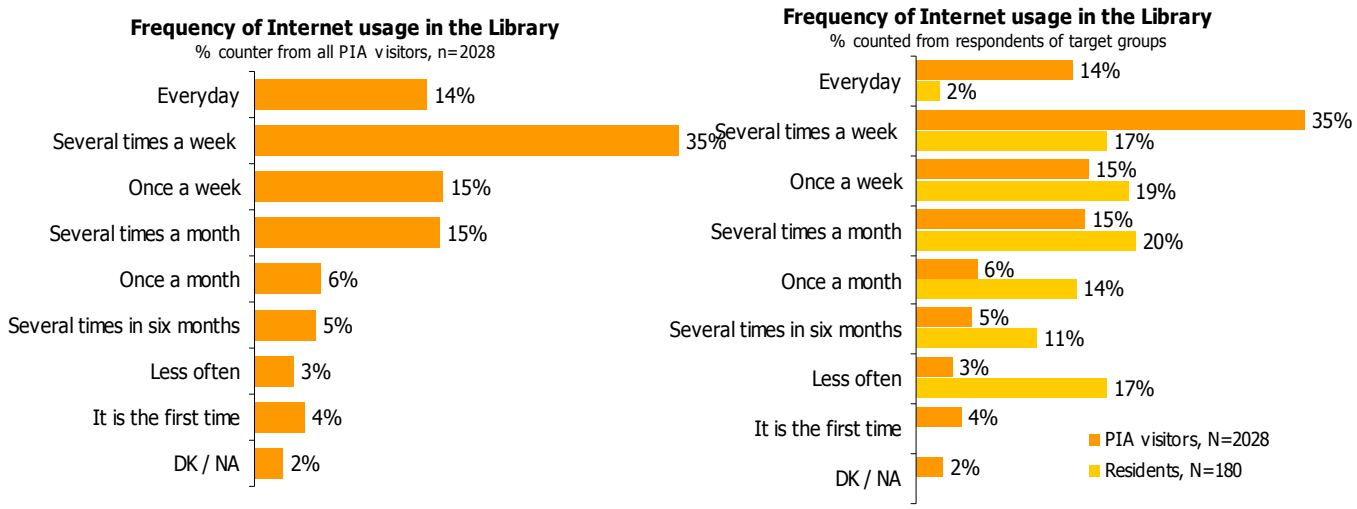
According to the data of the *PIA users'* survey of 2010, those who use the Internet in libraries are lighter users: 14 % of respondents[12] use the Internet in libraries every day, 35% of respondents use it several times a week, 15% - once a week, 15% - several times a month, and 18% - once a month or less often**. (Figure 22)**

[12] This indicator is not suitable for comparisons with general activity of Internet usage because it is determined by the opening hours of libraries

PIA in libraries is more often used by young people (under 25 years old), white-collar workers, pupils, and urban residents. Unemployed people are also among heavier Internet users.

According to the data of the *residents' survey,* the frequency of Internet use in libraries is even lower: 2% of residents use the Internet in libraries every day and 17% of them use it several times a week. 19% of residents (Internet users) use the Internet in libraries once a week, 20% - several times a month, and 42% - less often. **(Figure 22)**

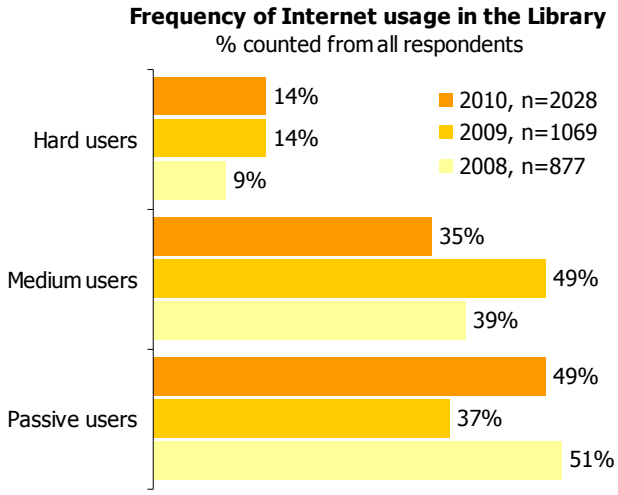
Figure 22. How often do you use the Internet in a library?



In 2008 – 2010, the number of heavy users remained stable (14% both in 2009 and 2010), however, the number of moderate users decreased (49% in 2009, 35% in 2010) and the number of light users increased (37% in 2009, 49% in 2010). **(Figure 23).**

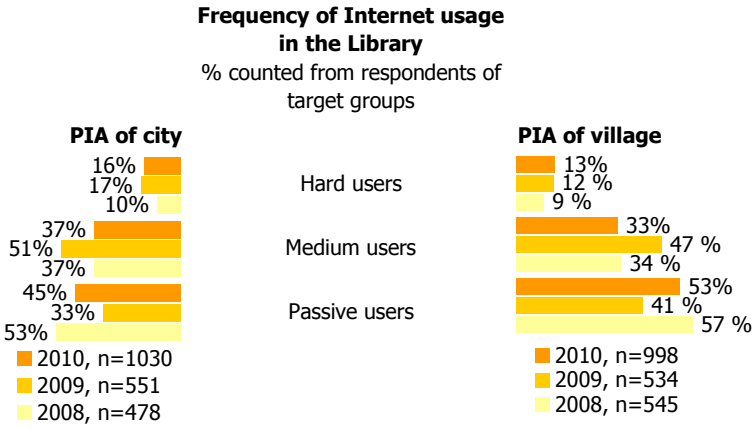
Making clear comments on this phenomenon is difficult because three observations in time show opposite change dynamics. It can be assumed that library PIA simply lose its popularity among moderate Internet users (several times a week). On the other hand, the decrease in the number of moderate PIA users may be interpreted as a "correction" after the increase in the popularity recorded in the 2009 survey (the entire dynamics as follows: 2008 – 39%, 2009 – 49%, 2010 – 35% moderate users). It is not clear from the available data whether this change is a trend with a clear vector or cyclic changes.

Figure 23. How often do you use the Internet in a library? *The comparison of 2008-2010*



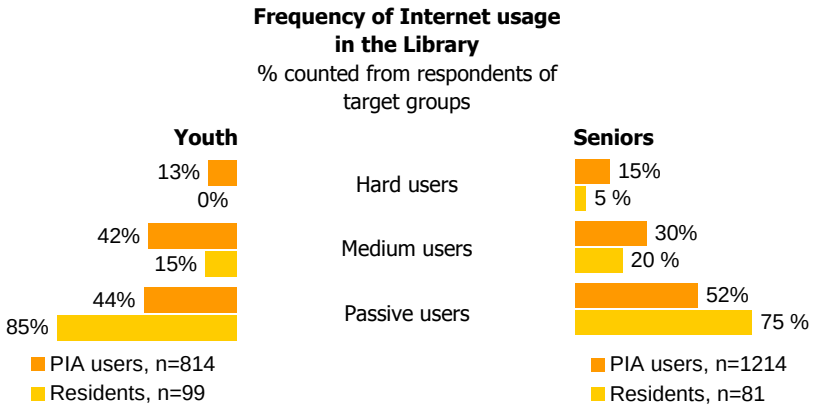
There is a slight difference in the heaviness of Internet use in libraries between PIA users in urban and rural areas: the share of light library Internet users among rural PIA users is higher by 8 percentage points compared to the light urban users of library PIA (53% and 45%, respectively). **(Figure 24)**

Figure 24. How often do you use the Internet in a library? *The comparison of rural and urban areas*



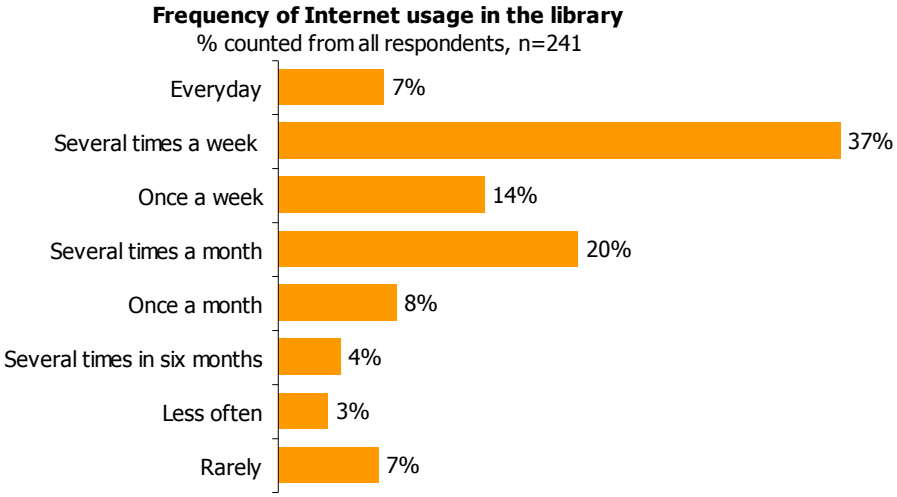
There is only a slight difference in the heaviness of Internet use in libraries between younger (under 15 years old) and older (25 and above) *PIA users*. The groups of the heaviest users are almost equal – 13% of young people and 15% of older respondents use the Internet in libraries every day. The main difference exists in the light users' group – the number of younger respondents is lower in this group (44% of young people and 53% of older respondents use PIA once a month or less often). **(Figure 25)**

Figure 25. How often do you use the Internet in a library? *The comparison of the responses of younger and older respondents*



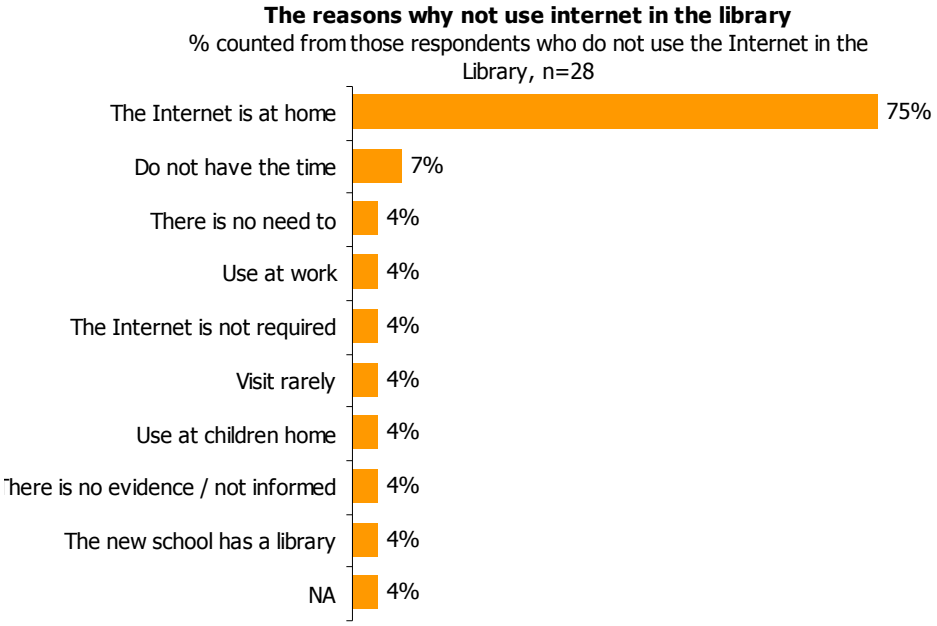
The participants of the repeat *PIA users' survey* of 2010 are also not heavy library Internet users. 8% of the respondents use the Internet in libraries every day, 41% - several times a week, 15% - once a week, 21% - several times a month, and 15% once a month or less often. **(Figure 26)**

Figure 26. How often do you use the Internet in a library? *The distribution of the responses of the repeat PIA survey respondents*



Of all the participants of the 2010 repeat survey, 28 people reported no longer using the Internet in libraries. The majority of them (who no longer use PIA) started using the Internet in a different place: 75% - at home, 4% - in a workplace, 4% at their children's house, 4% - in a school library. **(Figure 27)**

Figure 27. What are the reasons you no longer use the Internet in a library? *The distribution of the responses of the repeat PIA survey's respondents*



2.6 Availability of the Internet in other places besides a library

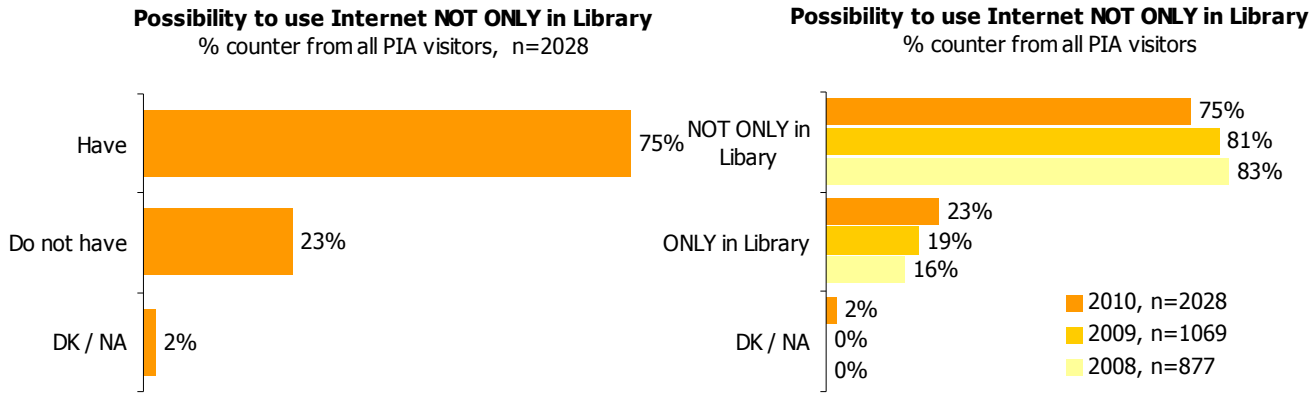
According to the data of the *PIA users survey* of 2010, 75% of the respondents have the possibility to use the Internet in other places besides a library, whereas 23% of the respondents do not have such a possibility. **(Figure 28)**

The following groups of respondents do not have alternative Internet access: respondents with lower income (up to LTL 600), lower education (elementary, secondary), respondetns older than 55 years old, age and disability pensioners as well as the unemployed.

The data of the *PIA users* surveys shows that during the compared period, the share of those who have the possibility to use the Internet in other places besides the library was regularly decreasing (83% in 2008, 81% in 2009, 75% in 2010). Such a trend can have two explanations. The first reason is the impact of increasing unemployment: some people who lost their jobs also lost access to the Internet or computer (if they had had such access in their workplaces). Another possible explanation – the previously discussed assumption about the effect of the "competition" of alternative access points. It is natural that increasing availability of access points "disperses" potential users[13]. **(Figure 28)**

[13]. The argument discussed in chapter 2.1. A stable or growing proportion of those who have alternative access among PIA users means that PIA successfully compete with other Internet access points. The decreasing number of users who have the possibility to use the Internet in

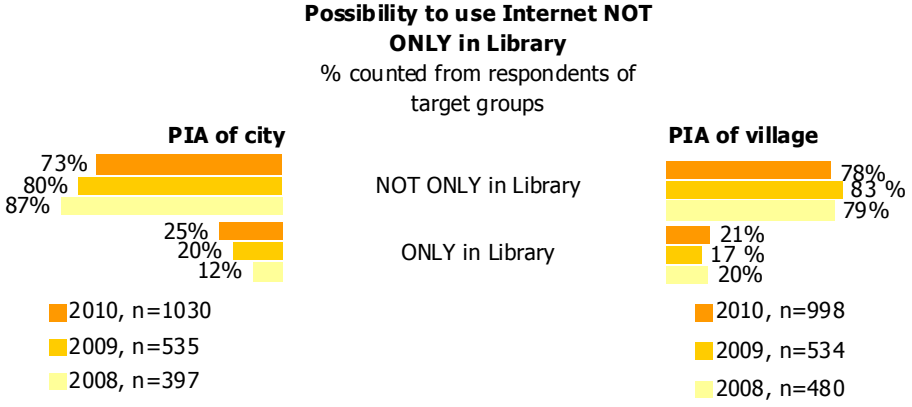
Figure 28. Do you have Internet access in other places besides a library?



The comparison of the responses of urban and rural *PIA users* shows that the representatives of the both groups have similar possibilities to use the Internet in other places besides a library (73% of urban and 78% of rural PIA users in 2010). The previously discussed three-year downward trend in the availability of alternative PIA is even more visible in the urban-rural cross section. The number of those who can use the Internet in other places than the library among urban PIA users dropped by 10 percentage points: from 87% in 2008 to 73% in 2010, whereas the number of those who have access to the Internet only in a library increased two times during the period under comparison: from 12% in 2008 to 25% in 2010.

The ratio of rural PIA users who have and have no alternative Internet access remains virtually unchanged. These figures once more confirm the assumption that the absence of alternatives in rural areas is a less important factor determining the popularity of PIA. **(Figure 29)**

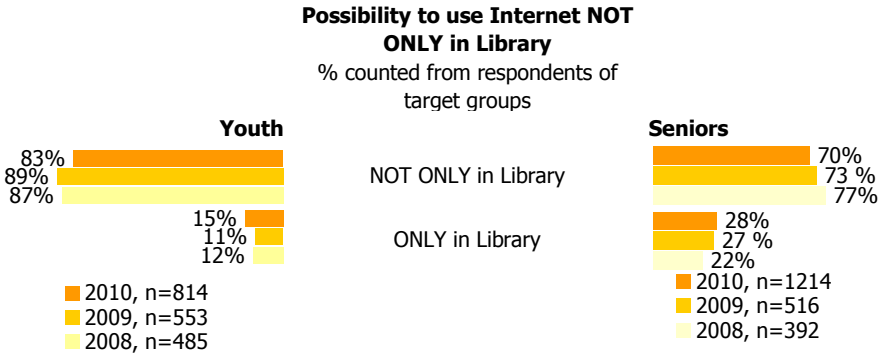
Figure 29. Do you have Internet access in other places besides a library? *The comparison of rural and urban areas*



other places is a risk factor meaning that PIA are becoming "the last refuge", i. e. it is used only in those cases when people do not have other options available.

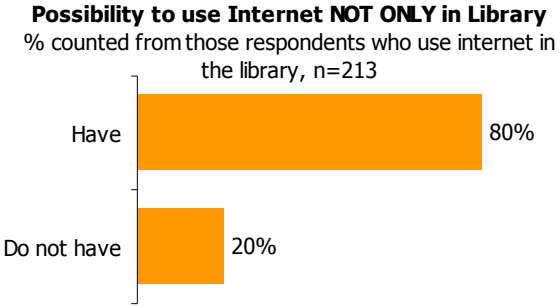
Younger (under 25 years old) PIA users more often than older (25 years old and older) respondents reported that they have possibilities to use the Internet not only in a library (83% and 70%, respectively). Meanwhile, the number of respondents to whom the library is the only place where they can use the Internet was almost two times higher among older PIA users: 28% older and 15% younger PIA users reported accessing the Internet only in a library**. (Figure 30)**

Figure 30. Do you have Internet access in other places besides a library? *The comparison of the responses of younger and older respondents*



According to the data of the 2010 repeat survey of *PIA users* (who participated in the 2009 survey), the same percentage – 80% of respondents have the possibility to use the Internet in other places besides a library, and 20% of them do not have such a possibility. **(Figure 31)**

Figure 31. Do you have Internet access in other places besides a library? *The distribution of the responses of the repeat PIA survey respondents*

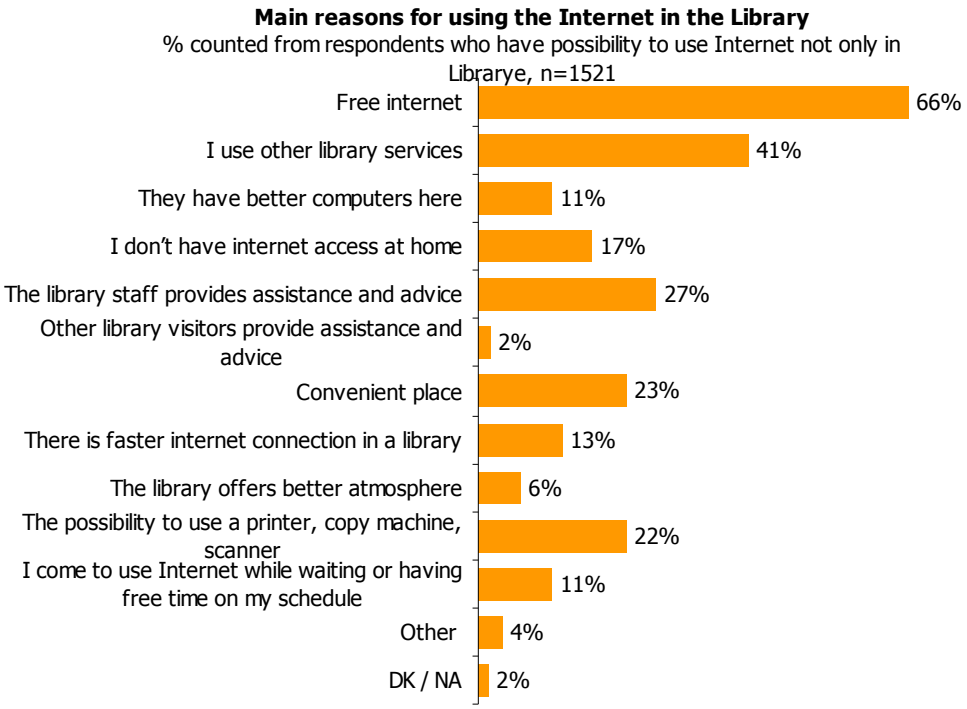


2.7 Reasons for using the Internet in a library

According to the data of the 2010 *PIA users* survey, the respondents having the possibility to choose the place of Internet access, chose a library for the following main reasons: financial (free Internet) – 66%, other library services – 41%, and the possibility to get assistance and advice from the library staff – 27%. Other reasons were mentioned by a slightly smaller portion of the respondents: convenient location – 23%, possibility to use a printer, photocopier or scanner – 22%, absence of Internet access at home – 17%, faster

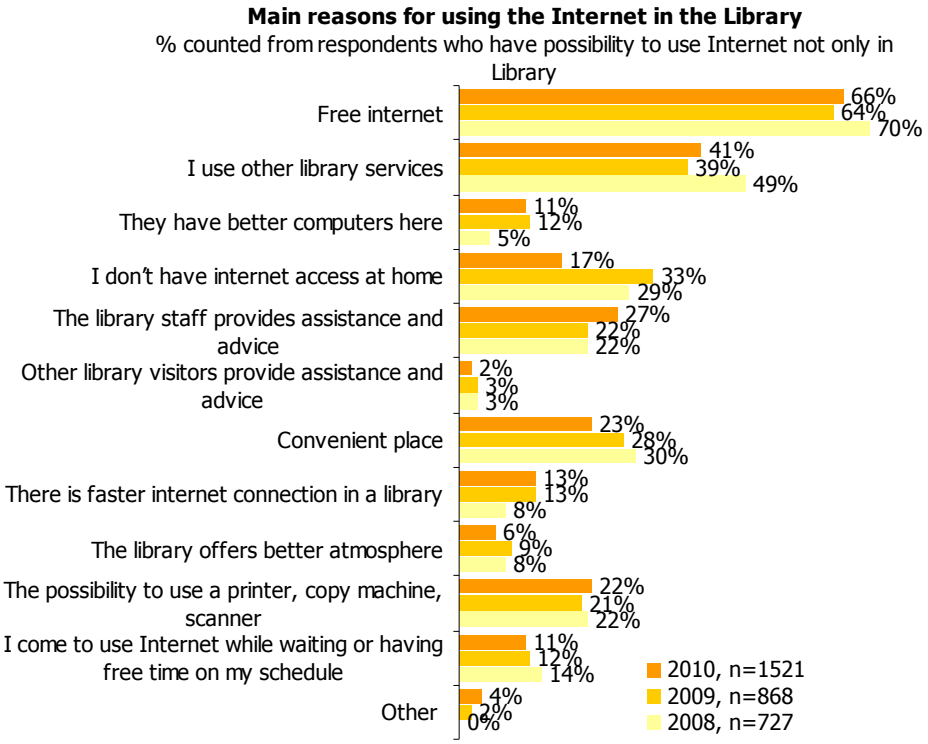
Internet connection in a library – 13%, “to kill the time” or to fill gaps on the schedule – 11%, to use better computers in a library – 11%. **(Figure 32).**

Figure 32. Please indicate three main reasons why you use the Internet in a library?



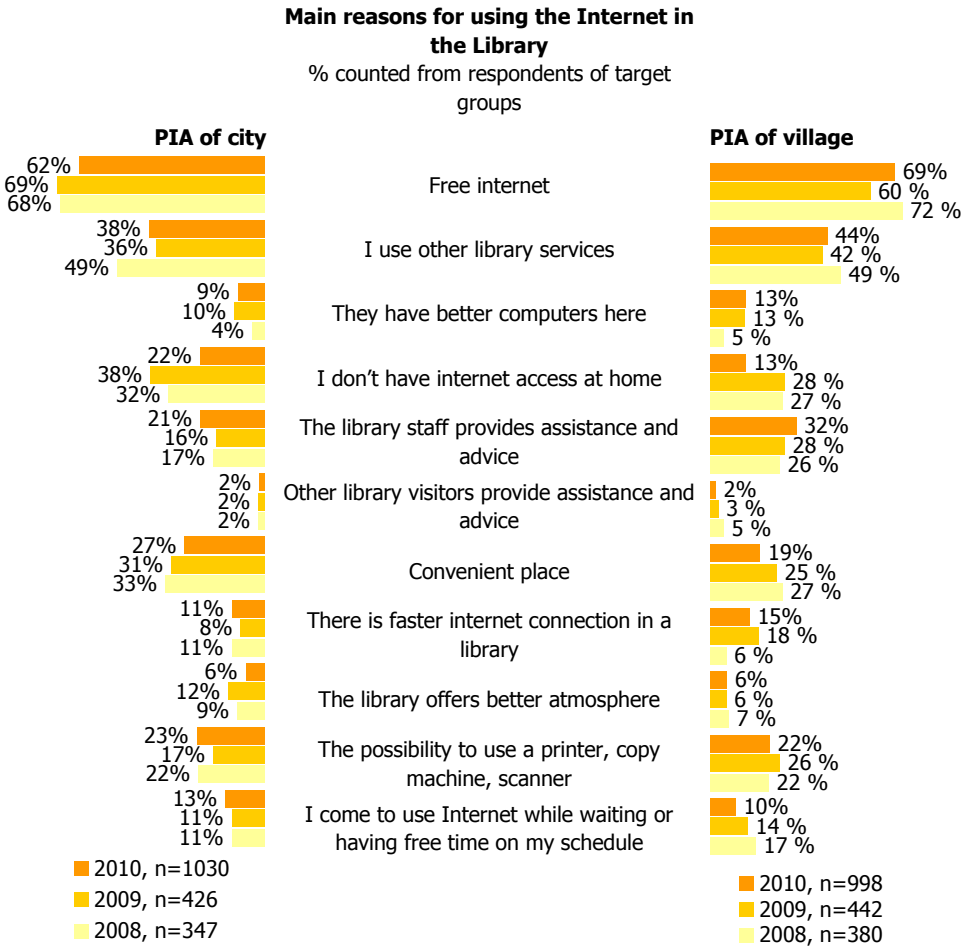
The comparison of the data of the *PIA users’* surveys of 2008 - 2010 shows that the top three reasons for choosing a library as a place of Internet access partly changed during the compared period: the assistance and advice of the library staff became the third most important reason in 2010 because the importance of this factor increased by 5 percentage points from 22% in 2009 to 27% in 2010. Meanwhile, the number of PIA users who mentioned the absence of the Internet at home was almost two times lower during this survey: 17% in 2010 compared to 33% in 2009 and 29% in 2008. **(Figure 33)**

Figure 33. Please indicate three main reasons why you use the Internet in a library? *The comparison of 2008 to 2010*



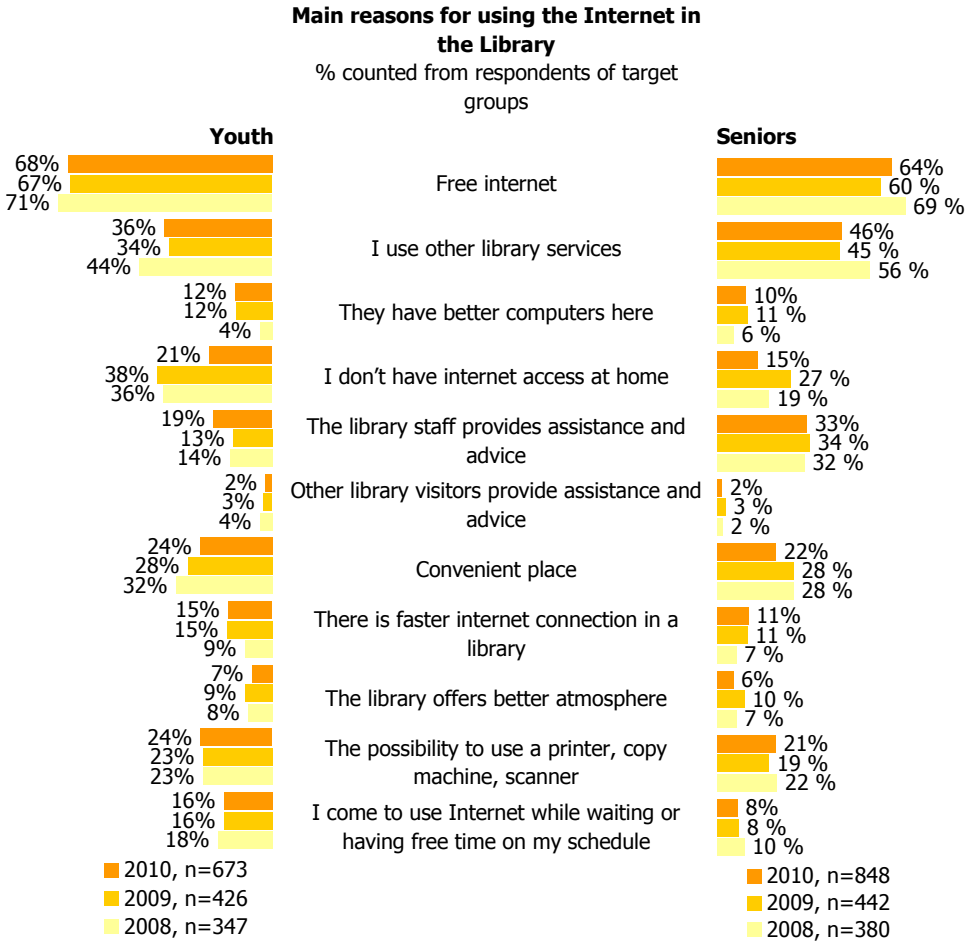
The data of the *PIA users* survey of 2010 shows that urban PIA users who have the possibility to choose the place of Internet access are motivated to choose a library not only by a free Internet and the availability of other services (these two reasons remain equally important both among urban and rural PIA users) but also by a convenient location of a library – it is the third most important reason for urban residents (27% of urban PIA users). Meanwhile, the rural PIA users give much more importance to the advice and assistance of the library staff– 32% of rural PIA users indicated this reason besides the main ones mentioned above. **(Figure 34)**

Figure 34 . Please indicate three main reasons why you use the Internet in a library? *The comparison of rural and urban areas*



The main motivators of the younger (under 25 years old) PIA users who have the possibility to choose a place of Internet access, are free Internet (68%) and the availability of other library services (36%) followed by the convenient location (24%) and the availability of a printer, photocopier and scanner (24%). Older PIA users (25 and above), similar to rural PIA users, give much more importance to the assistance and advice of the library staff in deciding to use the Internet in a library. **(Figure 35)**

Figure 35. Please indicate three main reasons why you use the Internet in a library? *The comparison of the responses of younger and older respondents*



3. Public Internet access

This chapter analyses the data of the *PIA Users'* Opinion Survey on the use of free public Internet access in a library and the assessment of the quality of library services.

- In most cases, the activities of PIA users in access points are limited to browsing the Internet or communicating via e-mail. Printing and librarian's assistance are also very relevant services. The librarians' assistance is more relevant to respondents older than 55 years old.
- The majority of the respondents evaluated all aspects of public Internet access services in a library favourably or very favourably. The Internet speed, opening hours and the possibility to work without distractions received more negative evaluations.

3.1 The first use of free public Internet access in a library

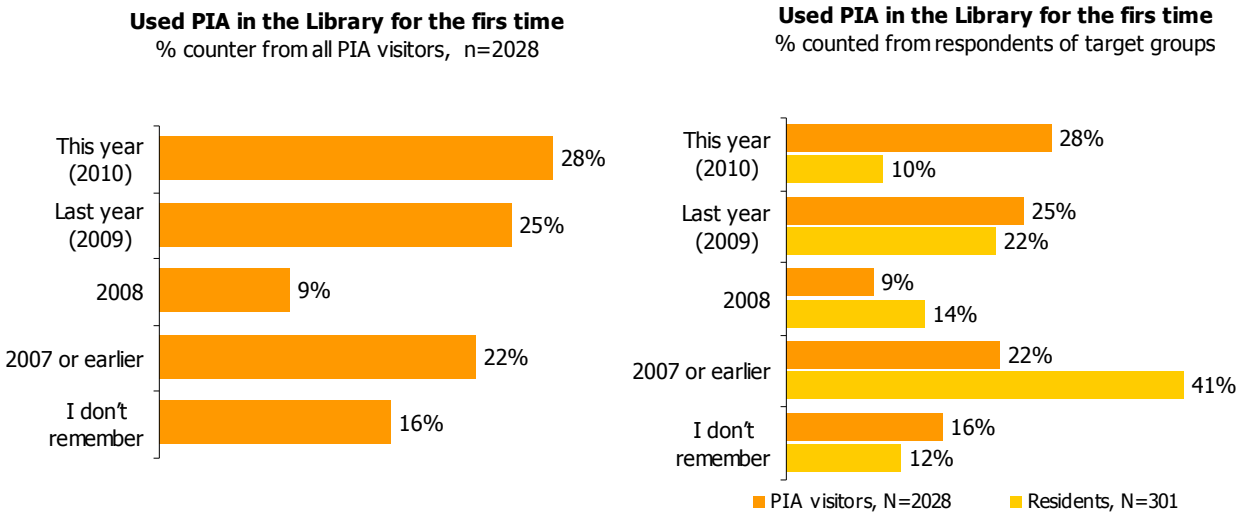
In 2010, more than one fourth of new users visited PIA for the first time. According to the data of the *PIA users'* survey, the following percentage of the respondents used public Internet access in a library for the first time: 28% in 2010, 25% in 2009, 9% in 2008, 22% in 2007 or earlier.

The number of people who used library PIA services for the first time in 2010 was almost three times higher (28%) among *PIA users* than among the participants of the survey of *residents*[14] (10%). **(Figure 36)**

The number of respondents who used the Internet for the first time was higher among urban residents – 34% (rural PIA – 21%), and respondents over 55 – 64 years old – 46% (for comparison: 15-24 year olds – 19%).

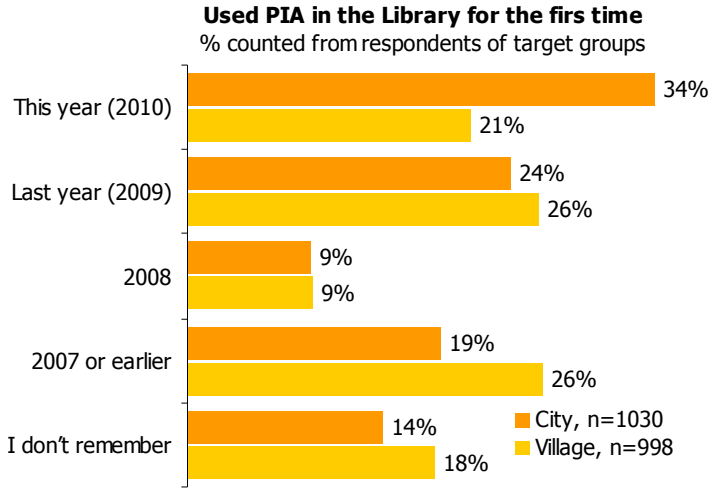
[14] People who had used PIA in libraries.

Figure 36. The first use of public Internet access in a library



There is a slight difference in the dynamics of the involvement in the use of PIA between urban and rural areas. In 2010, rural residents were not as active as urban residents (In 2010, 21% new *PIA users* in rural areas and 34% in urban areas). **(Figure 37)**

Figure 37. The first use of public Internet access in a library. *The comparison of rural and urban areas*

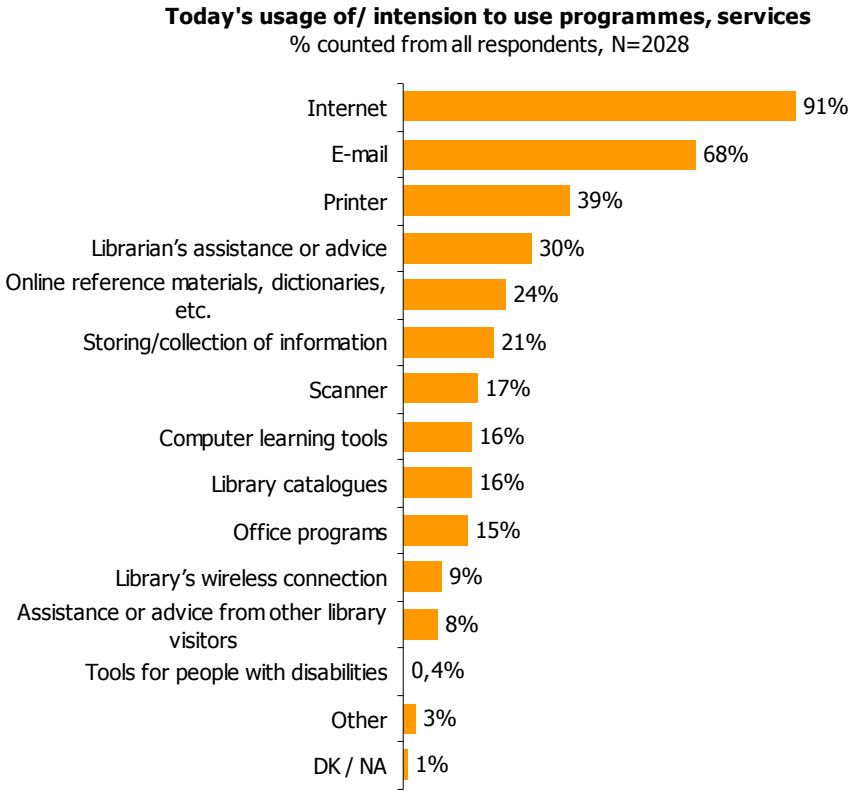


3.2 Common activities of PIA users

In most cases, the activities of *PIA users* in access points are limited to browsing the Internet or communicating via e-mail. In 2010, the majority of respondents on the day of the interview were planning to use the Internet (91%) and e-mail (68%). 39% of the respondents mentioned printing and 30% of them indicated librarian's assistance. Other respondents mentioned narrower and more specialised areas of activities (online reference sources – 24%, collection of information – 21%, scanning – 17%, computer-aided learning tools – 16%). **(Figure 38)**

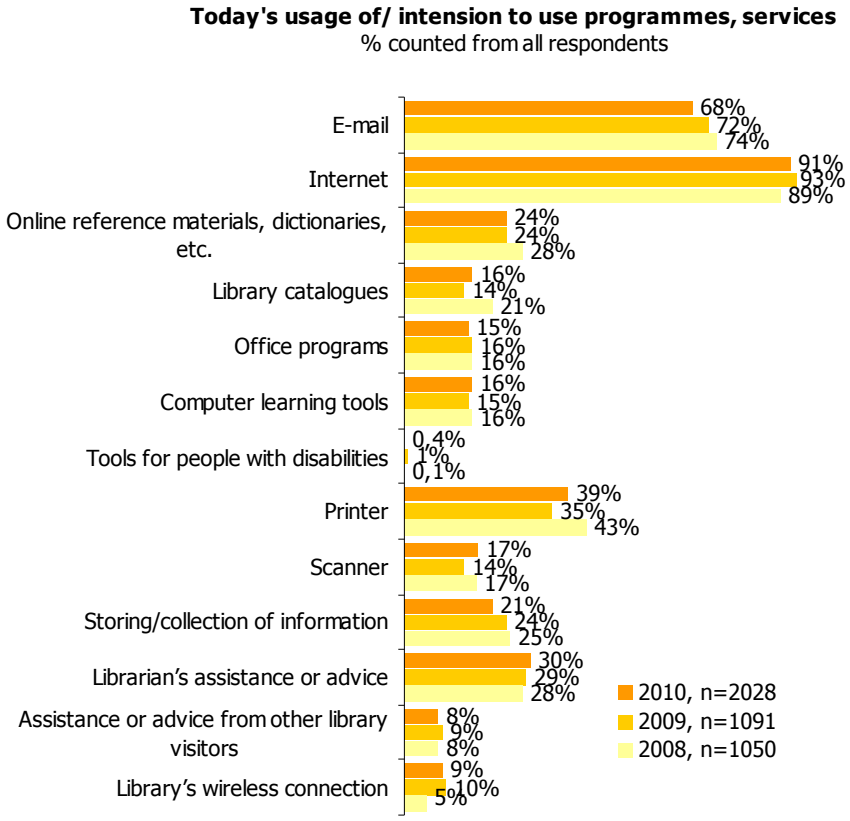
The higher-income respondents and white-collar workers more often mentioned printing. Librarians' assistance was more relevant to older respondents.

Figure 38. Common activities at library PIAPs



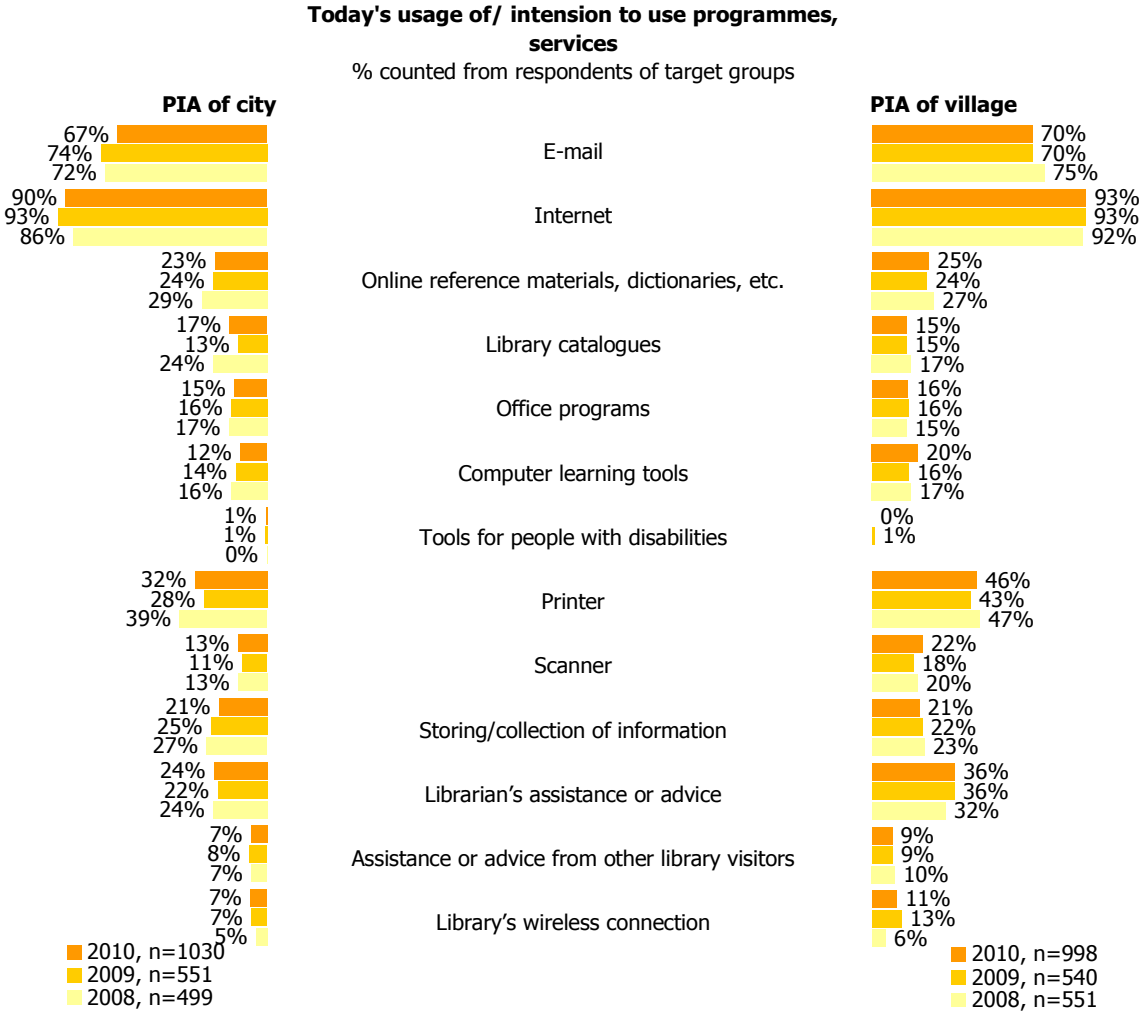
In the period from 2008 to 2010, a decrease in the number of e-mail users was observed (74% in 2008, 72% in 2009, 68% in 2010). The changes are not statistically significant enough to be able to draw well-grounded conclusions, however, the dynamics of the changes allows us to assume that regular communication via e-mail may be replaced by social networks, chat programmes and other more modern alternatives. However, such alternatives are not among the available options in this question. **(Figure 39)**

Figure 39. Common activities at library PIAPs. *The comparison of 2008 to 2010*



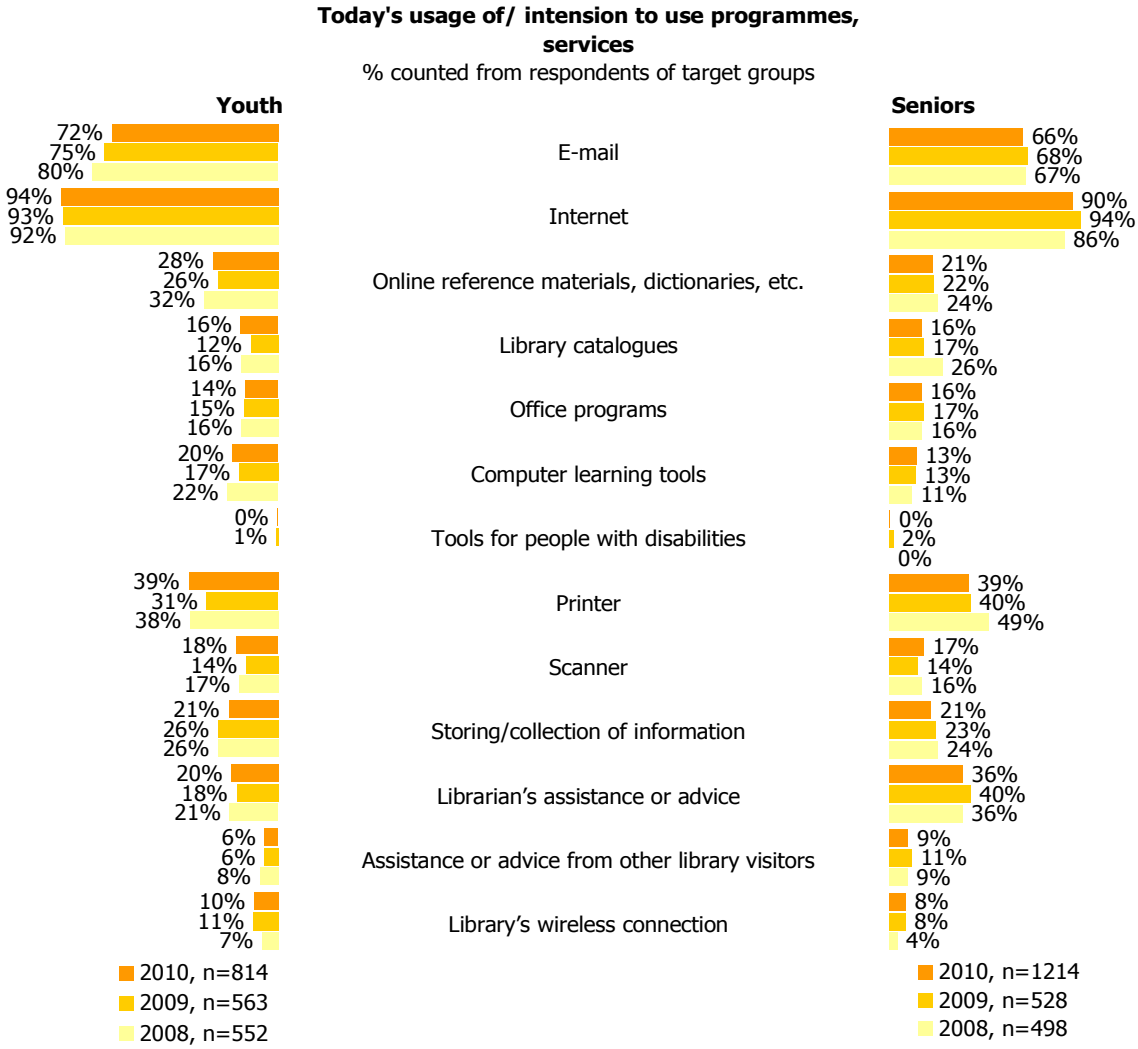
The activities of rural and urban *PIA users* are not essentially different. However, focus can be placed on the above-mentioned decrease in the use of e-mail which is more common in rural PIA (the popularity of e-mail in rural areas remained the same in 2009 – 2010, i. e. 70%, whereas in urban areas it dropped from 74% in 2009 to 67% in 2010). **(Figure 40)**

Figure 40. Common activities at library PIAPs. *The comparison of rural and urban areas in 2008-2010*



The cross-section of age groups supports the argument about the decrease in the use of e-mail. The popularity of e-mail among older respondents (over 25 years old) remains unchanged in PIA points (67% in 2008, 68% in 2009, 66% in 2010), whereas the respondents younger than 25 years old use this Internet resource less often (80% in 2008, 75% in 2009, 72% in 2010). Given that the youth is more open to novelties, it may be assumed that the alternative options of communication in this age group have an impact on e-mail popularity. **(Figure 41)**

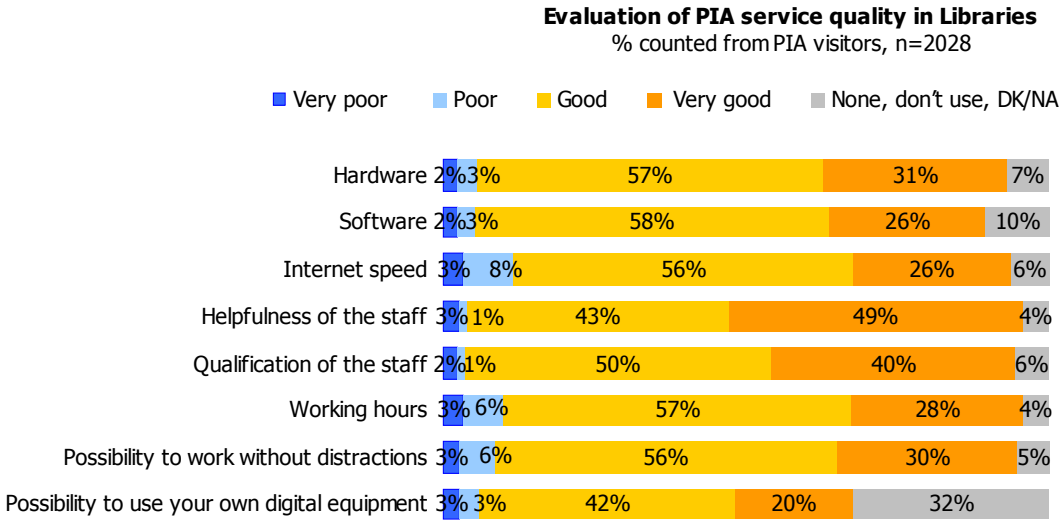
Figure 41. Common activities at library PIAPs. *The comparison of urban and rural areas in 2008 – 2010*



3.3 Assessment of PIA services quality in libraries

According to the data of the 2010 *PIA users'* survey, the majority of the respondents evaluated all aspects of public Internet access services in a library favourably or very favourably. The following aspects received more negative evaluations: Internet speed (11%), opening hours (9%), and the possibility to work without distractions (9%). (Figure 42).

Figure 42. The assessment of the quality of public Internet access services in a library



During the compared period from 2008 to 2010, *PIA users* rated opening hours less favourably in 2010 (40% of respondents in 2009 and 30% in 2010 rated them as very good). (Figure 43)

Rural residents evaluated all aspects of the quality of services more favourably. Rural PIA users rated the qualification of the staff more favourably (46% of respondents in rural areas and 35% in urban areas evaluated the qualification very favourably) and helpfulness (55% in rural areas and 43% in urban areas rated helpfulness very favourably). (Figure 44)

Figure 43. The assessment of the quality of free public Internet access services in a library. *The comparison of 2008 – 2010*

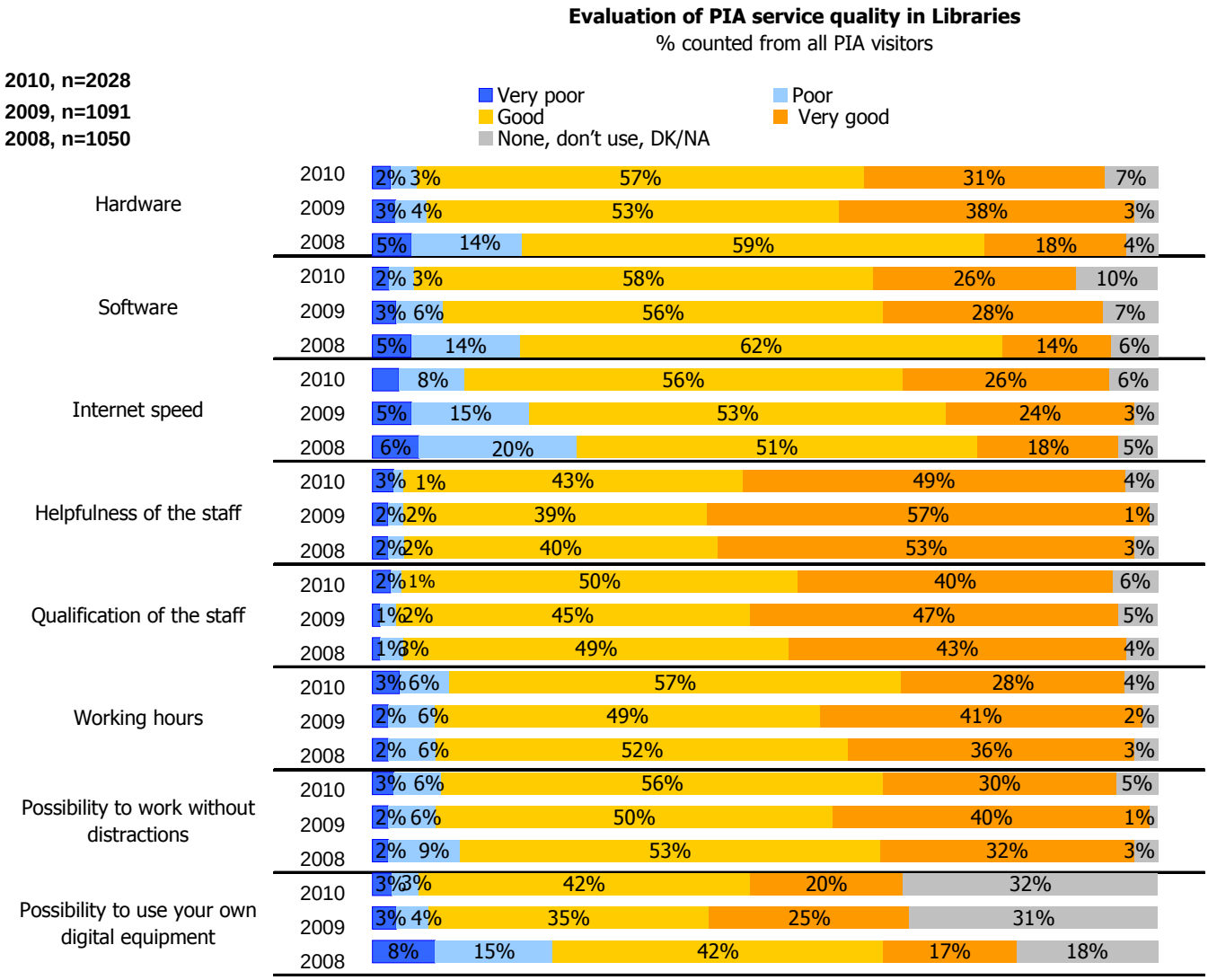
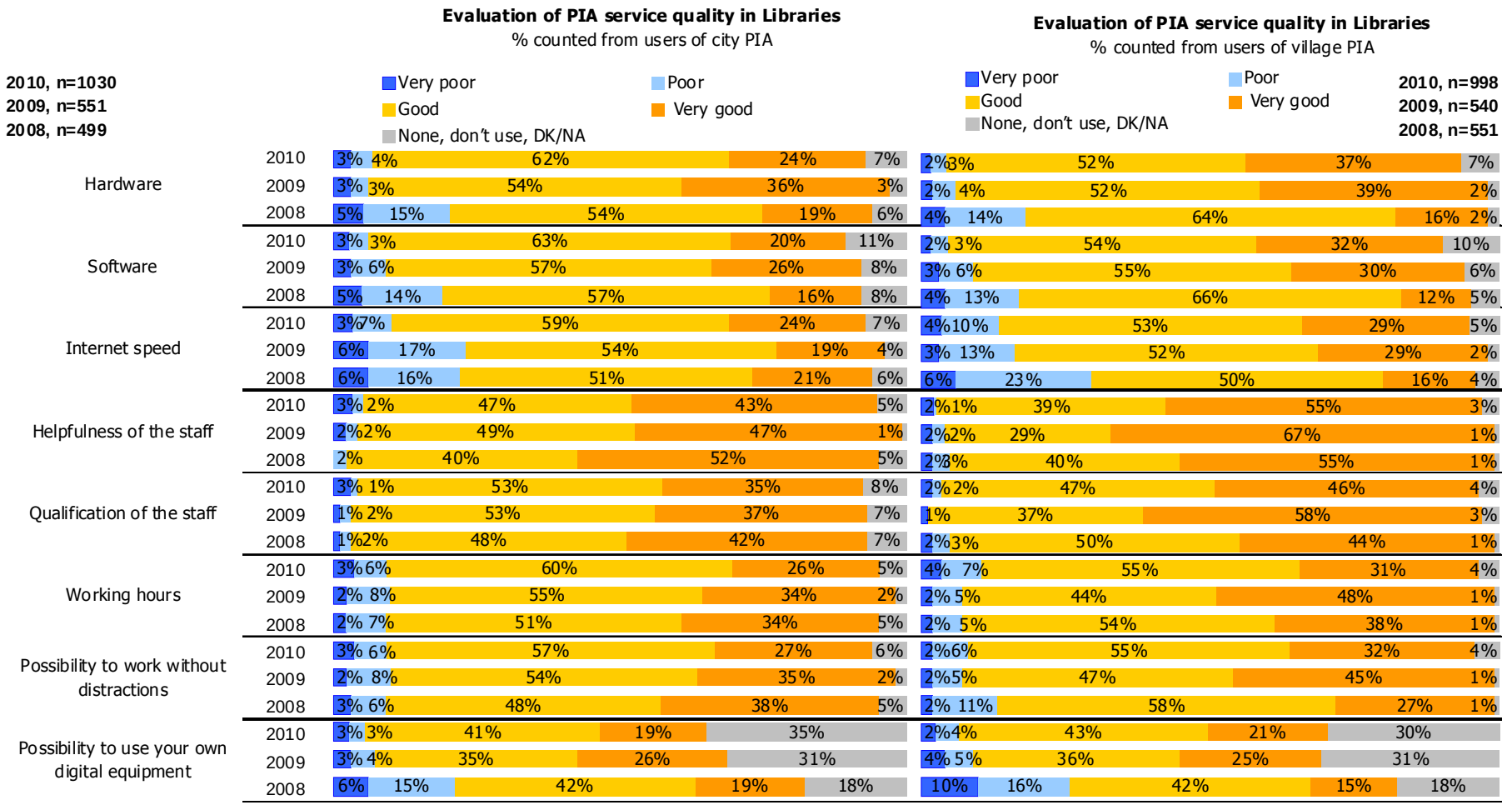


Figure 44. The assessment of the quality of free public Internet access services in a library. *The comparison of rural and urban areas in 2008 – 2010*



4. Computer literacy

The chapter analyses respondents' computer literacy level and the ways of computer skills acquisition.

- Three fourths of PIA users rated their computer literacy favourably. The groups that rated their knowledge as insufficient or completely insufficient were 55-74 year old respondents and pensioners.
- Urban PIA users more often learn to use the computer on their own, at work or in secondary school. Rural PIA users more often attended special computer literacy courses.
- More than half of the respondents, who learnt to use the computer in special courses, attended the courses organised by public libraries. The respondents who are older than 55 years of age and pensioners more often attended computer literacy courses organised by public libraries.

4.1 General computer knowledge

4.1.1 Assessment of respondents' computer literacy

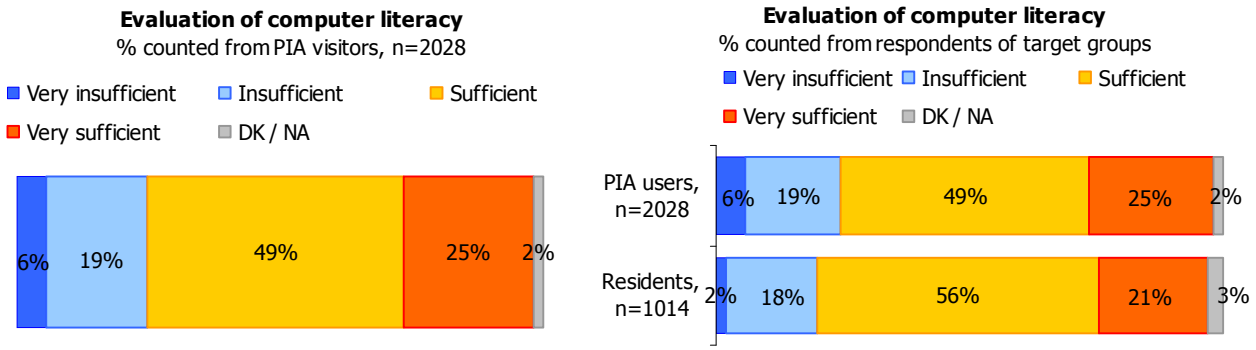
According to the data of the 2010 *PIA users'* survey, three fourths (74%) of the users rated their computer literacy as sufficient or totally sufficient. (Figure 45)

The groups who evaluated their knowledge more favourably were younger respondents (15 – 35 years old), higher-income respondents (over LTL 1000 per one family member) and those with higher education.

55-74 years old respondents and pensioners more often rated their knowledge as insufficient or completely insufficient.

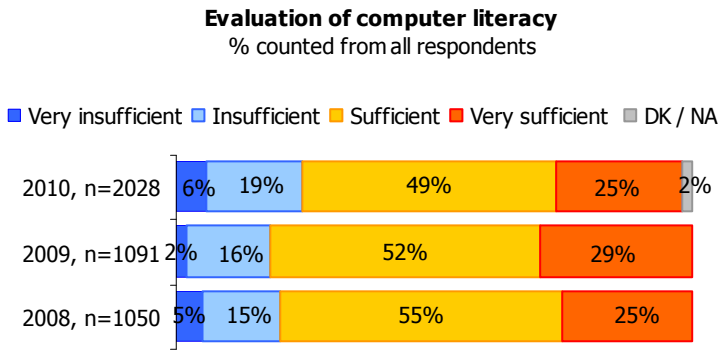
The participants of the *residents' survey* and *PIA users* evaluated their computer knowledge equally favourably. (Figure 45).

Figure 45. The assessment of respondents' computer literacy



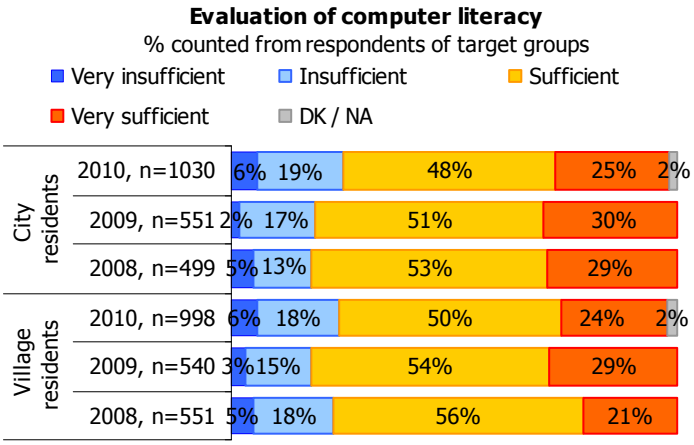
According to the data of the 2010 *PIA users'* survey, the self-assessment of computer literacy was lower in 2010 compared to 2009 (74% in 2010, 81% in 2009) (Figure 46).

Figure 46. The assessment of respondents' computer literacy. *The comparison of 2008 –2010*



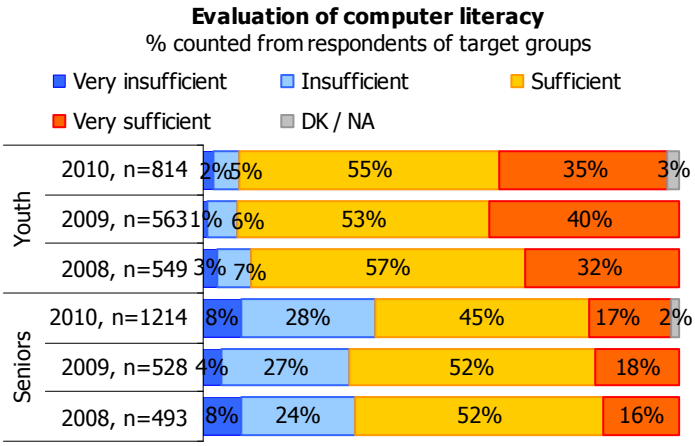
There are no significant differences in the self-assessment of computer literacy in rural and urban areas. (Figure 47)

Figure 47. The assessment of respondents' computer literacy. *The comparison of rural and urban areas in 2008 – 2010*



Younger (under 25 years old) PIA users rated their computer literacy very highly. 90% of young people (under 25) evaluated their computer literacy as sufficient or totally sufficient (respondents older than 25 years of age – 73%). (Figure 48).

Figure 48. The assessment of respondents' computer literacy. *The comparison of the responses of younger and older respondents*

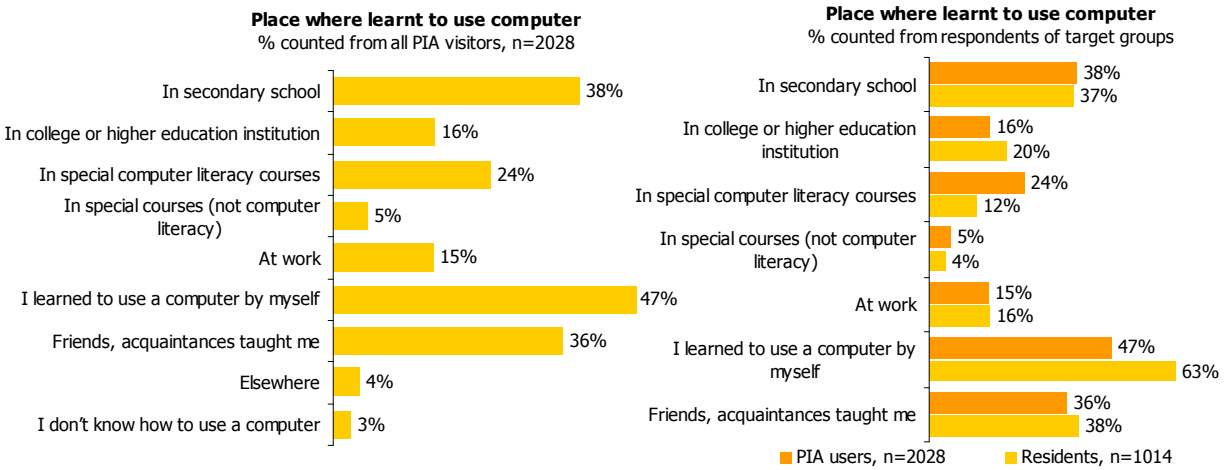


4.1.2 Acquiring computer literacy skills

According to the data of the 2010 *PIA users'* survey, 47% of the respondents learnt to use the computer by themselves (the number of male respondents and 15-24 year olds who learnt to use the computer on their own was statistically significantly higher than that of other groups), 38% - in secondary school (15 -24 year olds), 36% - from friends, acquaintances or relatives (15-24 year olds, pupils and students), 24% - in special computer literacy courses (women, respondents older than 55 years of age). (Figure 49).

PIA users slightly more often than the participants of the *residents' survey* learnt to use the computer in special computer literacy courses (24% of PIA users and 12% of residents). However, the number of the respondents who learnt to use the computer by themselves was lower among PIA users (47% of PIA users and 63% of residents). (Figure 49).

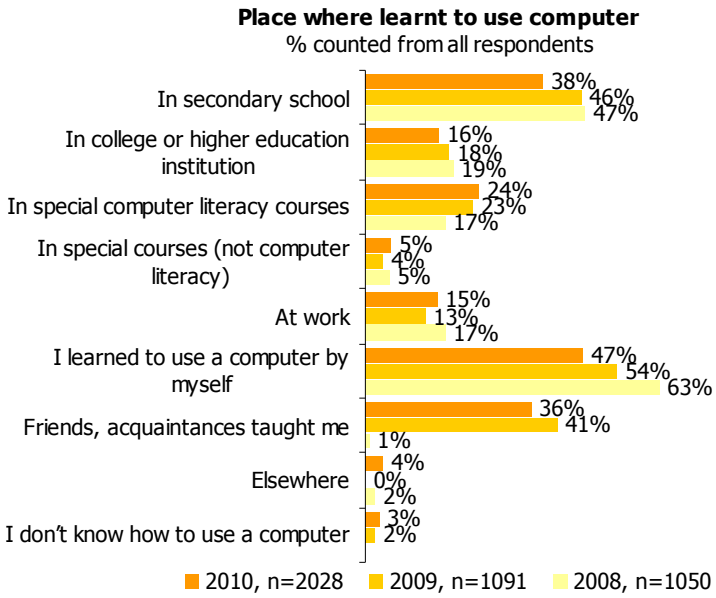
Figure 49. Acquisition of computer literacy skills



In the period from 2008 to 2010, there was a decrease in the number of the respondents among PIA users who learnt to use the computer in secondary school (38% in 2010, 46% in 2009, 47% in 2008) and by themselves (47% in 2010, 54% in 2009, and 63% in 2008). (Figure 50)

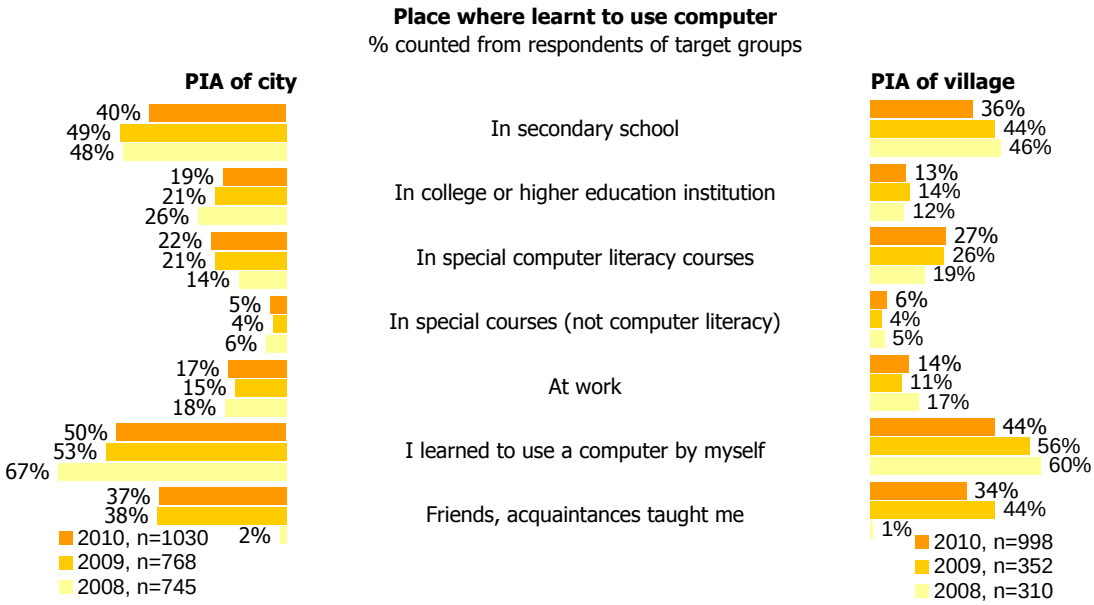
The ways of computer literacy acquisition among urban and rural PIA users are different. Urban PIA users more often learn to use the computer at work (17% in urban areas and 14% in rural areas), in secondary school (40% in urban areas and 36% in rural areas) [15] and on their own (50% in urban areas and 44% in rural areas). Rural PIA users more often attended special computer literacy courses (27% in urban areas and 33% in rural areas). (Figure 51).

Figure 50. Acquisition of computer literacy skills. *The comparison of 2008 – 2010*



[15] There are also marked differences among those who learnt to use the computer in a higher education institution, however, such a comparison would not be appropriate because there are no higher education institutions in rural areas.

Figure 51. Acquisition of computer literacy skills. *The comparison of rural and urban areas in 2008 – 2010*



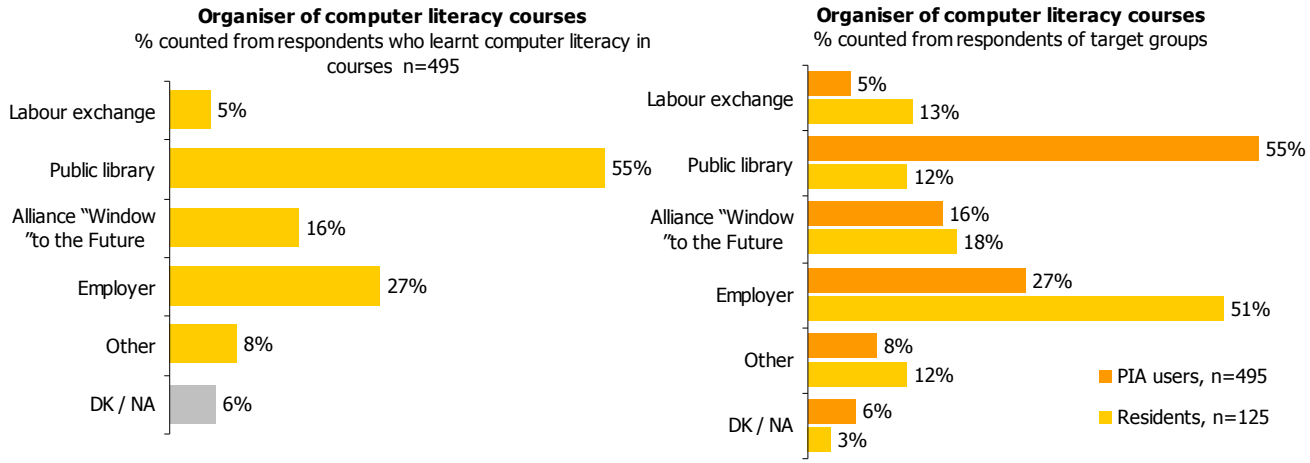
4.1.3 Computer literacy courses

According to the data of the 2010 *PIA users'* survey, more than half (55%) of all the respondents who learnt to use the computer in specialised courses said that the courses were organised by a public library, 27% of the respondents mentioned their employer (more often urban respondents), 16% - the Project "Window to the Future", 5% - the Labour Exchange, 8% mentioned other places (Figure 52).

Respondents older than 55 years of age and pensioners more often attended the computer literacy courses organised by public libraries.

According to the data of the 2010 *residents' survey,* those respondents who learnt to use the computer in specialised courses more often mentioned their employer as the organiser of such courses (37% of PIA users and 51% of residents) (Figure 52). *PIA users* more often mentioned a public library as the organiser of the courses (55% of PIA users and 12% of residents)[16]. (Figure 52).

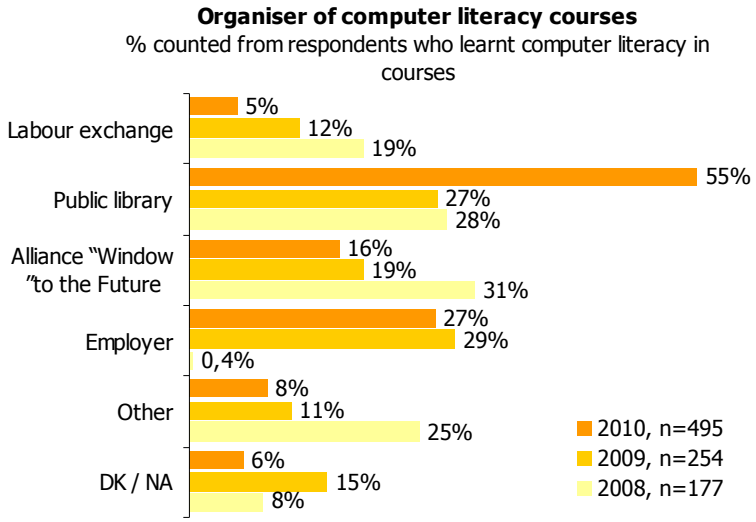
Figure 52. Organiser of computer literacy courses



Comparing the courses organisers that were mentioned most frequently in 2008 – 2010, it has been observed that the courses organised by "Window to the Future" (31% in 2008, 19% in 2009, 16% in 2010) and the Labour Exchange (5% in 2010, 12% in 2009, 19% in 2008) were mentioned increasingly less often, whereas the number of those who mention public libraries as the organiser increased markedly (55% in 2010, 27% in 2009, 28% in 2008). (Figure 53).

[16] It would be inappropriate to emphasize this difference because the compared groups are not homogeneous. Thanks to computer literacy development programmes, PIA users are more actively involved in courses.

Figure 53. **Organiser of computer literacy courses.** ***The comparison of 2008 – 2010***

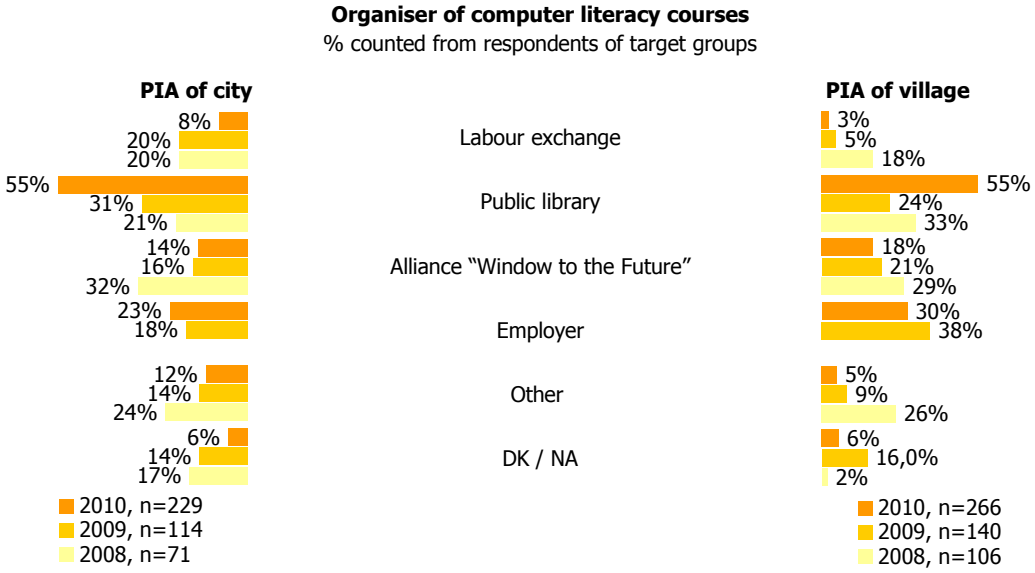


*the option "workplace" was not included in the 2008 questionnaire

Rural PIA users more often attended computer courses organised by their employer (30% in rural areas and 23% in urban areas, according to the data of 2010) and the alliance "Window to the Future" (18% in rural areas and 14% in urban areas, according to the data of 2010).

The same share of rural and urban PIA users attended the courses organised by libraries (55% in urban areas and 55% in rural areas, according to the 2010 data). (Figure 54)

Figure 54. Organiser of computer literacy courses. *The comparison of rural and urban areas*

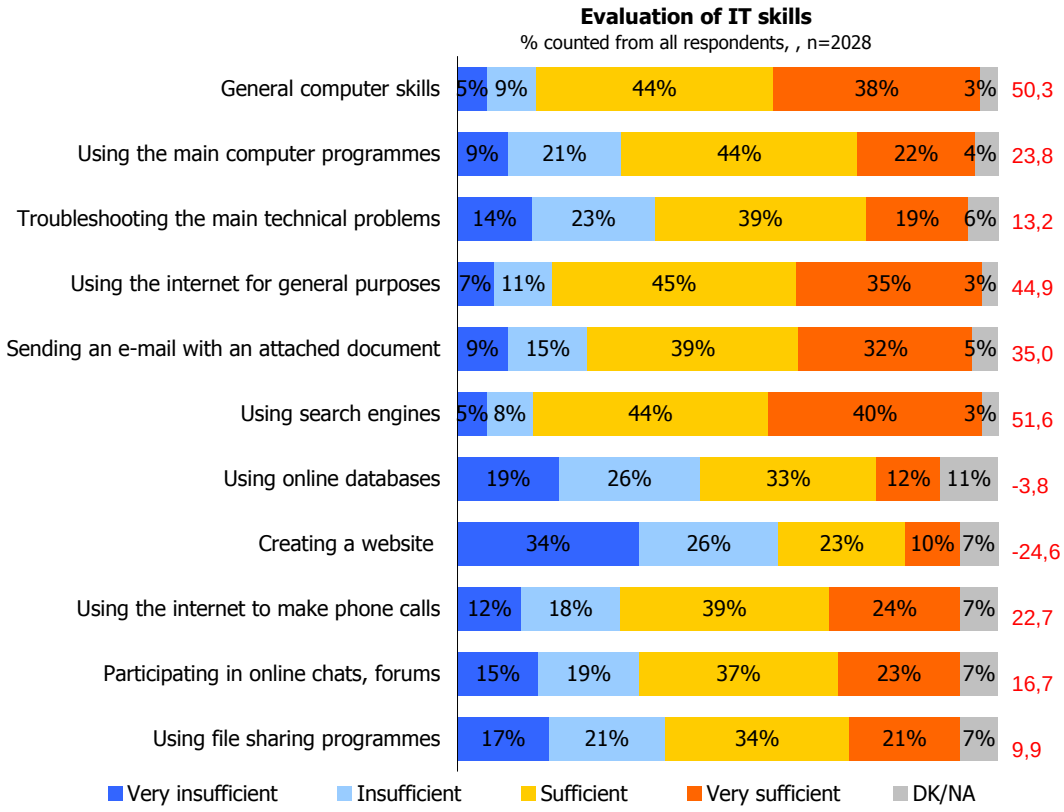


4.2 Assessment of IT skills

According to the data of the 2010 *PIA users'* survey, the following basic computer skills were rated most favourably by the respondents: browsing the Internet or search engines (84% positive evaluations), general computer skills (82% positive evaluations), using the Internet (80% positive evaluations). The following interactive skills and those requiring specialised knowledge were evaluated less positively: website creation (33% positive evaluations), the use of online databases (45% positive evaluations), the use of file exchange programmes (55% positive evaluations), troubleshooting of the main technical problems (58% positive evaluations). (Figure 55).

The youngest respondents (15-34 years old) and those with higher education evaluated their skills more favourably. The respondent groups who rated their computer skills least favourably were the oldest (65 – 74 years old) respondents and pensioners.

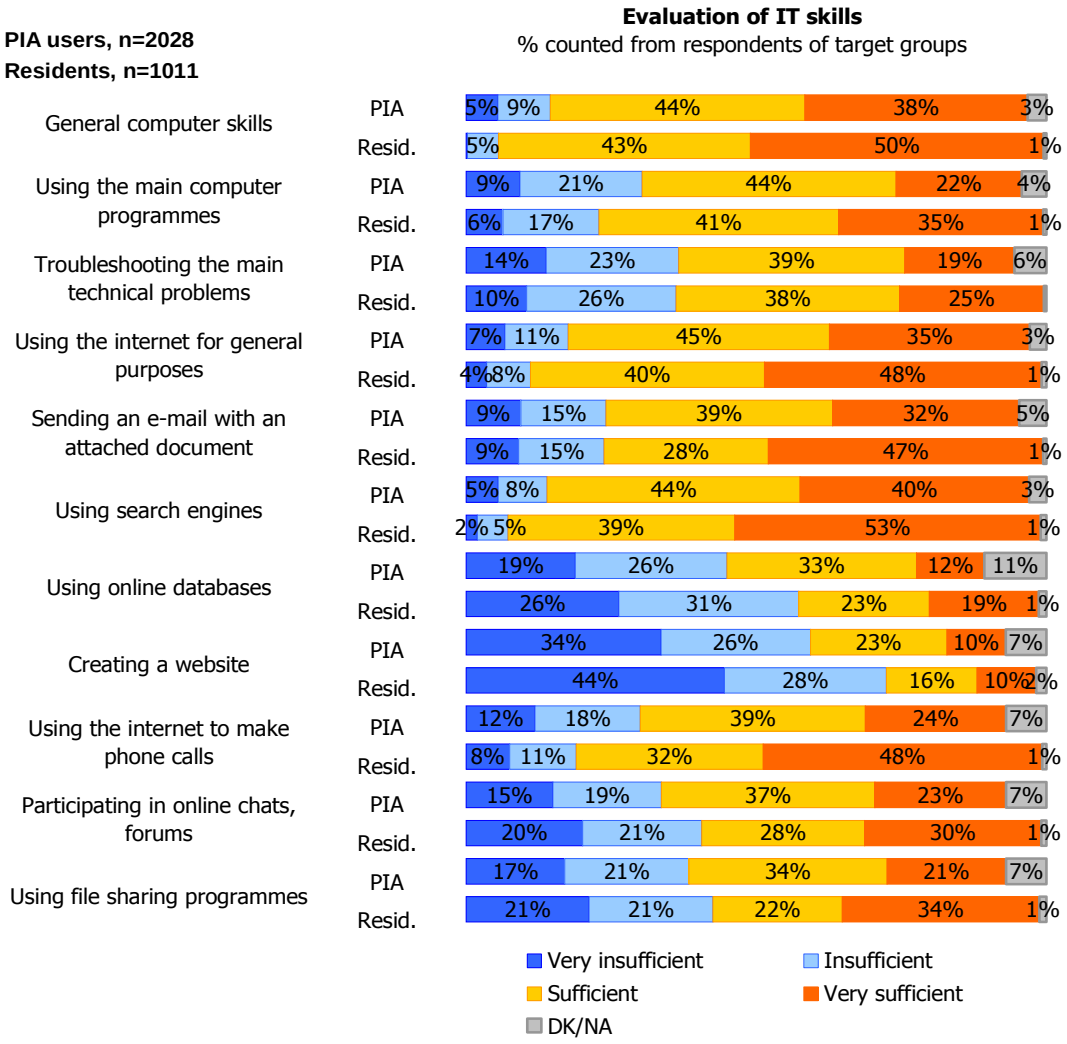
Figure 55. The assessment of IT skills



* The balance of the evaluation scale is presented in the column on the right.

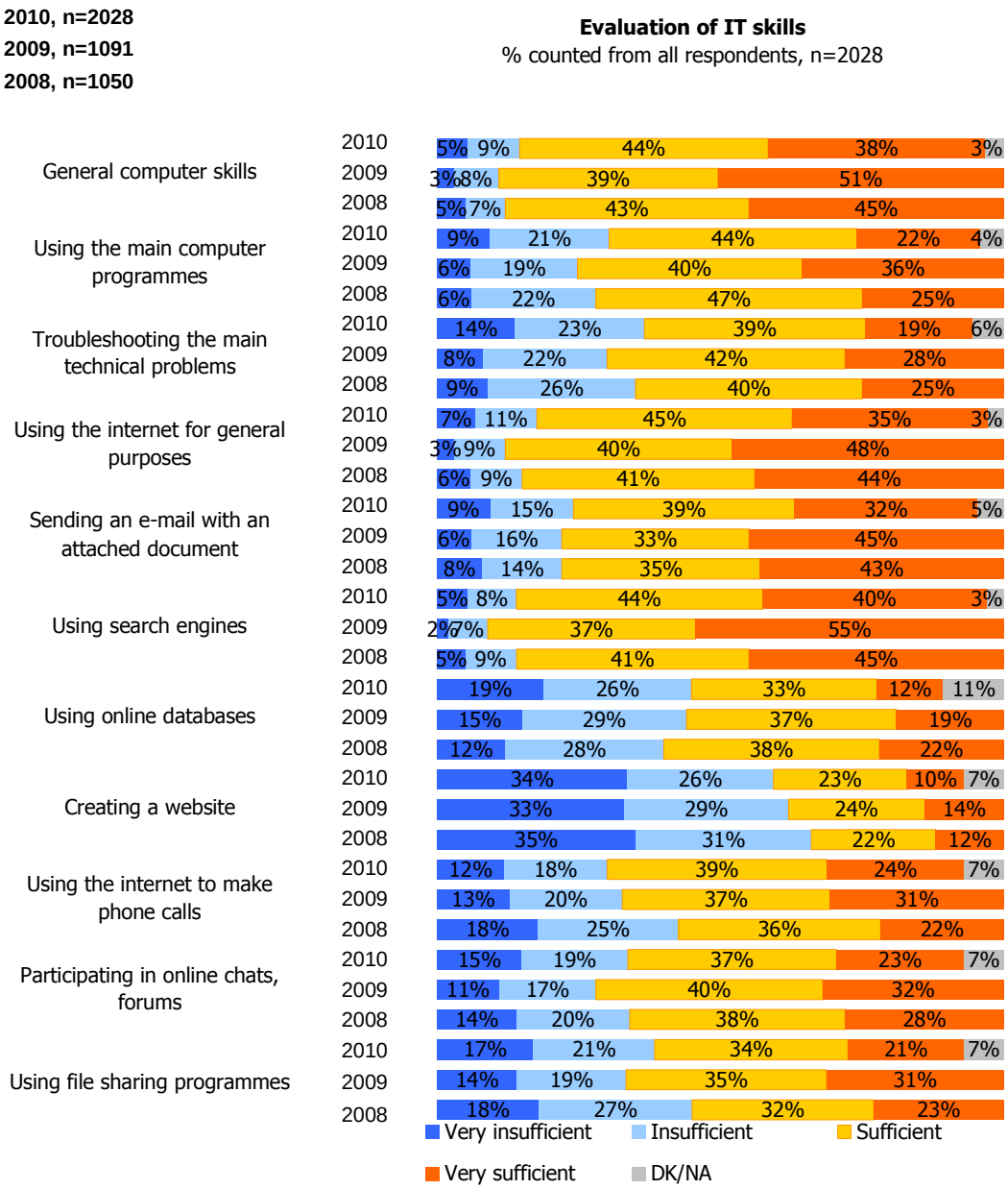
The participants of the representative *residents' survey* evaluated their basic computer skills (general computer skills, browsing the Internet or search engines, Internet use, use of the main computer programmes) more favourably than *PIA users.* (Figure 56).

Figure 56. Assessment of the respondent's IT skills. *The comparison of PIA users and residents*



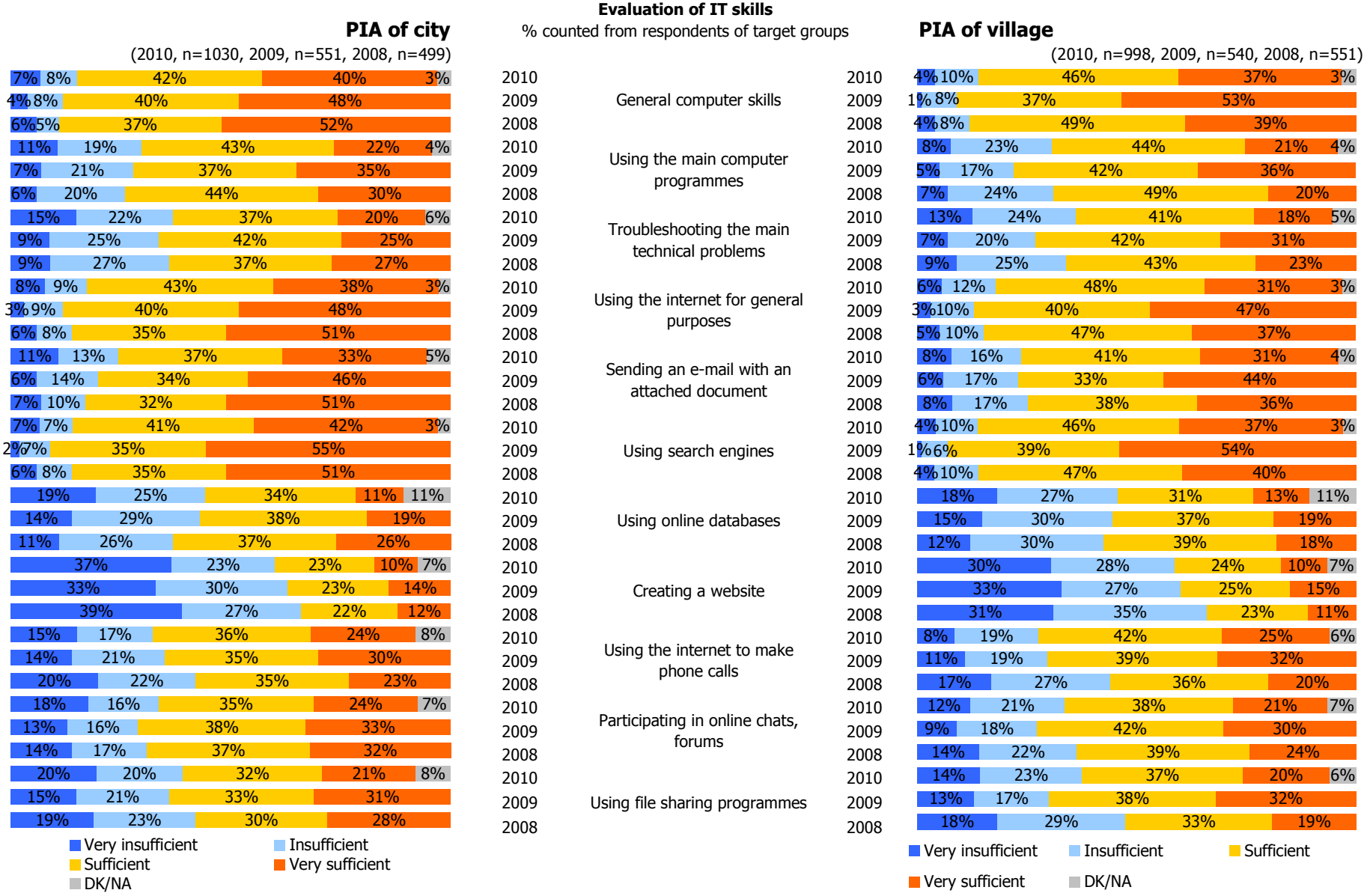
In 2010, the ratings of the majority of IT skills declined (Figure 57). One of the possible explanations for this phenomenon is a rather high number of new PIA users (In 2010, as many as 28% of the respondents used the library PIA for the first time. For more information, see Chapter 3.1).

Figure 57. Assessment of the respondent's IT skills. *The comparison of 2008 – 2010*



Rural and urban PIA users rated their IT skills very similarly. Rural PIA users evaluated their skills of using the Internet for phone calls a bit more positively than urban PIA users (66% positive evaluations among rural residents and 60% positive evaluations among urban residents). (Figure 58).

Figure 58. Assessment of the respondent's IT skills. *The comparison of rural and urban areas in 2008 – 2010*



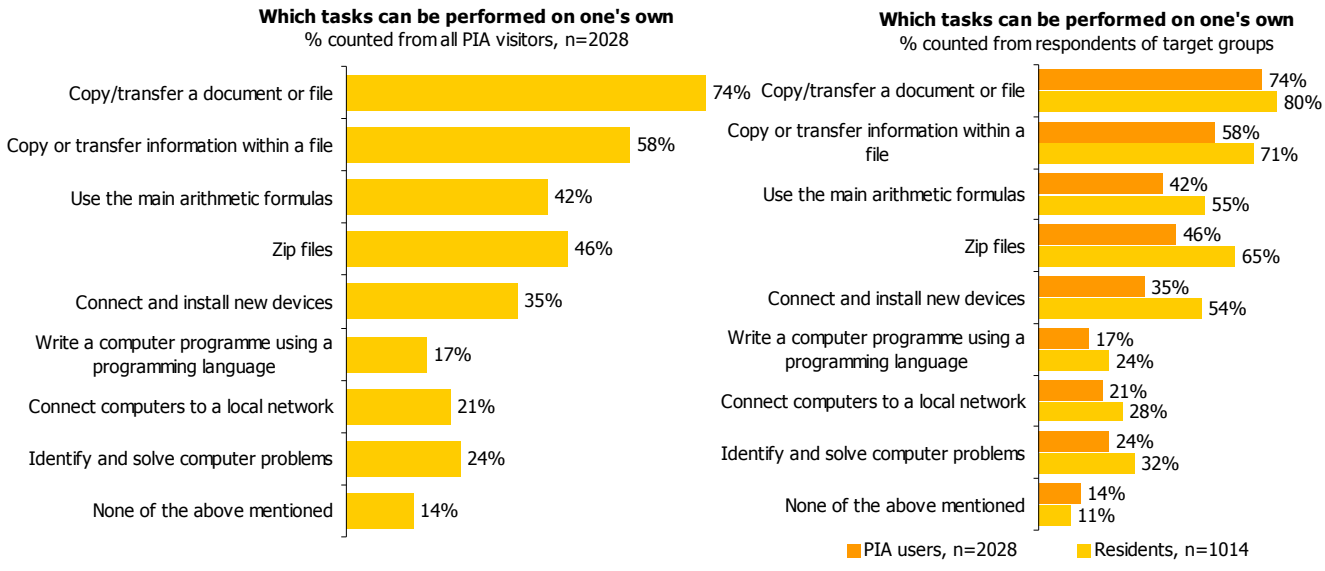
4.2.1 The ability to use IT technologies independently

According to the data of the 2010 *PIA users'* survey, 74% of the respondents know how to copy or transfer a document or a storage device, 58% of the respondents can use text copying or transfering functions in the text editor, 46% of the respondents can zip files, 42% can use formulas in documents, 35% can connect or install new devices, 24% can identify and solve computer problems, 21% can connect computers to a local network, 17% can write a computer programme using the computer programming language. 12% of the respondents do not know how to perform any of the above mentioned tasks (Figure 59).

The respondent groups who have mastered all the tasks better are younger respondents (under 25), white-collar workers and servants, managers, students and pupils. Male respondents statistically significantly more often reported being able to perform the following tasks requiring specialized knowledge: write computer programmes, connect computers to a local network, identify and solve computer problems, connect new devices.

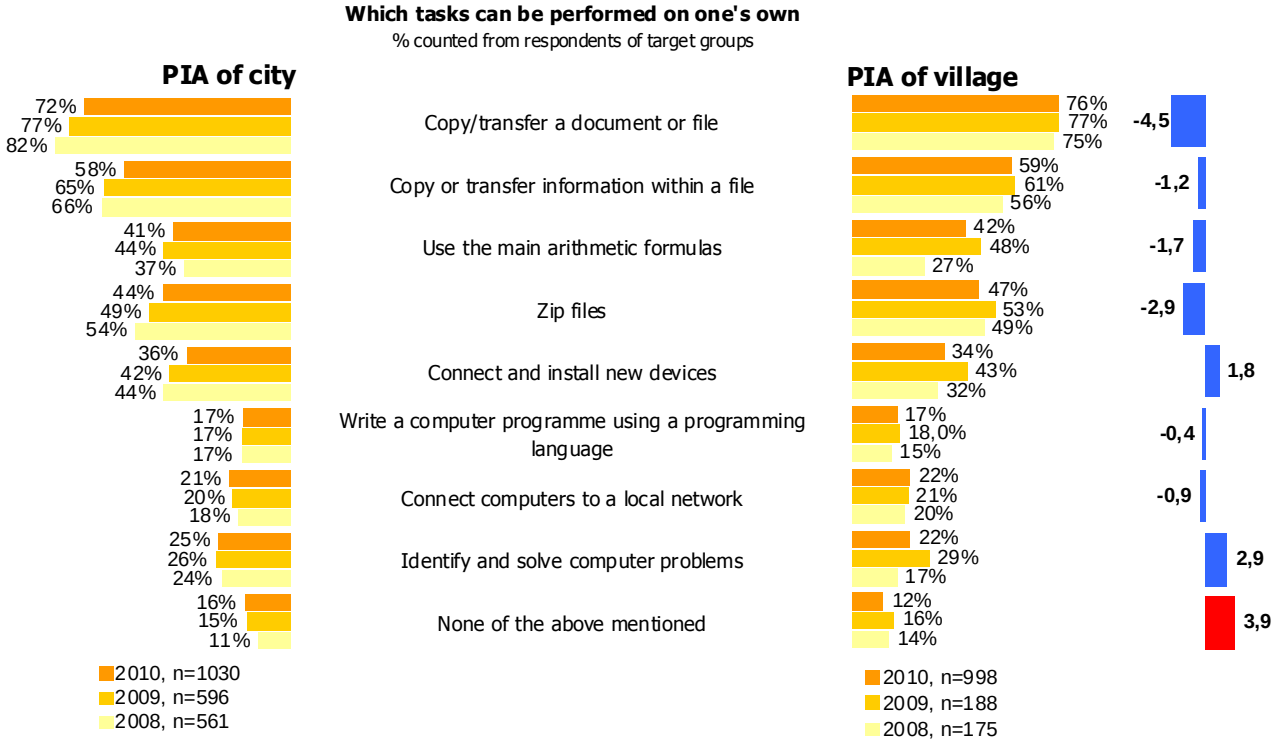
PIA users compared to the participants (Internet users) of the 2010 *residents'* survey, rated their ability to perform various computer tasks less favourably. There were especially great differences in the evaluations of skills in the areas related to documents or technical equipment: 46% of *PIA users* know how to zip documents (65% of *residents*), 35% of *PIA users* can connect or install new devices by themselves (54% of *residents*). (Figure 59).

Figure 59. Independent computer skills of the respondents



According to the data of the 2010 *PIA users'* survey, the skills of the rural and urban respondents in the IT-related areas do not differ. (Figure 60).

Figure 60. Independent computer skills of the respondents**.** *The comparison of rural and urban areas in 2008 – 2010*



*The column on the right shows the difference in the independent IT skills between urban and rural respondents.

5. Objectives and places of Internet use

The chapter discusses the popularity of the areas of Internet use as well as the places of its use.

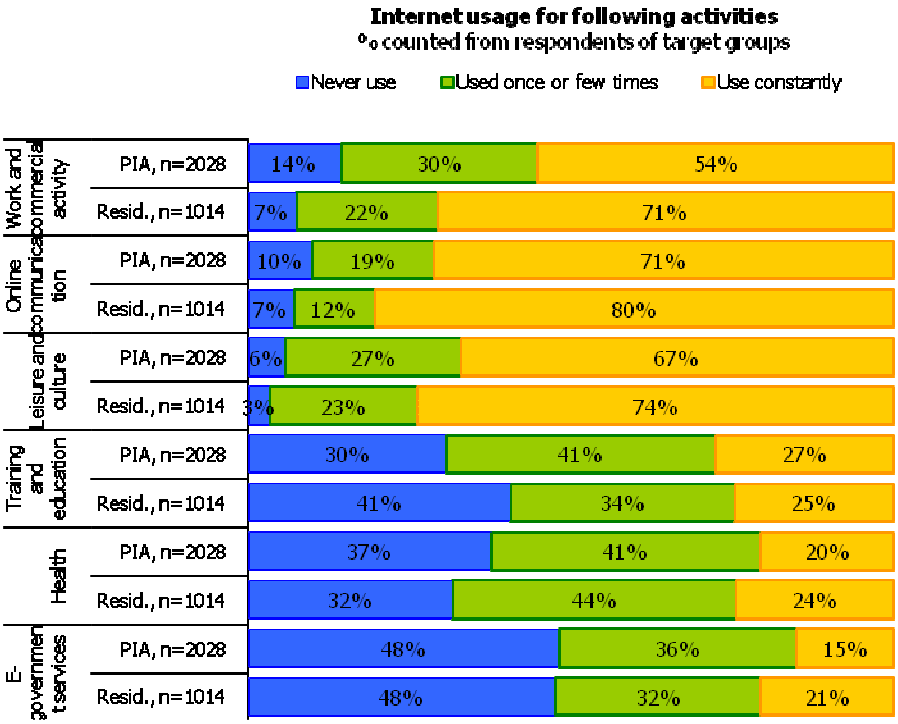
- The Internet is most widely used in the areas of communication and leisure as well as culture. It is less used in the following areas: e-government, health, learning and self-education.
- The participants of the residents' survey more actively use the Internet in all the areas than PIA users. The only area where the frequency of the Internet use of PIA users and residents is almost equal is learning and self-education.

According to the data of the 2010 *PIA users'* survey, the Internet is most often used in the areas of communication (used regularly by 71% of the respondents) and leisure (used regularly by 67% of the respondents). The Internet is less used in the following areas: e-government (used regularly by 15% of respondents), health (used regularly by 20% of the respondents), learning and self-education (27% use it regularly). (Figure 61)

Comparing the results of the *PIA users'* survey to the results of the 2010 *residents' survey* it has been observed that residents use the Internet in all the areas more actively. A particularly great difference is seen in the use of the Internet for work and business activity (54% of *PIA users* and 71% of residents use it regularly for this purpose).

The only area where the frequency of Internet use among *PIA users* and the *residents* is almost the same is learning and self-education (27% of *PIA users* and 25% of *residents*). (Figure 61)

Figure 61. How often do you use the Internet for the following activities?



Comparing the results of the period from 2008 to 2010, it has been observed that in 2010 compared to 2009, there was a particularly great decrease in the use of the Internet for work and business purposes (percentage of respondents who used the Internet for these purposes decreased from 62% in 2009 to 54% in 2010) and the use of the Internet for learning and education (percentage of respondents who used the Internet for these purposes decreased from 36% in 2009 to 27% in 2010). (Figure 62)

The greatest decline in the frequency of Internet use for work and business purposes was seen in rural areas. The percentage of rural PIA users who regularly engaged in online activities related to their work or commercial activities: 49% in 2008, 59% in 2009, 48% in 2010 (in urban areas: 65% in 2008, 61% in 2009, 60% in 2010). (Figure 63)

Figure 62. How often do you use the Internet for the following activities? *The comparison of 2008 – 2010*

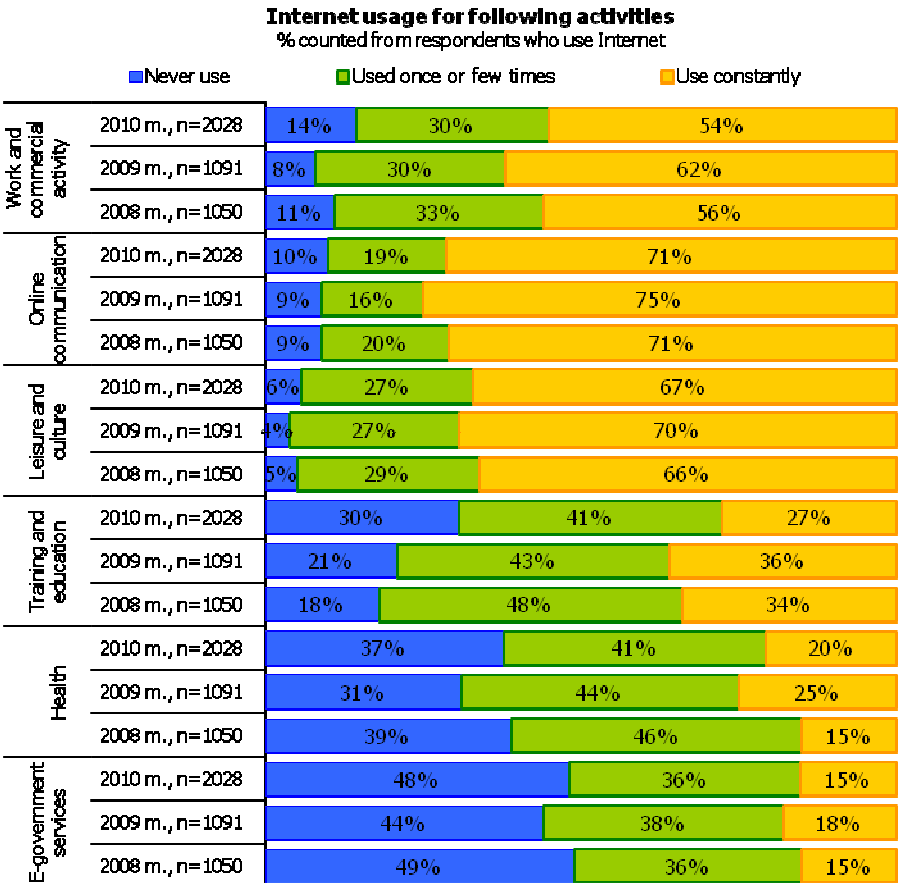
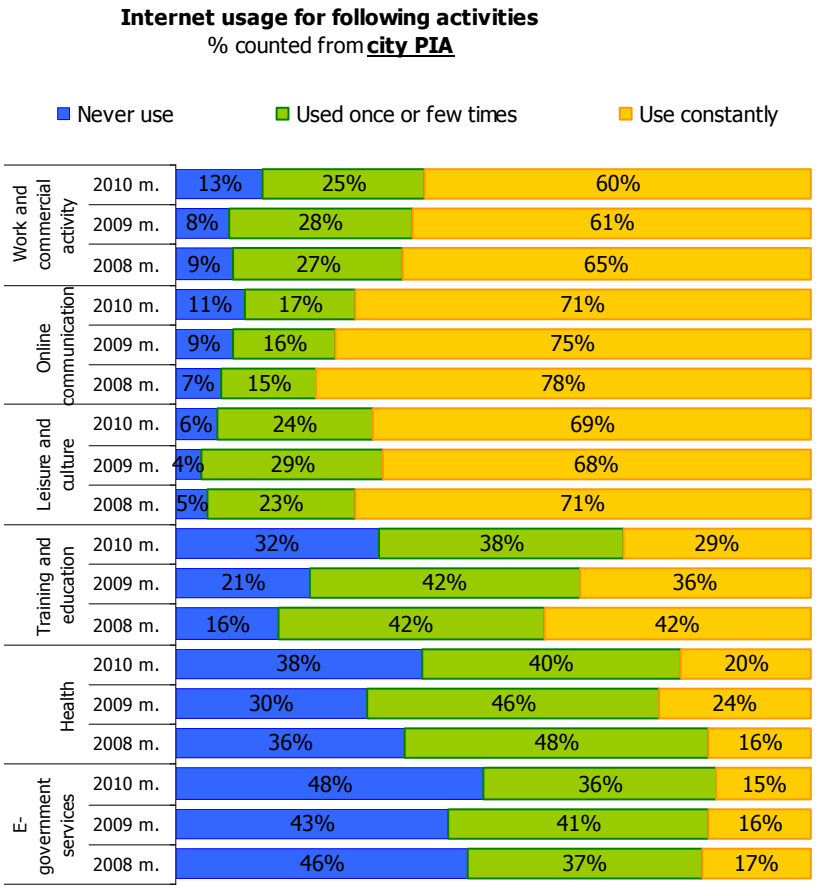
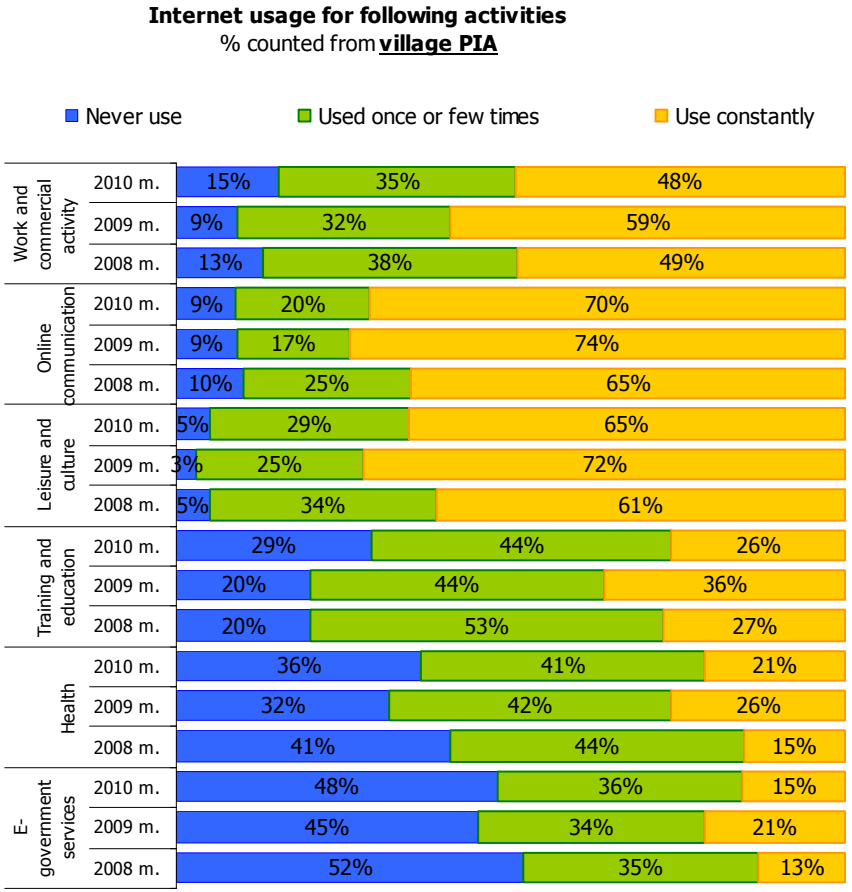


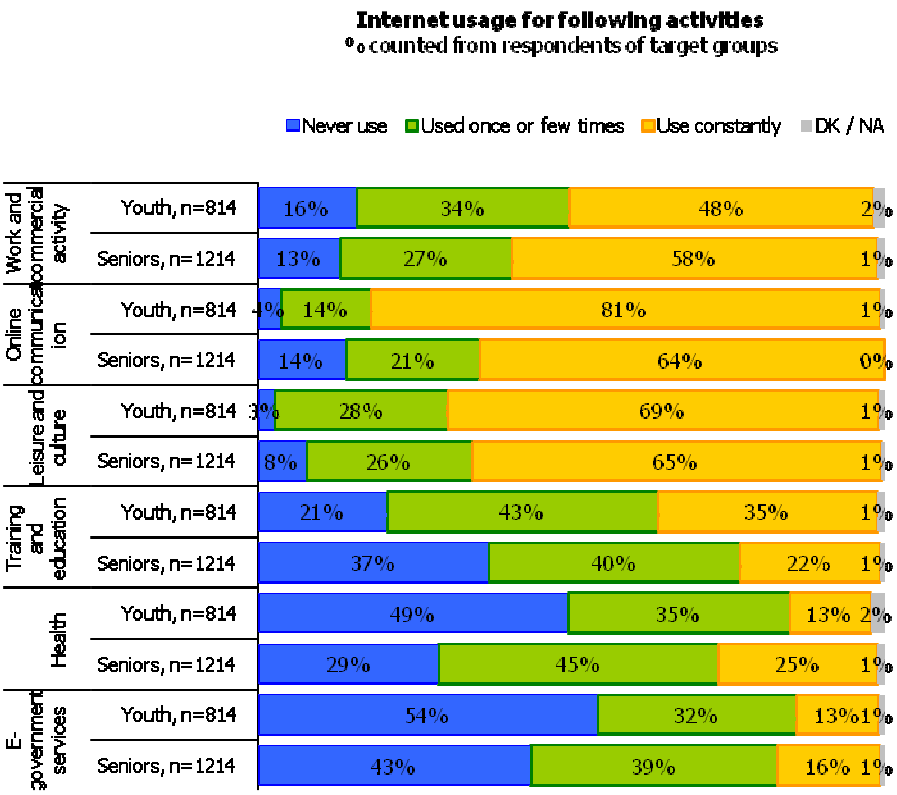
Figure 63. How often do you use the Internet for the following activities? *The comparison of urban and rural areas in 2008 – 2010*





Young people (under 25) are more active in most of the areas of Internet use, except in the cases of health and e-government where the more active users are those over the age of 25 (Figure 64).

Figure 64. How often do you use the Internet for the following activities? *The comparison of younger and older age groups*



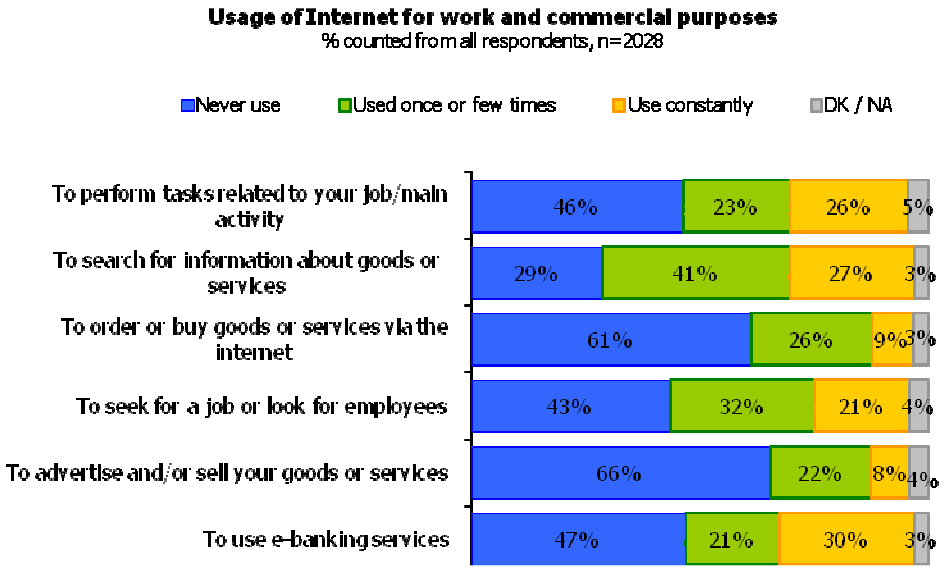
5.1 Work and business activity

5.1.1 Work and business activity: popularity of the Internet

According to the data of the 2010 *PIA users'* survey, the most popular areas of the Internet use related to work and business activity is e-banking (30% regularly use the Internet for this purpose), search for the information about products and services (27 % regularly use the Internet for this purpose) and activities directly related to a job (26% regularly use the Internet for this purpose). *PIA users,* compared to all *residents* (the data of the 2010 survey), use these services less often. Among the Lithuanian population, 44% of the respondents regularly use e-banking and 43% of them use the Internet for the activities directly related to a job. (Figure 65).

The frequency of Internet use among *PIA users* in the area related to work or business activity is lower than that among the *Lithuanian Internet* users. Similar usage habits are observed in the area of job-seeking (53% of *PIA users* and 57% of *residents*) and selling and advertising of own products (30% of *PIA users* and 32% of *residents*). (Figure 66)

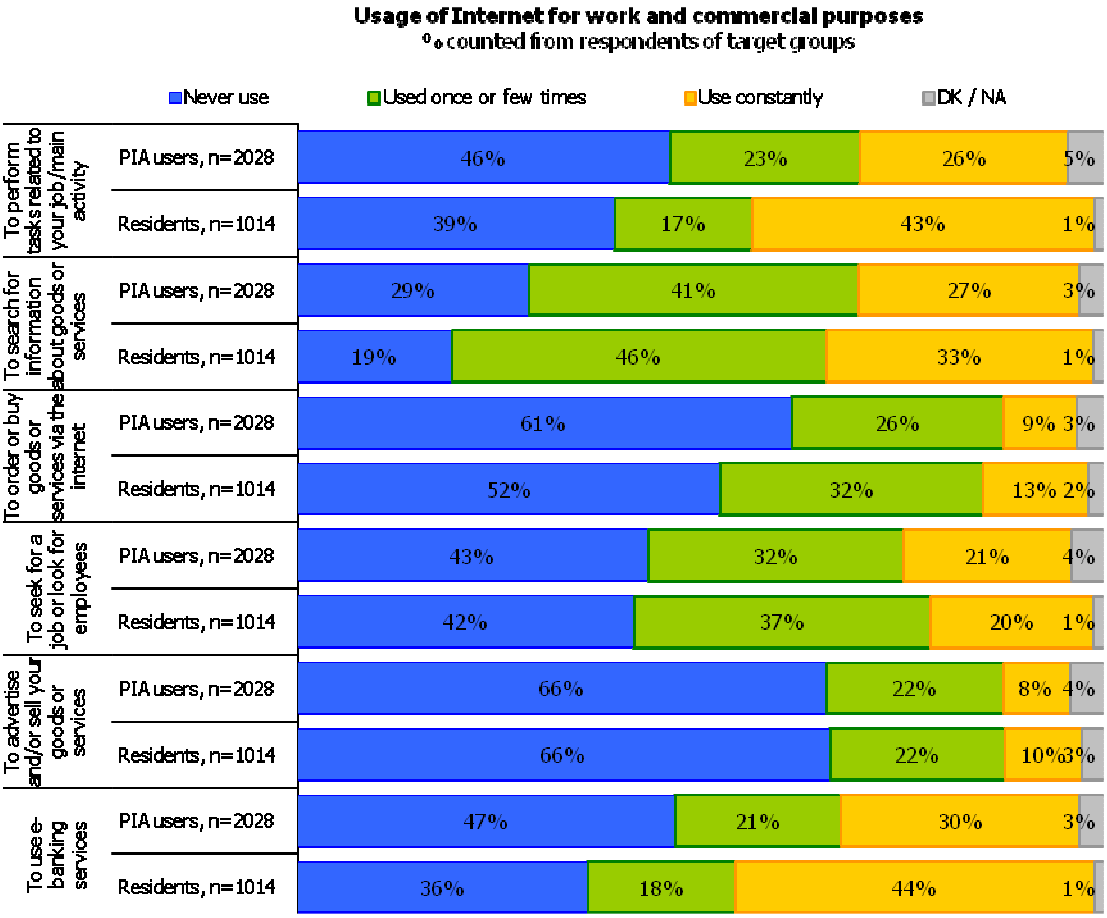
Figure 65. How often do you use the Internet for work and business purposes?



*** The column on the right shows the involvement coefficient** [17]

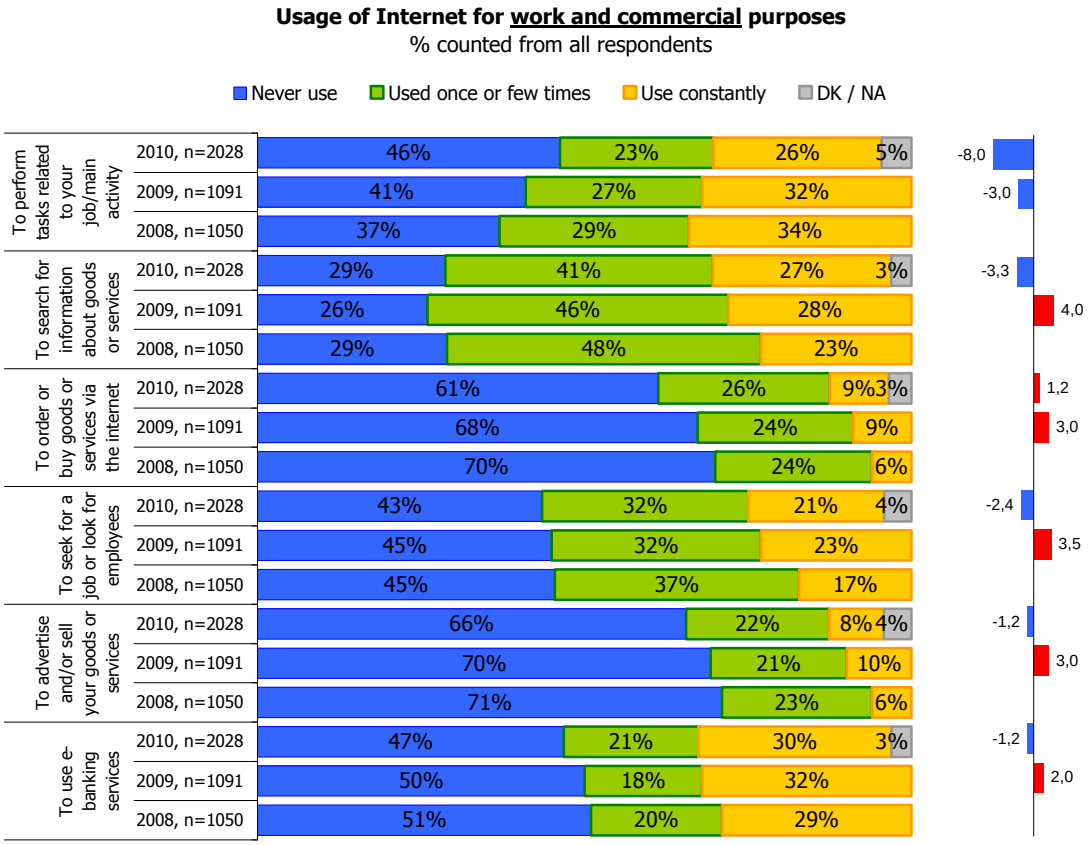
[17] To measure the frequency of use, the rank scale was used the intervals of which are not equal so the calculation and interpretation of the average of evaluations would not be accurate. In order to compare the popularity of an area more clearly, a derivative value was used – the involvement coefficient obtained by summing up the weighted percentage of responses. Relative weights: "used a few times" – 0.5, "uses regularly" – 1. In this way, the expression of the frequency of use = "used once or several times" x 0.5 + "uses regularly".

Figure 66. How often do you use the Internet for work and business purposes? *The comparison of the results of the PIA users' and residents' surveys.*



Comparing the changes in the Internet use among *PIA users* for work and business purposes over the period of 2008 to 2010, a decline in the Internet use directly related to one's job has been observed. The changes in other areas are not significant. (Figure 67). Similar trends were observed in the results of the *residents'* survey where a regress is seen in Internet use directly related to one's job.

Figure 67. How often do you use the Internet for work and business purposes? *The comparison of 2008 – 2010*



* The column on the right shows the area popularity balance indicating the changes in the involvement as compared to the previous period. Positive balance means the growth of rates of the period compared to the previous period, whereas negative balance means a decline in rates. The balance close to 0 means that there were no changes compared to the previous period. [18]

The use of the Internet among rural and urban *PIA users* in the area related to work and business activity does not differ. (Figure 68)

Older respondents are more active in the areas of Internet use related to work or business activity (they are more active participants of the labour market as well). The respondent group under 25 years old use the Internet as often as older respondents only for the search of products and services (the heaviness of use is similar). (Figure 69)

[18] For more information see Chapter 1.2 “Methodological notes”.

Figure 68. How often do you use the Internet for work and business purposes? *The comparison of rural and urban areas*

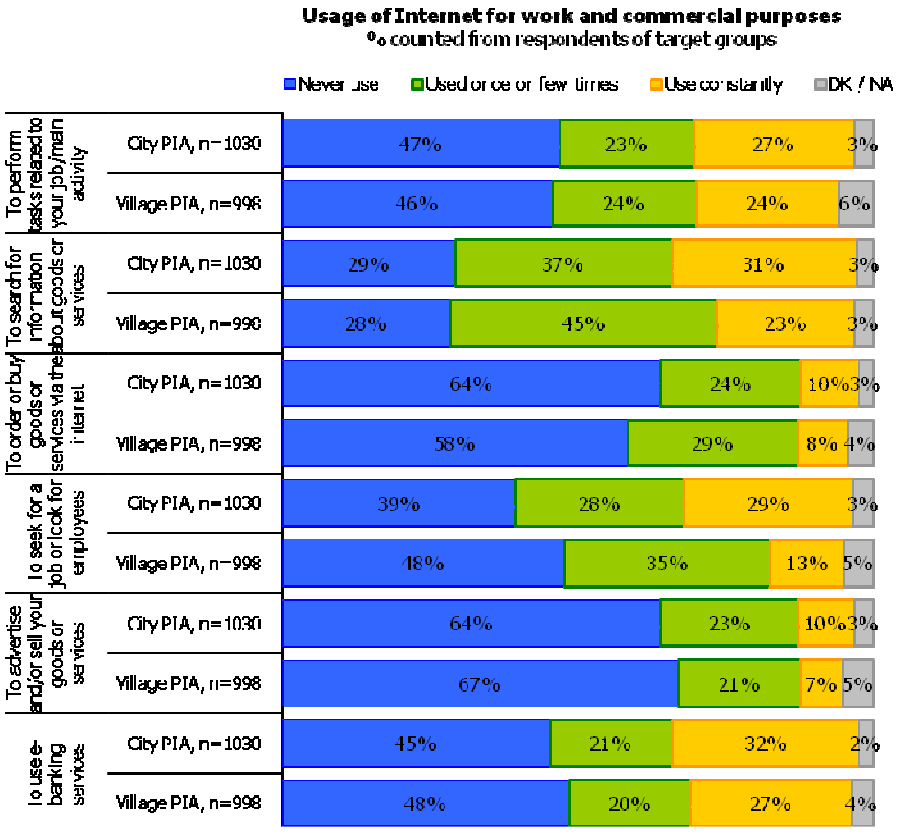
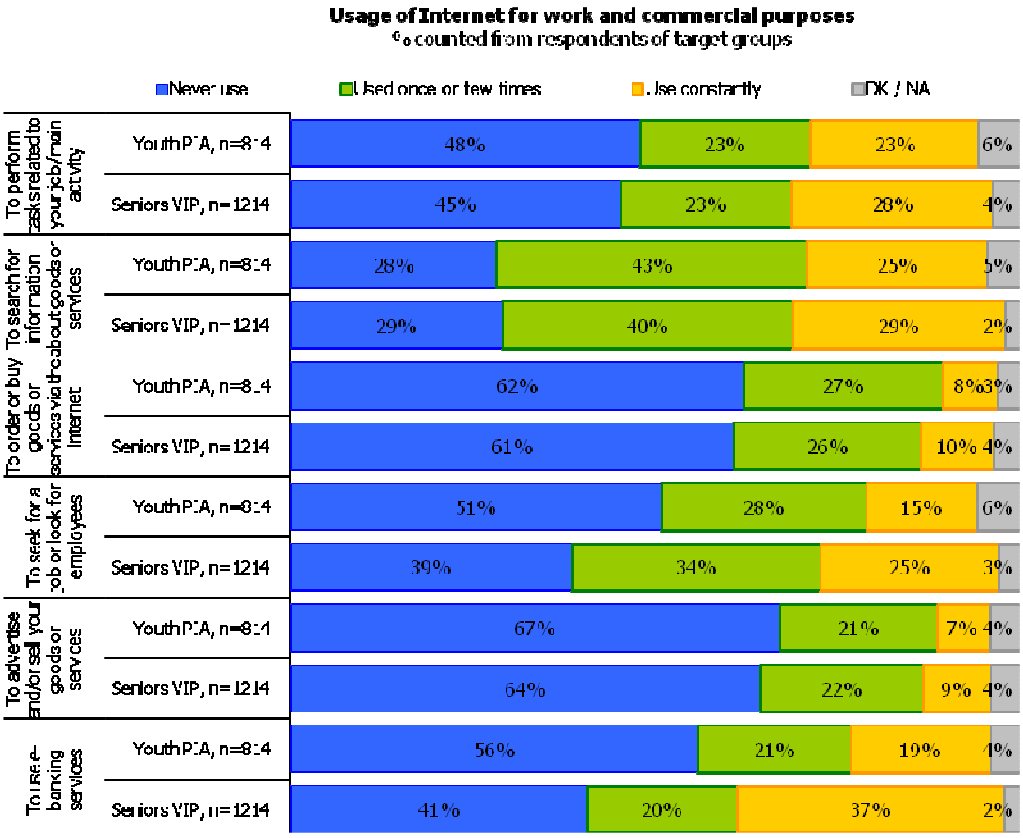


Figure 69. How often do you use the Internet for work and business purposes? *The comparison of age groups*

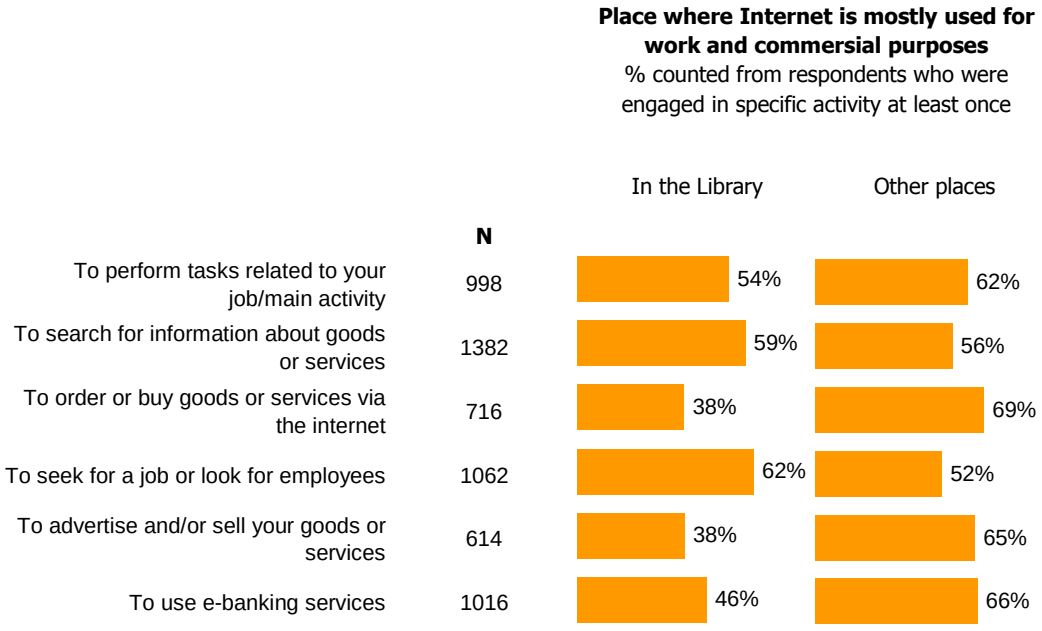


5.1.2 Work and business activity: places of Internet use

The results of the 2010 *PIA users'* survey have shown that in alternative access points (non-PIA), the Internet is more widely used for work and business purposes. (Figure 70). The gap between library PIA and other access points ranges from 8% percentage points (tasks directly related to the job) to 27% (advertising and selling of products). The library PIA holds a leading position in the area of job-seeking (62% in libraries and 52% in other places) and search for information about products and services (59% in PIA points and 56% in other places).

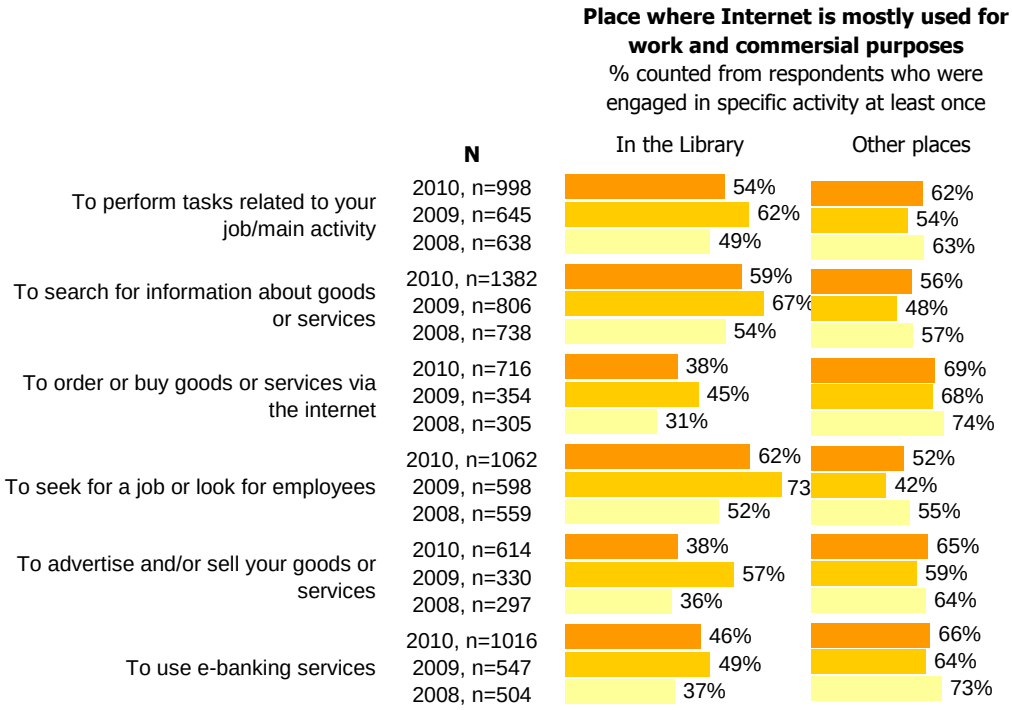
To sum it up, the areas in which PIA holds a leading position may be termed as passive (seeking for a job or employees and search for information about products require only the "consumption" of information), whereas the leading areas of alternative access points may be called interactive (banking, job tasks, advertising of products and services also require creation of content).

Figure 70. Work and business activity: places of Internet use.



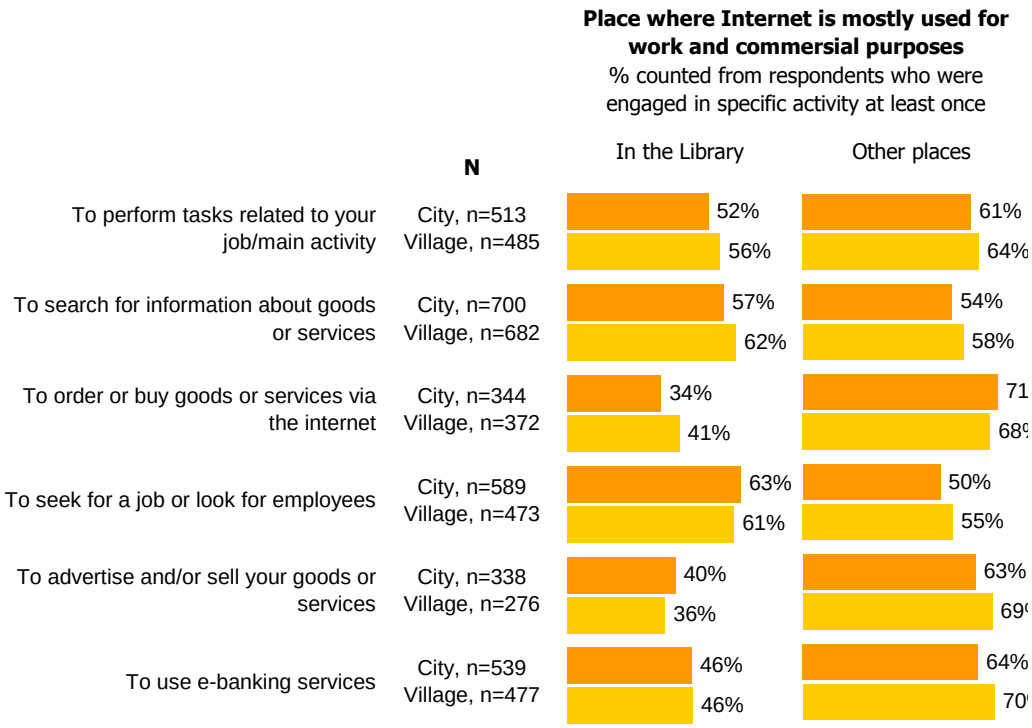
In 2008 – 2010, the most popular places of Internet use for work and business purposes remain almost unchanged: PIA alternatives take lead in the majority of the areas, with the exception of already discussed job-seeking, advertising of products and services and e-banking services. (Figure 71).

Figure 71. Work and business activity: places of Internet use. *The comparison of 2008 – 2010*

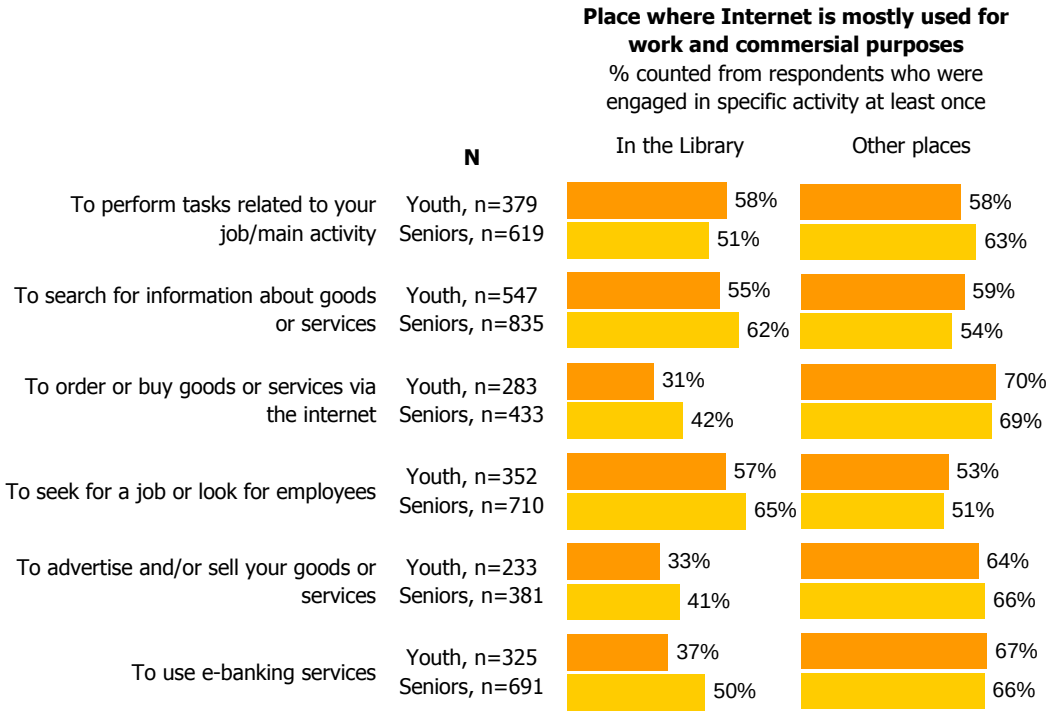


There are no statistically significant differences in the comparison of rural and urban Internet use for business purposes in the *PIA users survey* (Figure 72).

Figure 72. Work and business activity: places of Internet use. *The comparison of rural and urban areas*



The leading position of older Internet users in the area of Internet use related to work and business has already been discussed in the previous chapter. The cross-section according to the place of use has revealed a very interesting trend. Older respondents (over 25 years of age) use the Internet for work or business purposes more often in other places than a library (63% in libraries and 51% in other places), whereas young people (under 25) use the Internet for these purposes equally frequently in libraries and other access points. (Figure 73).



5.2 Online communication

5.2.1 Online communication: popularity of the Internet

According to the data of the 2010 *PIA users'* survey, email - the most popular means of online communication - is regularly used by 61% of the respondents. 38% of the respondents use social networks and 36% of them use online phone conversations. (Figure 74).

Among *residents* (the data of the 2010 residents' survey), email is also the most popular means of communication – it has 70% regular users. In the area of communication, neither *PIA users* nor *residents* have a clear leadership. The respondents of the residents' survey have a clear lead only in the area of online telephony (60% regular users among *Lithuanian Internet users* and 36% among *PIA users*). In other areas, the heaviness of use among PIA users and residents is similar. (Figure 75).

Figure 73. How often do you use the Internet for communication purposes?

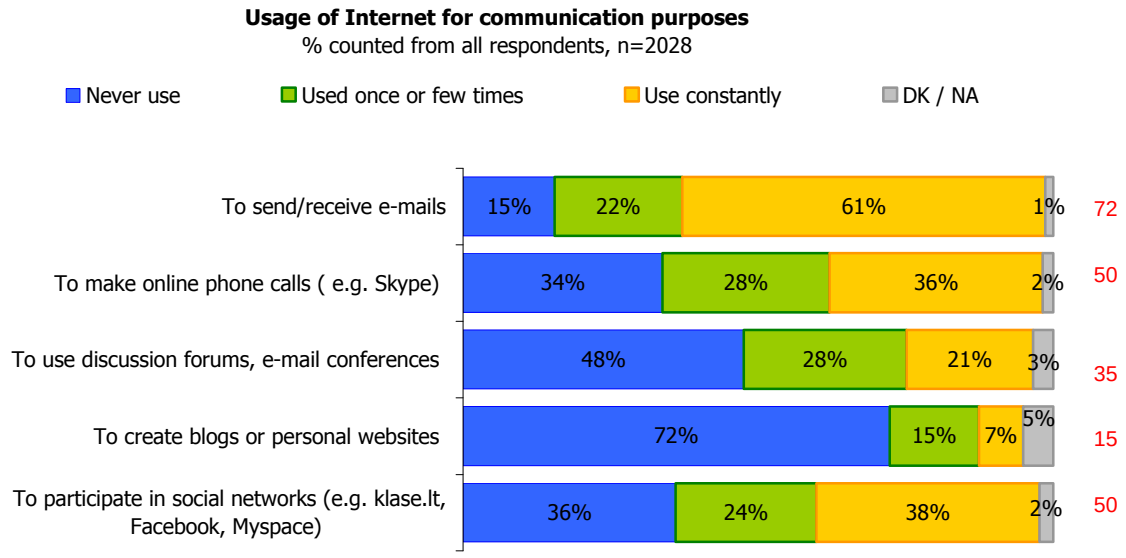
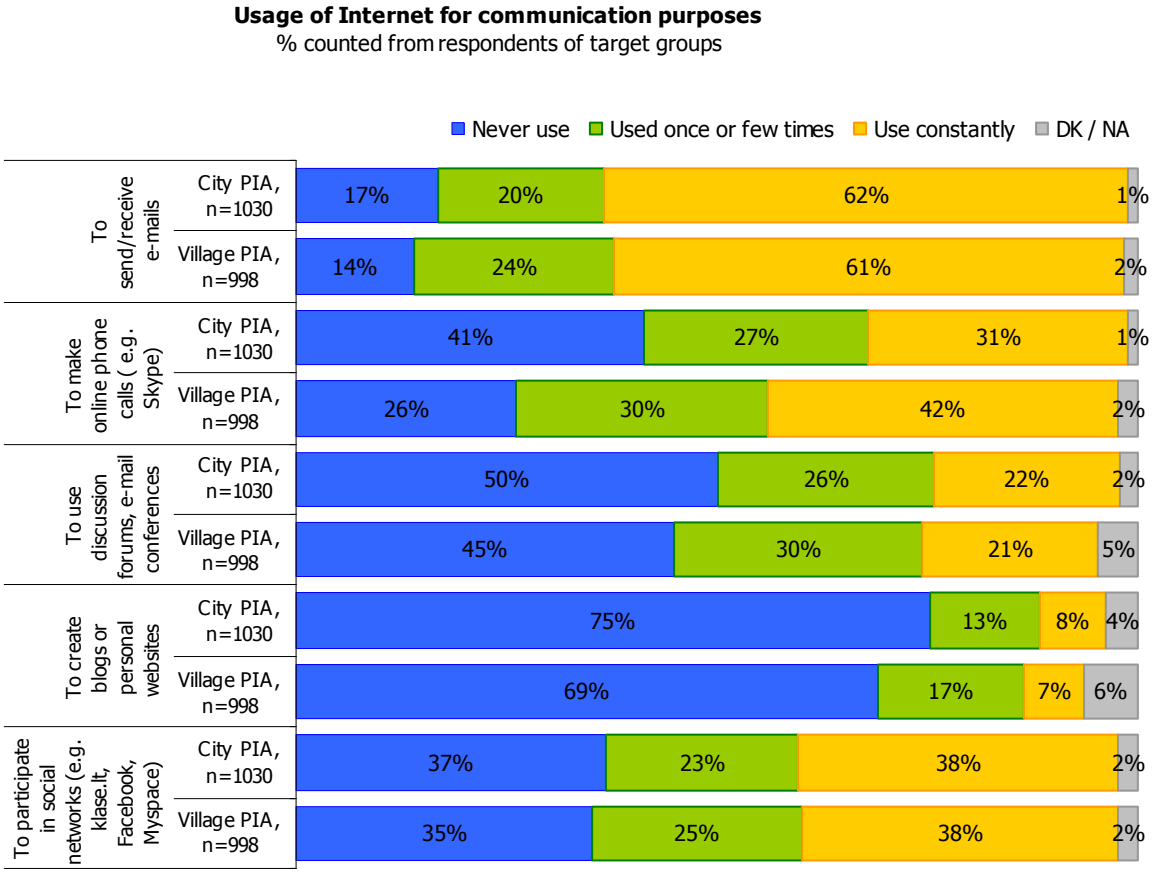
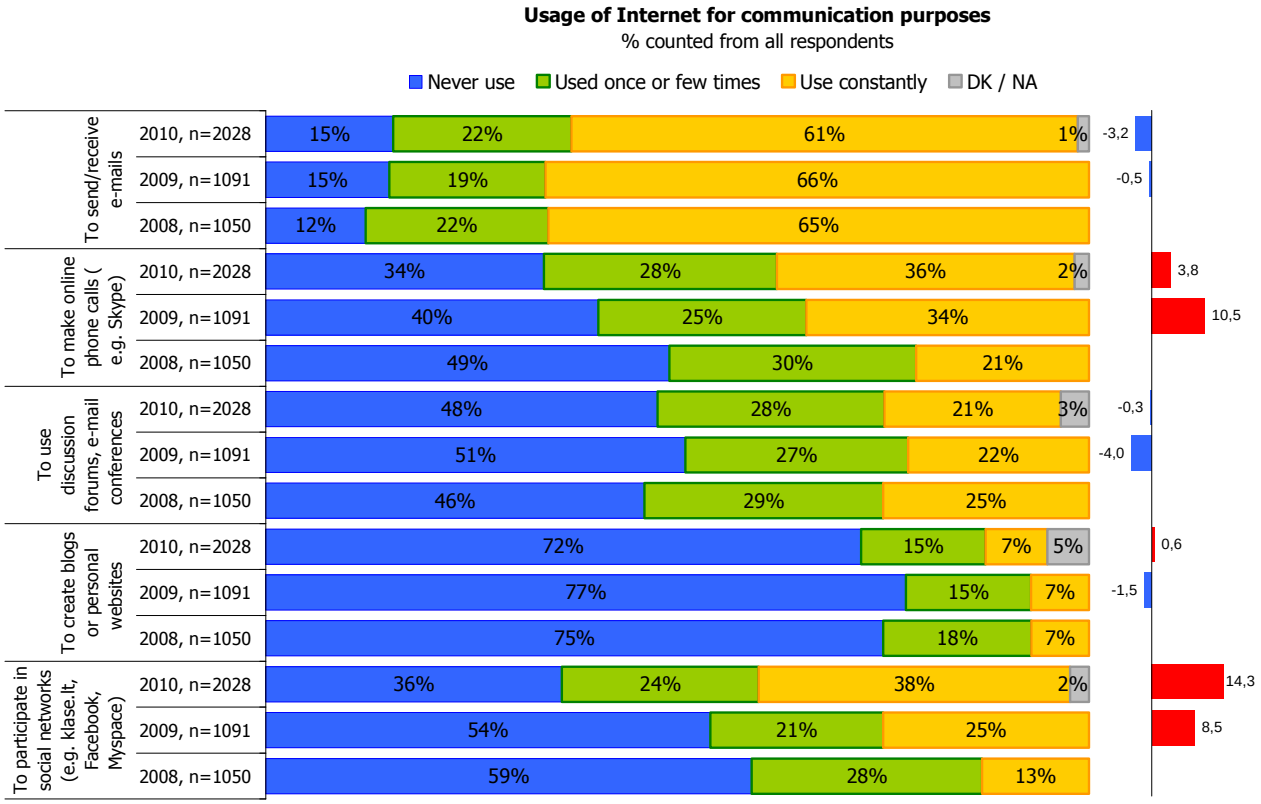


Figure 74. How often do you use the Internet for communication purposes? *The comparison of the results of the PIA users' and residents' surveys*



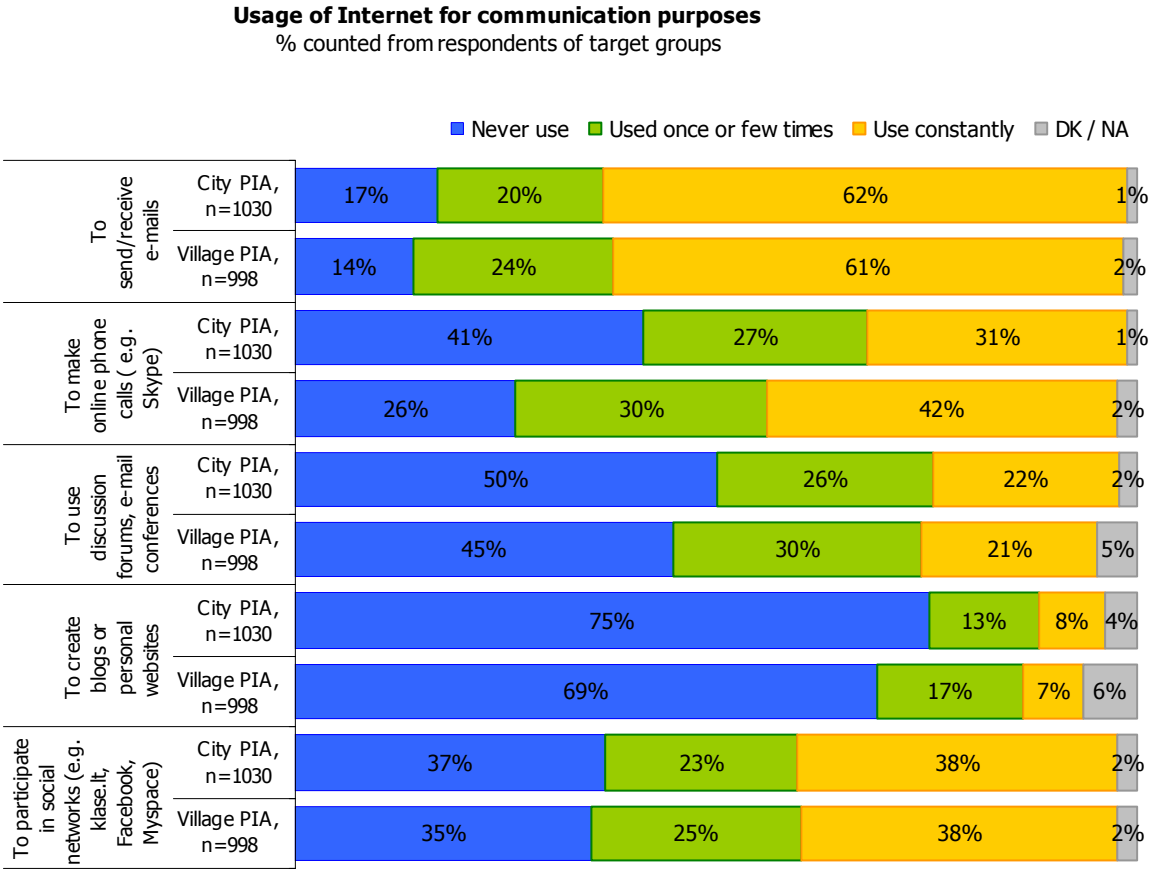
Over the period of 2008 – 2010, a rather marked increase in the popularity of social networks (regular users: 13% in 2008, 25% in 2009, 38% in 2010) is observed. (Figure 76).

Figure 75. How often do you use the Internet for communication purposes? *The comparison of 2008 – 2010*



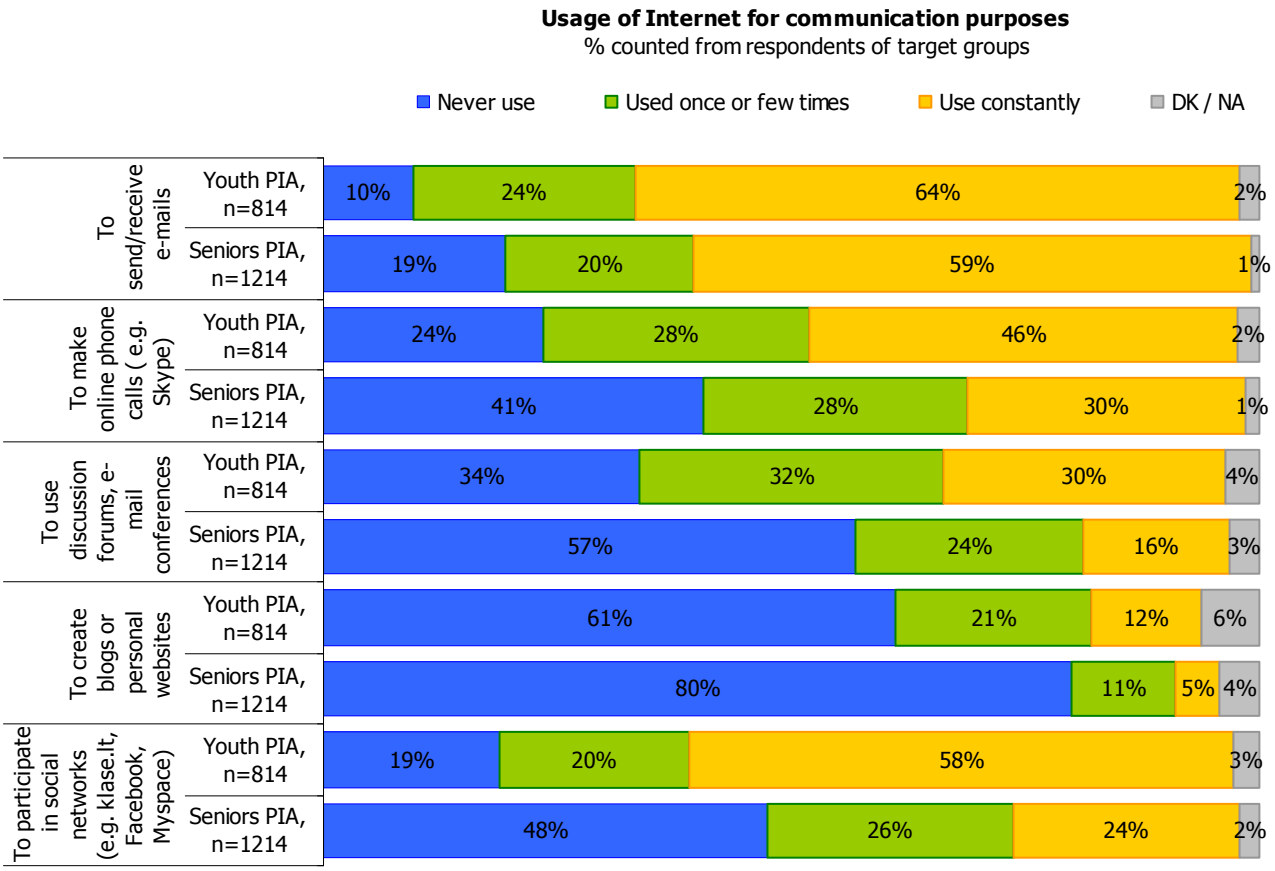
Comparing the results of the survey of *PIA users* of rural and urban branches, greater popularity of online telephony is observed in rural areas (42% regular users in rural areas and 31% in urban areas). (Figure 77)

Figure 76. How often do you use the Internet for communication purposes? *The comparison of rural and urban areas*



Younger respondents (under 25) are clear leaders in the area of online communication. The smallest gap between younger and older respondents exists in the use of email (64% and 57% users). Younger respondents take lead in the other areas, in particular those related to WEB2.0. (Figure 78)

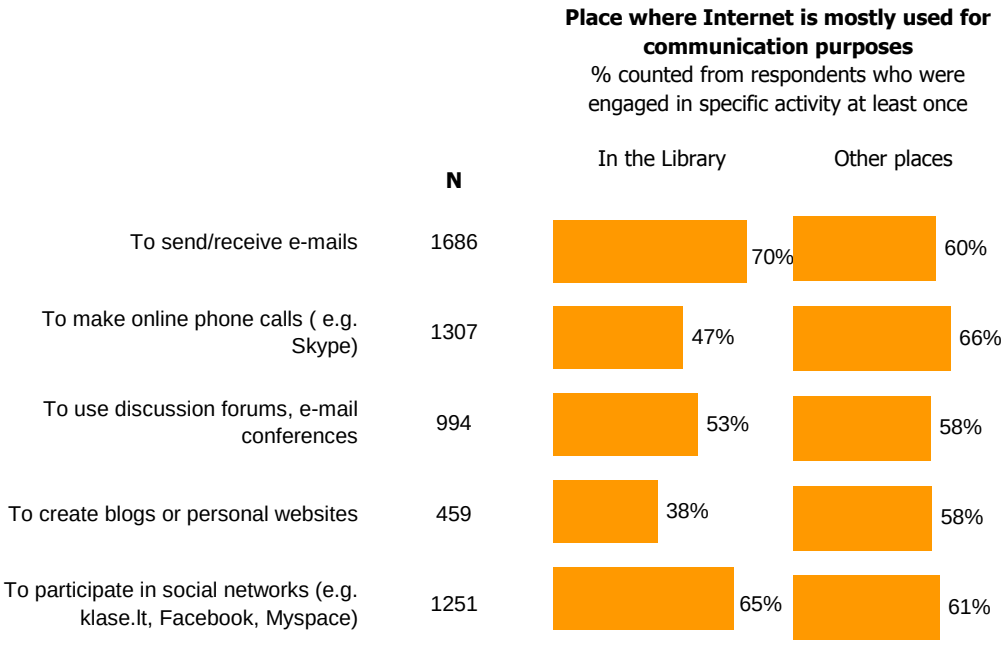
Figure 77. How often do you use the Internet for communication purposes? *The comparison of the responses of younger and older respondents*



5.2.2 Online communication: places of Internet use

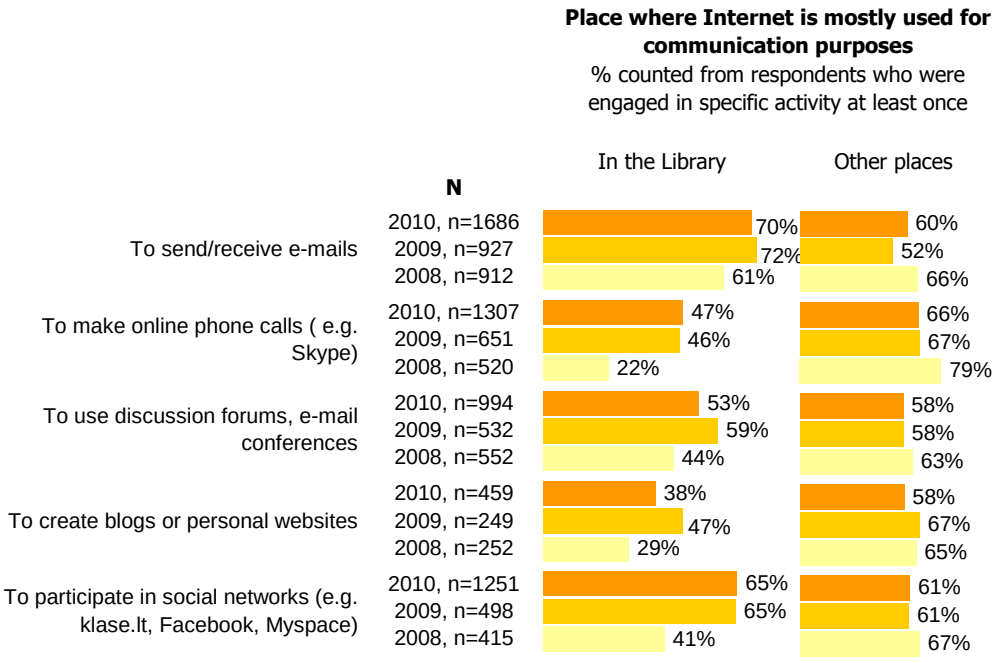
The 2010 *PIA users'* Survey has shown that the representatives of the target group more often use email in libraries (70% in library PIA and 60% in other places). The popularity of places to connect to social networks is similar (65% in library PIA and 61% in other places). The tasks that require more personal space (online phone conversations) or time (blogging or participating in discussion forums) are more often performed not in libraries. (Figure 79).

Figure 78. Communication: places of Internet use



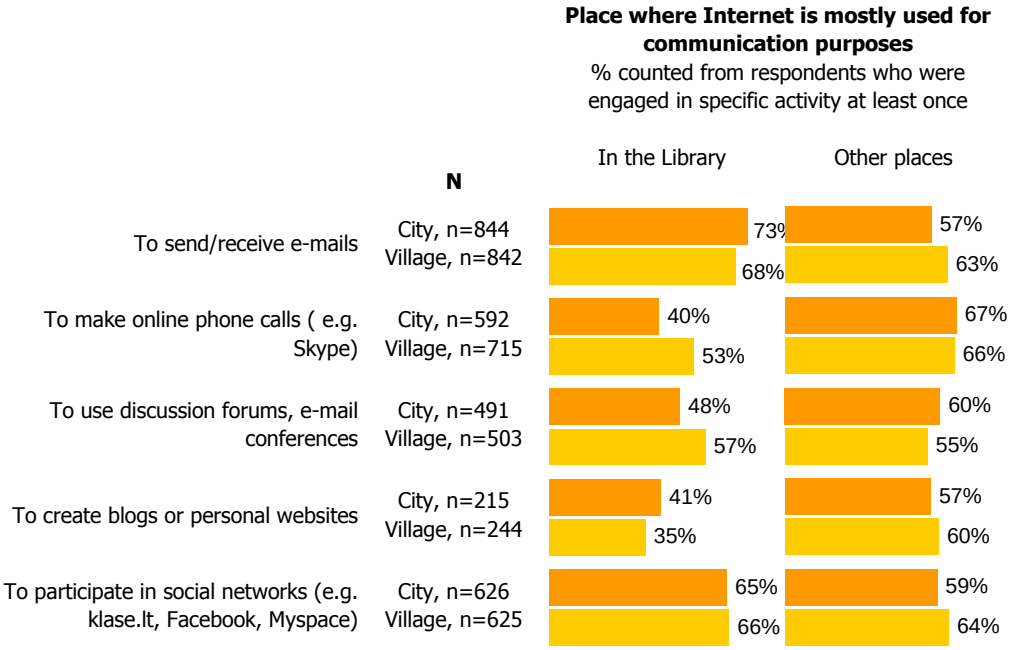
In 2008 – 2010, there are no significant changes in the use of the Internet for communication purposes. (Figure 80).

Figure 79. Communication: places of Internet use. *The comparison of 2008 – 2010*



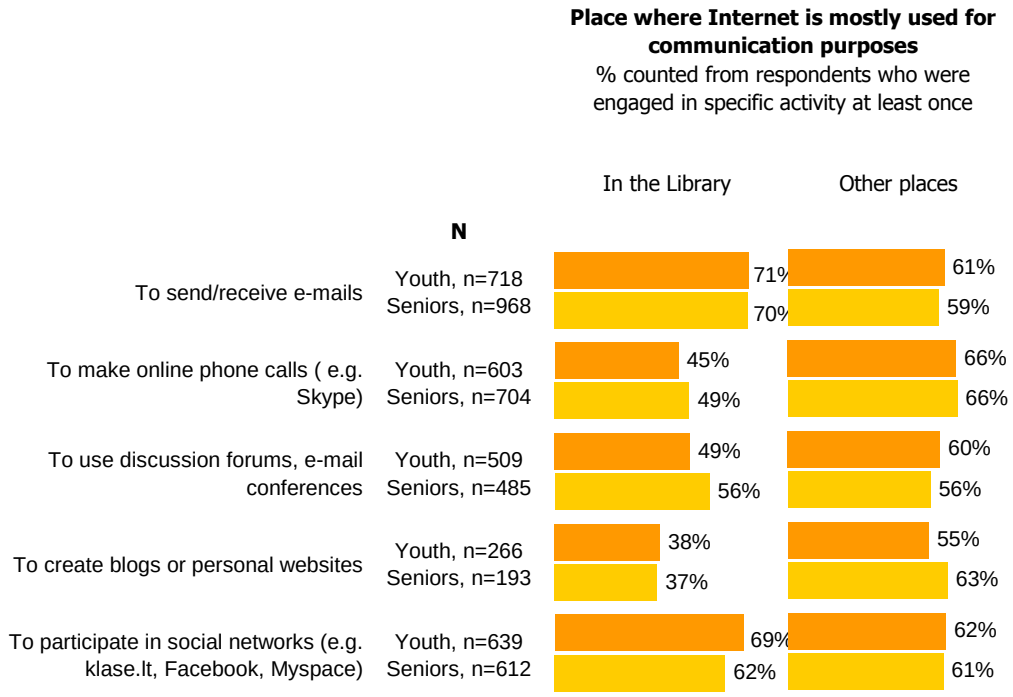
In the comparative perspective of rural and urban areas, rural PIA users take lead according to the activities in the library in two following areas: online phone conversations (53% in rural areas and 40% in urban areas) and the use of discussions and e-conferences (57% in rural areas and 48% in urban areas). (Figure 81).

Figure 80. Communication: places of Internet use. *The comparison of rural and urban areas*



Younger respondents slightly more often connect to social networks in libraries (69% of respondents over 25 years of age and 62% of respondents aged 25 and older). Meanwhile, the respondents aged 25 and older more often participate in discussion forums in libraries (56% of older respondents and 49% of youth) (Figure 82).

Figure 81. Communication: places of Internet use. *The comparison of the responses of younger and older respondents*



5.3 Leisure time and culture

5.3.1 Leisure time and culture: popularity of the Internet

The results of the 2010 *PIA users'* survey and 2010 *residents'* survey show similar trends. The most popular Internet activity, related to leisure time and culture, is online reading of newspapers and news portals (49% of *PIA users* and 60% of the participants of the representative *residents' survey*). The second most popular leisure time activity is downloading of games and playing online, as well as downloading of video or music (29% of *PIA users* and 36% of the participants of the *residents' survey*). (Figure 83).

The Internet for leisure time activities and cultural purposes is more often used by the younger respondents, respondents with higher education, white-collar workers, and higher-income respondents. Game playing and downloading of music and movies is more typical of the younger respondents, students and pupils.

Figure 82. How often do you use the Internet for leisure and cultural purposes?

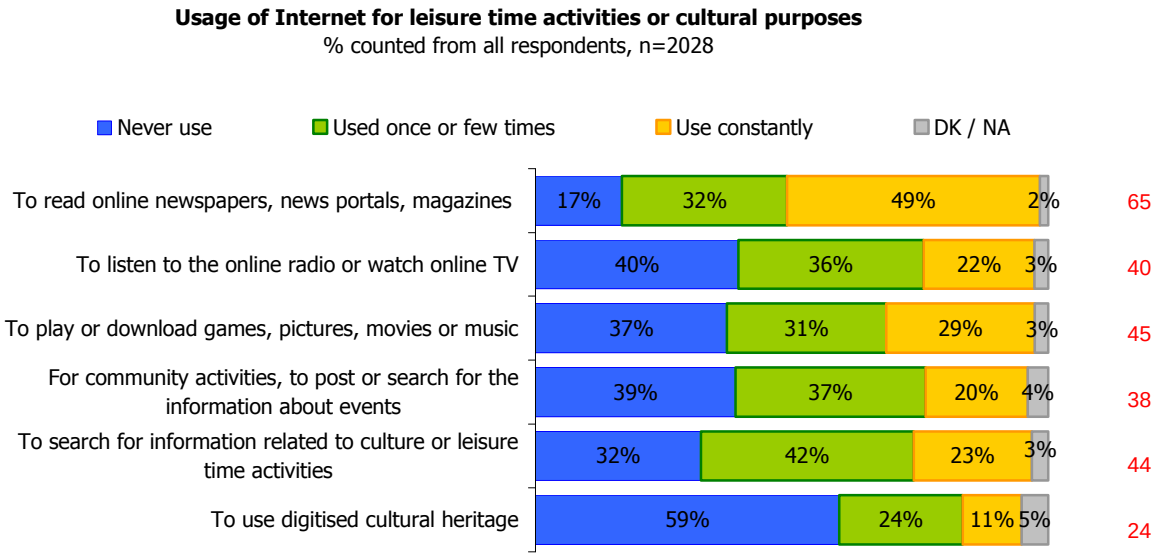
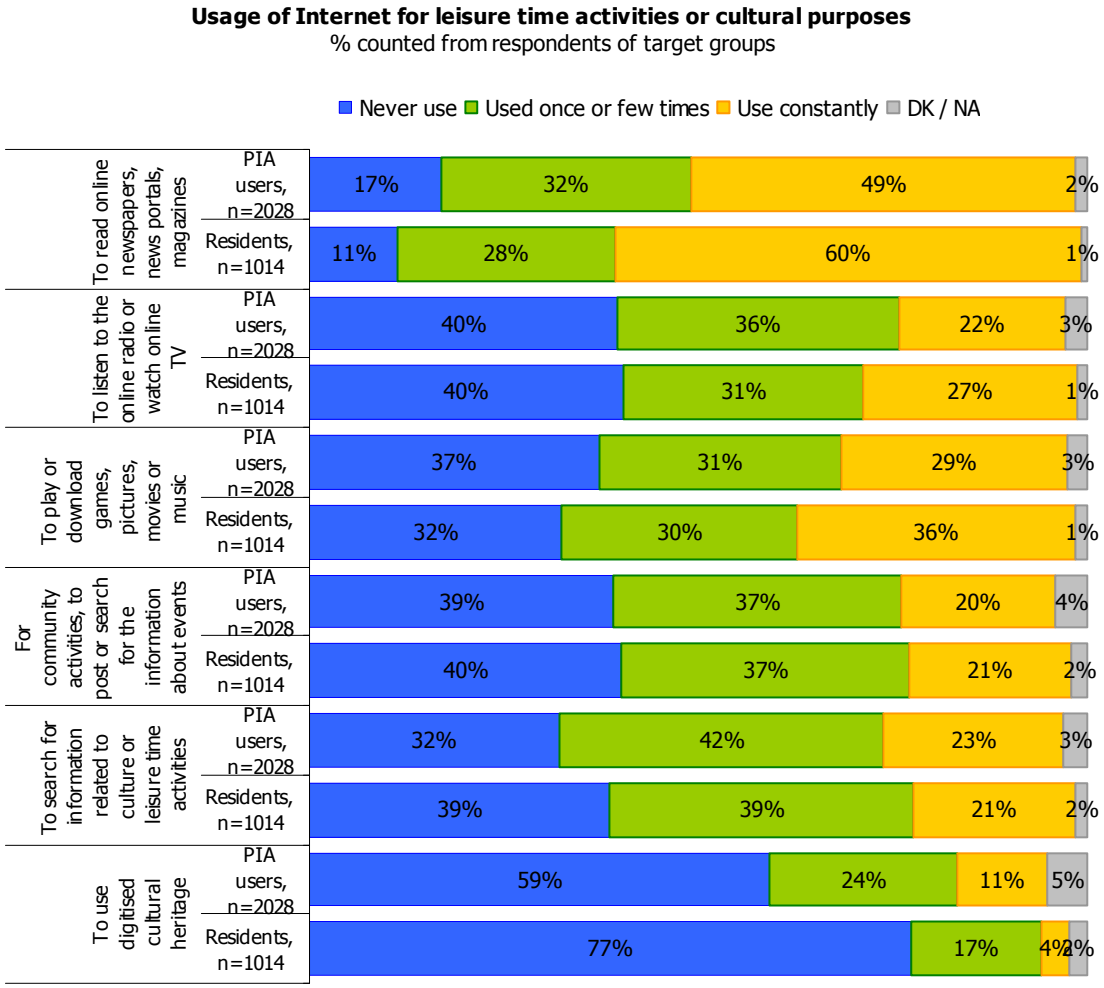
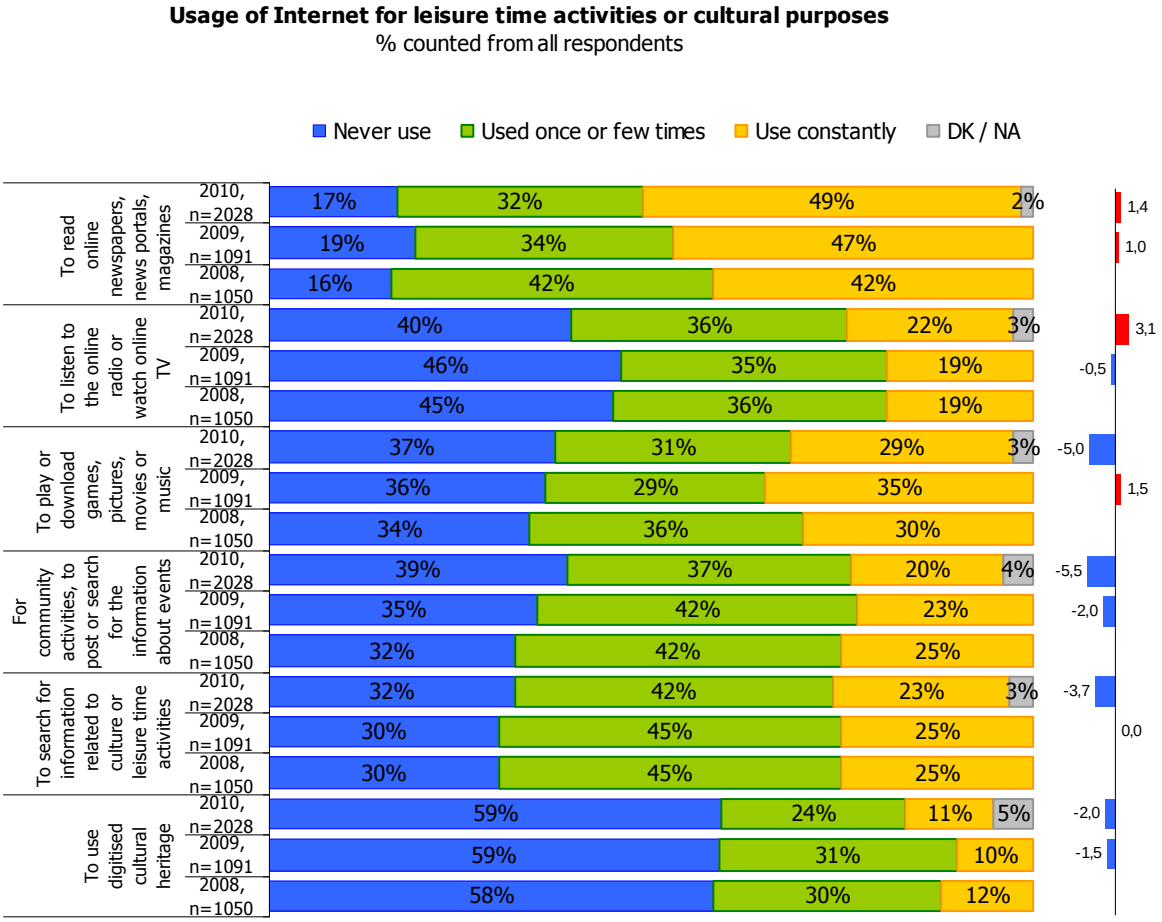


Figure 83. How often do you use the Internet for leisure and cultural purposes? *The comparison of the results of the PIA users' and residents' surveys*



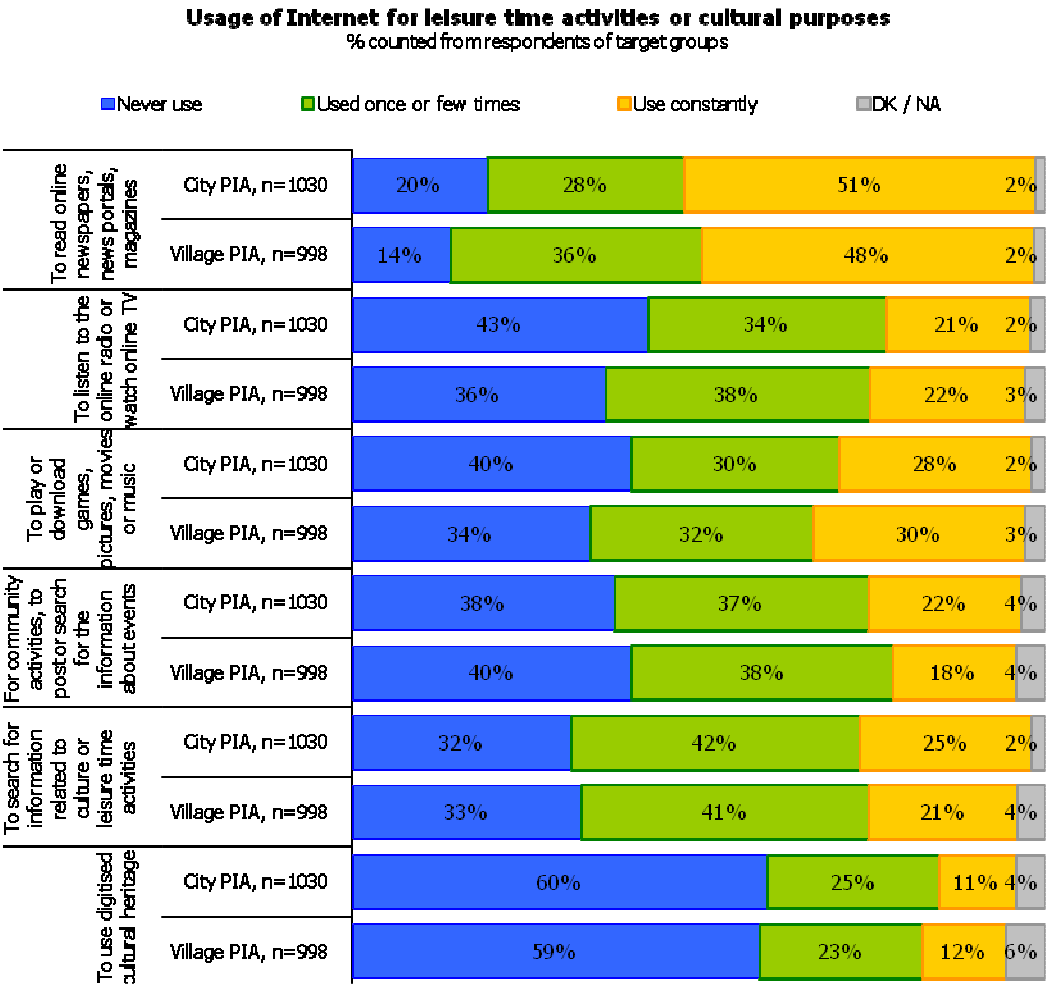
Internet use for leisure and cultural purposes over the period of 2008 to 2010 has changed insignificantly. A decrease in the use of the Internet for downloading movies and games and search for information related to the community or advertisements is not significant (Figure 85).

Figure 84. How often do you use the Internet for leisure and cultural purposes? *The comparison of 2008 – 2010*



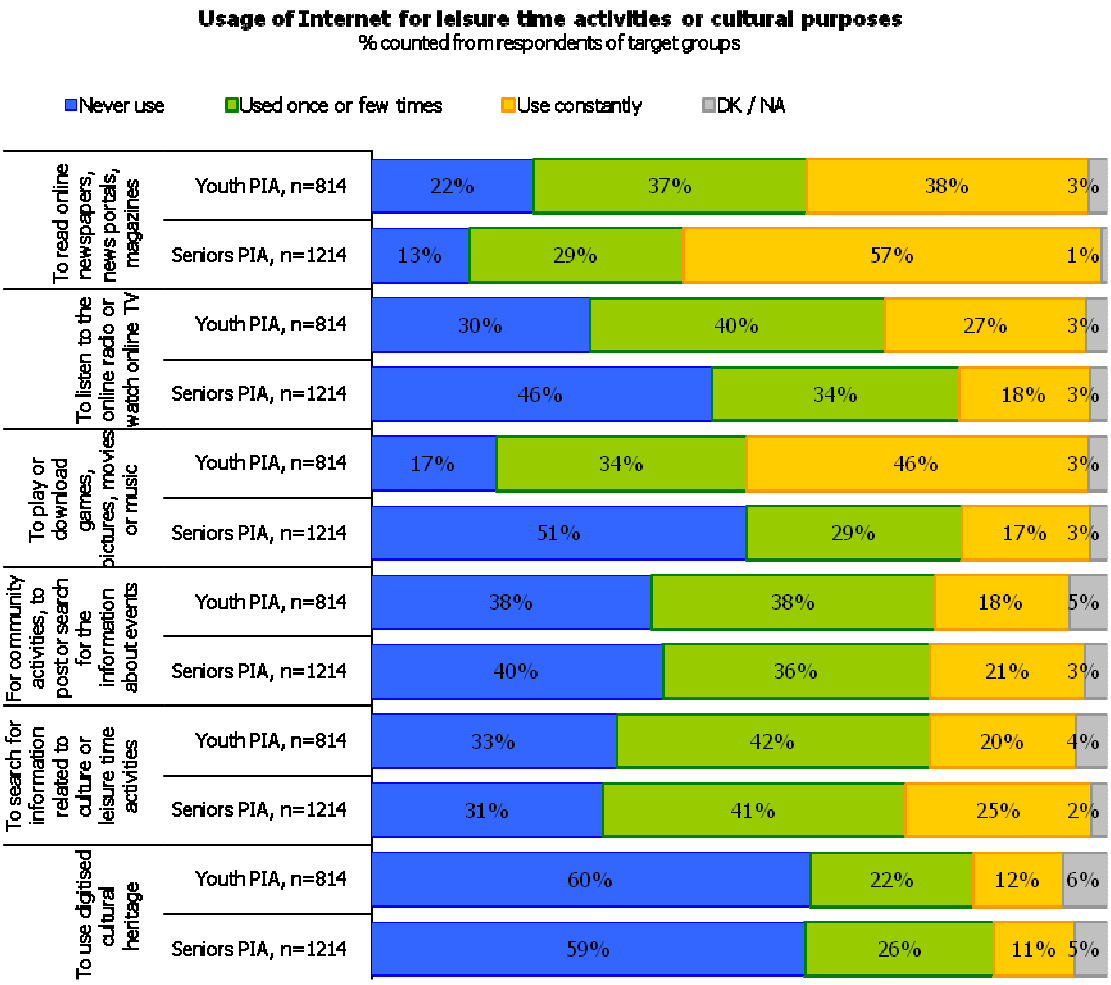
The use of the Internet for leisure and cultural purposes among library PIA users in urban and rural areas is not different (Figure 86).

Figure 85. How often do you use the Internet for leisure and cultural purposes? *The comparison of rural and urban areas*



In the comparison of age groups, clear preferences were identified in leisure time activities. The younger respondents (under 25) take lead in downloading of games and music (46% of young respondents and 17% of older respondents), and watching online TV and listening to online radio (27% of younger respondents and 18% of older respondents), whereas the respondents aged 25 and older are more active users of online news resources (57% of older PIA users and 38% of the respondents younger than 25 years old regularly read news online). (Figure 87).

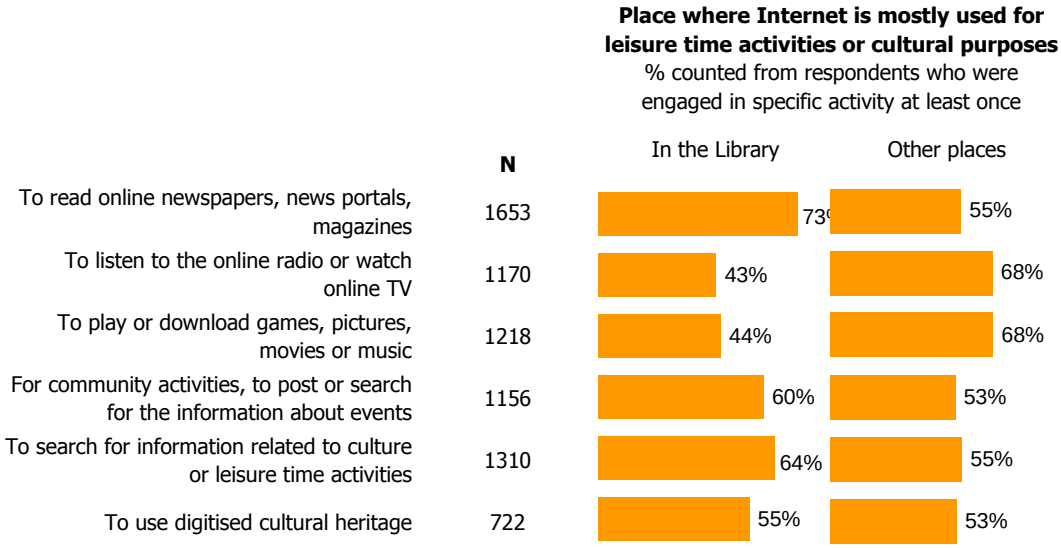
Figure 86. How often do you use the Internet for leisure and cultural purposes? The comparison of the responses of younger and older respondents



5.3.2 Leisure time and culture: places of Internet use

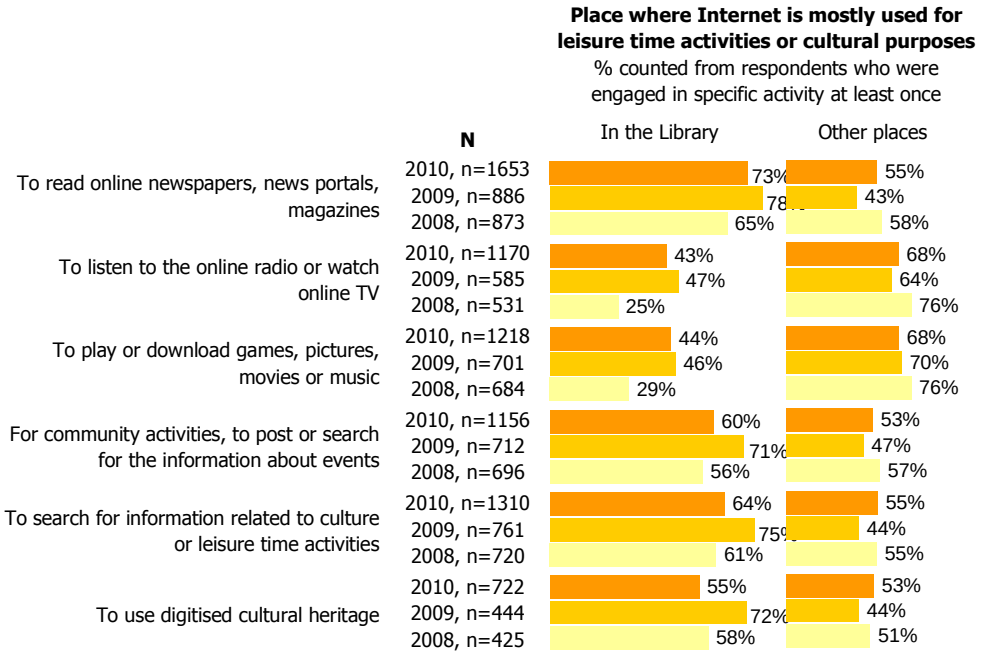
As in the previously discussed area of communication, the activities requiring more private space (radio, TV, films, games) are more frequently performed in other places than a library, whereas the activities fit for the library atmosphere (reading press, searching for information) are more often performed in libraries. Online reading of news is a particularly important activity typical to PIA users (73% of PIA users more often engage in this activity in libraries, and 55% of them do it at home). (Figure 88).

Figure 87. Leisure time and culture: places of Internet use.



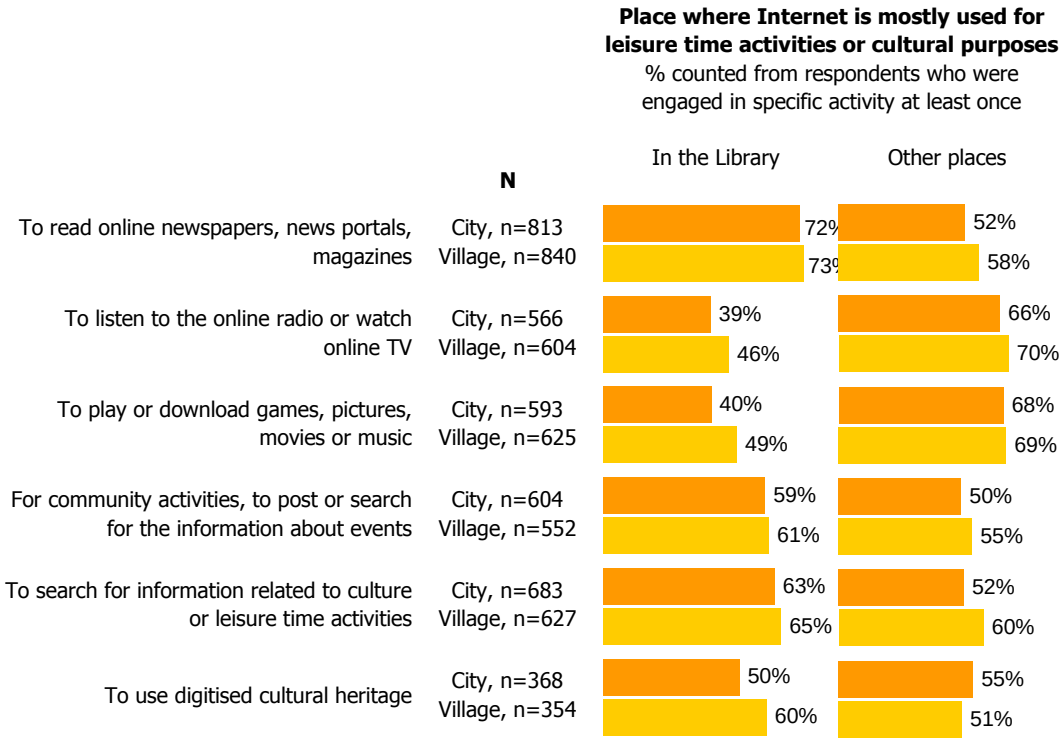
Over the period of 2008 to 2010, a trend related to general Internet development was observed – the majority of leisure time and cultural activities decreased in libraries and increased in alternative access points. (Figure 89).

Figure 88. Leisure time and culture: Internet use in a library. *The comparison of 2008 – 2010*



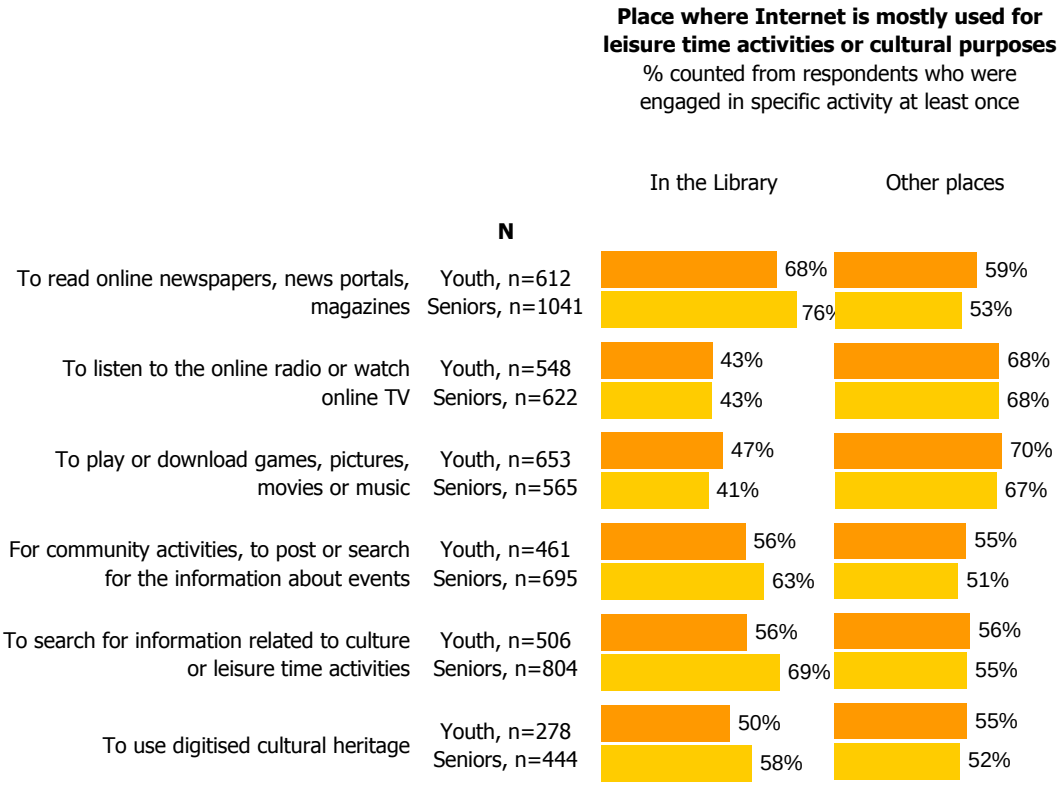
There are no differences in the use of the Internet for leisure and cultural purposes among PIA users in rural and urban areas. (Figure 90)

Figure 89. Leisure time and culture: Internet use in a library. *The comparison of rural and urban areas in 2008 – 2010*



The young respondents (under 25) more often than older ones (aged 25 and older) download films or music (younger than 25 years old – 47%, older than 25 years old – 41%). Meanwhile, the older respondents more often read newspapers and news portals (younger than 25 year old – 68%, older than 25 year old – 76%). (Figure 91).

Figure 90. Leisure time and culture: Internet use in a library. *The comparison of the responses of younger and older respondents*



5.4 Learning and education

5.4.1 Learning and education: popularity of the Internet

The results of the *PIA users'* survey have shown that the online resources intended for learning and education are very important. The comparison to the 2010 *residents'* survey has revealed that library PIA hold a leading position in almost all the areas of the use of educational information. (Figure 93). It is likely that this leadership is a direct outcome of the activities (consultation) of the library staff.

The younger respondents (15 – 24 years old), students and pupils more often use the Internet for educational and learning purposes.

Figure 91. How often do you use the Internet for learning and educational purposes?

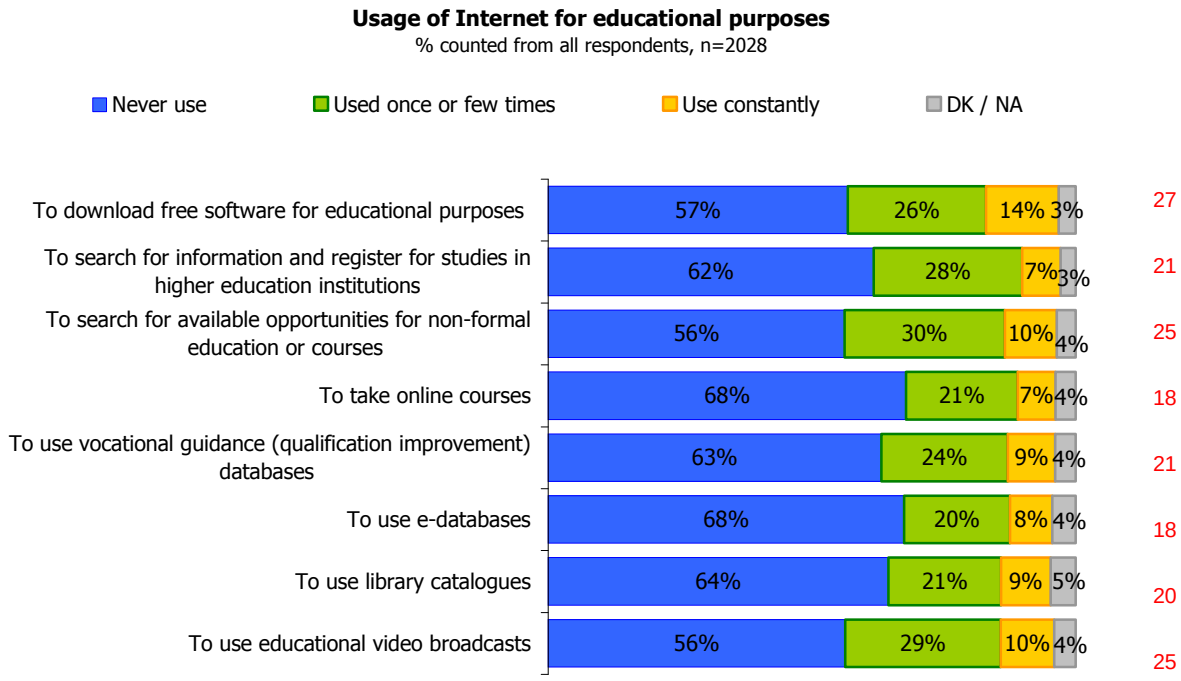
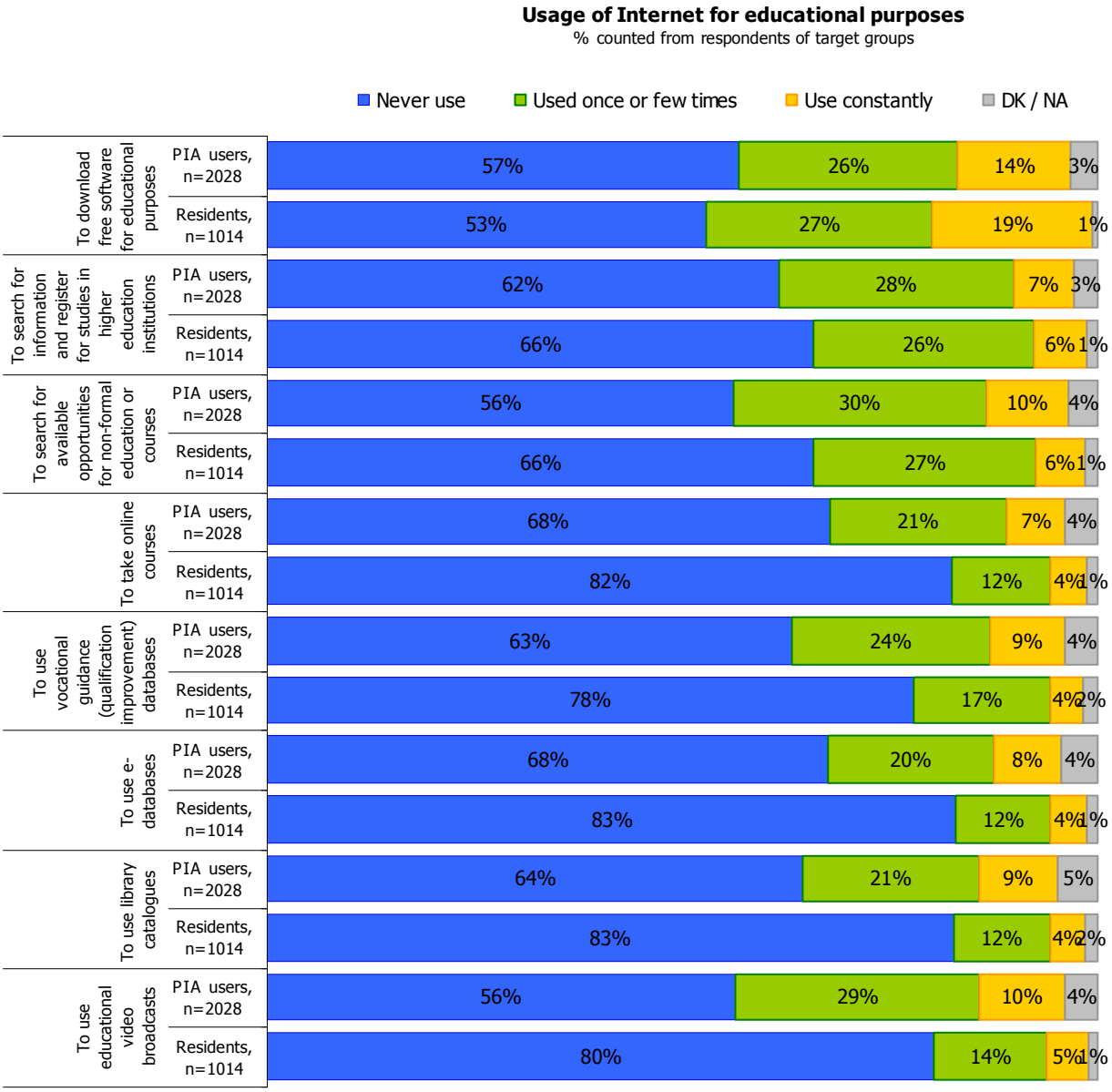
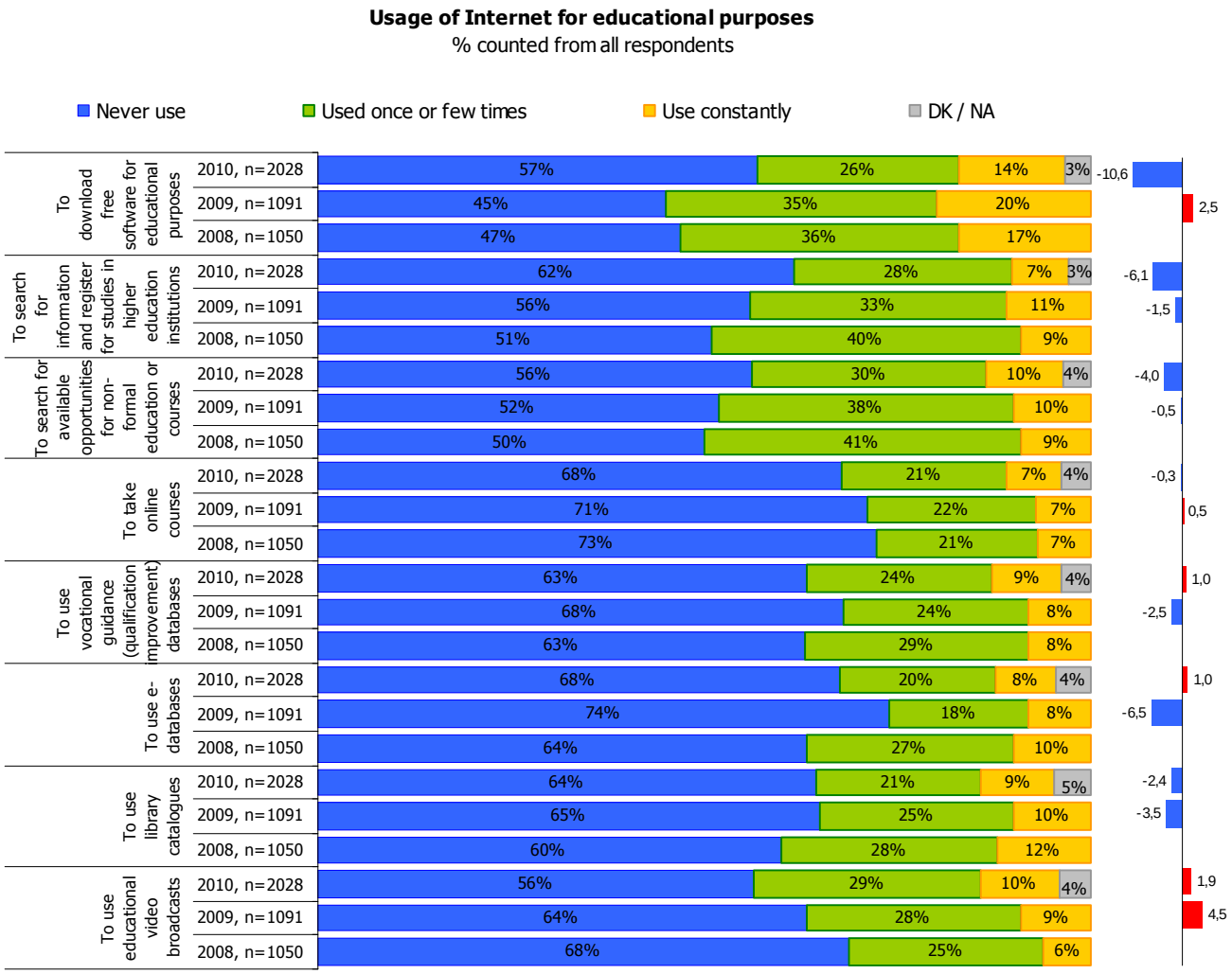


Figure 92. How often do you use the Internet for learning and educational purposes? The comparison of the results of the PIA users' and residents' surveys



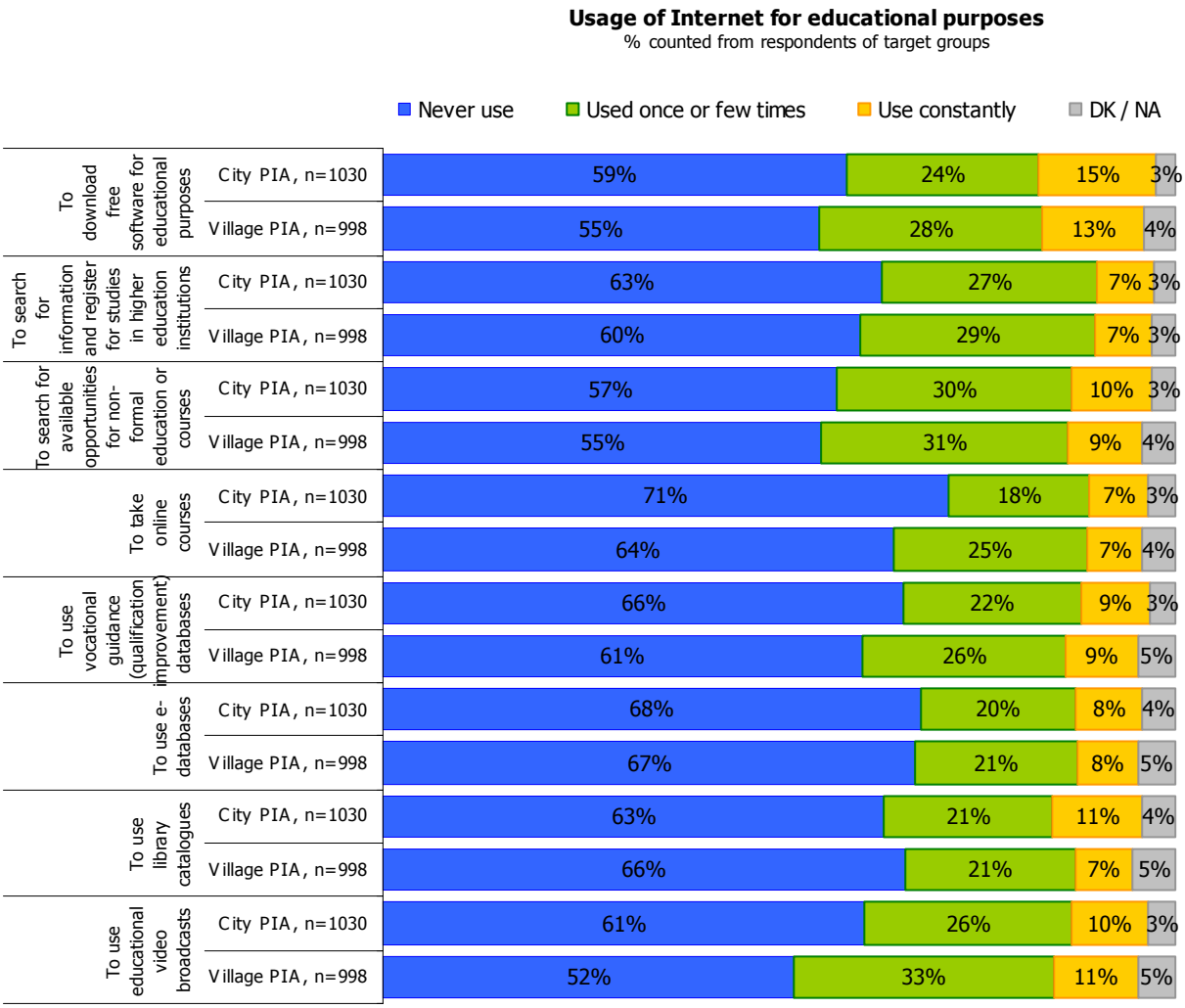
Comparing the period from 2008 to 2010, in 2010, a decline was observed in downloading of freely accessible information necessary for study purposes (this area is the only one where PIA users lag behind the general trends of Internet users), use of online databases and popularity of the information related to studies. (Figure 94).

Figure 93. How often do you use the Internet for learning and educational purposes? *The comparison of 2008 – 2010*



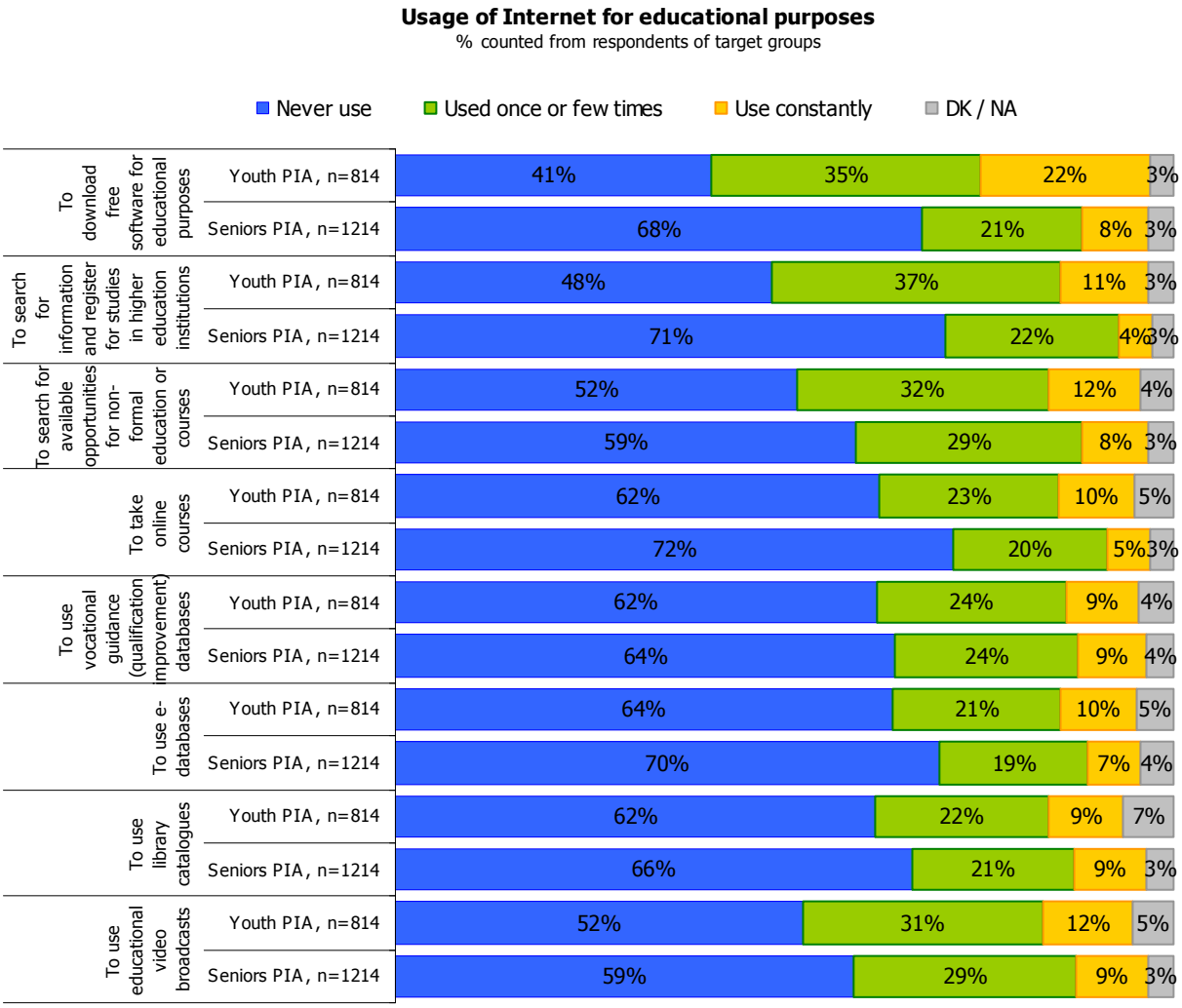
The use of the Internet resources intended for education does not differ between rural and urban respondents. (Figure 95).

Figure 94. How often do you use the Internet for learning and educational purposes? *The comparison of rural and urban areas*



Due to the specificity of the resources intended for education and learning (the majority of them is oriented to young people except for adult education and online databases), the comparison of age groups is not meaningful and appropriate. (Figure 96).

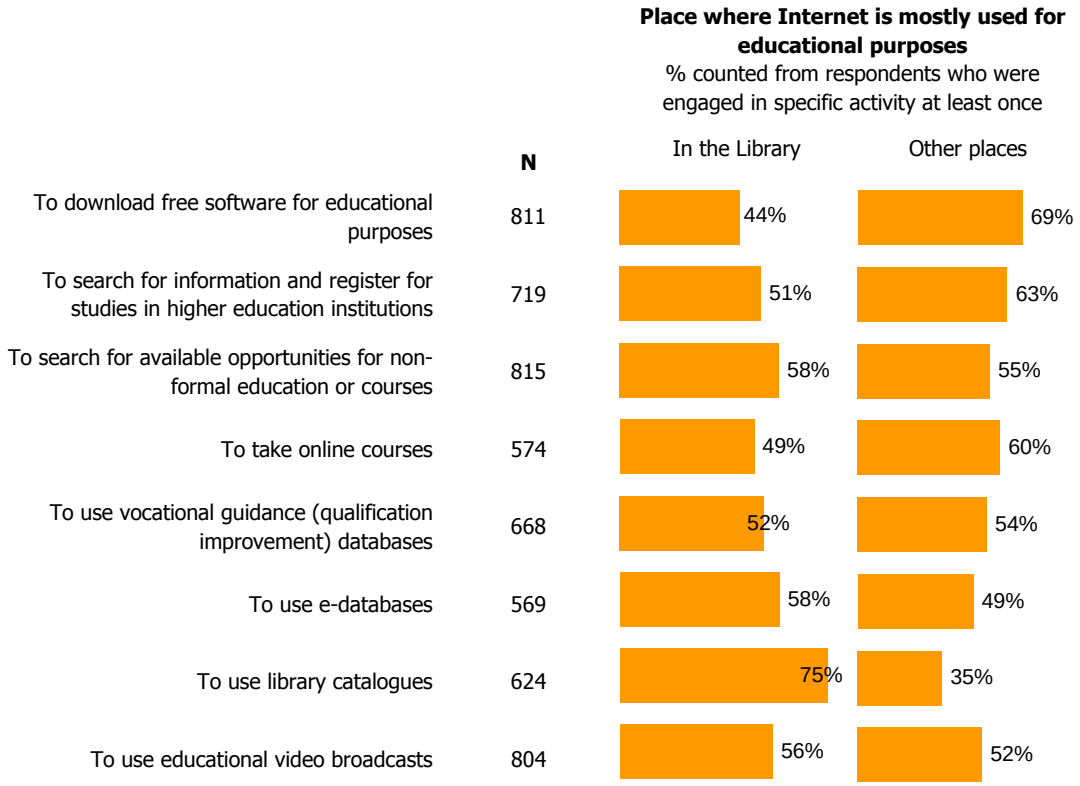
Figure 95. How often do you use the Internet for learning and educational purposes? *The comparison of the responses of younger and older respondents*



5.4.2 Learning and education: places of Internet use

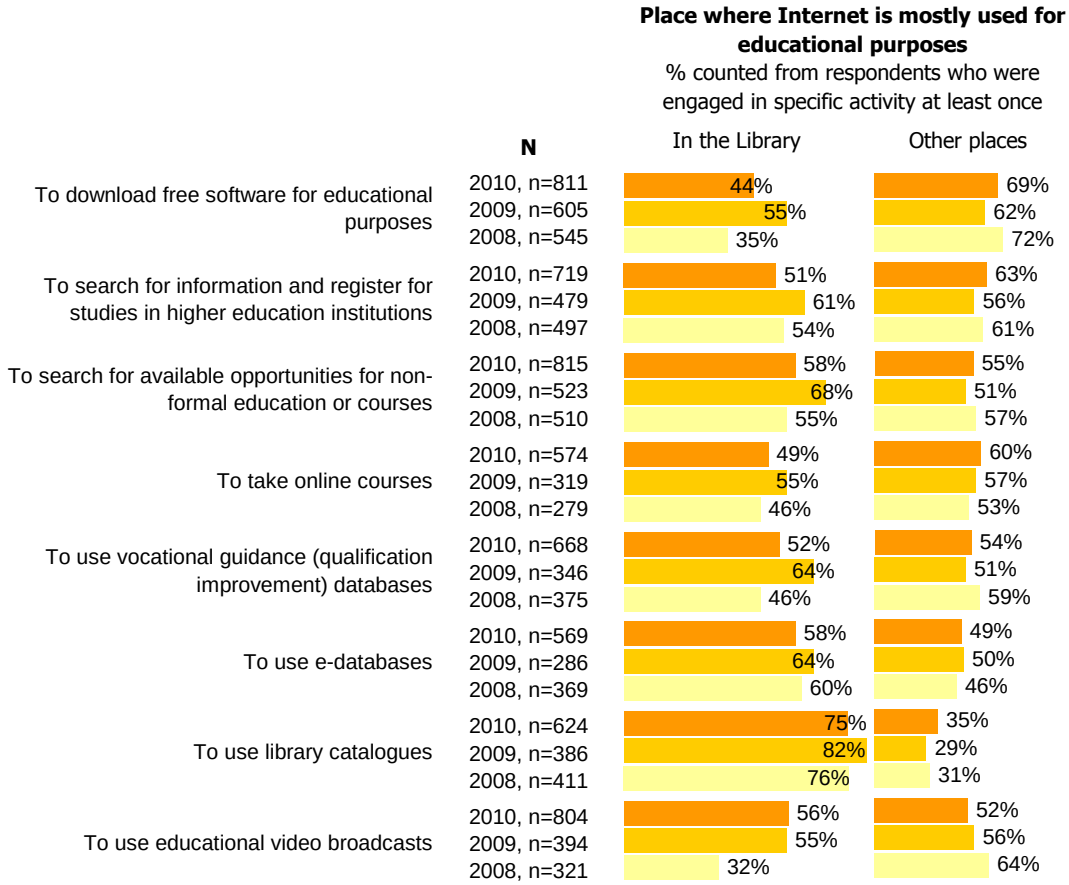
The 2010 *PIA users'* survey has shown that, although being heavy users of educational online resources, respondents in most cases give priority to alternative Internet access points. Libraries take lead only in "monopolistic" (easier accessible) areas of library activity – use of online databases and library catalogues. (Figure 97).

Figure 96. Learning and education: places of Internet use.



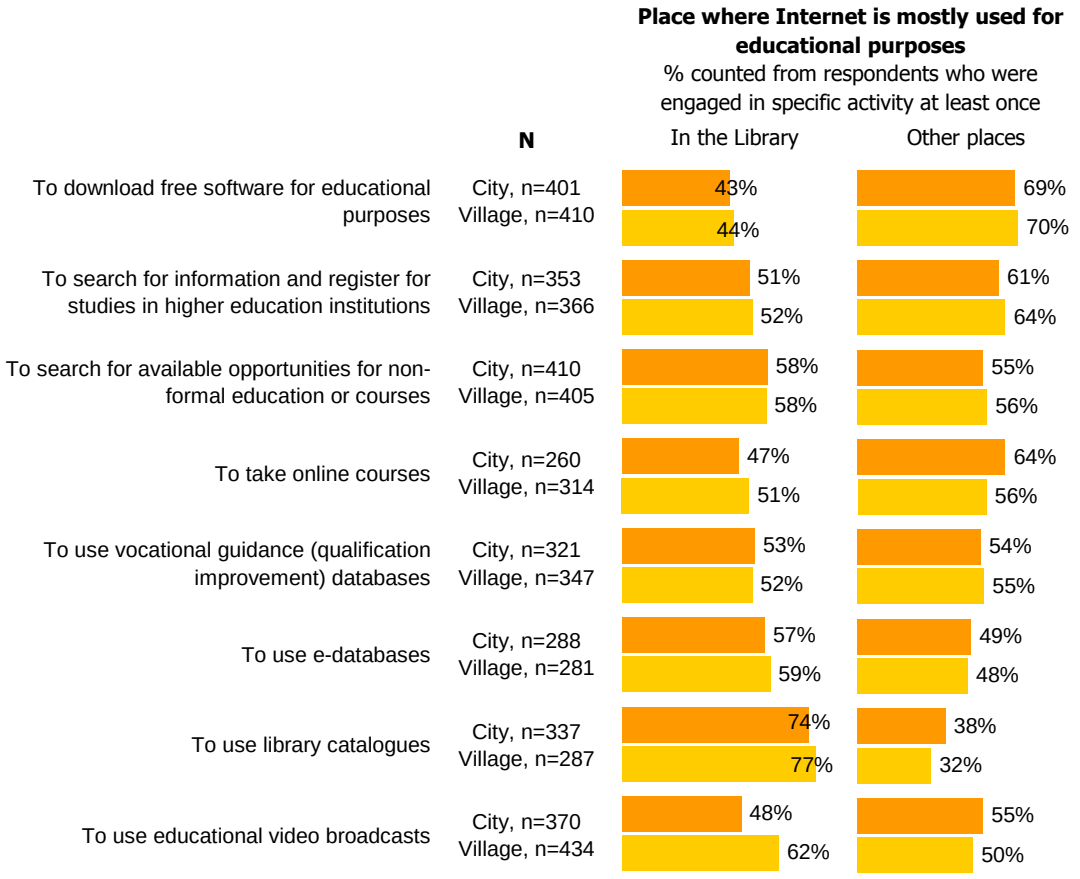
Comparing the period of 2008-2010, in 2010, an upward trend was observed of using educational resources at alternative library PIA points. (Figure 98).

Figure 97. Learning and education: the use of the Internet in a library. *The comparison of 2008 – 2010*



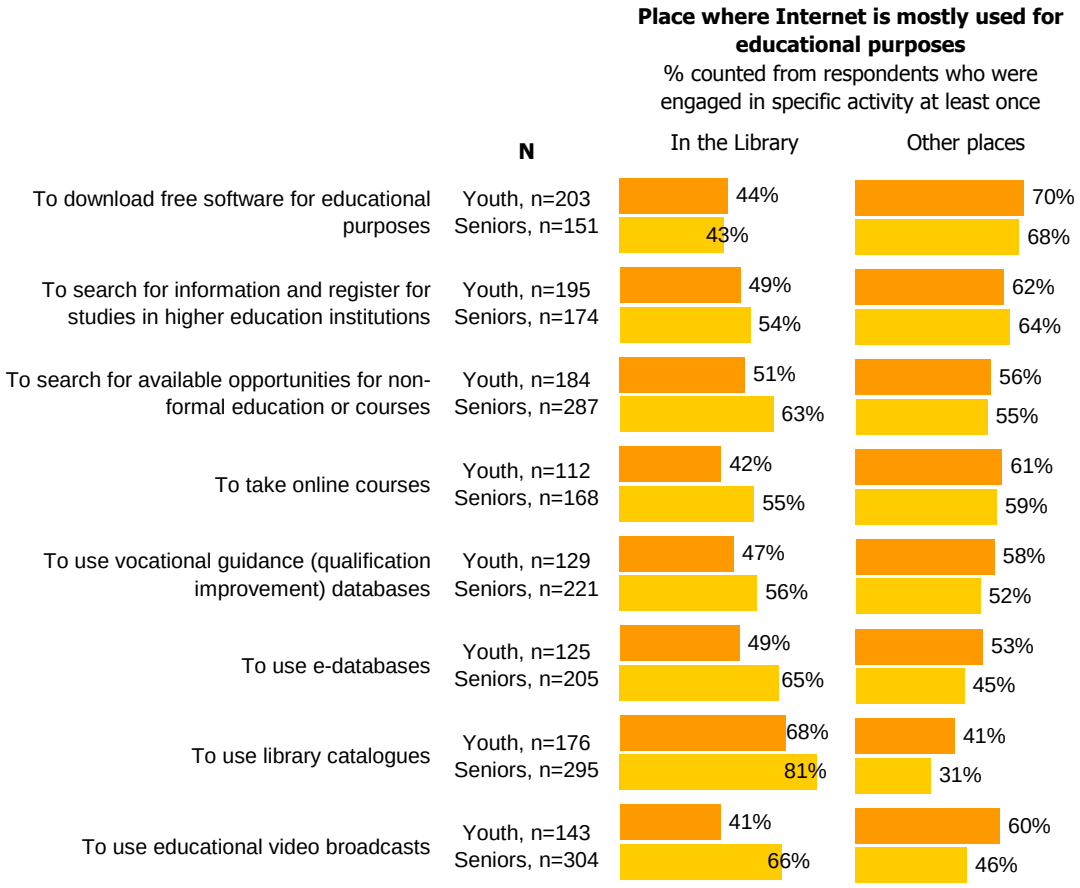
Rural and urban library PIA users choose similar access points for using educational and learning resources. The only difference that was observed is a greater use of educational video broadcasts in library PIA points – 62% of the respondents most often do it in libraries. (48% in rural areas). (Figure 99).

Figure 98. Learning and education: the use of the Internet in a library. *The comparison of rural and urban areas*



The respondents older than 25 years old use educational and learning resources more often in libraries, whereas young respondents prefer other access points. (Figure 100).

Figure 99. Learning and education: the use of the Internet in a library. *The comparison of the responses of younger and older respondents*



5.5 Health

5.5.1 Health: popularity of the Internet

According to the data of the *PIA users'* survey, in the area of health, the Internet is most widely used for searching health-related information (18% regular users). Online registration to specialists is used by 6% of the respondents, the search for information on health insurance funds has 4% regular users. (Figure 101). Analogous trends are also observed in the 2010 *residents' survey*: 23% of the respondents regularly search for health-related information, 8% of the respondents register to specialists. The search for information on health insurance funds is not popular – regular users make up 2%. (Figure 102)

The health-related online resources are more often used by people with higher education.

Figure 100. How often do you use the Internet for health-related purposes?

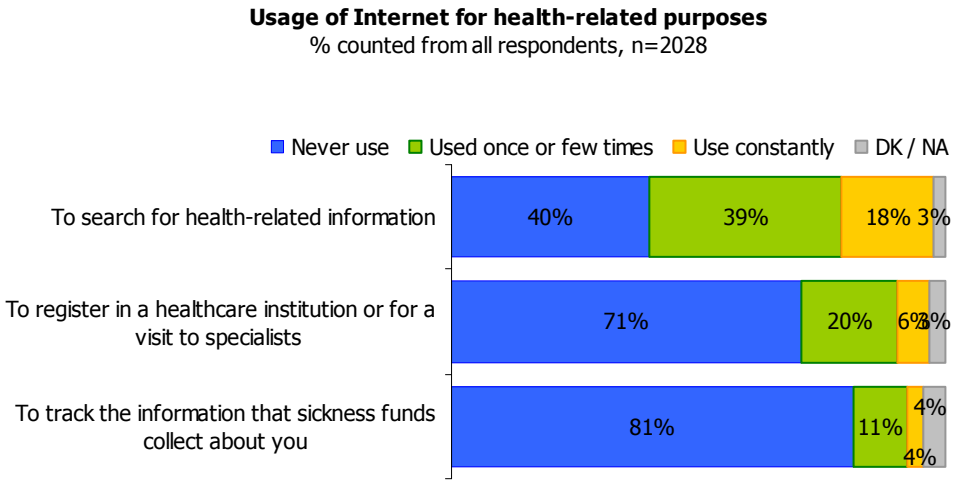
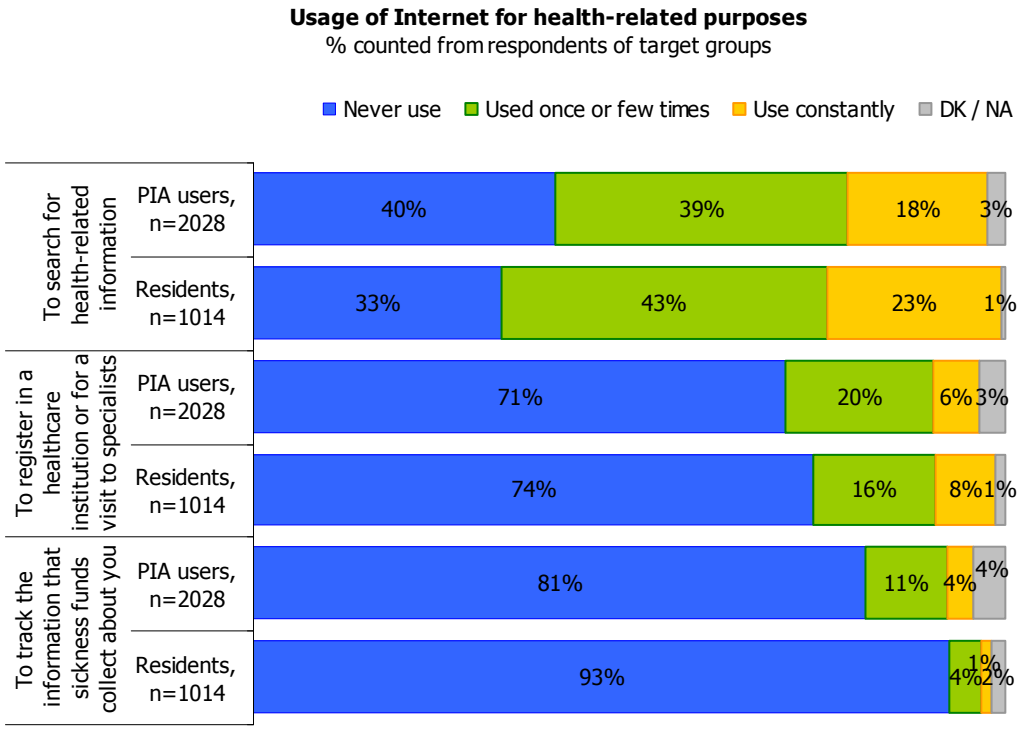
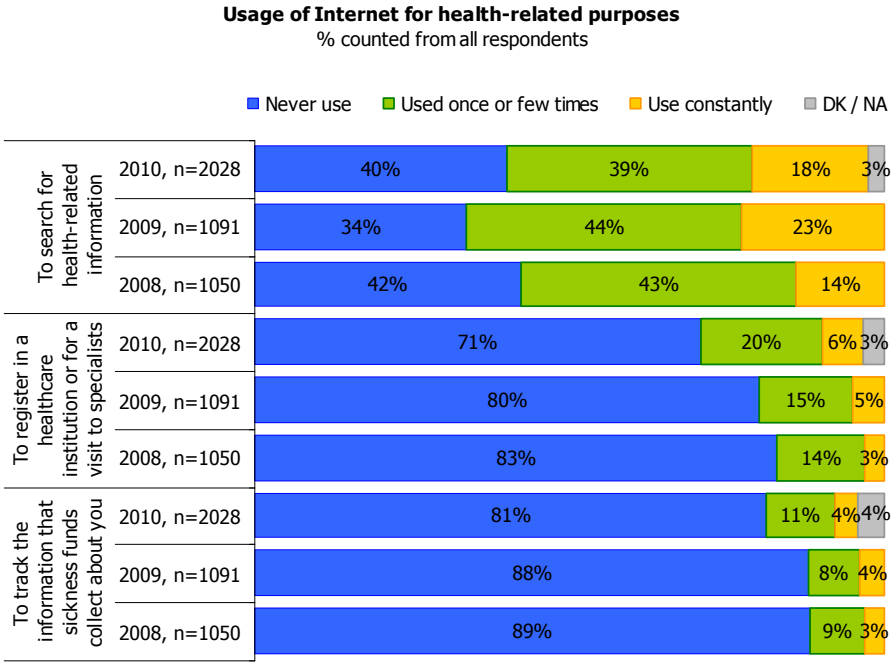


Figure 101. How often do you use the Internet for health-related purposes? *The comparison of the results of the PIA users' and residents' surveys*



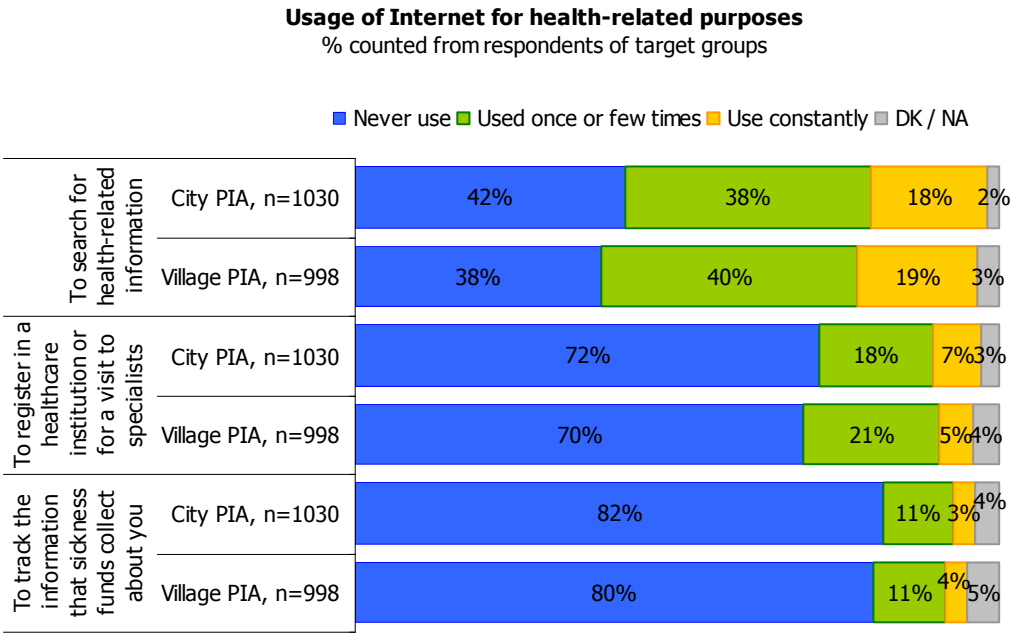
In the 2008 – 2009 PIA survey, a growth in the popularity of health-related information was observed (from 14% regular information users in 2008 to 23% in 2009). In 2010, the popularity of the search for health information again dropped to 18%. (Figure 103).

Figure 102. How often do you use the Internet for health-related purposes in the library? *The comparison of 2008 – 2010*



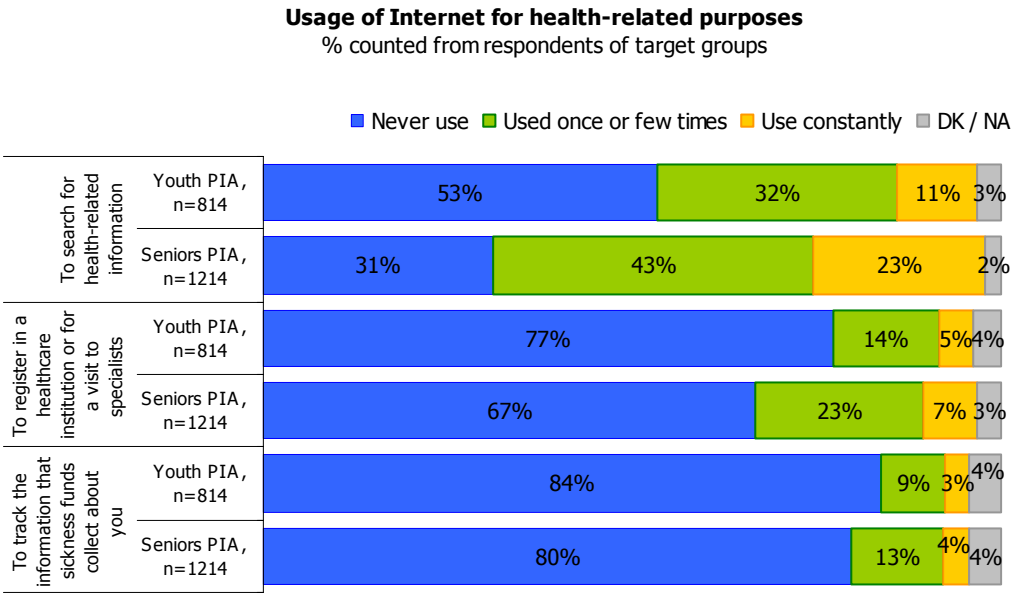
The heaviness of using health-related information resources does not differ between rural and urban PIA users. (Figure 104)

Figure 103. How often do you use the Internet for health-related purposes at the library? *The comparison of rural and urban areas*



The main users of health information resources are the respondents older than 25 years old (23% of the older respondents and 11% of the respondents under 25 years of age regularly search for health-related information). (Figure 105)

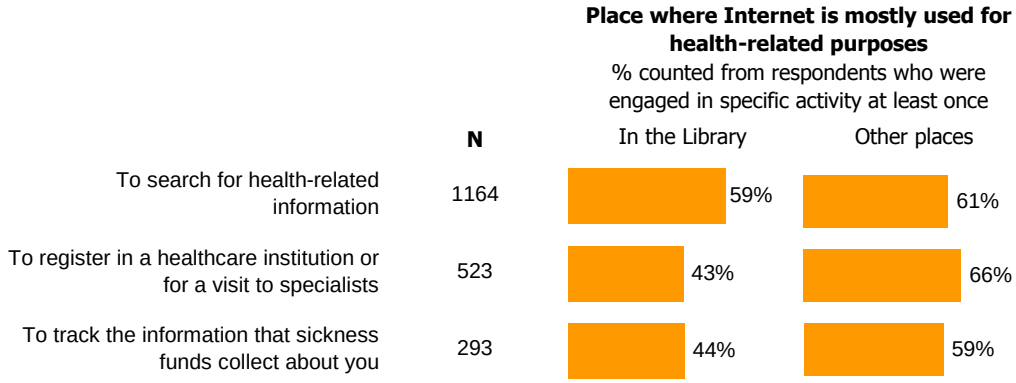
Figure 104. How often do you use the Internet for health-related purposes in a library? *The comparison of the responses of younger and older respondents*



5.5.2 Health: places of Internet use

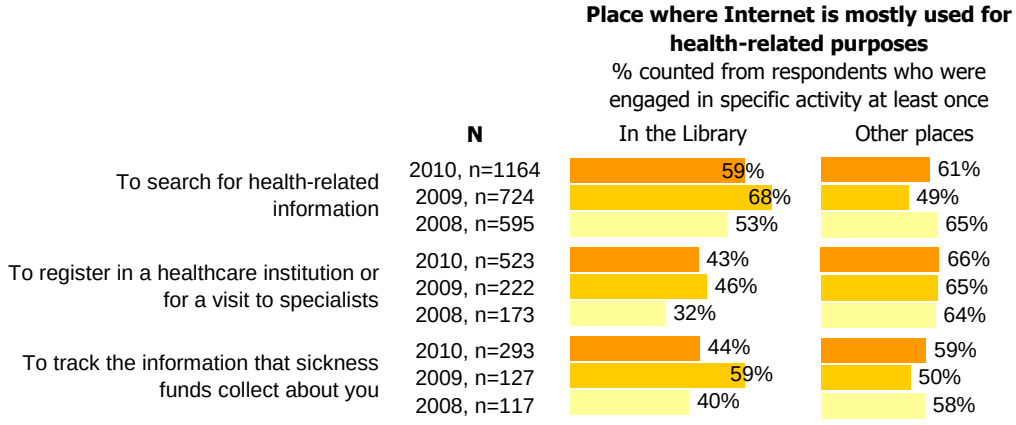
PIA users search for general health-related information equally frequently in library PIA points and in other places. Alternative access points are more often used for registration to specialists or search for the information on health insurance funds. (Figure 106).

Figure 105. Health-related purposes: places of Internet use.



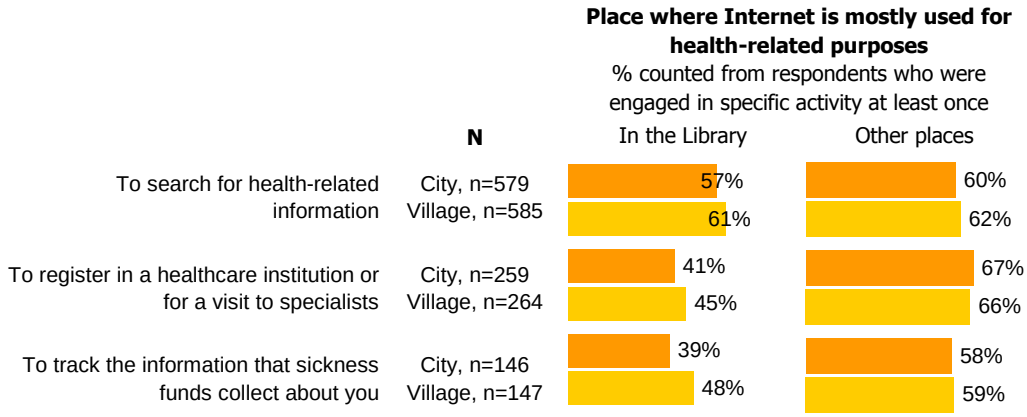
Over the period of 2008 to 2010, the following general trend was observed: Internet use for health-related purposes in other places than a library is gaining popularity, and its use at library PIA is declining (Figure 107).

Figure 106. Health-related purposes: Internet use in the library. *The comparison of 2008 – 2010*



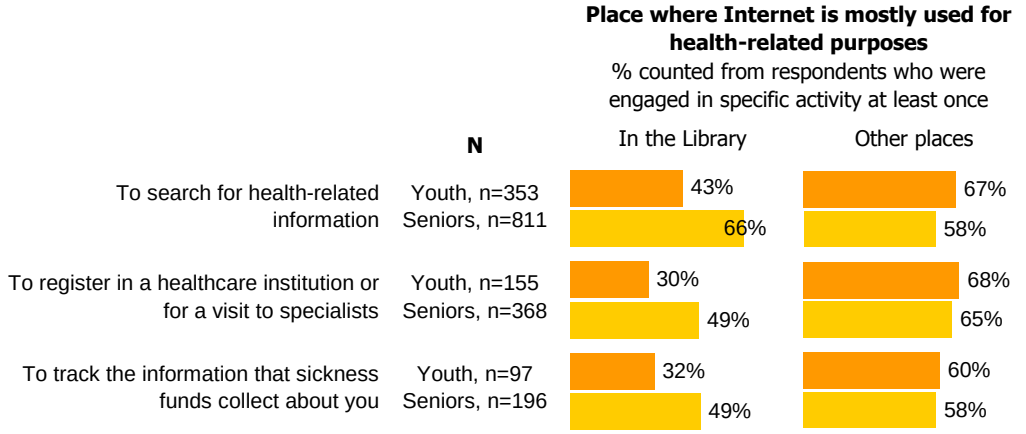
In terms of location, the rural and urban respondents have the same preferences for search of health-related information. (Figure 108)

Figure 107. Health-related purposes: Internet use in the library. *The comparison of rural and urban areas*



The age is the factor that best explains the choice of a place for the use of health-related information. The respondents over the age of 25 search for health-related information more often in libraries, whereas the younger respondents give preference to alternative access points. (Figure 109).

Figure 108. Health-related purposes: Internet use in the library. *The comparison of the responses of younger and older respondents*



5.6 E-government services

5.6.1 E-government services: popularity of the Internet

According to the data of the 2010 *PIA users'* survey, the most popular area of communication with the public authorities is the filling in of the electronic declarations of income and assets. This service was regularly used by 9% of the respondents, once or a few times – by 22% of the respondents. The second most popular service is vehicle registration and search for information about them (this service is regularly used by 6% of the respondents) (Figure 110).

The same e-government services are popular among the Lithuanian Internet users (the representative *Lithuanian residents' survey*) (declaration of income and assets – 16%, search for and registration of vehicles – 5% regular users). (Figure 111)

Figure 109. How often do you use the Internet for communication with public authorities?

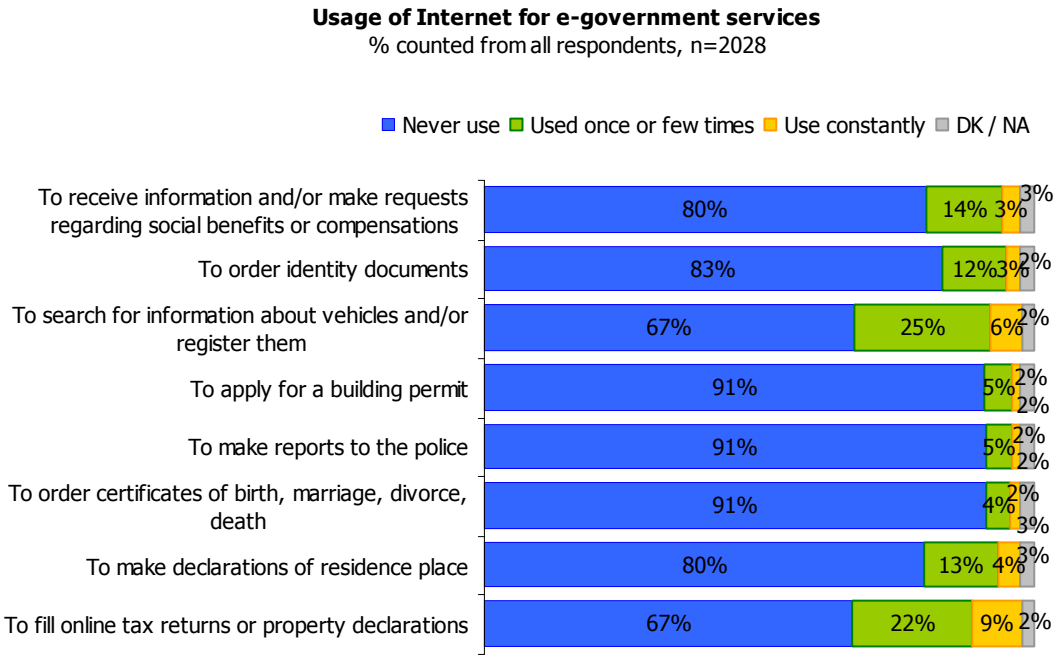
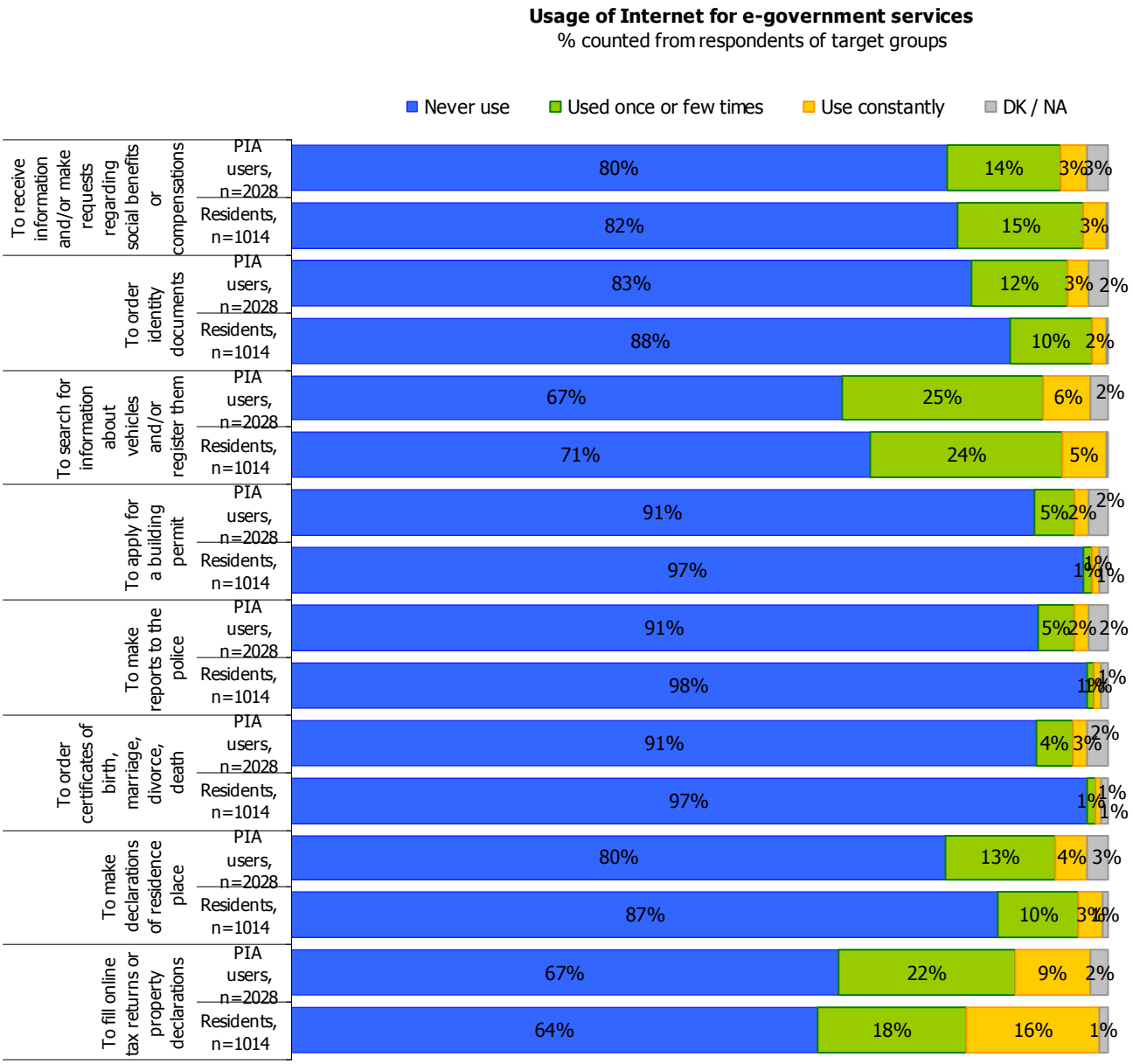
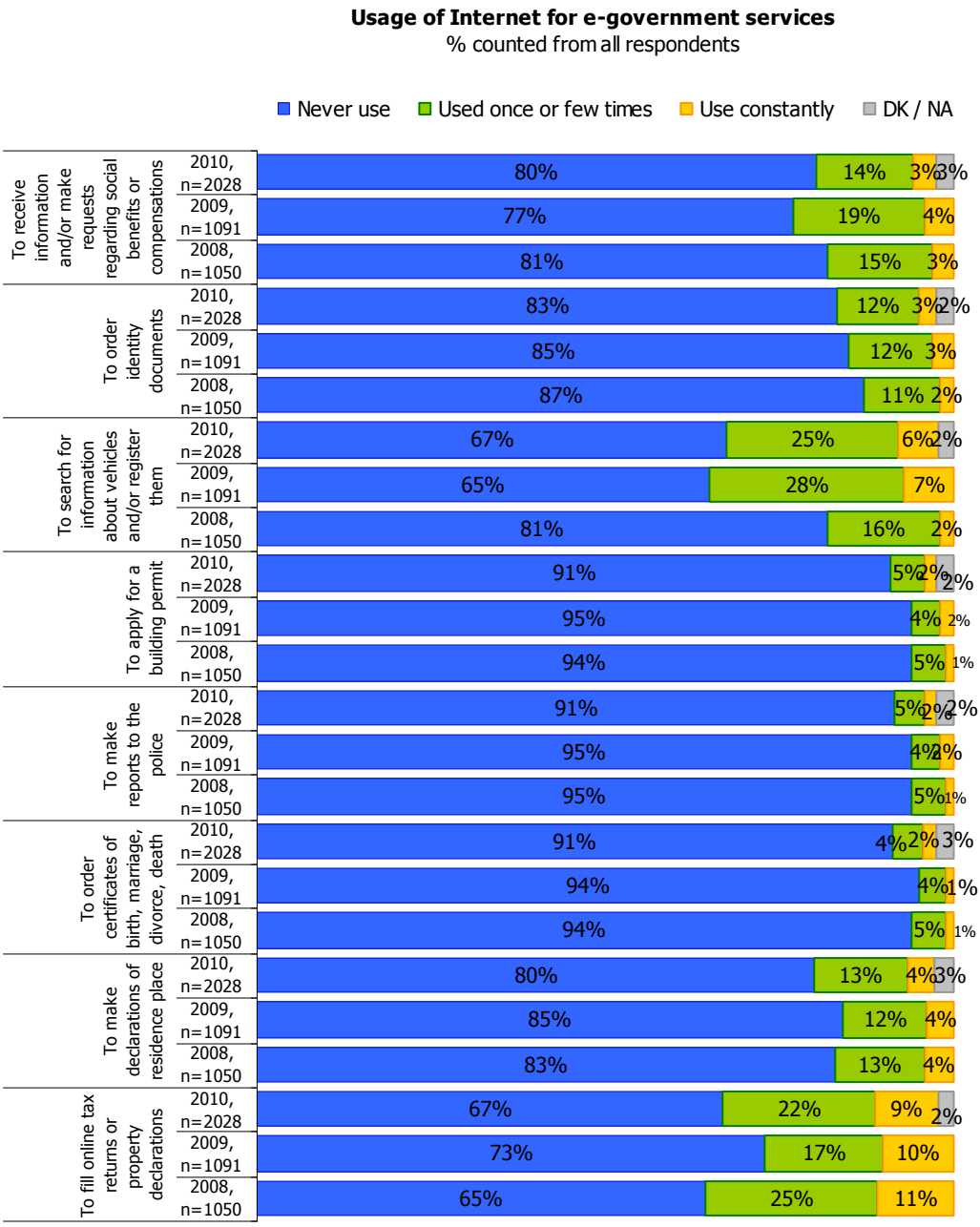


Figure 110. How often do you use the Internet for communication with public authorities in the library? *The comparison of the results of the PIA users' and residents' surveys*



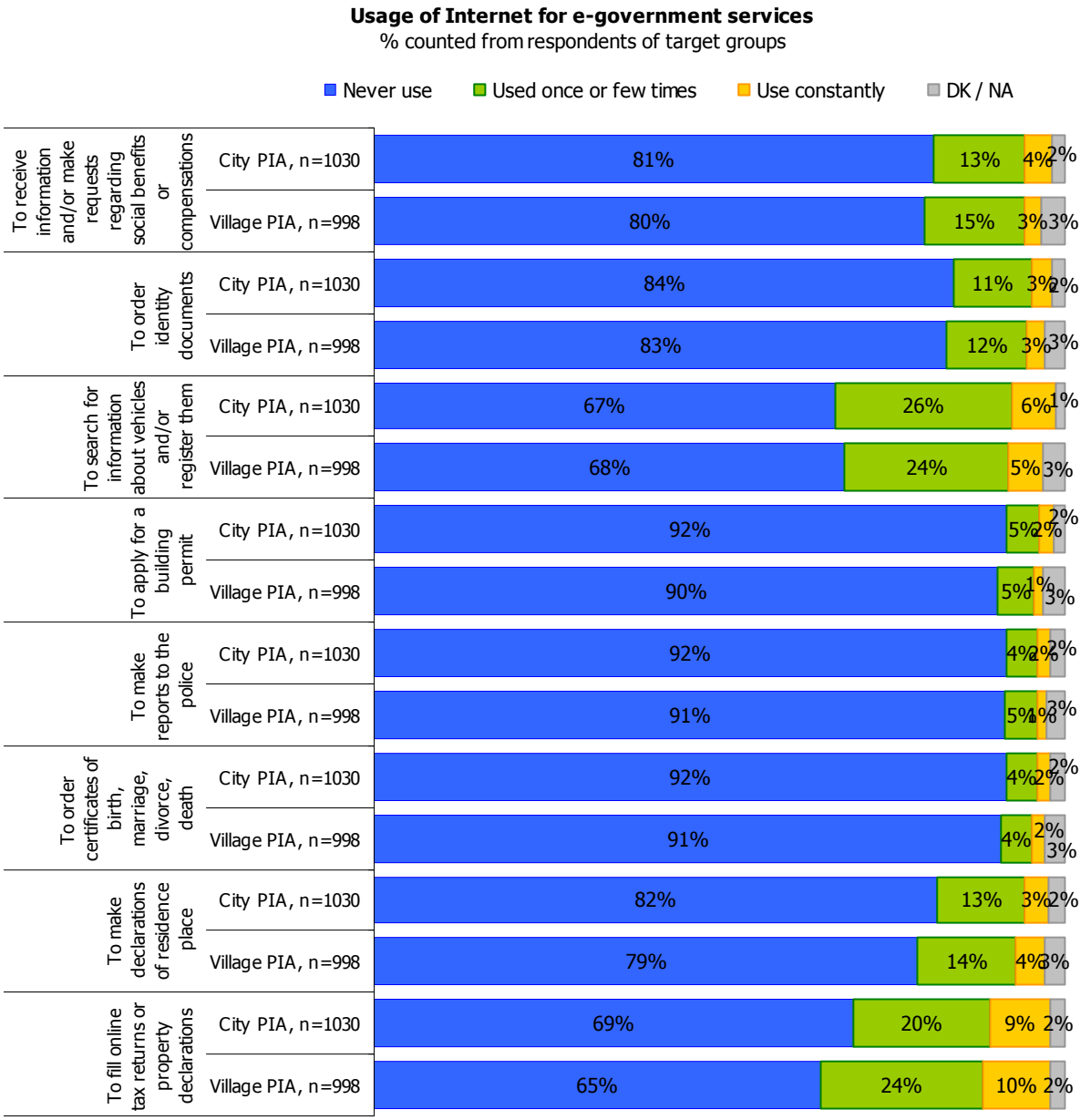
Comparing the results over the period of 2008 to 2010, a significant growth in the popularity of online vehicle registration is observed in 2009 (from 2% of regular users and 16% of occasional users in 2008, to 7% of regular users and 28% of occasional users in 2010) (Figure 112).

Figure 111. How often do you use the Internet for communication with public authorities in the library? *The comparison of 2008 – 2010*



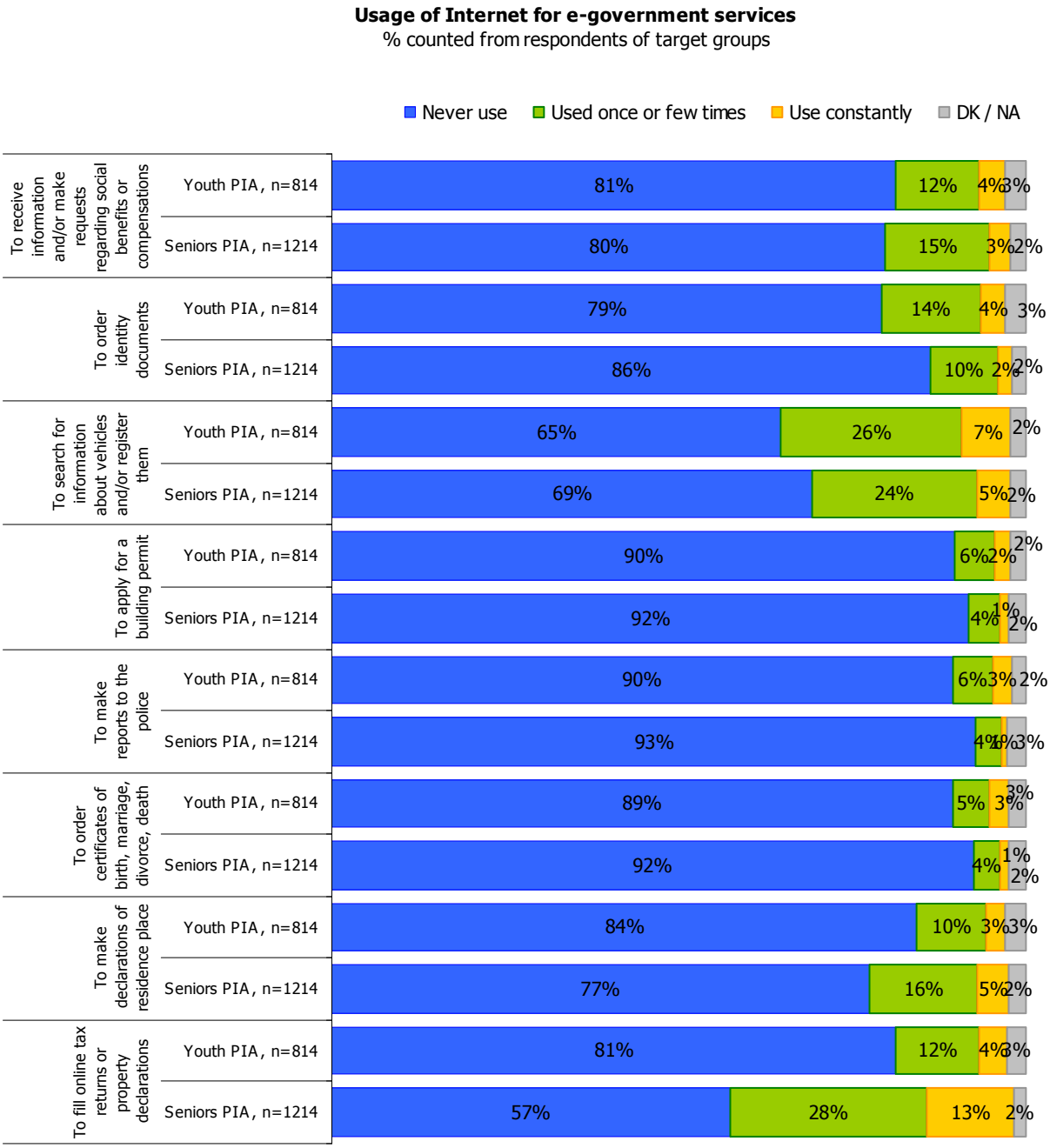
The use of the Internet in the area of public services does not differ between rural and urban PIA users. (Figure 113).

Figure 112. How often do you use the Internet for communication with public authorities in the library? *The comparison of rural and urban areas*



The main gap between the respondents under 25 years old and older respondents exists in the use of e-government services, namely, in the declaration of income and assets (41% of the respondents older than 25 years of age and 16% of the respondents under the age of 25 occasionally or regularly declare their income and assets). This area is undoubtedly related to active involvement in the labour market and economic independence. (Figure 114).

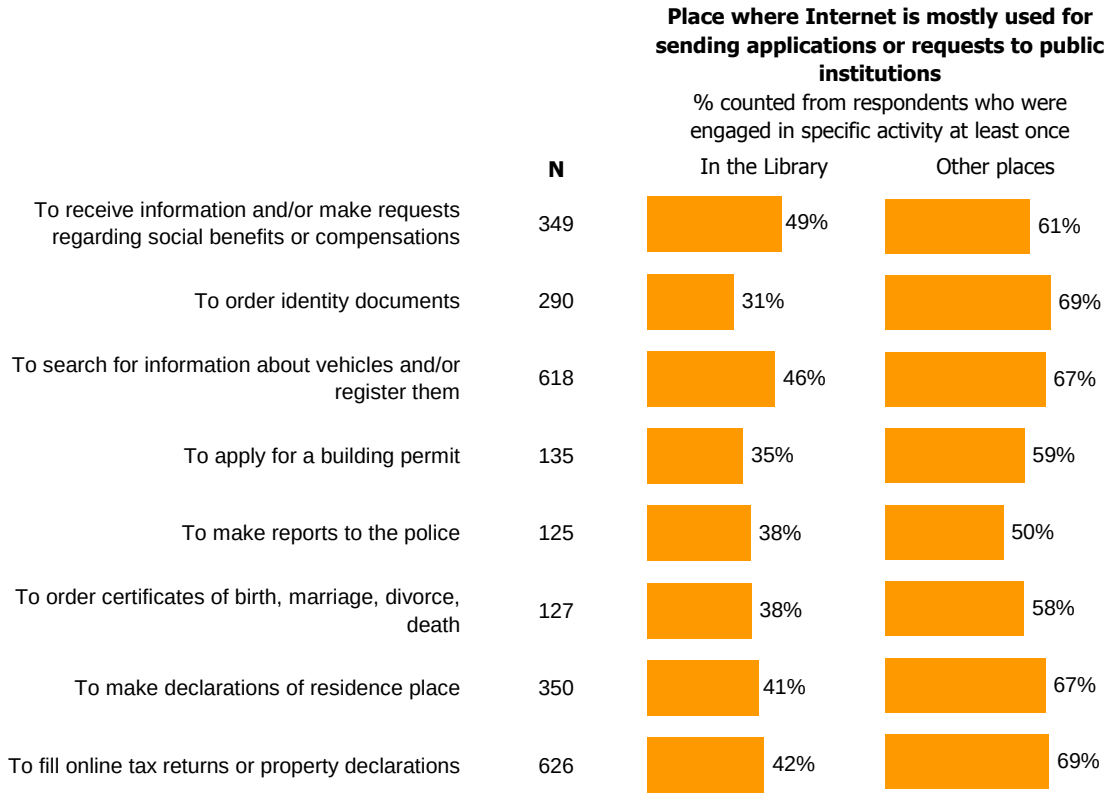
Figure 113. How often do you use the Internet for communication with public authorities in the library? *The comparison of the responses of younger and older respondents*



5.6.2 E-government services: places of Internet use

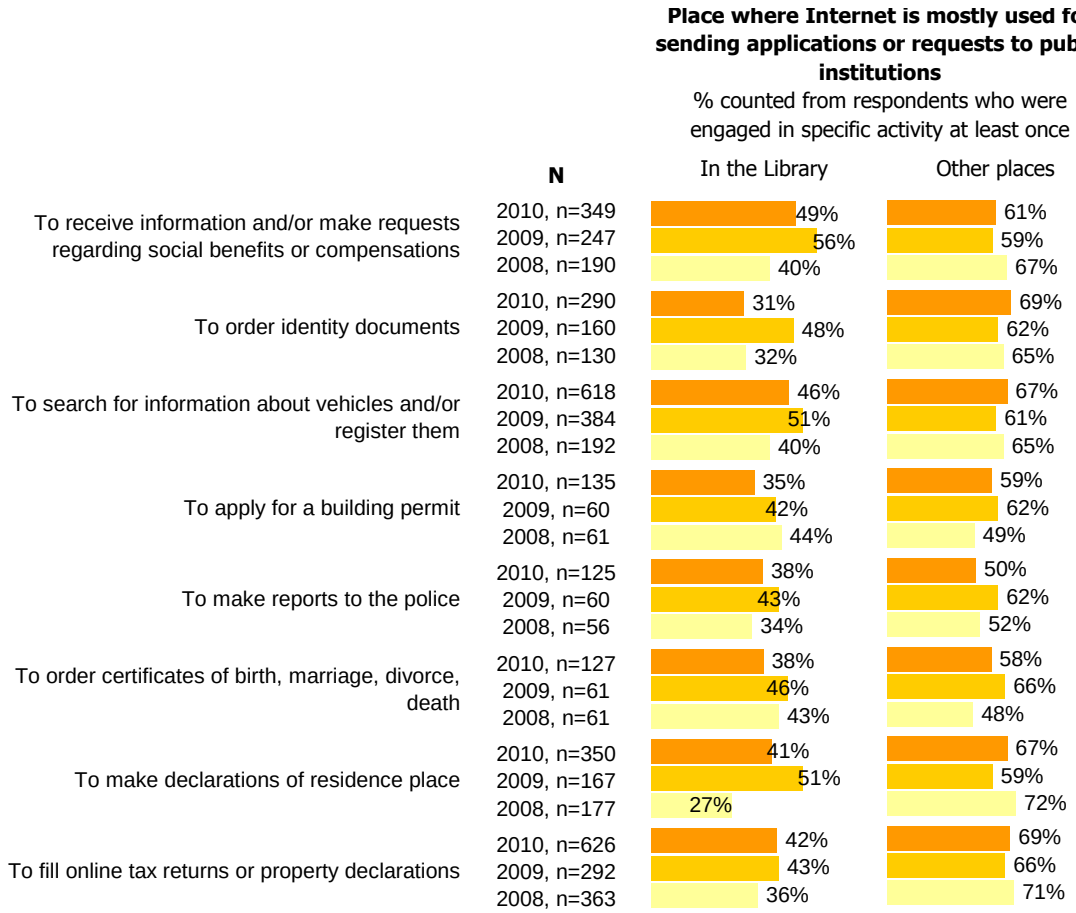
According to the data of the 2010 *PIA users'* survey, a greater portion of the users of e-government services use these services in other places than a library. (Figure 115).

Figure 114. Communication with public authorities: places of Internet use



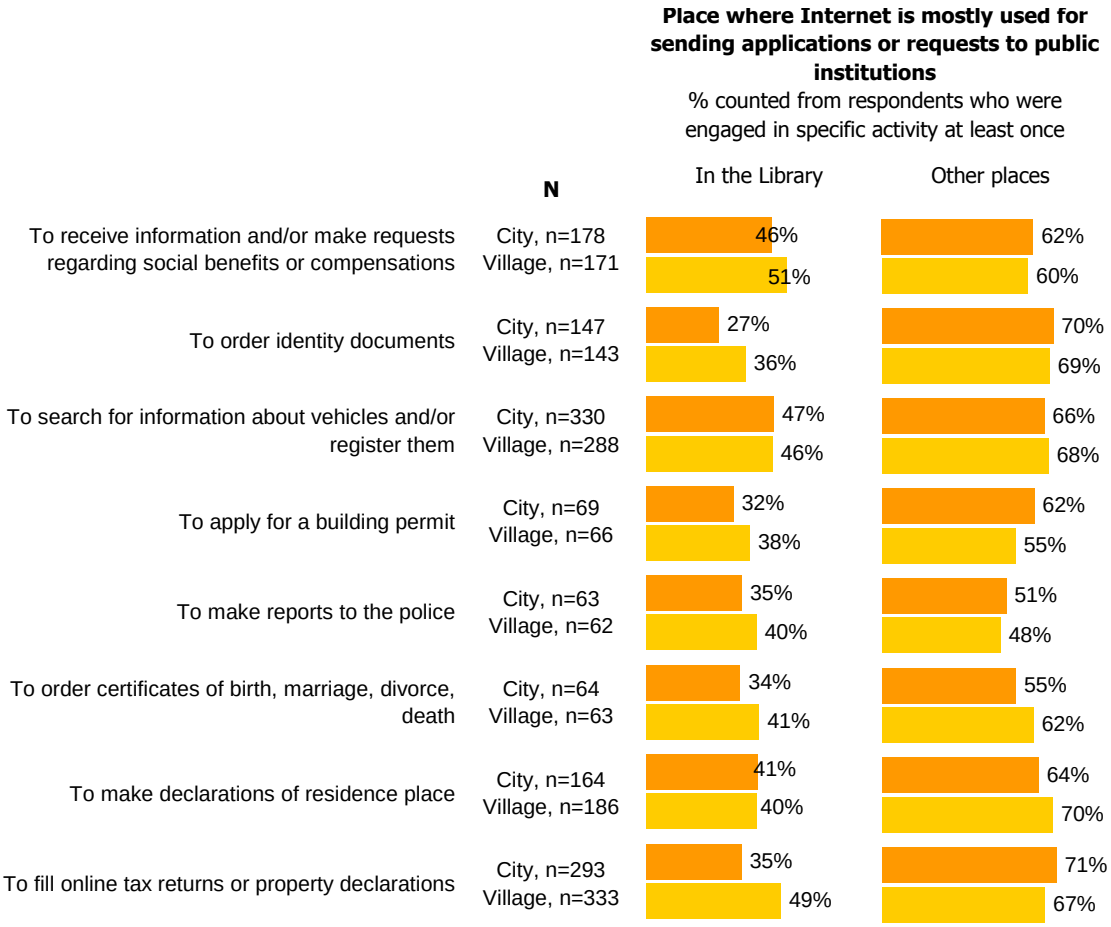
Over the period of 2008 to 2010, the respondents gave preference to alternative access points in the area of e-government. (Figure 116)

Figure 115. Communication with public authorities: Internet use in the library. *The comparison of 2008 – 2010*



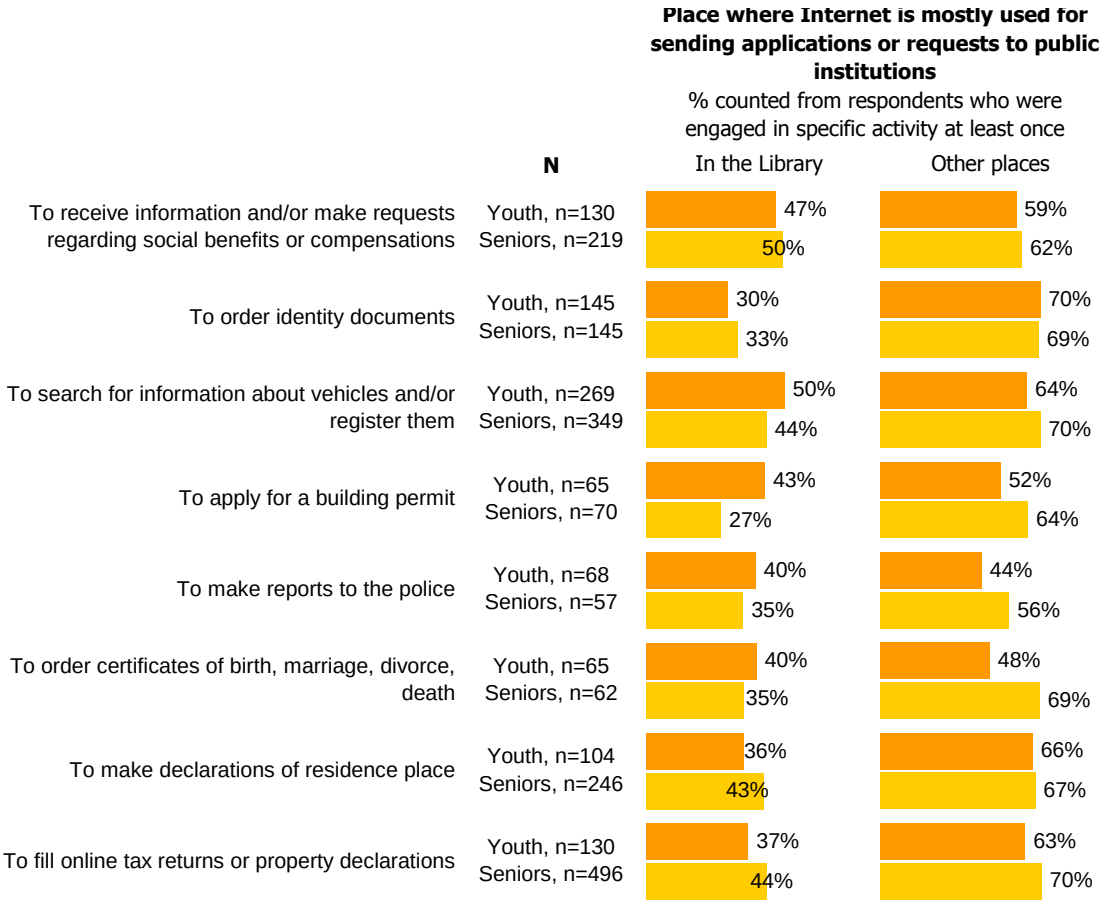
An analogous trend is observed in the cross-section of rural and urban areas: regardless of the location, the respondents use e-government services in libraries less often than in other Internet access points. (Figure 117)

Figure 116. Communication with public authorities: Internet use in the library. *The comparison of rural and urban areas*



Both young and older PIA users use e-government services in libraries less often than in other Internet access points, however, in some areas their responses differed. Young library PIA users under the age of 25 more often applied for building permits (43% of the respondents under the age of 25 and 27% of the older respondents), whereas the older respondents more often filled in tax and asset declarations in libraries (37% of the younger respondents under the age of 25 and 44% of the older respondents). (Figure 118)

Figure 117. Communication with public authorities: Internet use in the library. *The comparison of the responses of younger and older respondents*



5.6.3 Use of public services

In the period of both 3 months and 12 months, about one third (29% in the last 3 months and 36% in the last 12 months) of the participants of the 2010 *PIA users'* survey used public services. Search for information is slightly more popular than downloading or filling document forms but this difference is not great (6 – 7 percentage points). It allows us to assume that the majority of the users already have prior information about document forms and search for them in the institutions' website purposefully. (Figure 119).

Over the period of 2008 to 2010, search in the public institutions' websites was equally popular (28% of the PIA survey participants used it in the last 3 months in 2009, and 29% of them used it in 2010). (Figure 120)

There are no statistically significant changes in the trends of the use of e-government resources among rural and urban PIA users. (Figure 121)

Figure 118. Use of public services in the period of 3 and 12 months.

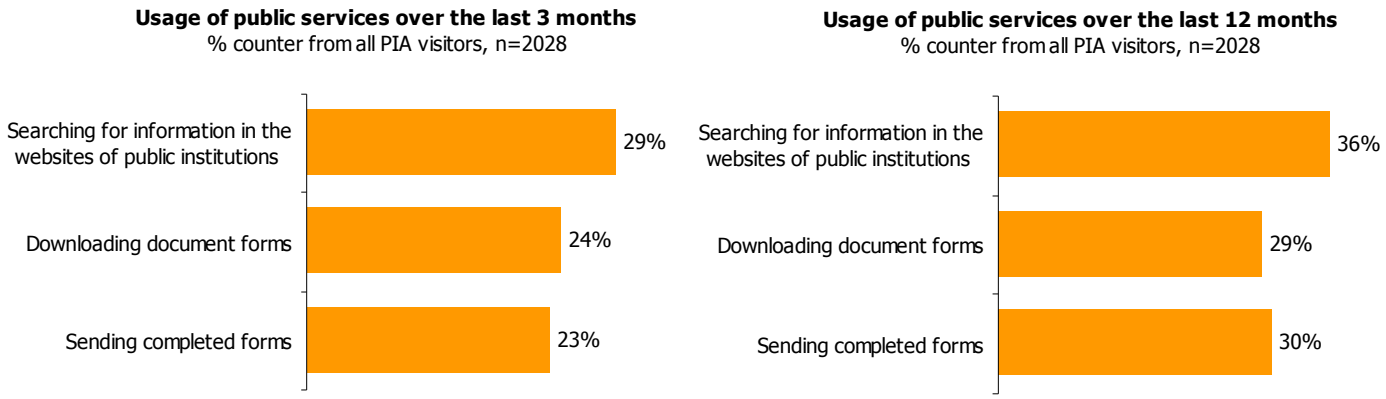


Figure 119. Use of public services in the period of 3 and 12 months. *The comparison of 2010 – 2009*

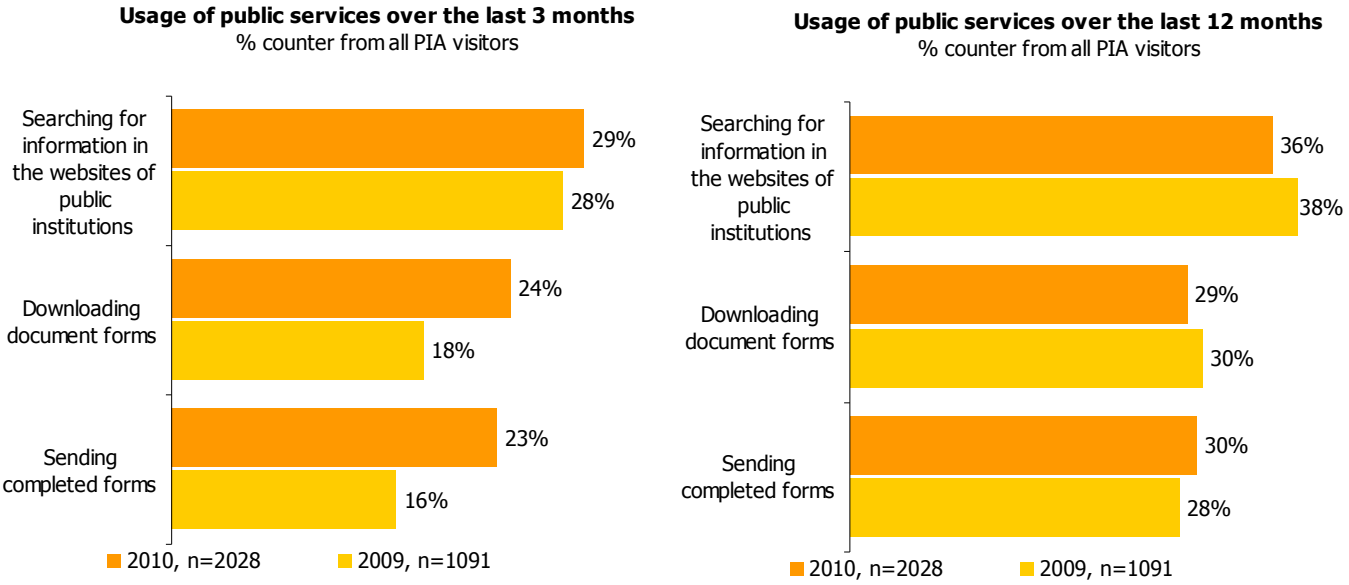
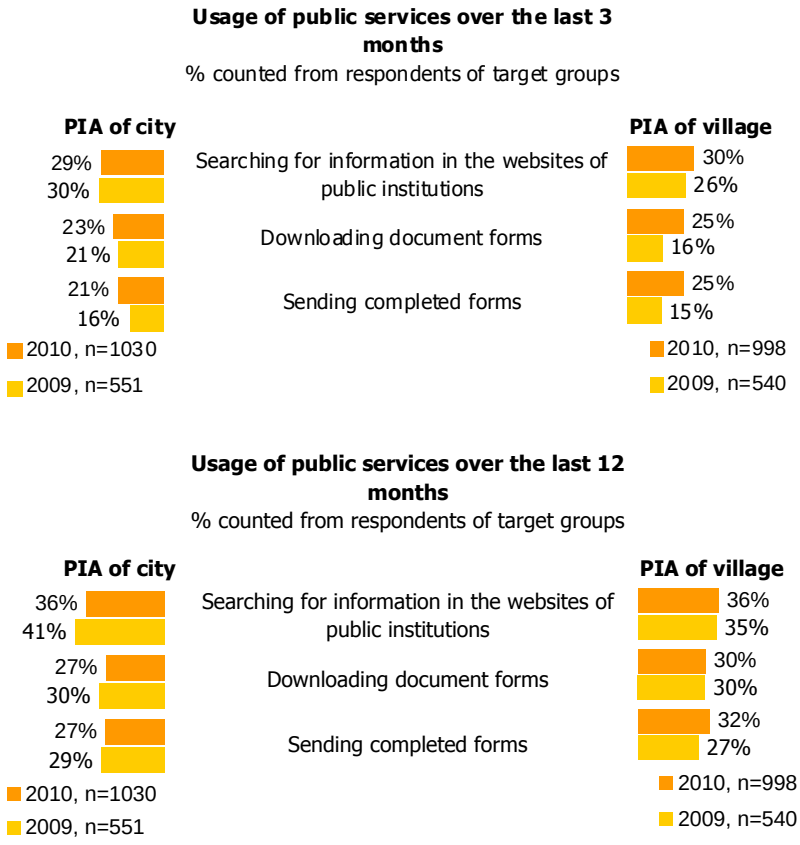


Figure 120. Use of public services in the period of 3 and 12 months. *The comparison of rural and urban areas*



5.7 Benefits provided by the Internet

According to the data of the *PIA users'* survey, the following are the main social benefits of the Internet mentioned by the respondents: richer leisure (80%), improved communication with family members (69%), and assistance for better work performance (55%). The respondents mentioned the following economic benefits: assistance in job-seeking – 55%, saving money – 51%, and assistance in direct job or studies – 46%. (Figure 112).

The evaluations of benefits did not essentially differ from the results of the *residents' survey* (2010 representative survey of Lithuanian residents) but *PIA users* more often mentioned the contacting with authorities (23% of PIA users and 12% of the residents) and assistance in performing tasks related to studies or education (46% of PIA users and 37% of residents). (Figure 123)

Figure 121. Benefits of Internet use

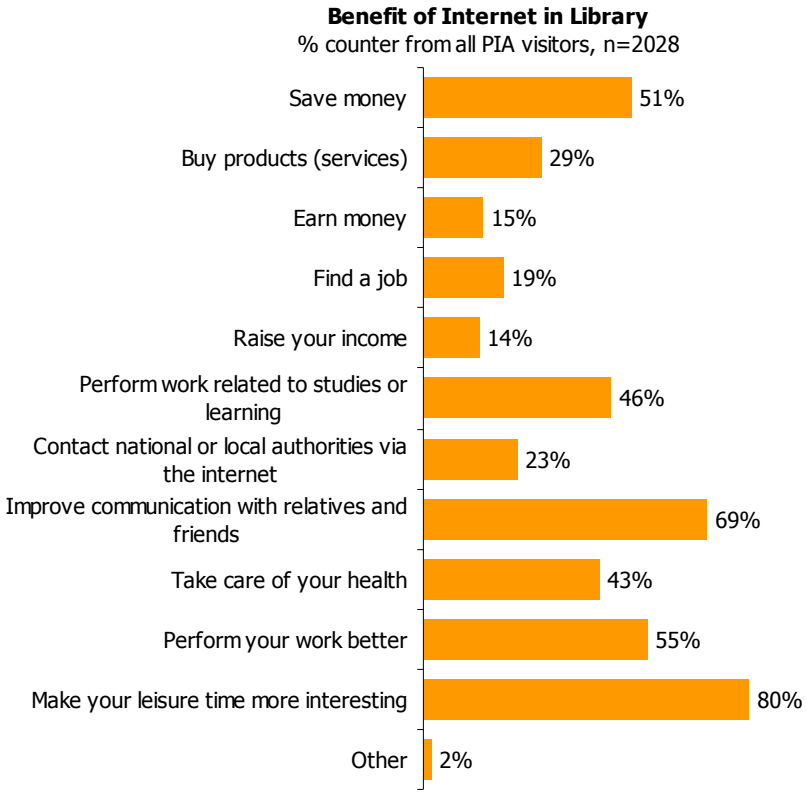
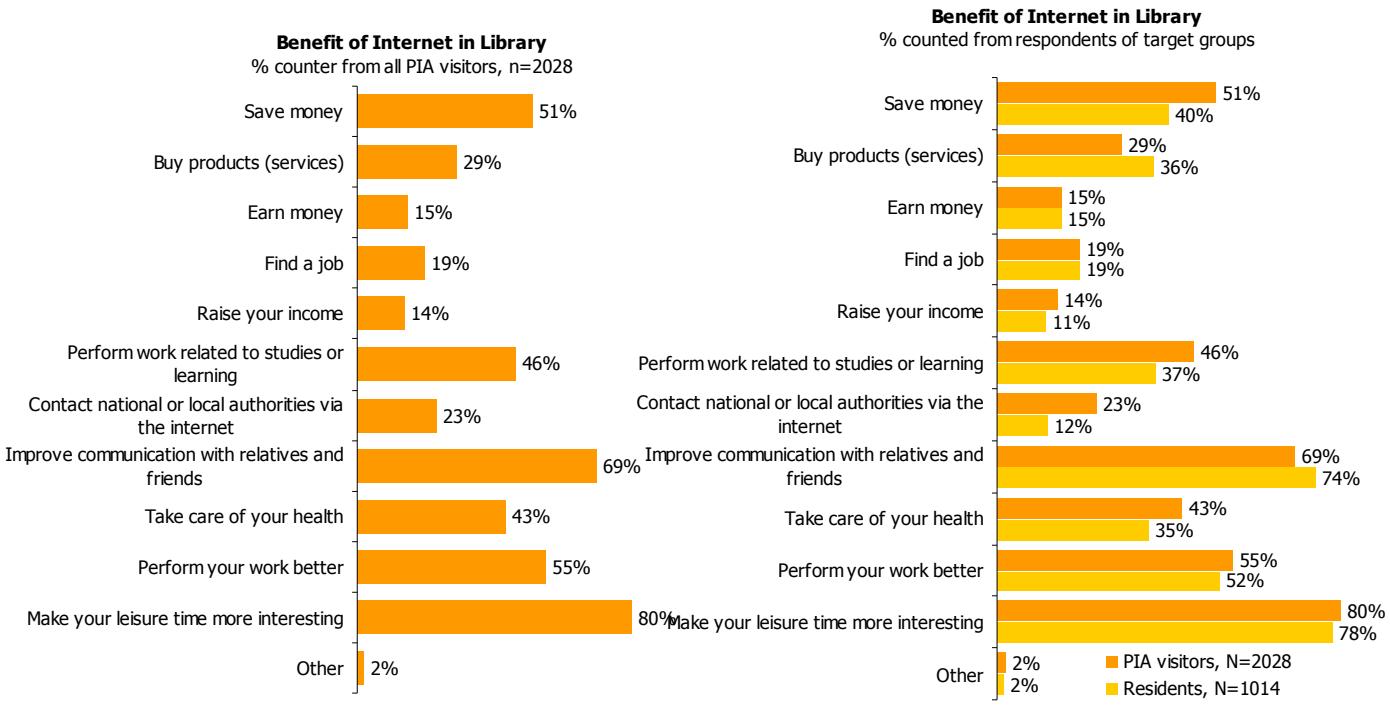


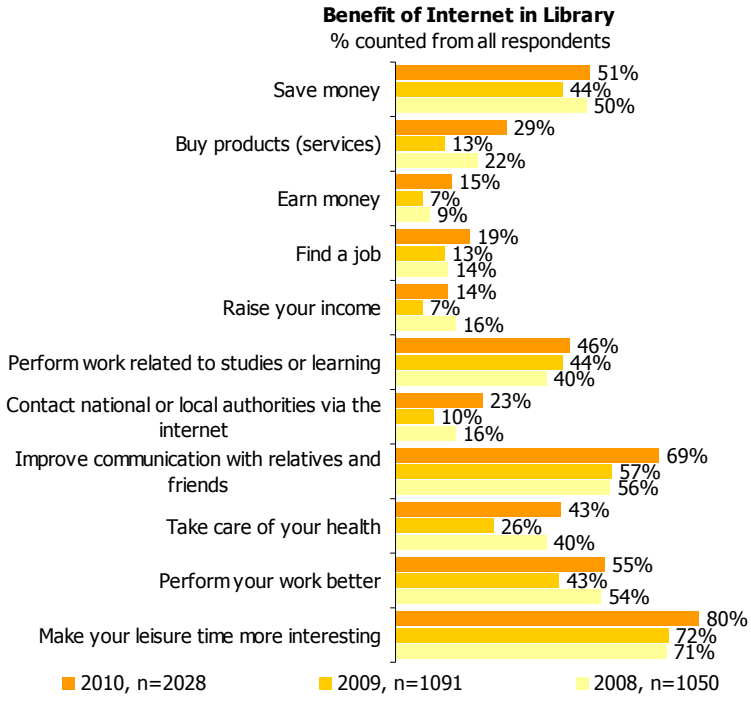
Figure 122. Benefits of Internet use



* the proportions reflect the respondents who indicated at least one economic or social benefit.

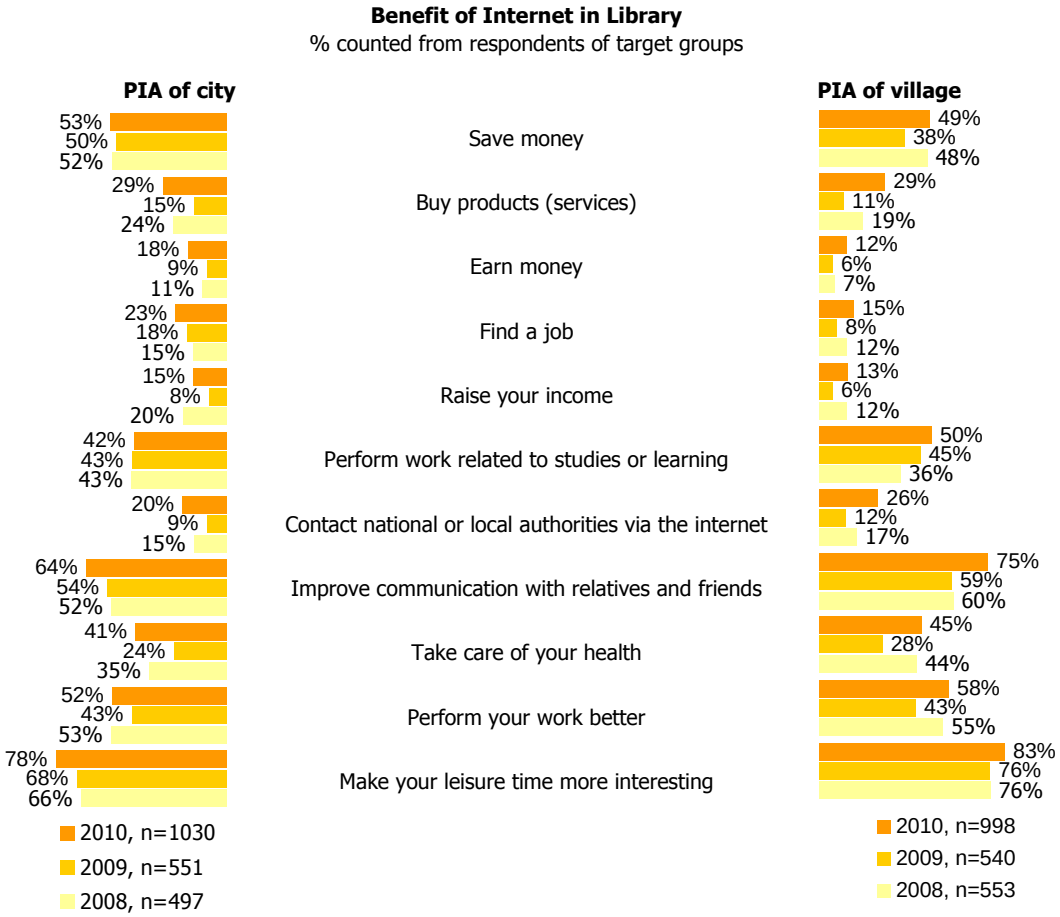
In the period of 2008 to 2010, an increase is observed in the ratings of Internet use in most of the areas. Significant changes were observed in the following areas: improvement of the quality of leisure time (71% in 2008, 72% in 2009, 80% in 2010), communication with friends and relatives (56% in 2008, 57% in 2009, 69% in 2010) and assistance in earning money (9% in 2008, 7% in 2009, 15% in 2010). (Figure 124).

Figure 123. Benefits of Internet use. *The comparison of 2008 –2010*



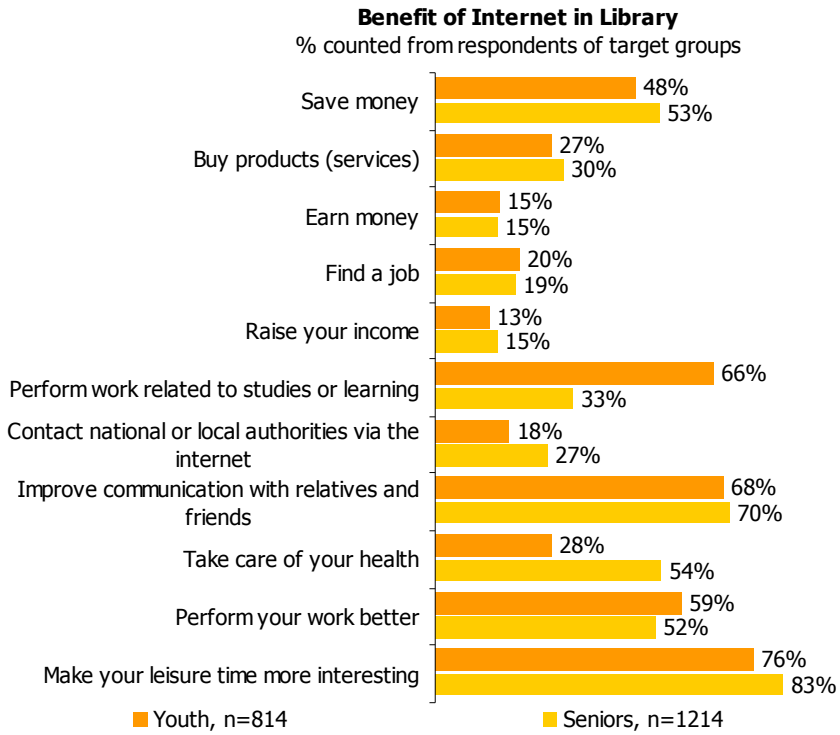
There were significant differences in the evaluations of rural and urban *PIA users* in the following areas: improved communication with friends (in 2010, 75% in rural areas and 64% in urban areas), enriched leisure time (in 2010, 83% in rural areas and 78% in urban areas). Assistance in job-seeking was more emphasised in urban areas (in 2010, 15% in rural areas and 23% in urban areas). (Figure 125)

Figure 124. Benefits of Internet use. *The comparison of rural and urban areas*



Younger respondents (under 25) mentioned tasks related to their job or studies more often than older PIA users (over 25 years of age). (Figure 126)

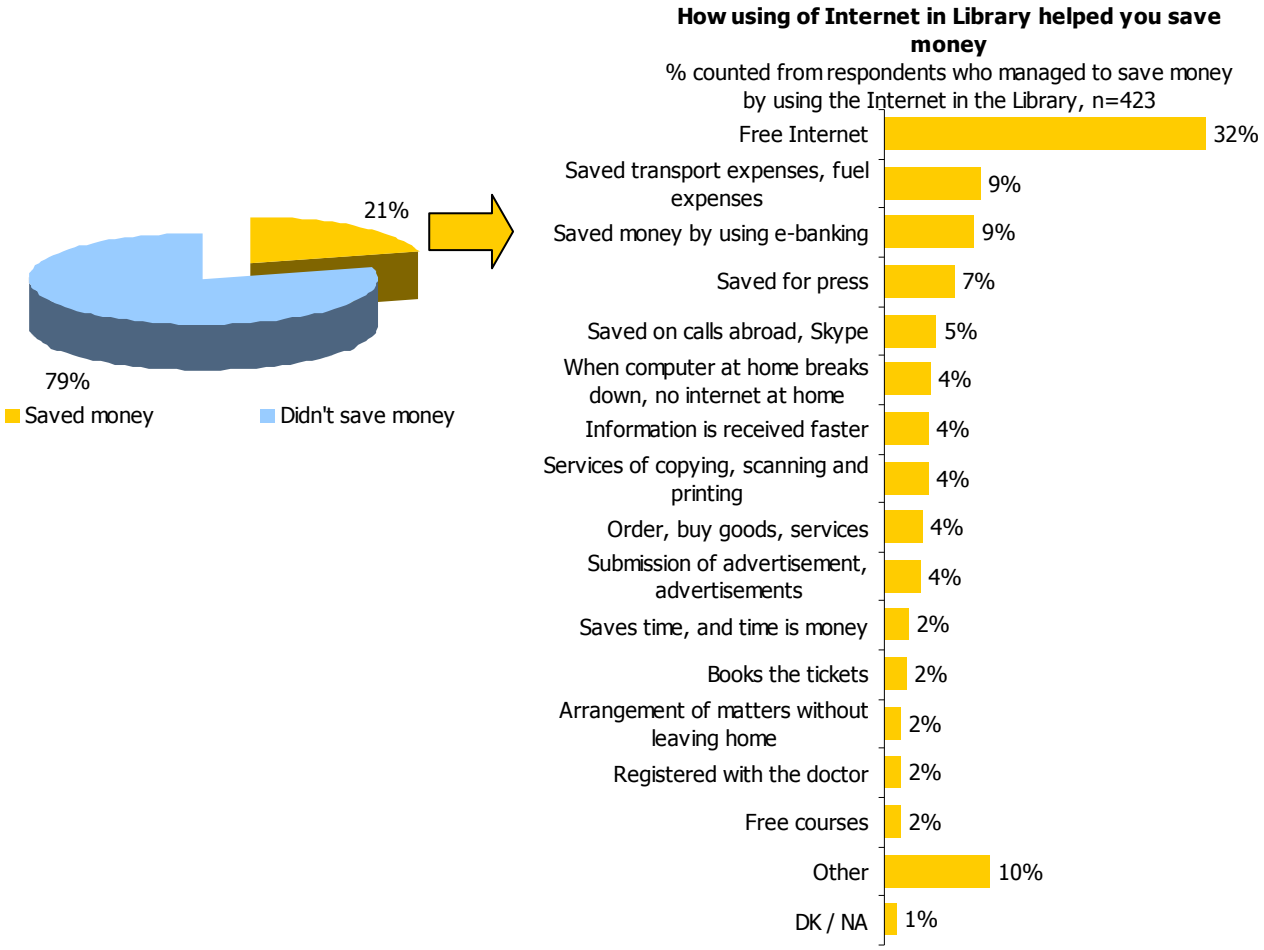
Figure 125. Benefits of Internet use. *The comparison of the responses of younger and older respondents*



5.8 Financial benefits

21% of PIA users mentioned concrete financial benefits that the Internet provided them. The majority of those who saved their money mentioned general access to the Internet (32%). They also mentioned transport or fuel costs (9%), benefits of e-banking (9%), and press costs (7%). (Figure 127).

Figure 126. The opportunities to save money provided by the use of the Internet in the library



6. Safe Internet use

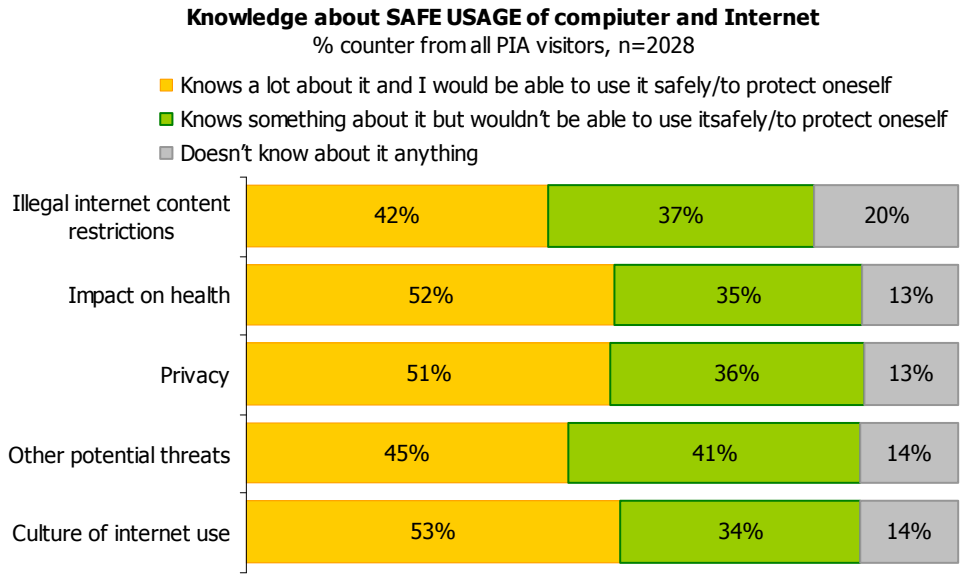
The chapter analyses the Internet users' knowledge about Internet safety, preparedness to avoid Internet-related threats and respond to these threats.

- Rural and urban PIA users emphasized different sources of information on the safe Internet. In rural areas, the respondents more often mentioned their colleagues and friends, media, Internet, and personal experience. In rural areas, the assistance of librarians as a source of information on the safe Internet was mentioned more often.

6.1 Awareness of safe Internet and computer use

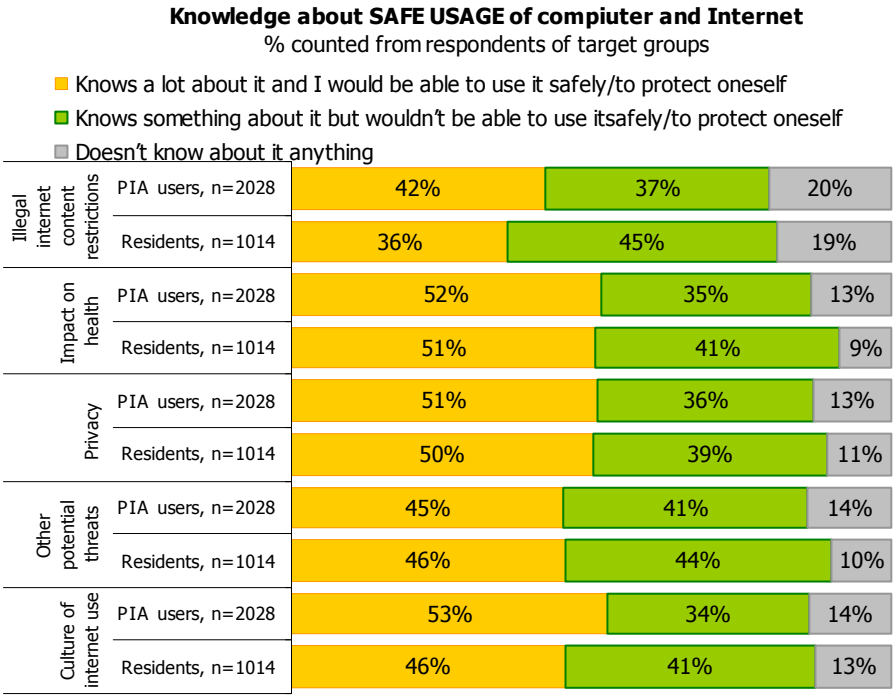
The 2010 *PIA users'* survey has shown that nearly half of the respondents using the Internet evaluate their knowledge on the safe use of computers as sufficient. From 42% of the respondents in the area of illegal content to 53% of the respondents in the area of Internet use for cultural purposes assess their knowledge sufficient enough to be able to protect themselves from the mentioned threats. (Figure 128).

Figure 127. Respondents' awareness of the safe use of the Internet and computer



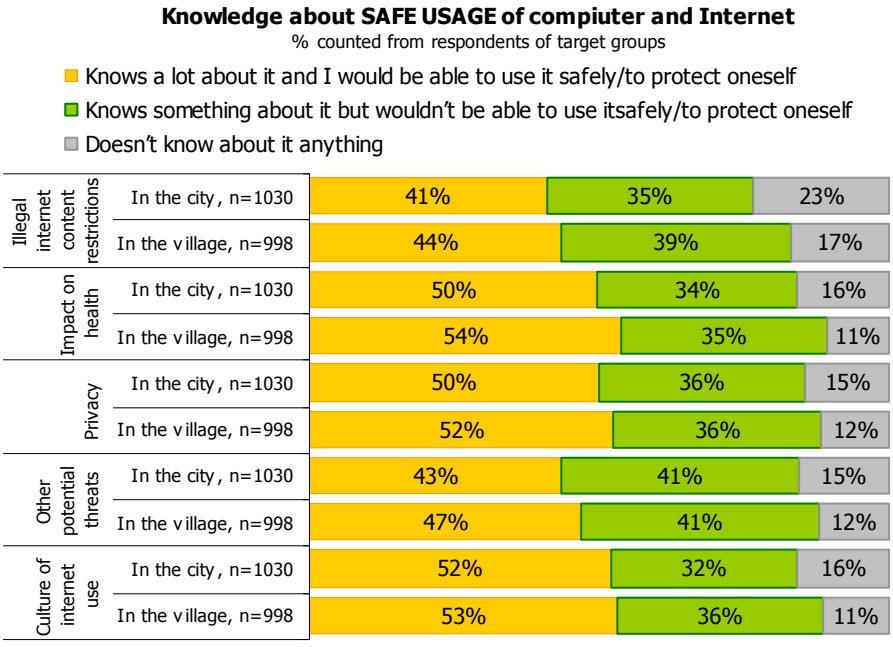
The comparison of the responses of the 2010 *PIA users'* survey and 2010 *residents' survey* on the safe use of the Internet and computer did not reveal statistically significant differences. (Figure 129)

Figure 128. Respondents' awareness of the safe use of the Internet and computer. *The comparison of the results of the PIA users' and residents' surveys*



Comparing the knowledge and skills of urban and rural PIA users in the area of the safe Internet, rural respondents give higher self-assessment of their skills in all the areas related to Internet safety. (Figure 130)

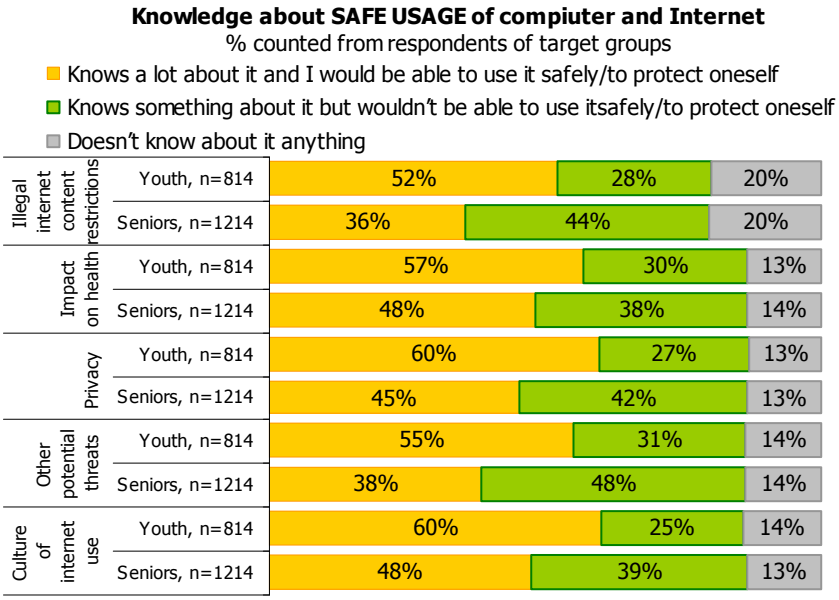
Figure 129. Respondents' awareness of the safe use of the Internet and computer. *The comparison of rural and urban areas*



Comparing the evaluations of knowledge and skills of younger (15 – 25 years old) and older (25 – 74 years old) respondents in the area of the safe Internet, a trend is observed that the number of those who do not

have any knowledge about this is virtually identical in both respondent groups, i. e. up to one fifth of the respondents. Among the younger respondents, there are more respondents who are well-aware of the safe use of the Internet and computer and are able to protect themselves (50 – 60%). Among the older respondents, the number of such users is from one third to half. The older respondents (over the age of 25) more often than younger respondents (under 25) reported having any knowledge about this but not being able to use the Internet safely. (Figure 131)

Figure 130. Respondents' awareness of the safe use of the Internet and computer. *The comparison of the responses of younger and older respondents*



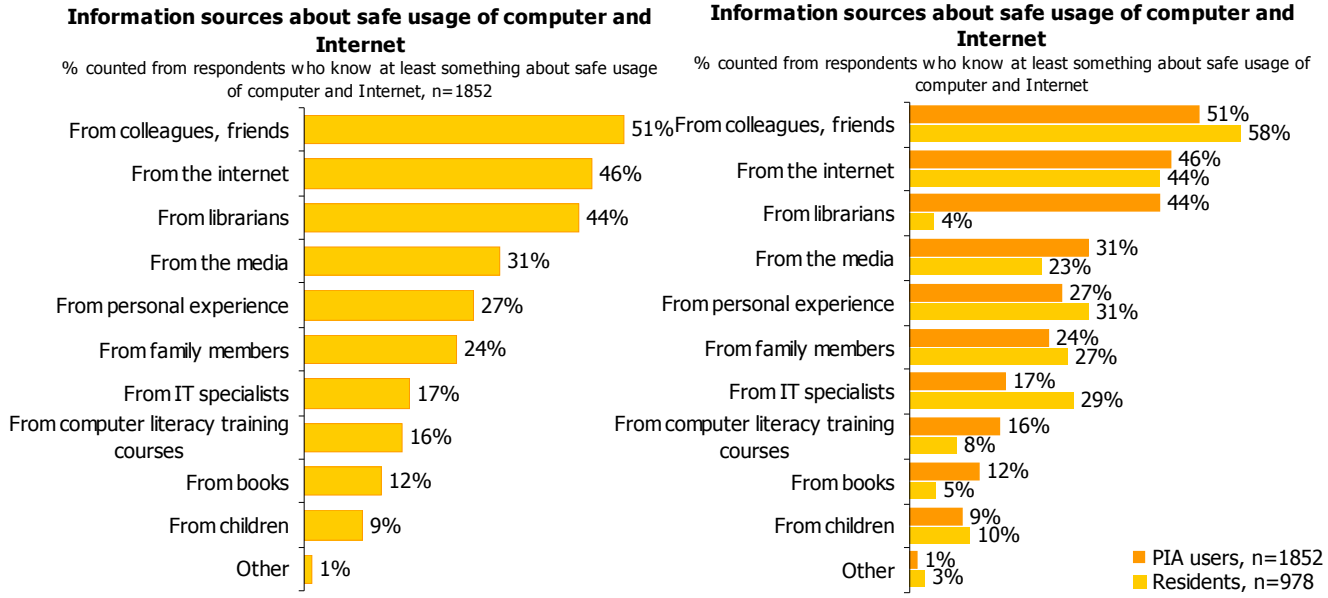
6.2 Sources of information about safe Internet and computer use

According to the data of the *PIA users'* survey, the main sources of information on the safe Internet are the following: colleagues and friends (51%), Internet (46%), library staff (44%), and media (31%). (Figure 132).

The following groups of respondents mentioned library staff as the main source of knowledge on the Internet threats and methods of protection: respondents over the age of 25, lower-income respondents (up to LTL 600 per one family member), respondents without higher education, and pensioners. Colleagues and friends were more often mentioned by the respondents under the age of 25.

PIA users more often than the *participants of the residents' survey* search for information in the media (31% and 23%, respectively), and are less likely to rely on IT specialists (17% and 29%, respectively). [19] (Figure 132).

Figure 131. Sources of information on the safe use of the Internet and computer.



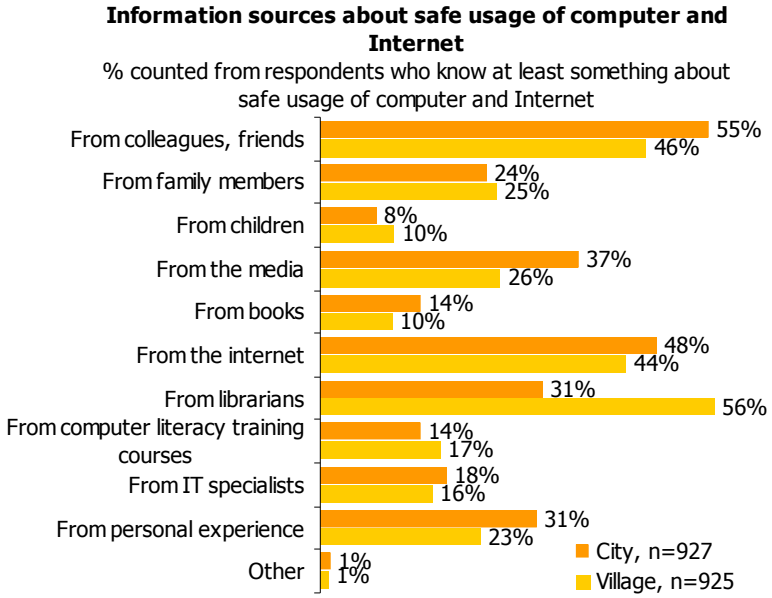
*It is not possible to compare the percentage (4%) of the respondents of the 2010 residents' survey who learn about Internet threats from the library staff to the results (44%) of the PIA users' survey because out of 978 respondents of the residents' survey who have any knowledge about safe use of the Internet and computer, only 30 said that they use the Internet in a library.

The rural and urban PIA users emphasized different sources of information on Internet safety. Urban respondents more often mentioned colleagues and friends (55% in urban areas, 46% in rural areas), the media (37% in urban areas and 26% in rural areas), Internet (48% in urban areas and 44% in rural areas) and personal experience (31% in urban areas and 23% in rural areas). Rural respondents more often mentioned librarians (31% in urban areas

[19] Unfortunately, it is impossible to compare the importance of the library staff as a source of information on Internet threats between PIA users and Lithuanian users because the groups are are the identical (i. e. we would compare PIA users to PIA users).

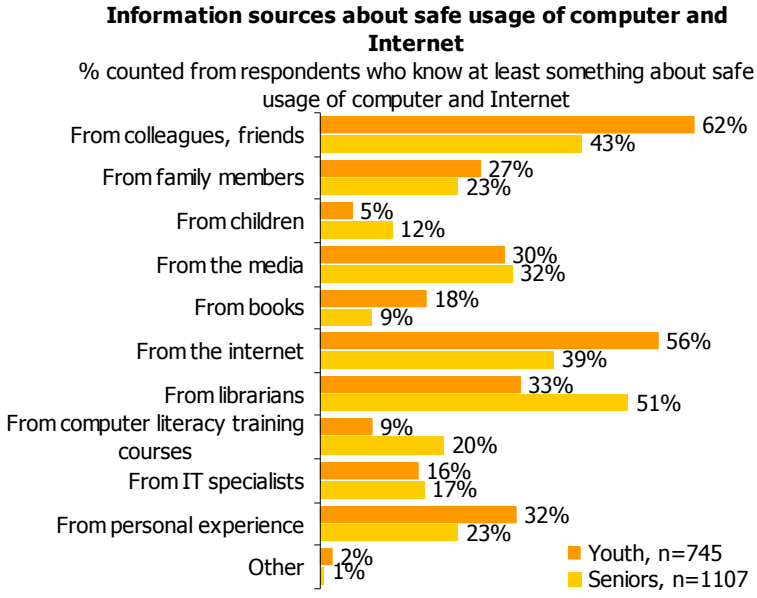
and 56% in rural areas) and computer literacy courses (14% in urban areas, 17% in rural areas) as a source of information on the safe Internet. (Figure 133).

Figure 132. Sources of information on the safe use of the Internet and computer. *The comparison of rural and urban areas*



The younger respondents (under 25) are more likely than older people to ask their colleagues or friends for help (under 25 year olds – 62%, 25 and older – 43%), to solve problems on their own (under 25 year olds – 32%, 25 and older – 23%), to search for solutions on the Internet (under 25 year olds – 56%, 25 and older – 39%) or in books (under 25 year olds – 18%, 25 or older – 9%). The older respondents (over 25) are more likely to rely on computer literacy courses for information about Internet threats. (under 25 year olds – 9%, 25 and older – 20%). (Figure 134)

Figure 133. Sources of information on the safe use of the Internet and computer. *The comparison of the responses of younger and older respondents*

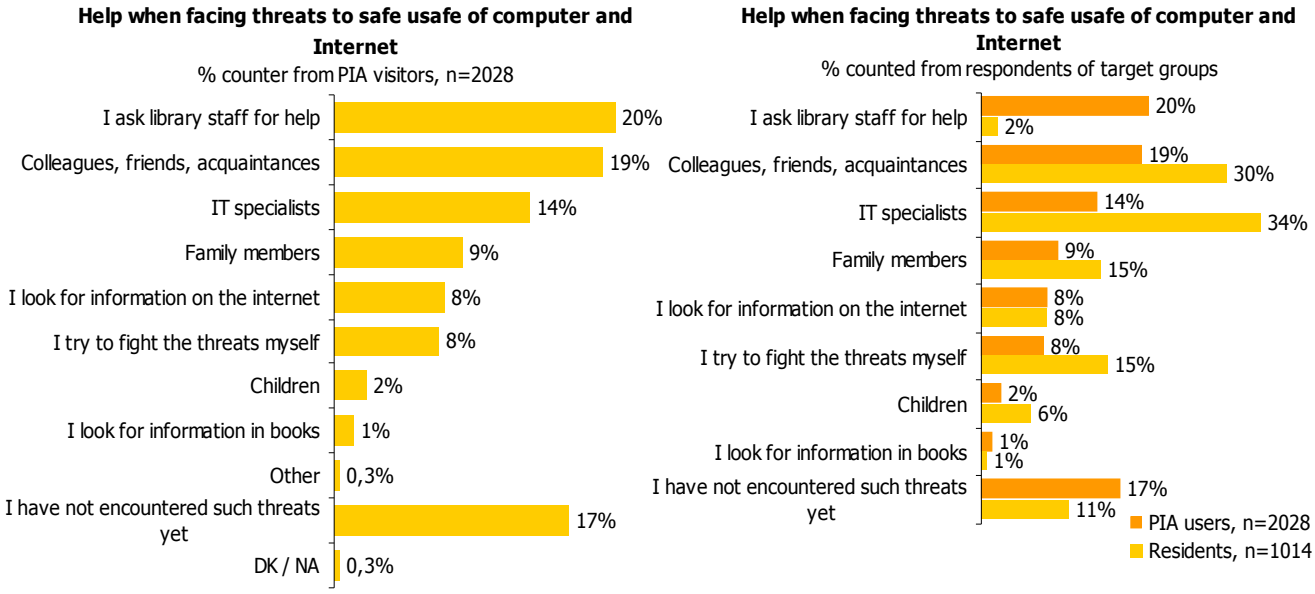


6.3 Assistance when facing threats to safe Internet and computer use

According to the data of *PIA users'* survey of 2010, when facing Internet security threats, 20% of respondents turn for help to library staff, 19% – to colleagues or friends, and 14% – to IT specialists. (Figure 135)

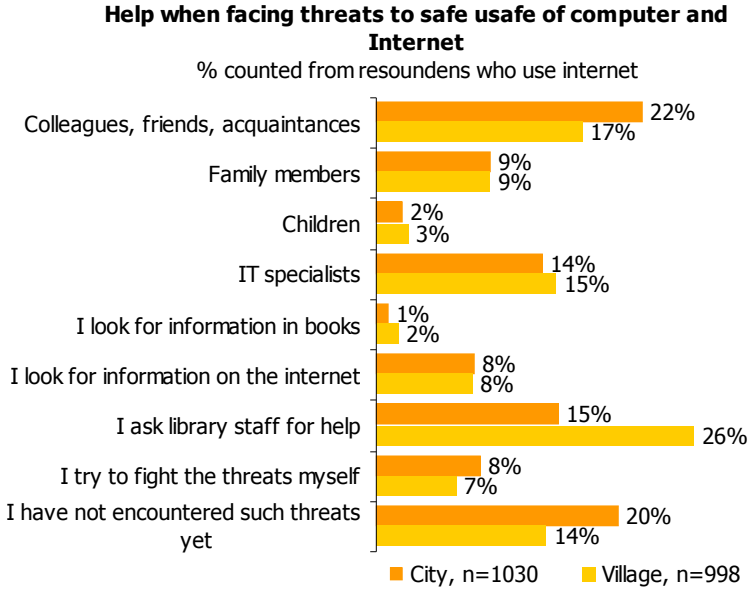
When facing threats to the use of the Internet or computer, *PIA users* less often than residents (the results of the 2010 representative survey) turn for help to colleagues, friends or acquaintances (19% of PIA users and 30% of residents-Internet users), IT professionals (14% of PIA users and 34% of residents-Internet users), family members (9% of PIA users and 15% of residents-Internet users) or trust their own skills (8% of PIA users and 15% of residents-Internet users). (Figure 135).

Figure 134. Assistance when facing threats to the safe use of the Internet and computer



Urban *PIA users* face Internet security threats more seldom – 20% of respondents have never faced security problems (in villages – 14%). In towns, when problems related to safe Internet use arise, the respondents more often turn to colleagues or acquaintances (22% in towns and 14% in villages). Respondents in villages are more likely to turn for help to librarians than in towns (26% in villages and 15% in towns). (Figure 136)

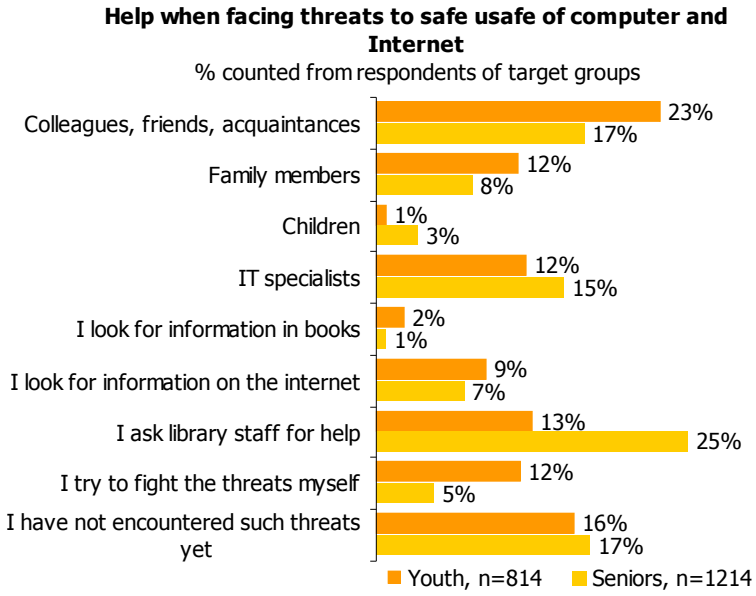
Figure 135. Assistance when facing threats to the safe use of the Internet and computer. *The comparison of rural and urban areas*



When facing Internet and computer threats, young respondents (under 25 years old) mostly turn for help to their colleagues and acquaintances (23% of under 25 year olds and 17% of the respondents over the age of 25), family members (12% of under 25 year olds and 8% of the respondents older than 25), or try to solve problems by themselves (12% of under 25 year olds and 5% of the respondents older than 25).

Older respondents more often turn to IT specialists (12% of under 25 year olds and 15% of the respondents older than 25), or library staff (13% of under 25 year olds and 17% of the respondents older than 25). (Figure137).

Figure 136. Assistance when facing threats to the safe use of the Internet and computer. *The comparison of the responses of younger and older respondents*



7. Use of library services

The chapter analyses the spread and importance of the use of library services and assessments of the quality of services.

- The most popular library service among PIA users is the opportunity to use the Internet free of charge.
- The indices of the use of other library services by the *respondents of survey of residents* are considerably lower than those of *PIA users*. The residents use the opportunity to study at computer literacy courses eight times less often, nearly three times less frequently use free Internet and Internet databases. PIA users visit the library more often and thus, they are better informed about the services provided by the libraries
- When computer or Internet problems arise, the majority of the respondents turn for help to the library staff. The 15 – 34 year olds are least likely consult the library staff, whereas the respondents over 55 years old and pensioners are most likely to seek advice from the library staff.

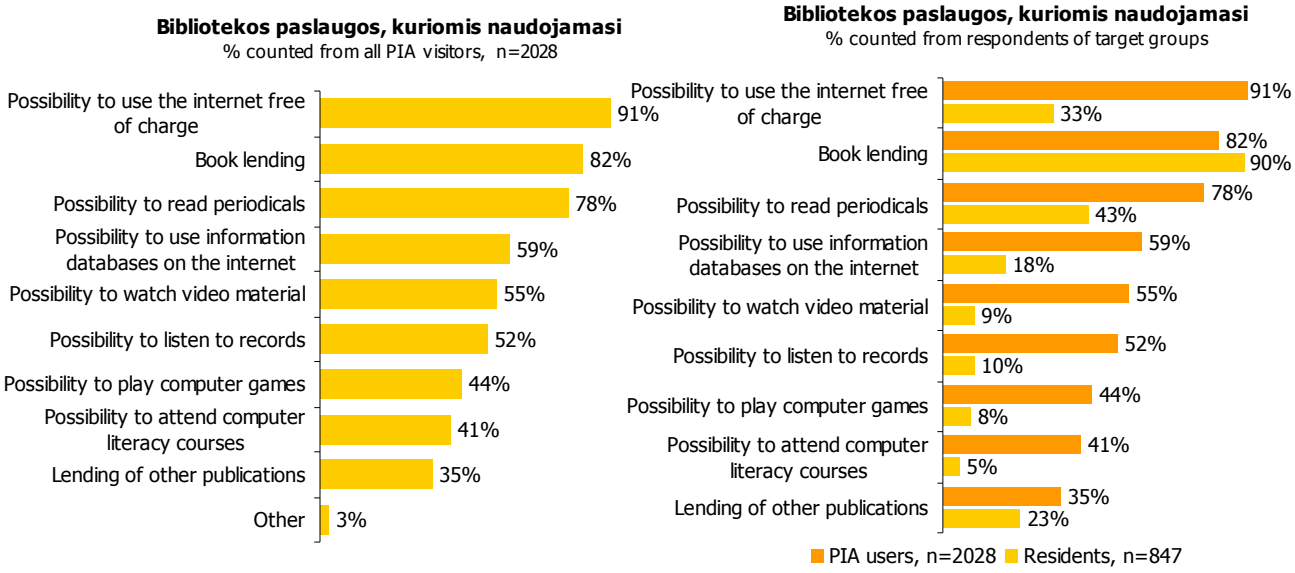
According to the data of *PIA users'* survey of 2010, the most popular service of libraries is the opportunity to use the Internet free of charge (91%). A considerable share of library visitors use "traditional" services of libraries: borrowing books (82%), reading periodicals (78%), and borrowing other publications (language learning programmes, CD, DVD, art publications, sheet music, etc.) (35%).

"Modern" services of libraries are also popular. Internet databases are used by 59% of respondents. Multimedia resources are used as follows: video material by 55% of respondents, audio recordings by 52%, and computer games by 44%. Two fifths (41%) of *PIA users* have taken the opportunity to study at computer literacy courses. (Figure 138)

Comparing the data of surveys of *PIA users* and *residents*, the most popular service among the residents is borrowing books – 90% of service users (82% among *PIA users*). The indices of the use of other library services by the respondents of survey of *residents* are considerably lower than those of *PIA users*. The residents use the opportunity to study at computer literacy courses eight times less often (5% of residents and 41% of PIA users), nearly three times less frequently use free Internet (33% of residents and 91% of PIA users) and Internet databases (18% of residents and 59% of PIA users). (Figure 138)

These differences can be explained by "proficiency" of PIA users in the field of libraries: PIA users visit the library more often and thus, they are better informed about the services provided by the libraries.

Figure 137. Use of particular library services



In 2010, almost all (98%) of the participants of *repeat survey* (in 2010, the respondents of the 2009 PIA users' survey were repeatedly interviewed) visited the library in the last 12 months. More than half of the respondents (58%) visited the library several times a week, one third (34%) – several times a month, 6% - several times in 6 months, and 2% - several times a year. The most popular library services among the participants of the repeat survey was using the Internet – 85%, borrowing books – 80%, and reading periodicals – 57%. (Figures 139 – 140)

Figure 138. Library attendance in the last 12 months. *The results of the repeat PIA survey*

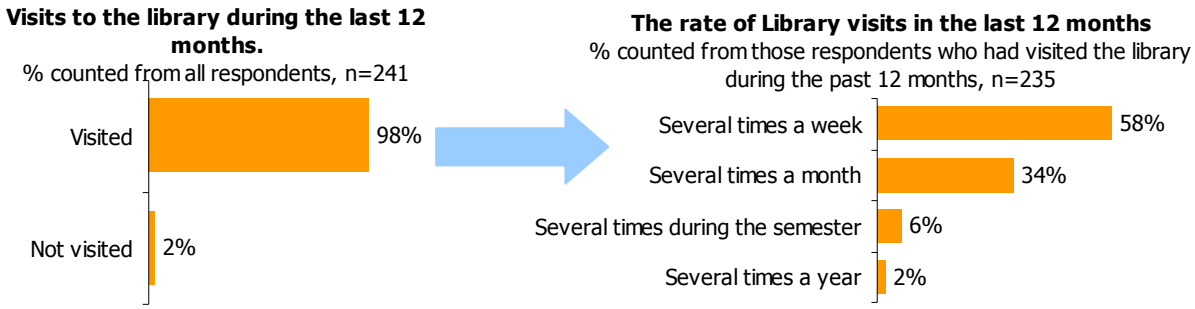
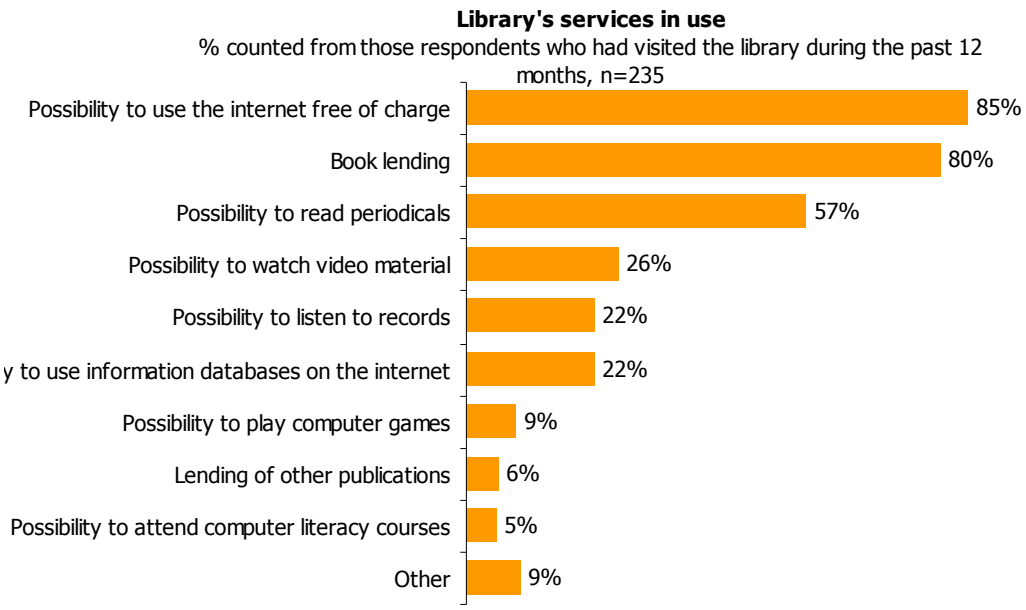
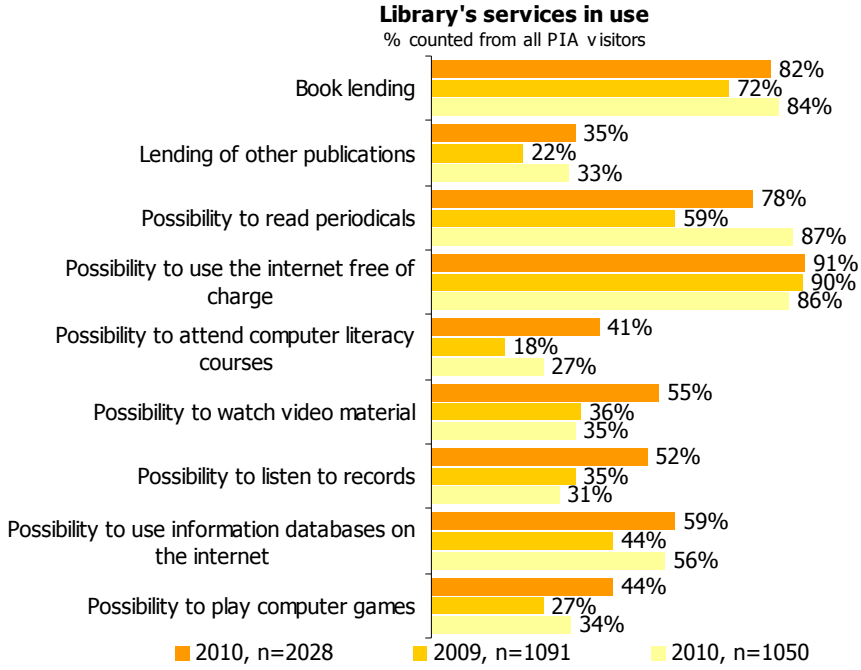


Figure 139. Use of particular library services. *The results of the repeat PIA survey*



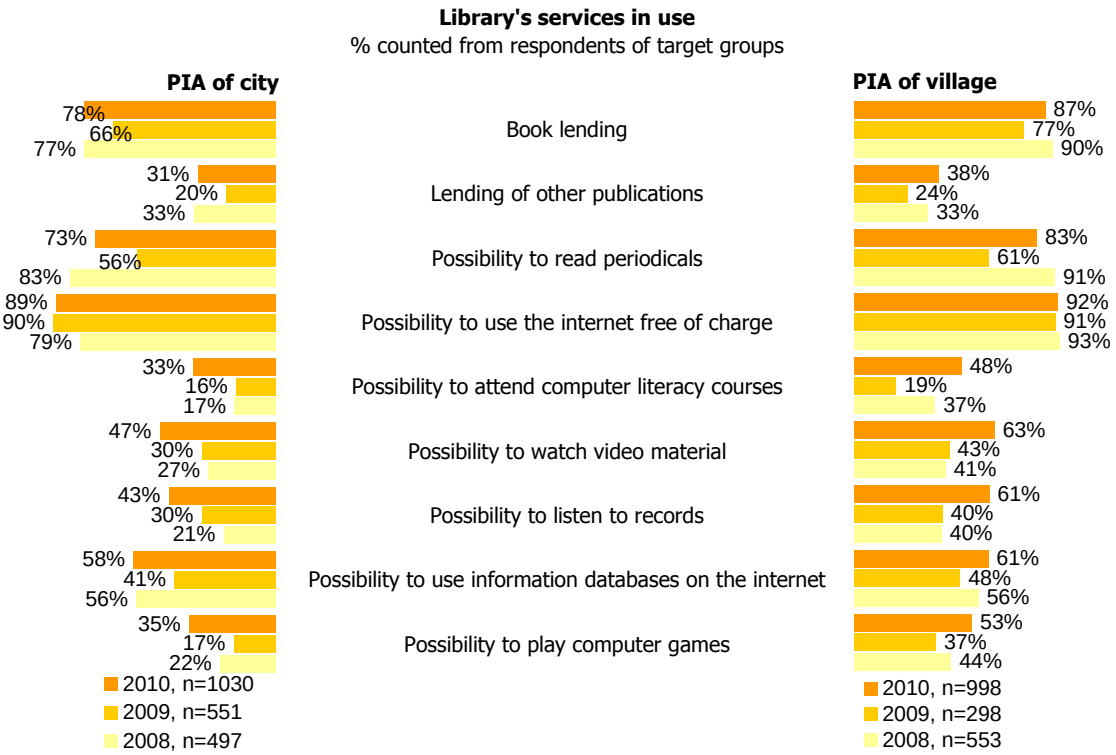
In 2010, *PIA users* used the possibility to attend computer literacy courses twice as often as in 2008 (41% in 2010 and 18% in 2009). (Figure 141)

Figure 140. Use of particular library services. *The comparison of 2008 to 2010*



Rural PIA users are much more active at using all library services. In the villages, the use of multimedia resources is much more popular: viewing video material (the data of survey of 2010: 47% in towns and 63% in villages) and listening to audio recordings (the data of survey of 2010: 43% in towns and 61% in villages). PIA users in villages used the possibility to study at computer literacy courses more often than in towns (the data of survey of 2010: 33% in towns and 48% in villages). (Figure 142)

Figure 141. Use of particular library services. *The comparison of rural and urban areas*



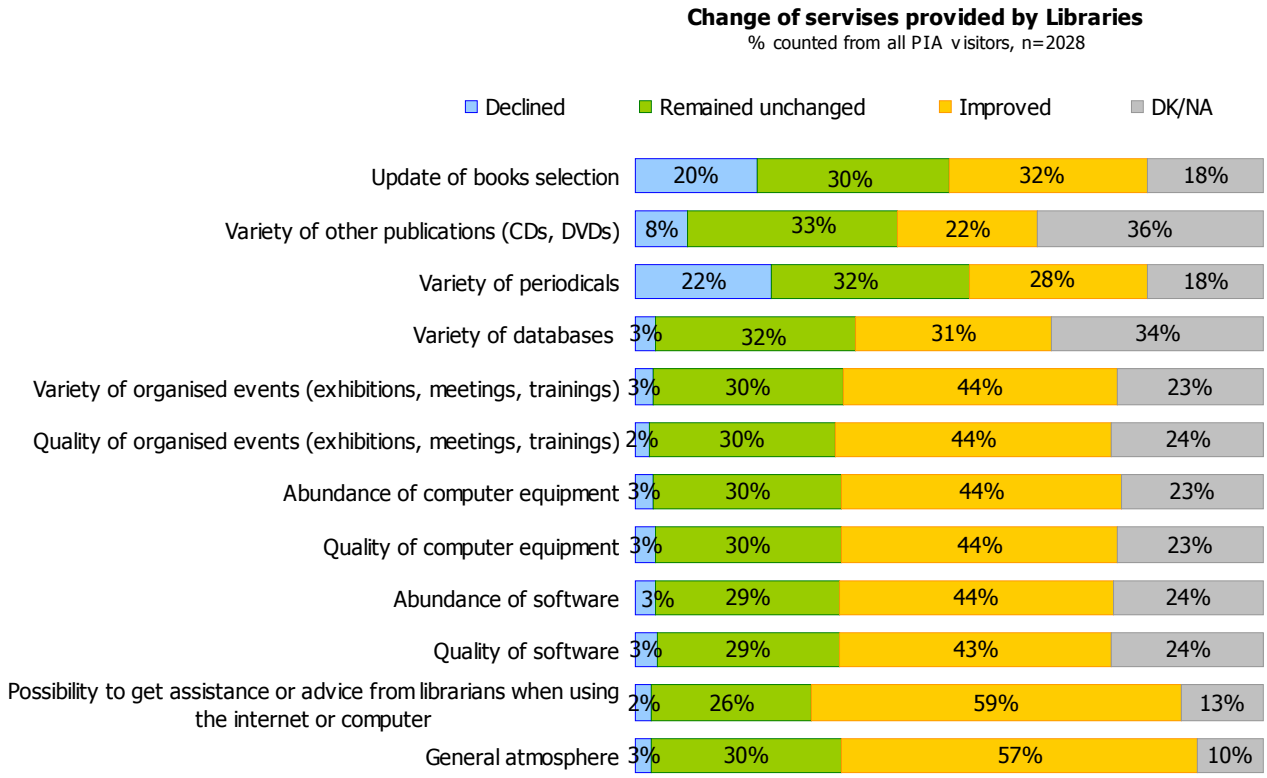
7.1 Assessment of general changes in libraries

7.1.1 Assessment of changes in quality of library services

In the *PIA users'* survey of 2010, the assessment of changes in quality of library services are rather favourable. Most favourable assessment is that of the general environment of the library (57% of favourable assessments) and the changes related to the "new library": possibility to get librarian's advice or help for Internet or computer use (59% of favourable assessments), abundance and quality of computer technology (44% of favourable assessments), abundance of software (44% of favourable assessments) and quality of software (43% of favourable assessments), and variety and quality of organised events (44% of favourable assessments).

Least favourably assessed spheres were the renewal of the selection of books and periodicals (32% and 28% of favourable assessments, respectively). Each fifth PIA user (20%) believed that the selection of books had gotten poorer in the library. (Figure 143)

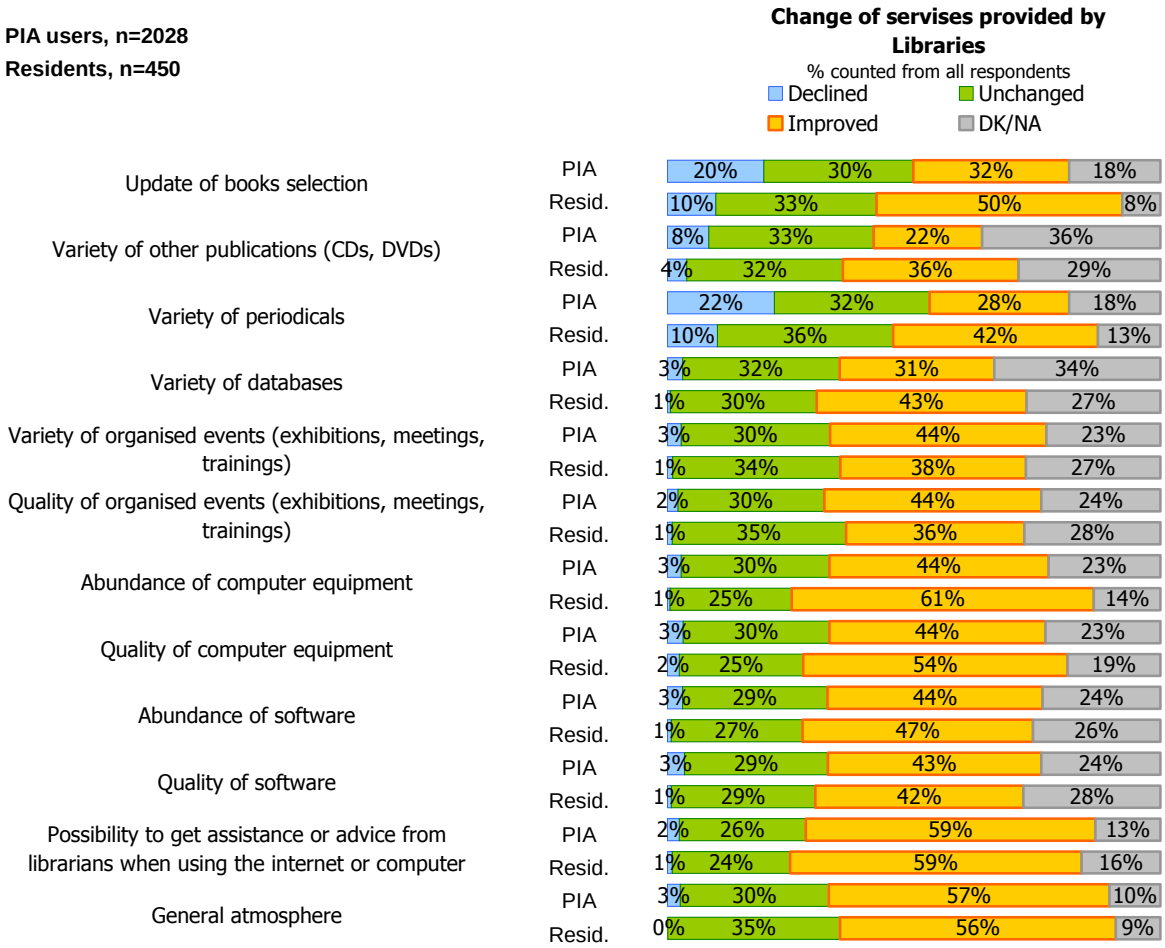
Figure 142. Assessment of the changes in library services



The participants of the *residents' survey* (only Internet users) compared to *PIA users* evaluated most of the changes of library services more favourably. *Residents* evaluated the following services

more positively than *PIA users:* book borrowing (50% positive evaluations among residents and 32% positive evaluations among PIA users), abundance of computer equipment (61% of positive evaluations among residents and 44% among PIA users), variety of other publication (CD, DVD) (36% of positive evaluations among residents and 22% among PIA users), variety of periodicals (residents – 42% positive evaluations, PIA visitors – 28%). (Figure 144).

Figure 143. Assessment of the changes in library services. *The comparison of the results of PIA users' and residents' surveys*

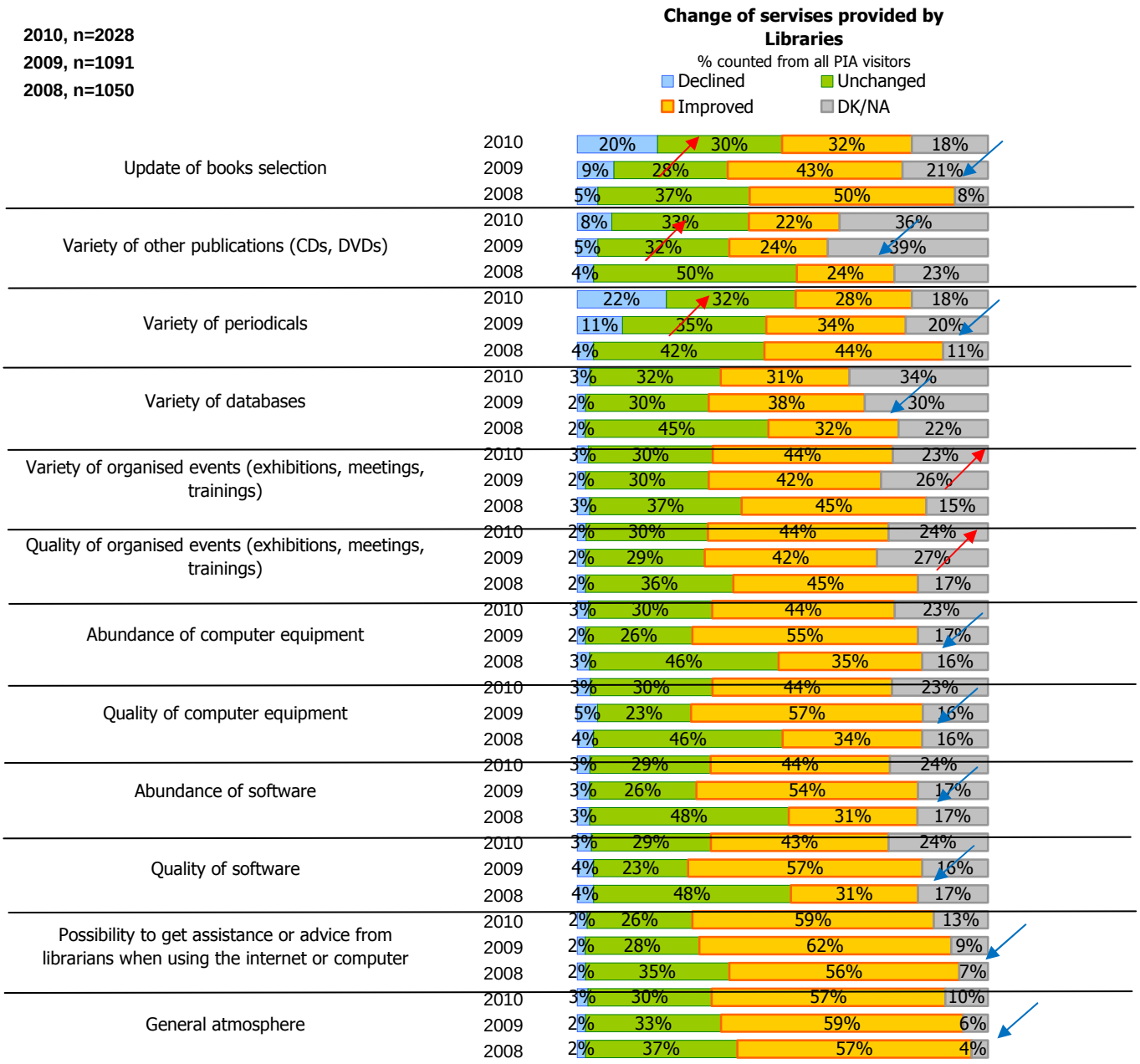


Comparing the assessment of library services of 2009 and 2010, a slight positive change was recorded only in the sphere of organised events. The ratings of other library services have declined.

The assessment of renewal of book selection has gradually lowered in 2008-2010 (from 50% favourable assessments in 2008 to 32% in 2010). Favourable assessment of variety of periodicals has also consistently decreased (from 44% favourable assessments in 2008 to 28% in 2010). Compared to 2009, in 2010, a smaller share of *PIA users* believed that the amount and quality of computer hardware and software had improved. The above mentioned areas are those with most negative changes. (Figure 145)

Negative assessment of the selection of books and periodicals are easily explained by decreased funding; however, negative changes in assessment of IT hardware and software are more difficult to explain. One of possible explanations is that the respondents got used to innovations and take them for granted (the number of negative assessments is not rising – it is neutral assessment that is increasing). Significant qualitative changes that possibly took place in 2007-2008 were well reflected in the dynamics of positive assessment (in 2008-2009). However, later "routine" changes were not so well noticeable and not evaluated well enough.

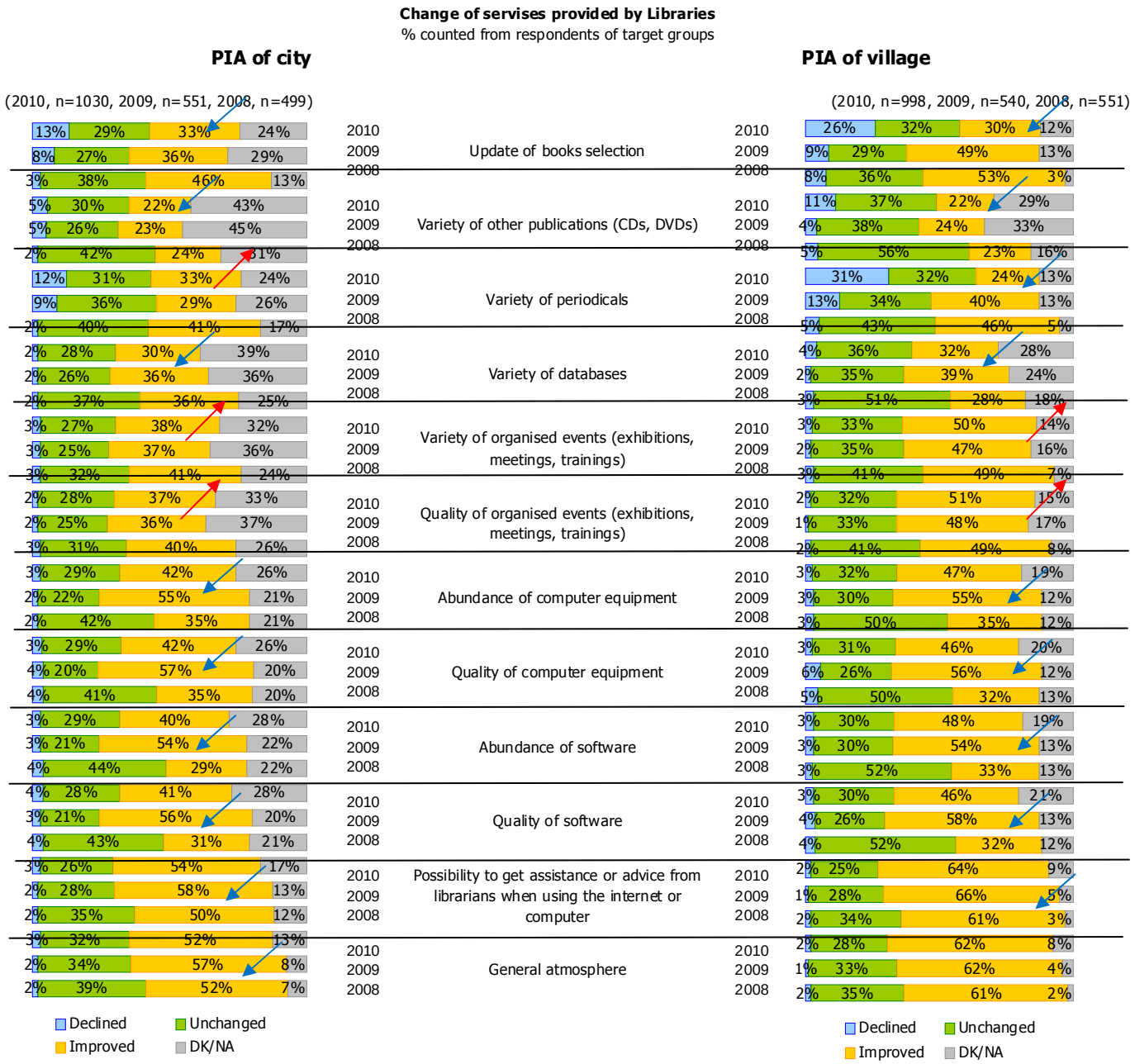
Figure 144. Assessment of the changes in library services. *The comparison of 2008 – 2010*



The assessment of the quality of library services in villages and towns and their change in time are the same. Essentially, the same trend characteristic to all stages of libraries' survey is repeated: the services of

libraries are more favourably assessed in villages, except for the renewal of book selection and variety of books. (Figure 146)

Figure 145. Assessment of the changes in library services. *The comparison of rural and urban areas*

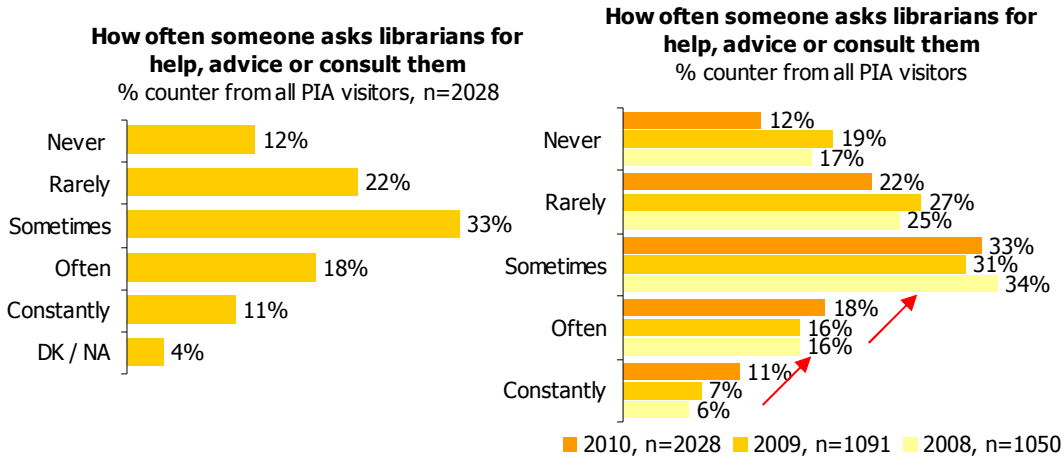


7.1.2 The need for librarians' help and consulting

According to the data of *PIA users* survey of 2010, if the problems related to the computers or Internet arise, the majority of respondents (84%) turn for help to librarians. Every ninth respondent (11%) does it always, 18% – often, one third (33%) – sometimes, and 22% – rarely. 12% of PIA users never turn to the librarians for help, advice or consultation. (Figure 147)

15-34-year-old respondents consult with librarians least often, and the respondents over 55 and pensioners – most often.

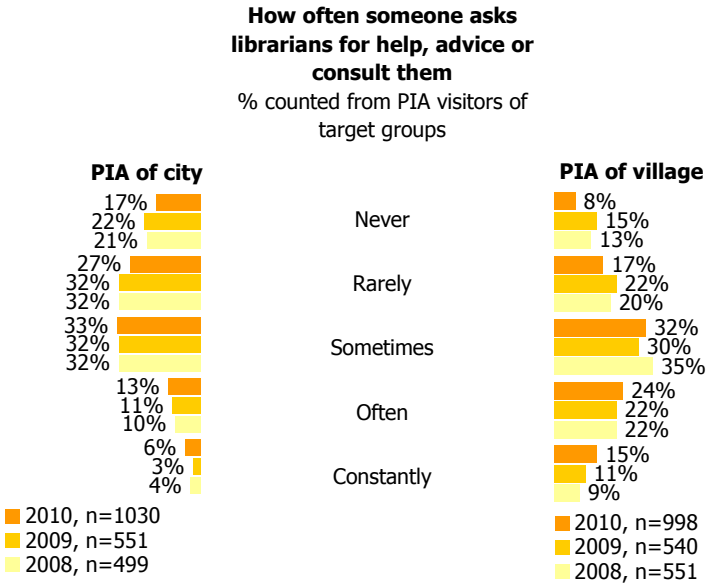
Figure 146. When using the computer or Internet in the library, how often do you turn for help or ask advice from a librarian?



Comparing the results of PIA users' surveys of 2009 and 2010, the number of respondents always and often turning for help on computer use has increased (23% in 2009 and 29% in 2010) and the number of respondents who never turn for help decreased (19% in 2009 and 12% in 2010). (Figure 148)

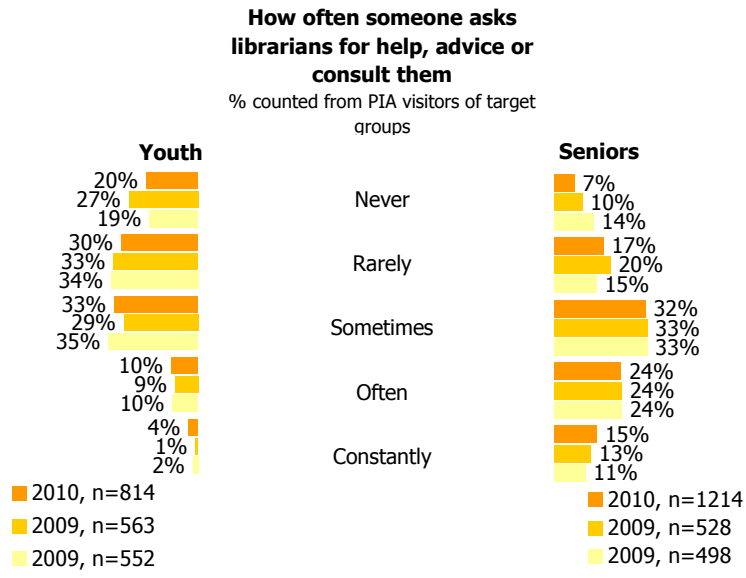
The same trends of asking for help and consulting are observed in urban and rural areas. Rural PIA users more often than urban PIA users turned for help to or consulted with a librarian when using computers or Internet in a library. For example, 39% of rural PIA users ask for help or advice often or always as compared to 19% of urban PIA users. (Figure 148)

Figure 147. When using the computer or Internet in the library, how often do you turn for help or ask advice from a librarian? *The comparison of rural and urban areas*



According to the data of the 2010 *PIA users* survey, one fifth (20%) of the young respondents (under 25) never turn for help to or consult a librarian for computer or Internet problems. The percentage of such respondents among over 25 year olds is only 8%. Older visitors much often than younger ones need librarian's assistance (according to the data of the 2010 survey, 4% of under 25 year olds and 15% of older respondents regularly ask for help) (Figure 149).

Figure 148. When using the computer or Internet in the library, how often do you turn for help or ask advice from a librarian? The *comparison of the responses of younger and older*



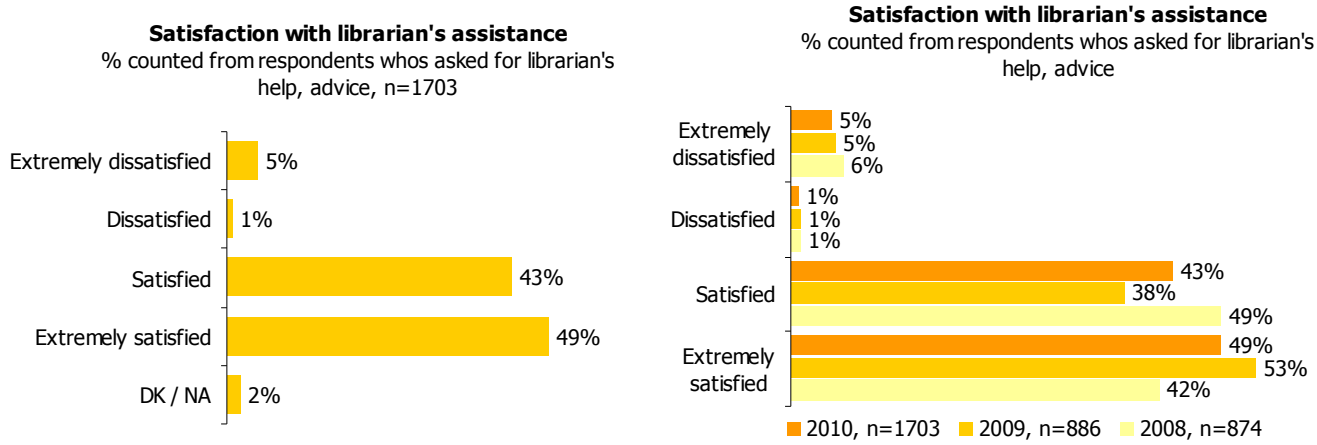
7.1.3 Assessment of librarian's assistance and consultations

According to the data of *PIA users* survey of 2010, an absolute majority (92%) of users who have turned to a librarian for help or advice were satisfied with the quality of provided aid (49% absolutely satisfied and 43% satisfied). (Figure 150)

All demographic groups assess the librarians' assistance positively. The quality of librarians' aid is most favourably assessed by 55-64-year-old respondents.

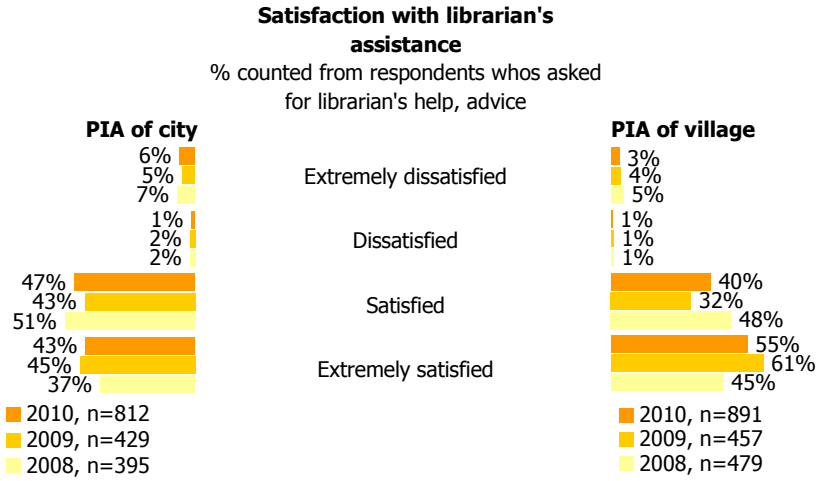
Comparing the results of *PIA users* surveys of 2009 and 2010, general satisfaction with the quality of librarians' consultations has virtually not changed and remained high. In 2008, 91% of respondents were satisfied with provided aid (42% absolutely satisfied and 49% satisfied). In 2009, this index remained unchanged – 91% (53% absolutely satisfied and 38% satisfied) and in 2010, it was 92 % (49% absolutely satisfied and 43% satisfied). (Figure 150)

Figure 149. Are you satisfied with librarian's assistance and responses to your questions?



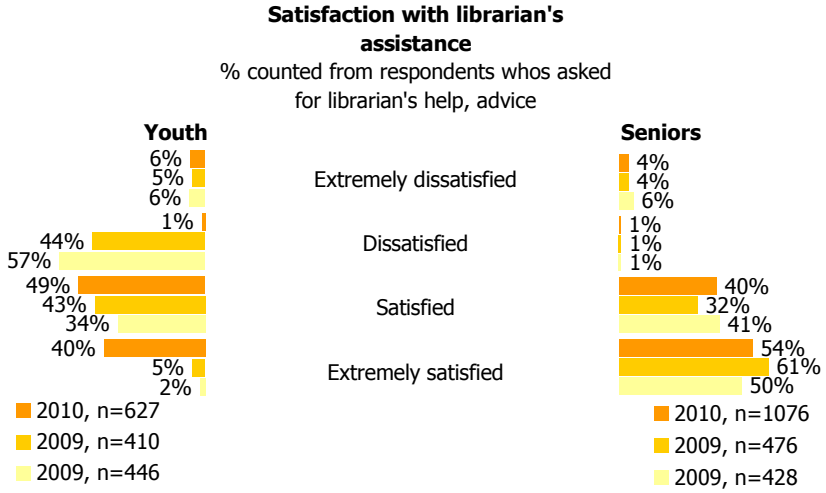
According to the data of *PIA users'* survey of 2010, village respondents were slightly more satisfied with librarian's assistance or consultation than the respondents in towns (95% of PIA users in villages satisfied with the service and 90% of PIA users in towns). (Figure 151)

Figure 150. Are you satisfied with librarian's assistance and responses to your questions? *The comparison of rural and urban areas*



Over the period of 2008 to 2010, the satisfaction of under 25 year old PIA users with librarian's assistance has increased (in 2008, 2% of the respondents were totally satisfied with librarian's assistance, 5% in 2009, 40% in 2010). The ratings of the satisfaction of the respondents over 25 years of age were higher and more stable (in 2008, 50% of the respondents were satisfied, 61% in 2009, and 54% in 2010). (Figure 152)

Figure 151. Are you satisfied with librarian's assistance and responses to your questions? *The comparison of the responses of younger and older respondents*



8. Image of libraries

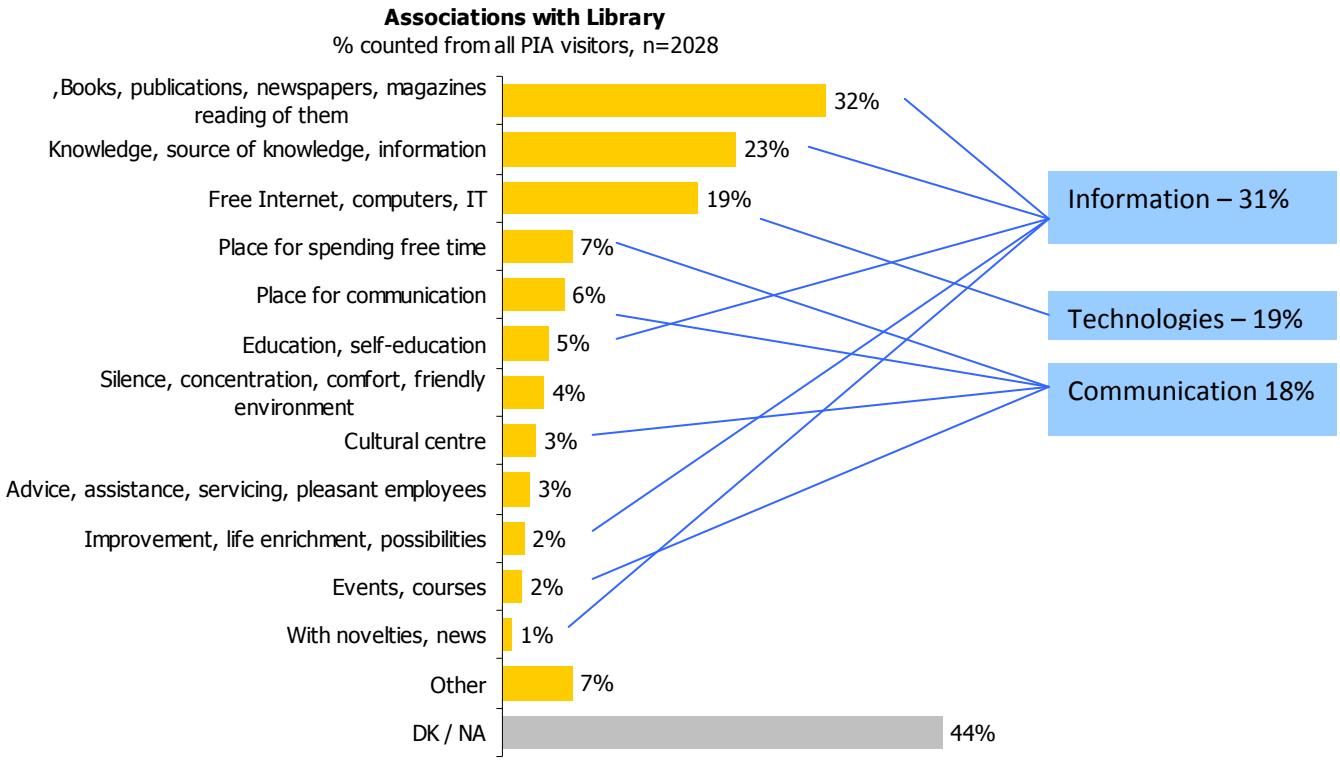
The chapter discusses the image of the library and perception of library mission.

- The perception of libraries may be summarised as the whole of four dimensions: printed publications (traditional), knowledge – education, social - cultural, and technological.
- The image of libraries is very favourable and almost unchanging in time.

To sum up the associations related to libraries, four main dimensions of the library image may be distinguished:

- Information (books, periodicals, knowledge, education) – 63%;
- Communication (exhibitions, culture, socialisation) – 18%;
- Technologies (IT technologies, Internet) – 19%. (Figure 153)

Figure 152. Associations with the library



PIA users mostly attribute positive image features to the libraries.

Staff: the librarians are helpful to the visitors, the librarians are cheerful and polite, library employees are highly qualified.

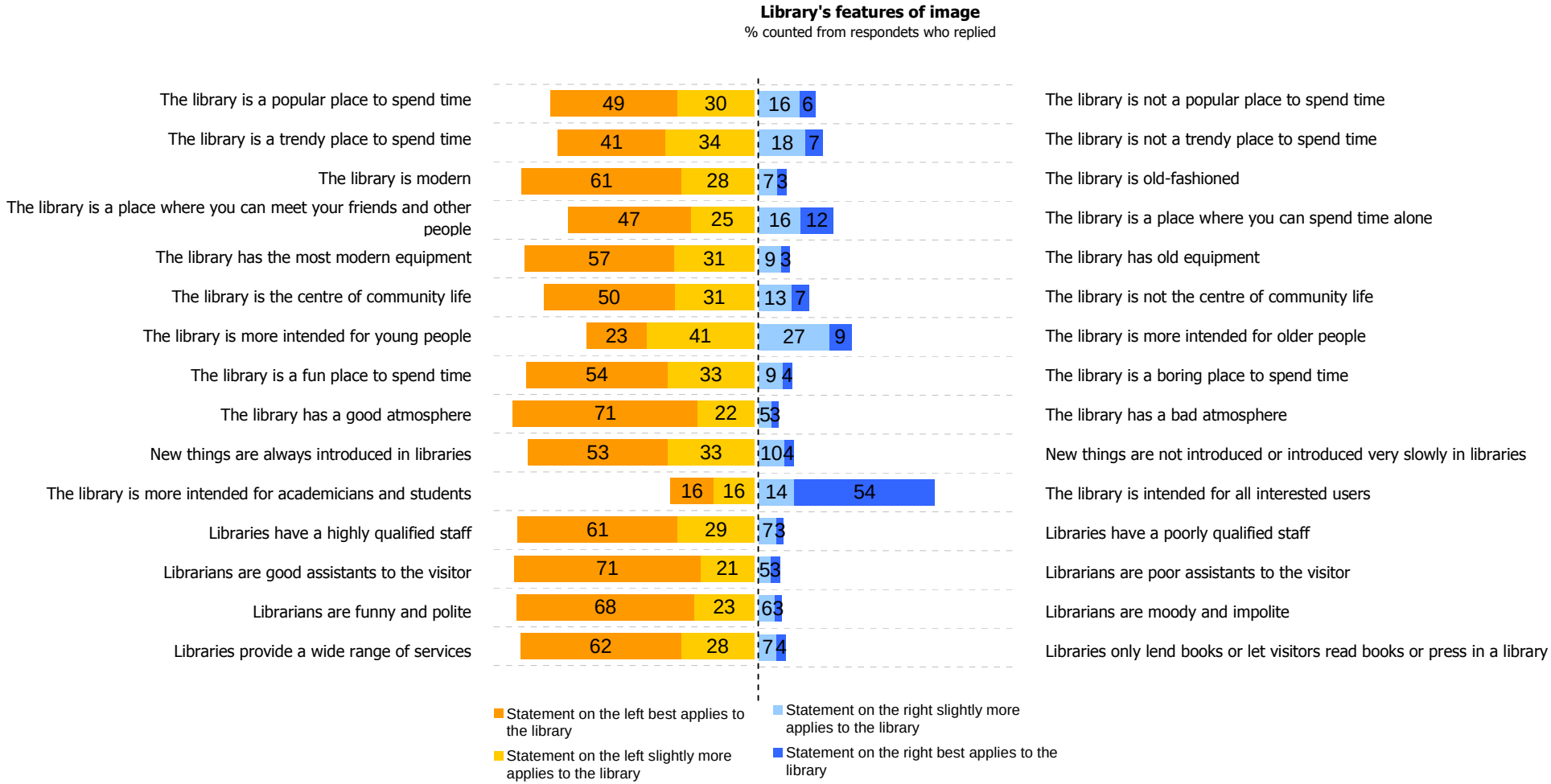
Services: *PIA users* imagine the library as a place, where a lot of different services are provided.

Social functions: *PIA users* attribute certain social functions to the library – communication (the place for communication) and cultural-social (the centre of community life).

General environment. General environment is very well assessed: good environment, a popular place to spend time, a fashionable place to spend time, a place for everyone.

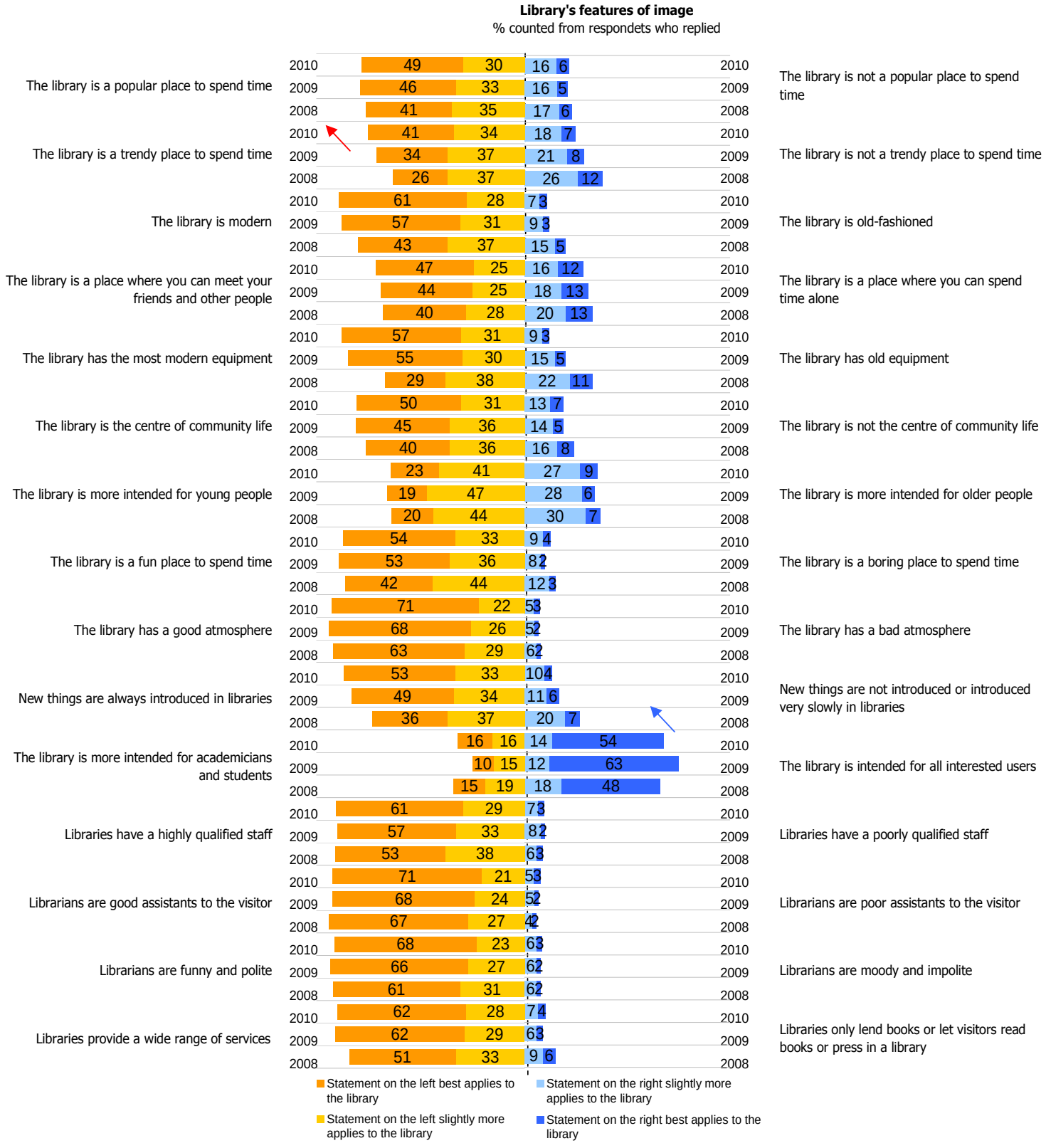
Progress: the library is perceived as contemporary institution provided with state-of-the-art equipment and constantly introducing innovations. (Figure 154)

Figure 153. The image of the library



In time perspective (2008 – 2010), the image of libraries changed only slightly. The number of *PIA users* who believe that a library is a trendy place to spend time has increased by 7 percentage points, whereas the number of those who think that a library is a place for everyone has decreased by 9 percentage points. (Figure 155).

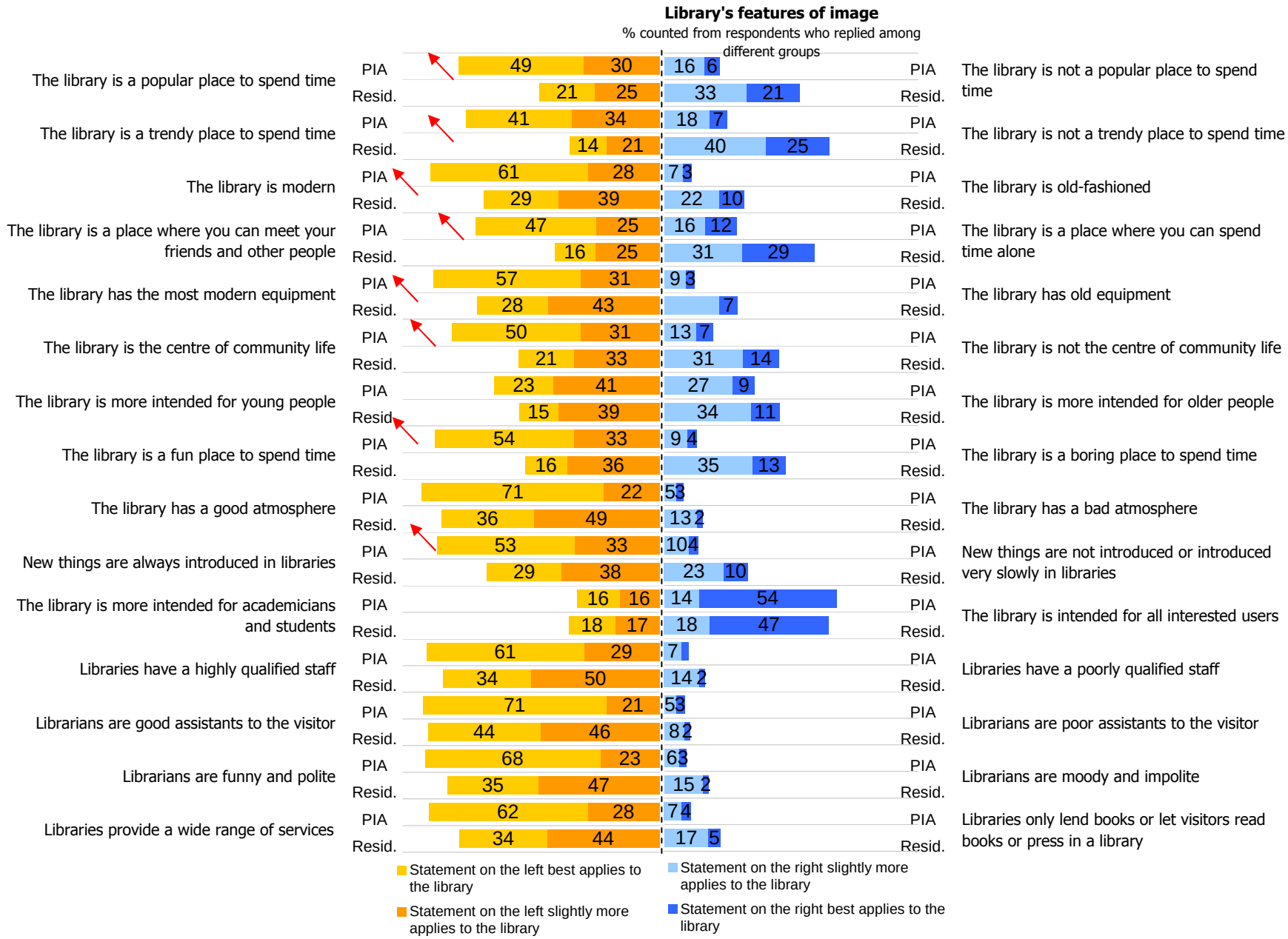
Figure 154. The image of the library. *The comparison of 2008 – 2010*



Comparing the surveys of *PIA users* and *residents*, the image of libraries is different. A trend can be noticed that *PIA users* attributed positive qualities to the libraries more often than the *residents* who use the Internet.

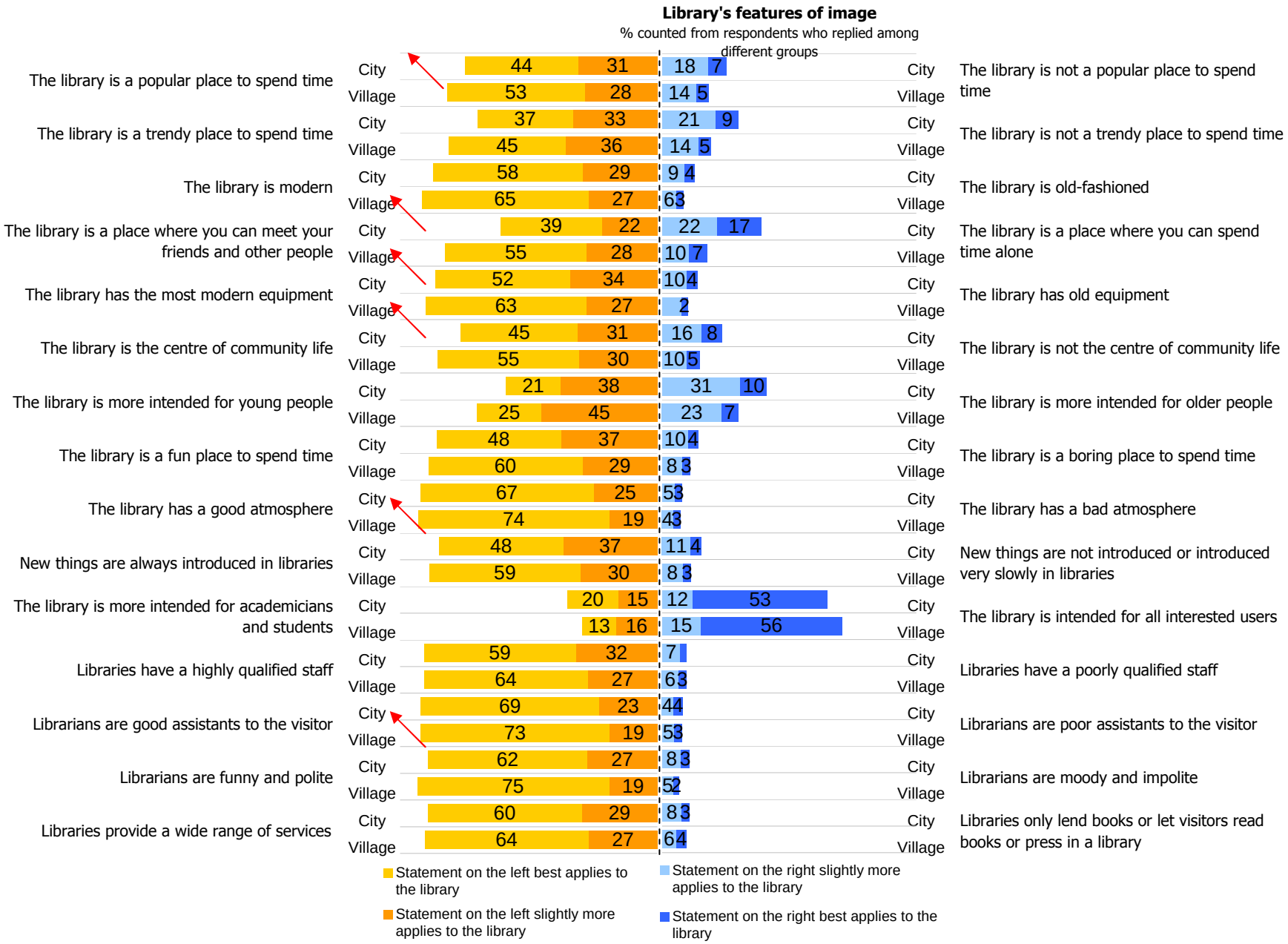
To sum up, it can be noticed that the image of a conservative library prevails among the participants of the *residents'* survey, meanwhile *PIA users* consider the library to be a contemporary, modern and progressing institution. In addition, positive image of libraries' staff must be mentioned: both *PIA users* and *resident* assessed the librarians equally favourably. (Figure 156)

Figure 155. The image of the library. *The comparison of the results of PIA users' and residents' surveys*



The image of libraries differs between urban and rural *PIA users*. *PIA users* in both urban and rural areas assessed the library positively; however, rural respondents assess the image qualities higher. The image of the library among urban *PIA users* is similar to that in the *survey of residents*, i.e. the respondents are more likely to think that libraries are conservative. Meanwhile *PIA users* in villages more often associate the library with modern technology, space for communication, and cultural centre. (Figure 157)

Figure 156. Image of the library. The comparison of rural and urban areas



9. Projects of introducing public Internet access

The chapter discusses the projects on popularisation of public Internet access points and information technologies.

- Comparing the results of the PIA users' and residents' surveys, it can be noticed that all projects intended for introducing public Internet access or developing computer literacy are better known to PIA users. Most prominent is the prompted awareness of the project "Libraries for Innovation": it is known by twice as many PIA users as residents. Prompted awareness of other projects was less different.
- Among PIA users, the main sources of the information about the project „Libraries for Innovation"are the following: advertisements in libraries, television, and Internet. Meanwhile, for the participants of the residents' survey, the main sources of the information about the project are television and press.

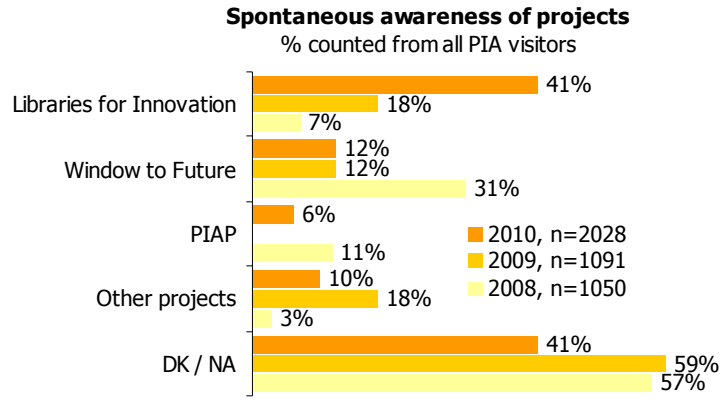
9.1 Awareness of the projects on the introduction of public Internet access and development of computer literacy of society

9.1.1 Spontaneous project awareness

According to the data of *PIA users'* survey of 2010, more than half of respondents (59%) have heard about the projects or programmes for introducing public Internet access or developing computer literacy. The best known project is "Libraries for innovation". It was spontaneously mentioned (without reading the names of projects) by 41% of *PIA users* (mostly the respondents over 55 and pensioners). 12% of respondents mentioned the project "Window to the Future", 6% – VIPT (RIAPS – Development of Rural Internet Access Points network).

In the period of 2008-2010, the awareness of the project "Libraries for Innovation" has grown (41% in 2010, 18% in 2009, and 7% in 2008, respectively). (Figure 158)

Figure 157. What projects or programmes designed for the introduction of public Internet access or development of computer literacy of society have you heard of? *The comparison of 2008 – 2010*

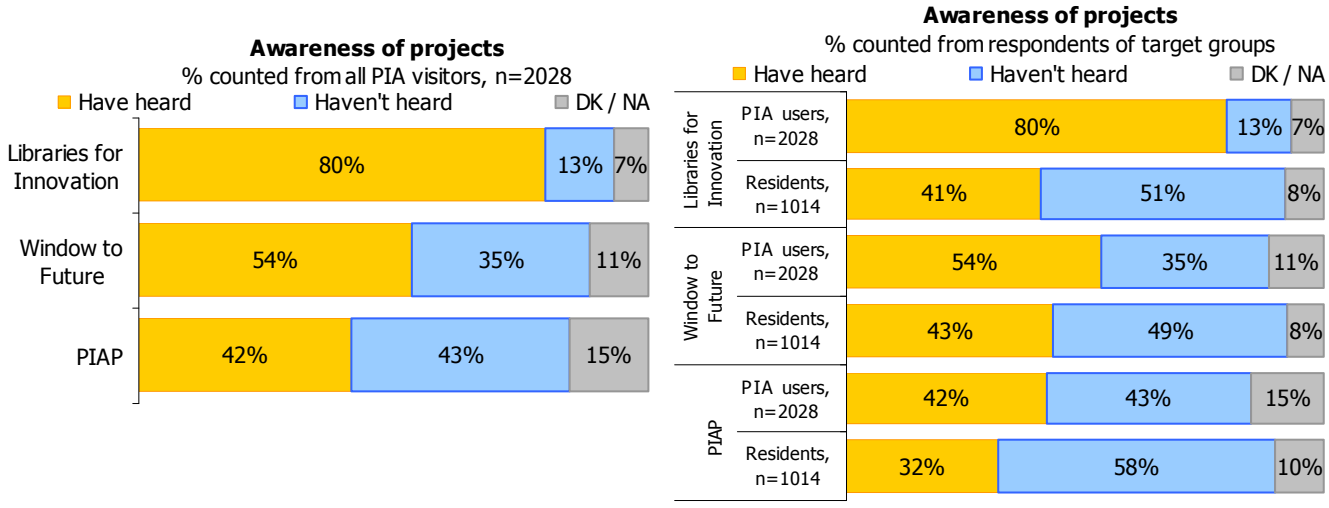


9.1.2 Prompted project awareness

After the names of the projects are mentioned (prompted awareness), most well-known projects are: "Libraries for Innovation" (80%), "Window to the Future" (54%), and RIAPS (42%).

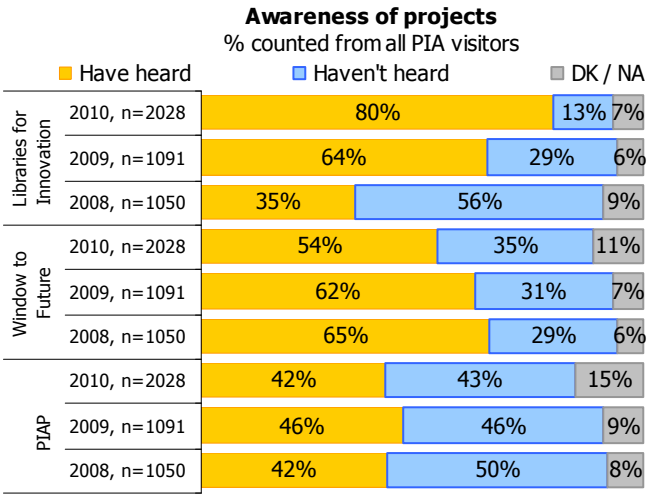
Comparing the results of *PIA users'* and *residents'* surveys (representative survey of 2010), it can be noticed that all projects intended for introducing public Internet access or developing computer literacy are better known to PIA users. Most prominent is the prompted awareness of the project "Libraries for Innovation": it is known by twice as many *PIA users* as *residents* (80% and 41% of respondents who know it). Prompted awareness of other projects was less different. (Figure 159)

Figure 158. Respondents' awareness of the specific projects on public Internet access



The awareness of the projects in the period of 2008-2010 has changed unevenly. Prompted awareness of the project "Libraries for Innovation" has consistently grown among *PIA users* (35% in 2008, 64% in 2009, and 80% in 2010); prompted awareness of the project Window to the Future has decreased (65% in 2008, 62% in 2009, and 54% in 2010); and prompted awareness of RIAPS remained virtually unchanged (42% in 2008, 46% in 2009, and 42% in 2010). (Figure 160)

Figure 159. Respondents' awareness of the specific projects on public Internet access. *Comparison of 2008 –2010*

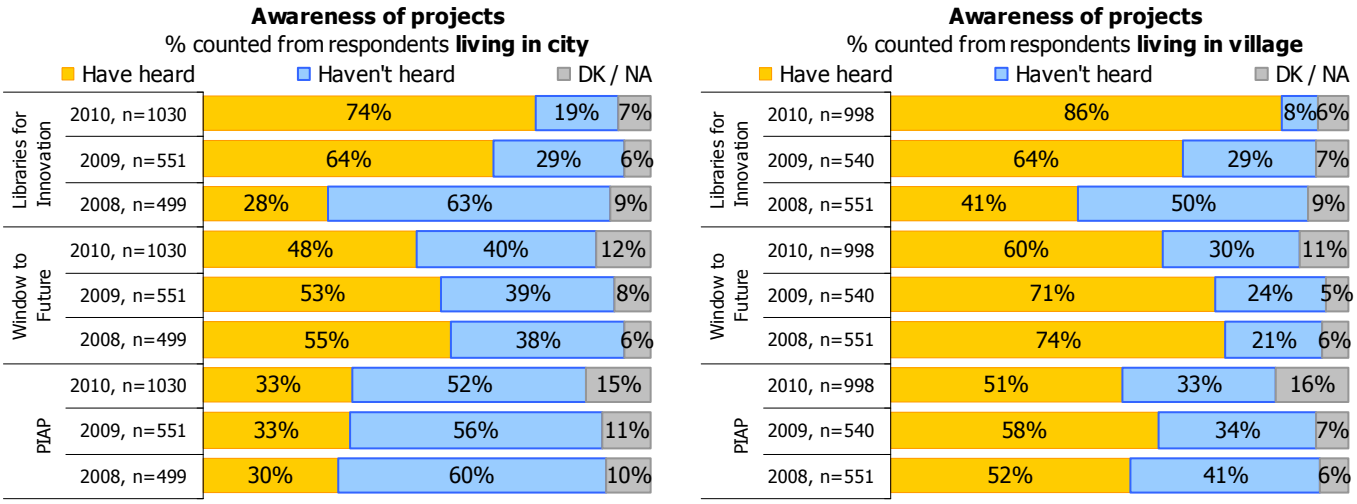


Prompted awareness of the project "Libraries for Innovation" has grown in 2008-2010, but the project is better known by *PIA users* in villages (in 2010, 86% in villages and 74% in towns; in 2009, 64% in villages and 64% in towns; in 2008, 41% in villages and 28% in towns).

Prompted awareness of the project "Window to the Future" decreased in both villages and towns (in 2010, 60% in villages and 48% in towns; in 2009, 71% in villages and 53% in towns; in 2008, 74% in villages and 55% in towns), but the awareness in villages was decreasing more rapidly.

Prompted awareness of RIAPS in towns changed only slightly (33% in 2010, 33% in 2009, and 30% in 2008). (Figure 161)

Figure 160. Respondents' awareness of the specific projects on public Internet access. *Comparison of rural and urban areas in 2008 – 2010*



9.2 Assessment of the project "Libraries for Innovation"

The project "Libraries for Innovation" is especially favourably assessed by *PIA users* (in 2010, 85% assessed favourably or very favourably). Comparing the assessment of *PIA users* and *residents,* it can be noticed that the project is positively assessed by the respondents of both groups. Both in 2010 and

2009, the project “Libraries for Innovation” was equally favourably assessed by village and town respondents. (Figures 162 – 164)

Figure 161. Assessment of the Project “Libraries for Innovation”

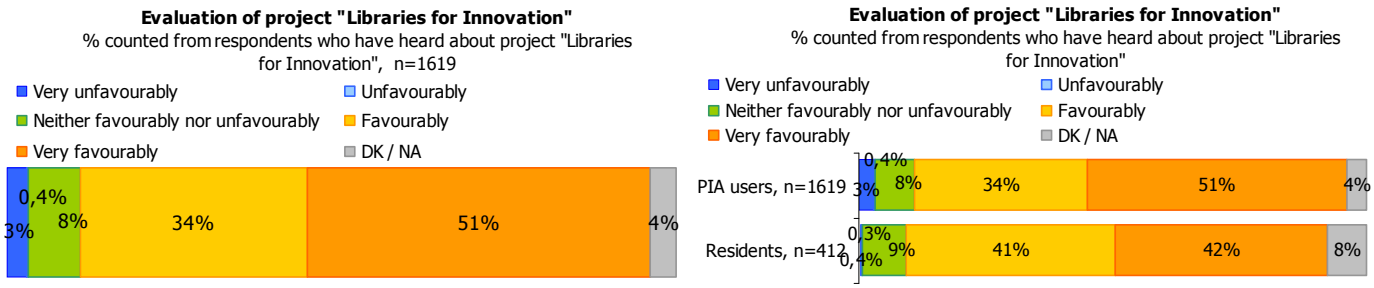


Figure 162. Assessment of the Project “Libraries for Innovation”. *The comparison of 2009 – 2010*

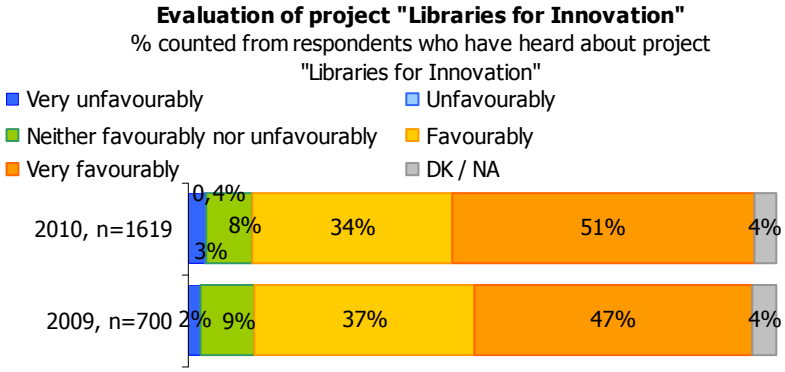
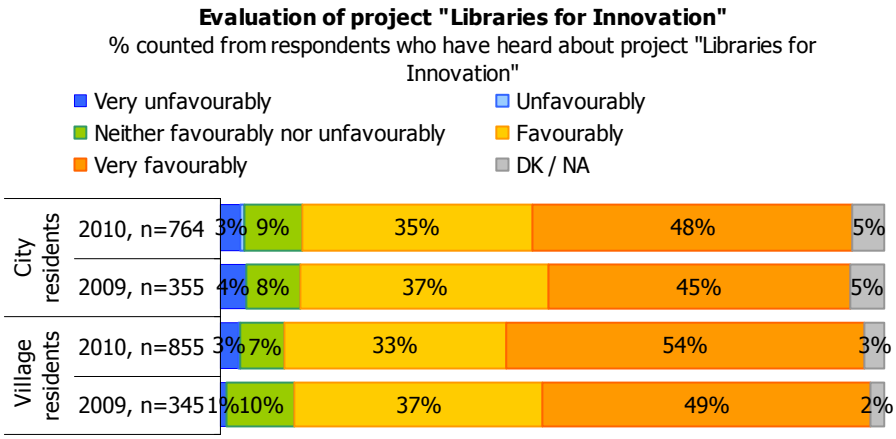


Figure 163. Assessmet of the Project “Libraries for Innovation”. *The comparison of rural and urban areas in 2008 –2010*



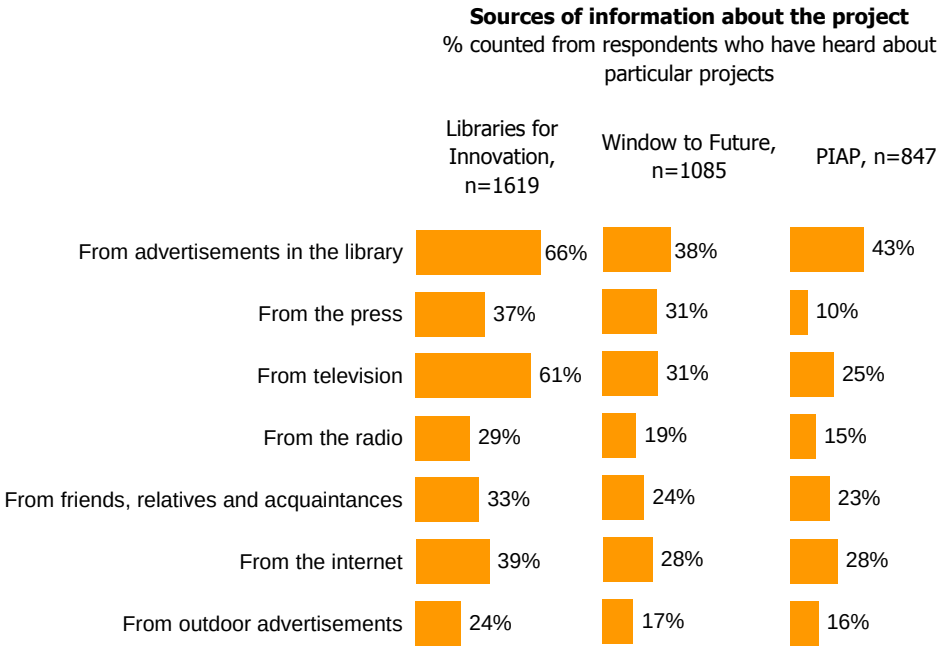
9.3 Sources of information about the projects

According to the data of *PIA users'* survey of 2010, the respondents learnt about the project "Libraries for Innovation" most often from advertisements in libraries (66%), TV (61%), Internet (39%), and press (37%). Less often they learnt about it from other sources: friends and acquaintances (33%), radio (29%), and outdoor advertising (24%).

The respondents learnt about the project „Window to the Future" mostly from advertisements in libraries – 38%, television – 31%, press – 31%, Internet – 28%, friends, relatives and acquaintances – 24%, radio – 19%.

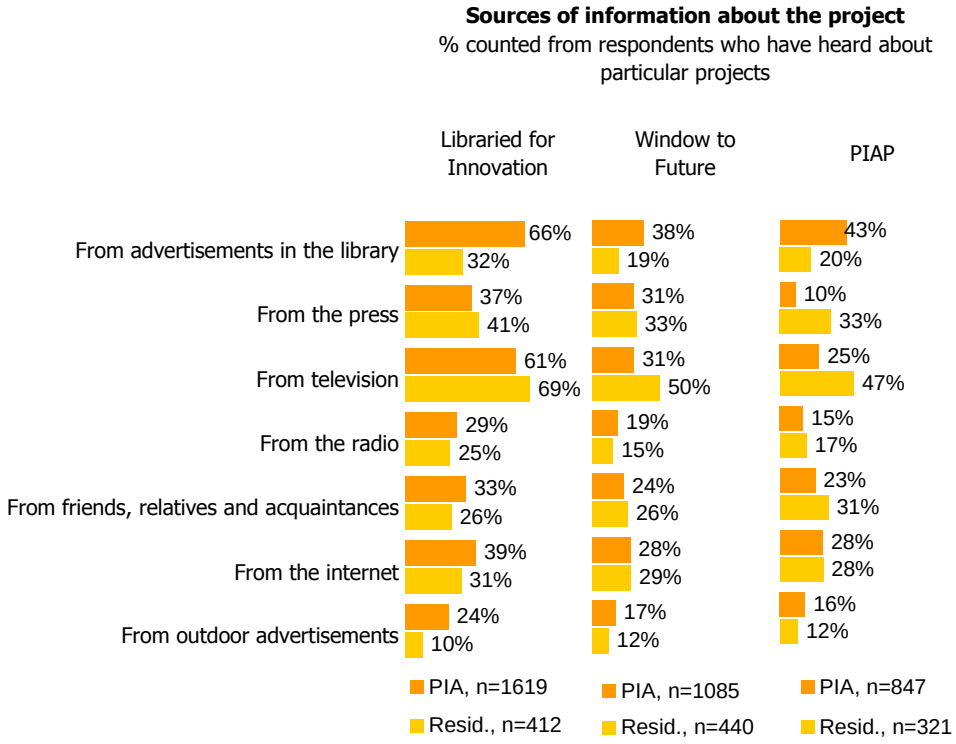
PIA users learnt about the Project "Window to the Future" mostly from advertisements in libraries – 43%, Internet – 28%, television – 25%, etc. (Figure 165).

Figure 164. How did you learn about the following projects?



The sources from which the participants of the *PIA users'* and *residents' surveys* learnt about the projects intended for the introduction of public Internet access or development of computer literacy are different. The main sources about the project "Libraries for Innovation" among *PIA users* are advertisements in a library (66%), television (61%), and Internet (39%). Meanwhile, *residents* who are aware of this project more often learnt about it from television and press. The participants of the *residents' surveys* more often learnt about the projects "Window to the Future"and RIAPS from television. Thus, the main source of information about the projects for *PIA users* is advertisements in a library, whereas for *residents* it is television. (Figure 166)

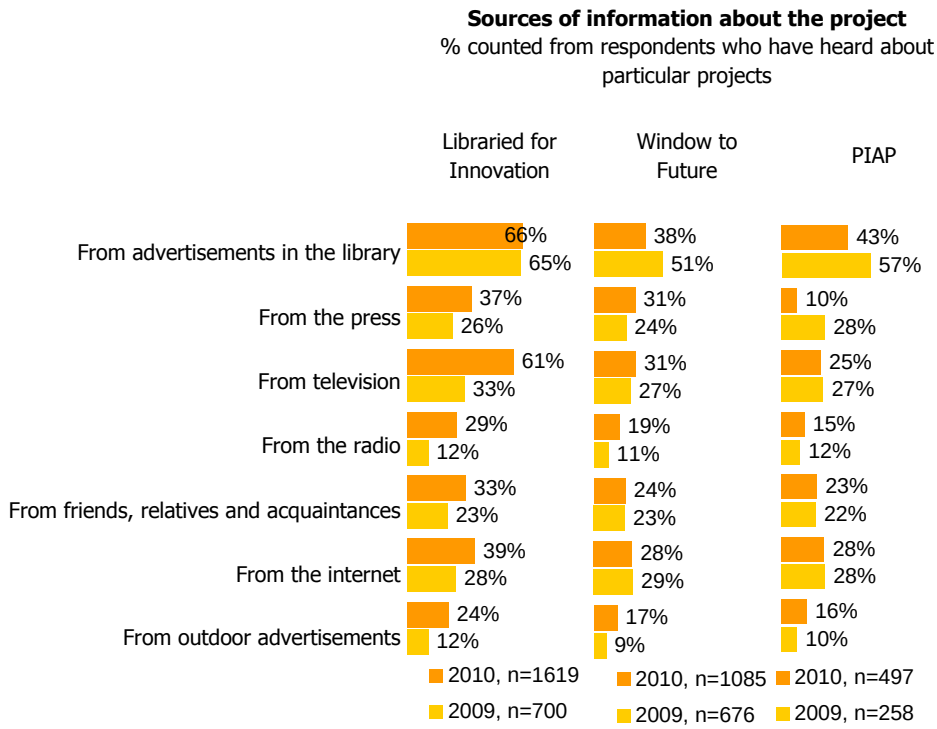
Figure 165. How did you learn about the following projects? *The comparison of the results of the PIA users' and residents' surveys*



Comparing the results of the surveys of 2009 and 2010, it has been observed that the respondents increasingly more often learnt about the project "Libraries for Innovation" from various sources of information: TV, press, Internet, radio, outdoor advertising, and other sources.

The respondents less often learnt about the project "Window to the Future" from advertisements in libraries, whereas a greater share of the respondents learnt about the project from the radio, outdoor advertising and press. The awareness of the PIA project from advertisements in libraries and press has decreased and from outdoor advertisements and radio has slightly increased. (Figure 167)

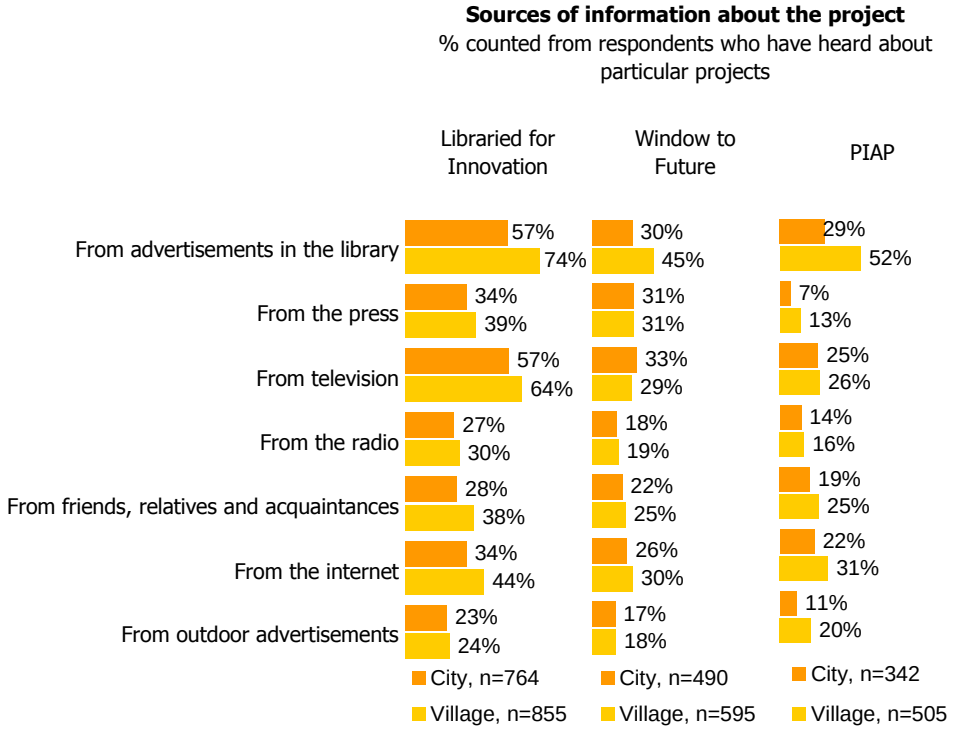
Figure 166. How did you learn about the following projects? *The comparison of 2008 –2010*



*The 2008 survey data on the press, TV and radio were not included in the comparison due to different wordings of the question (in 2008, questions were about the national press, TV and radio)

Rural *PIA users* more often learn about the projects from advertisements in a library. The importance of the sources of the information about the project among *PIA users* is very similar in urban areas so it is hard to distinguish one main source. (Figure 168).

Figure 167. How did you learn about the following projects? *The comparison of rural and urban areas*



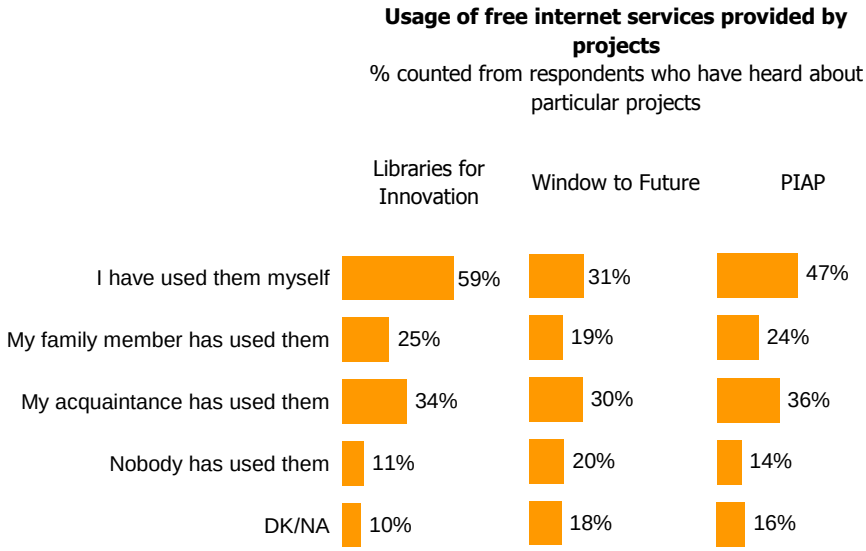
9.4 The use of free Internet services provided by the projects

According to the data of the *PIA users'* survey of 2010, Internet services provided by "Libraries for Innovation" were used by: the respondent - 59%, his/her family member - 25%, and his/her acquaintance - 34%.

Internet services provided by "Window to the Future" were used by: the respondent - 31%, his/her family member - 19%, and his/her acquaintance - 30%.

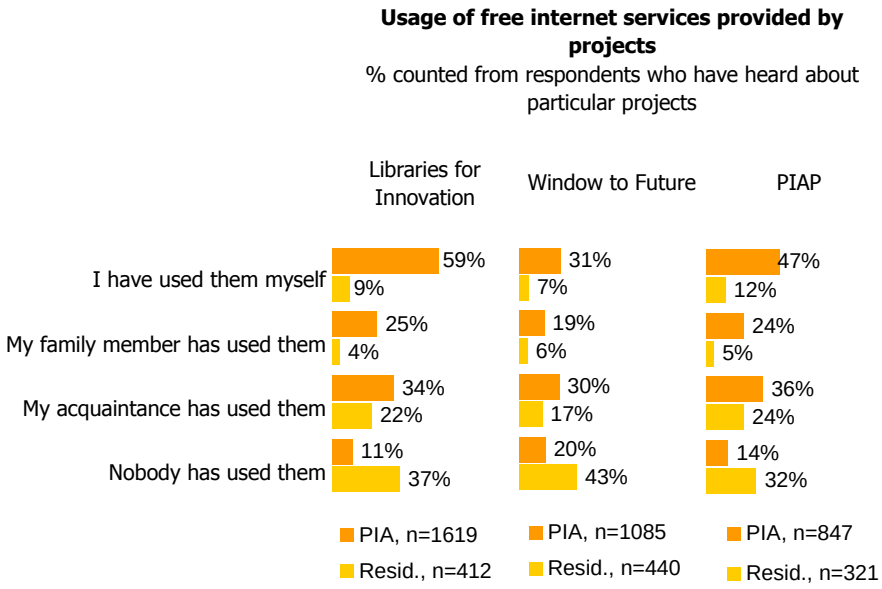
Internet services provided by RIAPS were used by: the respondent - 47%, his/her family member - 24%, and his/her acquaintance - 36% (Figure 169).

Figure 168. The use of free Internet services provided by the projects



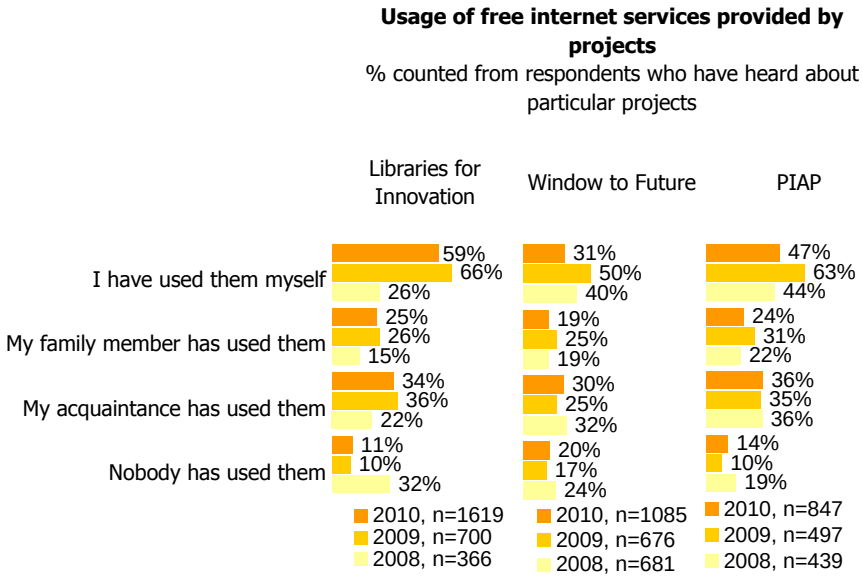
Comparing the responses of the *PIA users'* and *residents' survey* it has been observed that *PIA users*, their family members and acquaintances more often used free Internet services provided by the projects than residents (Figure 170).

Figure 169. The use of free Internet services provided by the projects. *The comparison of the results of the PIA users' and residents' surveys*



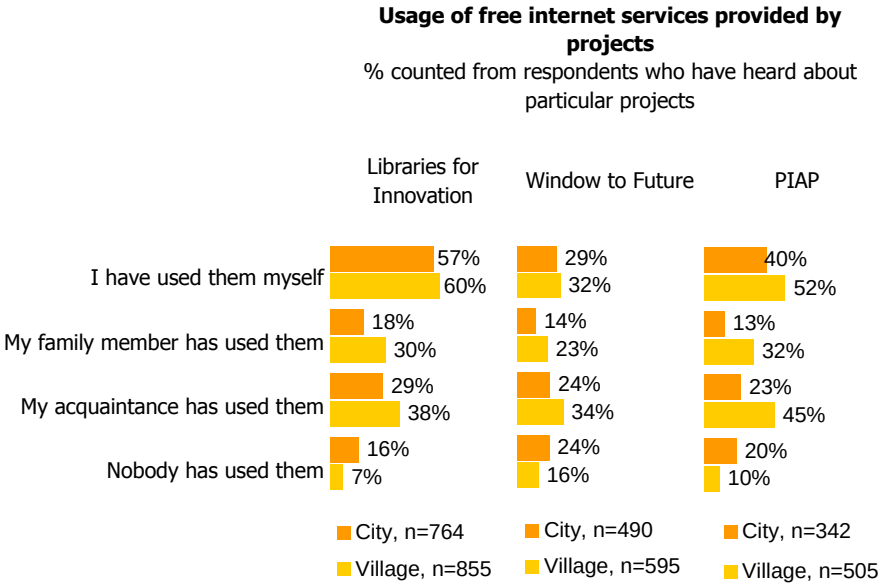
Over the period of 2008 to 2010, the use of free Internet services provided by the projects changed. The most noticeable change is the decrease in the popularity of the projects "Window to the Future" and RIAPS. (Figure 171)

Figure 170. The use of free Internet services provided by the projects. *The comparison of 2008 to 2010*



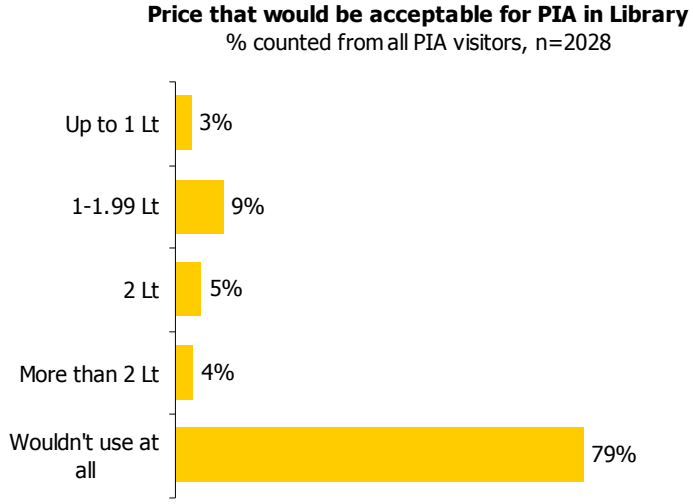
Rural *PIA users*, their family members and acquaintances used free Internet services provided by the projects more often than urban *PIA users*. (Figure 172).

Figure 171. The use of free Internet services provided by the projects. *The comparison of rural and urban areas*



Ensuring free Internet in a library is very important for *PIA users*. If they were charged for the Internet in a library, 3 out of 4 respondents (79%) would not use PIA at all. If visitors had to pay for the Internet, the most acceptable fee for one hour of using the Internet would be LTL 2. (Figure 173).

Figure 172. If you had to pay for the Internet at the public Internet access point in libraries, how much would you agree to pay for one hour of using the Internet at a public Internet access point?

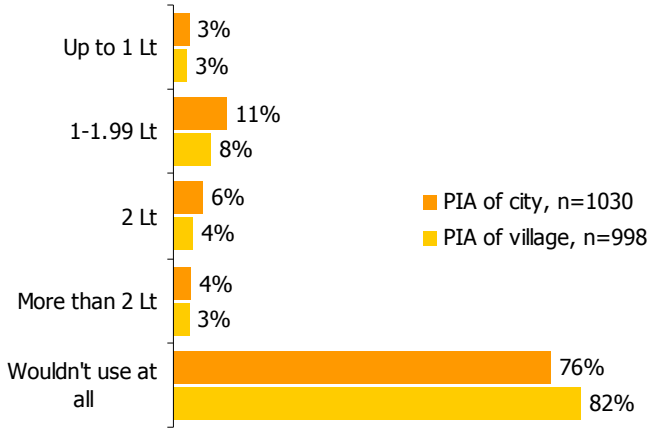


Free Internet is very important for rural PIA users. If they had to pay for the Internet, 82% of rural *PIA users* would not use it at all. Urban *PIA users* would be more likely to agree to pay for the Internet than rural *PIA users* (Figure 174).

Figure 173. If you had to pay for the Internet at the public Internet access point in libraries, how much would you agree to pay for one hour of using the Internet at a public Internet access point? *The comparison of rural and urban areas*

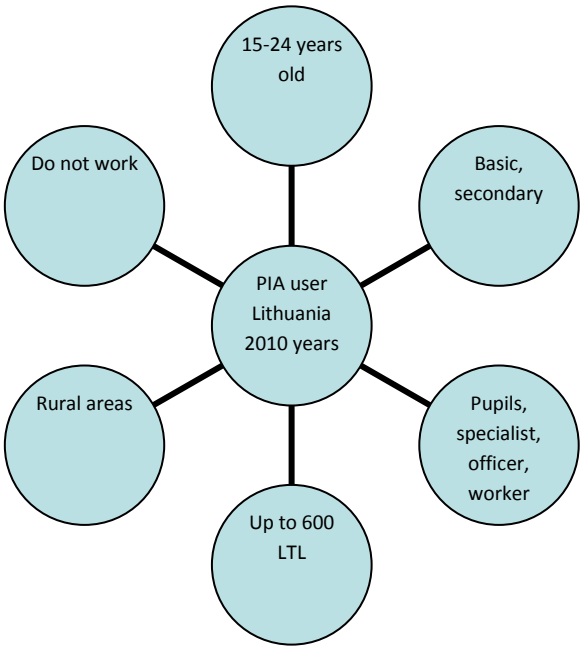
Price that would be acceptable for PIA in Library

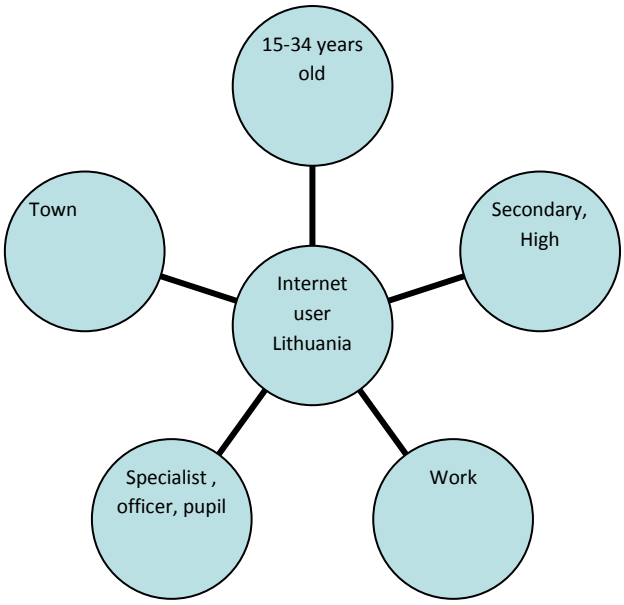
% counted from all respondents, n=2028



10. Summary of results: PIA user's profile

10.1 Socio-demographic profile





A typical profile of a Lithuanian Internet user is well-defined and integral. It is a person aged 15 – 34 with secondary or higher education, city resident, employed (or preparing to enter a labour market – a student or pupil), white-collar worker or servant.

The profile of PIA user is harder to define. It is a 15 – 24 year old person with elementary or secondary education, more often rural resident, receiving lowest income (up to LTL 600 per one family member). It is more difficult to define a social status and occupation because there are many unemployed people among PIA users (pupils would fall into this group). However, active participants of the labour market including white-collar workers, servants and blue-collar workers make up a rather significant share of PIA users.

10.2 PIA behaviour

One of the most important motivating factors to use PIA is a lack of alternative access points. *This assumption may be based on the fact that the popularity of PIA is decreasing as the Internet becomes available in other places.*

PIA is not the only reason why libraries in rural areas attract people. Even having an alternative access point, rural residents visit libraries more often.

The analysis of the demographic group whose members do not have the possibility to use ther Internet neither at work nor at home, showed that besides predicted characteristics of the group (lower income, lower education, pensioners), the number of those who do not have alternative PIA is higher in urban areas. It shows that rural residents, although having alternative Internet access points, visit libraries more frequently.

PIA users are "experts" of library services, making the most of all services offered by libraries.

Comparing the data of the PIA users' and residents' survey, the most popular service among residents is book borrowing (90%), however the use of other library services among them is lower than that of PIA users. Residents eight times less often use the opportunity to attend computer literacy courses (5% of residents and 41% of PIA users), almost three times less often use free Internet (33% of residents and 91% of PIA users) and online databases (18% of residents and 59% of PIA users).

Being "experts", PIA users are more demanding in terms of the quality of services.

Lithuanian residents, compared to PIA users, evaluated most of changes in library services less critically. Residents assessed book lending more favourably (positive evaluations: 50% of residents and 32% of PIA users), abundance of computer hardware (positive evaluations: 61% of residents and 44% of PIA users), variety of other publications (CD, DVD) (positive evaluations: 36% of residents and 22% of PIA users), variety of periodicals (positive evaluations: 42% of residents and 28% of PIA users).

PIA users are rather passive. Only one-sixth of them are daily Internet users.

According to the data of the 2010 PIA users' survey, those who use the Internet in a library are rather light users: 14% of the respondents use the Internet in a library every day, 35% - several times a week, 15% once a week, 15% - several times a month, and 18% - once a month or less often.

PIA users use the most general IT resources.

The activities of PIA users in most cases are limited to browsing the Internet or communicating via e-mail. The majority of respondents surveyed in 2010 intended to use the Internet (91%) and e-mail (68%) on the day of the interview.

Communication, leisure time and culture are the main areas of Internet use.

According to the data of the 2010 PIA users' survey, the Internet is most widely used in the areas of communication (71%), and leisure time and culture (67%). Less popular areas are health, learning and education, and e-government. Comparing the results to the target group of the 2010 Lithuanian residents' survey, it has been observed that residents use the Internet more actively in all the areas. A particularly great difference is seen in the Internet use for work or business purposes (constantly used by 54% of PIA users and 71% of country's Internet users). The only sphere where the frequency of Internet use of PIA users and all residents is almost equal is learning and education (constantly used by 27% of PIA users and 25% of residents).

10.3 Conclusions of the survey according to impact monitoring indices

2. Improved skills of the library staff and its motivation to use information technologies:

2C. Librarians' improved skills and knowledge on Internet resources and e-services

The need for advice from library staff is rather great and their consulting skills are evaluated favourably.

According to the data of the 2010 PIA users survey, when a problem related to computers or Internet arise, the majority of respondents (84%) turn for help to librarians. Those who consult librarians least are 15-36 year old respondents, mostly people over 55 years old and pensioners.

According to the data of the 2010 PIA users survey, an absolute majority (92%) of users who had turned to librarian for help or advice were satisfied with the quality of assistance provided to them (49% totally satisfied and 43% satisfied). All demographic groups assess the assistance of librarians favourably. The respondents aged 55 – 64 assess the quality of library assistance most favourably.

3. Improved IT skills of the users of public libraries:

3A. Improved IT skills and knowledge of public Internet access users

The 2010 survey revealed that the self-assessment of computer skills of PIA users relatively decreased comparing to the previous period (2009).

According to the data of the 2010 PIA users' survey, self-assessment of computer literacy in 2010 was slightly lower than in 2009 (74% in 2010, 81% in 2009).

3B. Changed practice of the use of public Internet access

When having a possibility to use alternative access points, public Internet access places are chosen for the added value that they provide.

Respondents who have the possibility to choose a place of Internet access, chose the library for the following reasons: financial (free Internet) – 66%, other library services – 41%, and a possibility to get assistance or advice from the library staff – 27%.
Among PIA users, those who do not have alternative access are mostly urban residents. It allows us to assume that in urban areas free PIA is a more important motivator to visit a library than in rural areas. In rural areas, even those who have alternative access points, visit the library more often.

4. Improved access to specific groups, hard-to-reach social groups:

4A. Percentage of users who do not have alternative Internet access

According to the data of the 2010 PIA users' survey, 23% of the respondents have no alternative Internet access.

Most often the respondents who have no alternative Internet access are the respondents with lower income (up to LTL 600), lower education (primary, lower secondary), older than 55, old-age and disability pensioners, and the unemployed.

4B. Experience of hard-to-reach groups

Hard-to-reach social target groups: in terms of knowledge, skills and opportunities, respondents older than 55, old-age and disability pensioners in most of the analysed areas lag behind general trends. The unemployed group

stands out only in individual cases. In most cases, their experience, knowledge and opportunities do not differ from general statistics.

4C. The most common activities that users perform using public Internet access in libraries

The main areas of the use of public Internet access – communication, leisure time and culture.

According to the 2010 PIA users survey, the Internet is most often used in the areas of communication (71% regular users) and leisure time and culture (used by 67% respondents on a regular basis). Less popular areas are e-government (used by 15% of respondents on a regular basis), health (used by 20% of respondents on a regular basis), and learning and education (used by 27% of respondents on a regular basis).

5. Improved representation of libraries

5A. Reputation, public perception and profile of the library

The perception of the mission of libraries is shifting from traditional storage and lending of press to modern centre of knowledge, culture and technologies.

To sum up the associations related to libraries, four main dimensions of the library image may be distinguished: printed publications (traditional) – 32%, knowledge – education – 31%, social – cultural (exhibitions, cultural centre) – 18%, technological (IT technologies, Internet) – 19%.

PIA users mostly attribute positive image features to libraries.

Staff: the librarians are helpful to the visitors, the librarians are cheerful and polite, library employees are highly qualified. Services: PIA users imagine the library as a place, where a lot of different services are provided. Social functions: PIA users attribute certain social functions to the library – communication (the place for communication) and cultural-social (the centre of community life). General environment: General environment is very well assessed: good environment, a popular place to spend time, a fashionable place to spend time, a place for everyone. Progress: the library is perceived as contemporary institution provided with state-of-the-art equipment and constantly introducing innovations.

5B. Extended mission and competences of libraries

The library areas related to new technologies are evaluated very favourably by users.

In the PIA users' survey of 2010, the assessment of changes in quality of library services are rather favourable. Most favourable assessment is that of the general environment of the library (57% of favourable assessments) and the changes related to the "new library": possibility to get librarian's advice or help for Internet or computer use (59% of favourable assessments), abundance and quality of computer technology (44% of favourable assessments), abundance of software (44% of favourable assessments) and quality of software (43% of favourable assessments), and variety and quality of organised events (44% of favourable assessments).

7. Increased social benefits for individuals and community through IT:

7A. The benefits received by users and their perception

PIA users most often mentioned social and economic benefits received through IT.

According to the data of PIA users' survey of 2010, the main social benefits of Internet mentioned by respondents are: richer leisure (80%), improved communication with close people (69%), and aid for better work performance (55%). Economic benefits (increased income – 14%, assistance in generating money – 15%) were mentioned least.

Concrete financial benefits provided by the Internet were mentioned by 21% of PIA users. The majority of those who saved money mentioned general access to the Internet (32%). Moreover, respondents also mentioned transport or fuel costs (9%), benefits of e-banking (9%), and press costs (7%).

8. Increased supply and use of relevant content:

8B. New content and services in a library

New content and new technologies in libraries are evaluated very favourably.

According to the 2010 PIA users' survey, the majority of the respondents assessed all aspects of public Internet access services in libraries as good or very good. More negative assessment (bad and very bad) was that of Internet speed (11%), opening hours (9%), and possibility to work without distractions (9%).

Appendix A. Survey questionnaire

QUESTIONNAIRE FOR THE USERS (15-74 YEARS OLD) OF PUBLIC INTERNET ACCESS IN LIBRARIES
4th instrument

Hello,

We are currently conducting a survey of the users of public internet access in libraries across Lithuania. The aim of this survey is to find out about your internet use habits and your opinion about the library you attend. Please spare 15-20 minutes of your time to answer the questionnaire. Your answers are very important so please respond to every question. Your answers will remain anonymous and all the information obtained will be used in a summarised form only.

D19. The library where the interview is taking place (the respondent is given a relevant library list to choose from):_____

1. Do you have a computer connected to the internet in your workplace or at home that you can use but not necessarily use it? *(SEVERAL ANSWERS POSSIBLE)*

1.	In my workplace
2.	At home
3.	I don't have it at home nor in my workplace

2. Do you have any access to wireless internet? *(SEVERAL ANSWERS POSSIBLE)*

1.	Yes, I can use it in my workplace
2.	Yes, I can use it at home
3.	Yes, I can use it in a place other than at home or in my workplace
4.	I don't have any access
5.	I don't know what this is

3. Where (in what places) do you use a computer with internet connection? (SEVERAL ANSWERS POSSIBLE). NOTE: the use of the library must be 100%.

ASK Q4 THOSE WHO HAVE INDICATED MORE THAN 1 PLACE IN Q3

4.Where do you use a computer connected to the internet most often?(MARK ONLY ONE ANSWER)

		3. Use	**4. Use most often:**
1.	In my workplace	1	1
2.	At home	2	2
3.	In a library	3	3
4.	In a public internet access point other than a library (e. g. a community centre, culture house, etc.)	4	4
5.	In internet cafes	5	5
6.	At hotspots (wireless internet access points)	6	6
7.	In an educational institution (school, university, college, other...)	7	7
8.	Other (*SPECIFY*)_____	8	8

5. How often do you use the internet in general? *(SINGLE ANSWER)*

6. How often do you use the internet in a library? *(SINGLE ANSWER)*

		5. Use the internet IN GENERAL	**6. Use the internet in a LIBRARY**
1	Everyday	1	1
2	Several times a week	2	2
3	Once a week	3	3
4	Several times a month	4	4
5	Once a month	5	5
6	Several times in six months	6	6
7	Less often	7	7
8	It is the first time	8	8

7. When was the first time you used public internet access in a library? *(MARK ONLY ONE ANSWER)*

1. This year (2010) 2. Last year (2009) 3. 2008 4. 2007 or earlier 4. I don't remember

8. Do you have access to the internet in ANY OTHER PLACE THAN A LIBRARY?

1. Yes 2. No → *GO TO QUESTION 10*

9. You have mentioned that you can use the internet IN ANOTHER PLACE. Please indicate <u>three main reasons</u> why you use the internet HERE (in a library). *(NO MORE THAN 3 ANSWERS)*

1. Free internet
2. I use other library services
3. They have better computers here
4. I don't have internet access at home
5. The library staff provides assistance and advice
6. Other library visitors provide assistance and advice
7. Convenient place (e. g. on my way)
8. There is faster internet connection in a library
9. The library offers better atmosphere
10. The possibility to use a printer, copy machine, scanner
11. I go to the library and use the internet when I have to wait for something or when I have free time on my schedule (while waiting for a bus, when I have free time between certain activities: classes, lectures, work, etc)
12. Other *(SPECIFY)* _____

ASK ALL

10. How often do you use a computer with internet access for the following purposes? Please evaluate the frequency using a 3-point scale where 1 means that you have never used it for this purpose, 2 means that you have used it for this purpose once or several times and 3 means that you constantly use it for this purpose.

ASK ONLY ABOUT THOSE ACTIVITIES FOR WHICH THE RESPONDENT USES THE INTERNET, SEE Q10

11. Where (in what places) do you use a computer with internet access for the following purposes most often? In a library or in other places (at home, at work, at your friend's house or elsewhere)? *(SEVERAL ANSWERS POSSIBLE)*

	10.	**11. Places of use**	
		In a library	**In other places (including your home, your work, friends' house, etc)**
1. To perform tasks related to your job/main activity (including agricultural activity)	1 2 3	1	2
2. To search for information about goods or services	1 2 3	1	2
3. To order or buy goods or services via the internet (e. g. clothes, tickets, insurance services, etc.)	1 2 3	1	2
4. To seek for a job or look for employees (e. g. reviewing job advertisements, sending curriculum vitae, career consultations)	1 2 3	1	2
5. To advertise and/or sell your goods or services (e. g. cars, real estate, agricultural products, tourism services, etc.)	1 2 3	1	2
6. To use e-banking services	1 2 3	1	2

ASK ALL

12. How often do you use a computer with internet access for the following <u>communication</u> purposes? Please evaluate the frequency using a 3-point scale where 1 means you have never used it for this purpose, 2 – you have used it once or several times, and 3 means you constantly use it for this purpose.

ASK ONLY ABOUT THE ACTIVITIES FOR WHICH THE RESPONDENT USES THE INTERNET, SEE Q12

13. Where (in what places) do you use a computer with internet access for the following communication purposes most often? *(SEVERAL ANSWERS POSSIBLE)*

	12.	**13. Places of use**	
		In a library	**In other places (including your home, your work, friends' house, etc)**
1. To send/receive e-mails	1 2 3	1	2
2. To make online phone calls (e. g. Skype)	1 2 3	1	2
3. To use discussion forums, e-mail conferences	1 2 3	1	2
4. To create blogs or personal websites	1 2 3	1	2
5. To participate in social networks (e. g. klase.lt, Facebook, Myspace)	1 2 3	1	2

ASK ALL

14. How often do you use a computer with internet access for the following leisure time activities or cultural purposes? Please evaluate the frequency using a 3-point scale where 1 means you have never used it for this purpose, 2 – you have used it once or several times, and 3 means you constantly use it for this purpose.

ASK ONLY ABOUT THE ACTIVITIES FOR WHICH THE RESPONDENT USES THE INTERNET, SEE Q14

15. Where (in what places) do you use a computer with internet access for the following leisure time activities or cultural purposes most often? In a library or in other places (at home, at work, at your friend's house or elsewhere)?

	14.	**15. Places of use**	
		In a library	**In other places (including your home, your work, friends' house, etc)**
1. To read online newspapers, news portals, magazines	1 2 3	1	2
2. To listen to the online radio or watch online TV	1 2 3	1	2
3. To play or download games, pictures, movies or music	1 2 3	1	2
4. For community activities, to post or search for the information about events	1 2 3	1	2
5. To search for information related to culture or leisure time activities (e. g. exhibitions, performances, events)	1 2 3	1	2
6. To use digitised cultural heritage (virtual exhibitions, museums, art works, digital library collections, etc.)	1 2 3	1	2

ASK ALL

16. How often do you use a computer with internet access for the following educational purposes? Please evaluate the frequency using a 3-point scale where 1 means you have never used it for this purpose, 2 – you have used it once or several times, and 3 means you constantly use it for this purpose.

ASK ONLY ABOUT THE ACTIVITIES FOR WHICH THE RESPONDENT USES THE INTERNET, SEE Q16

17. Where (in what places) do you use a computer with internet access for educational purposes most often? In a library or in other places (at home, at work, at your friend's house or elsewhere)?

	16.	**17. Places of use**	
		In a library	**In other places (including your home, your work, friends' house, etc)**
1. To download free software for educational purposes	1 2 3	1	2
2. To search for information and register for studies in higher education institutions	1 2 3	1	2
3. To search for available opportunities for non-formal education or courses	1 2 3	1	2
4. To take online courses (distance learning)	1 2 3	1	2
5. To use vocational guidance (qualification improvement) databases	1 2 3	1	2
6. To use e-databases (e. g. LITLEX)	1 2 3	1	2
7. To use library catalogues (e. g. LIBIS)	1 2 3	1	2
8. To use educational video broadcasts (lectures, conferences, etc.)	1 2 3	1	2

ASK ALL

18. How often do you use a computer with internet access for the following health-related purposes? Please evaluate the frequency using a 3-point scale where 1 means you have never used it for this purpose, 2 – you have used it once or several times, and 3 means you constantly use it for this purpose.

ASK ONLY ABOUT THE ACTIVITIES FOR WHICH THE RESPONDENT USES THE INTERNET, SEE Q18

19. Where (in what places) do you use a computer with internet access for health-related purposes most often? In a library or in other places (at home, at work, at your friend's house or elsewhere)?

	18.	**19. Places of use**	
		In a library	**In other places (including your home, your work, friends' house, etc)**
1. To search for health-related information (e. g. injuries, diseases, nutrition, medications, health improvement, etc)	1 2 3	1	2
2. To register in a healthcare institution or for a visit to specialists	1 2 3	1	2
3. To track the information that sickness funds collect about you (e. g. prescriptions for reimbursed medications)	1 2 3	1	2

ASK ALL

20. How often do you use a computer with internet access when <u>sending applications or requests to public institutions</u>? Please evaluate the frequency using a 3-point scale where 1 means you have never used it for this purpose, 2 – you have used it once or several times, and 3 means you constantly use it for this purpose.

ASK ONLY ABOUT THE ACTIVITIES FOR WHICH THE RESPONDENT USES THE INTERNET, SEE Q20

21. Where (in what places) do you use a computer with internet access when sending applications or requests to public institutions most often? In a library or in other places (at home, at work, at your friend's house or elsewhere)?

	20.	**21. Places of use**	
		In a library	**In other places (including your home, your work, friends' house, etc)**
1. To receive information and/or make requests regarding social benefits or compensations (e. g. unemployment benefit, scholarships, etc.)	1 2 3	1	2
2. To order identity documents (e. g. a passport, identity card, driving licence, etc.)	1 2 3	1	2
3. To search for information about vehicles and/or register them (e. g. in "Regitra").	1 2 3	1	2
4. To apply for a building permit	1 2 3	1	2
5. To make reports to the police	1 2 3	1	2
6. To order certificates of birth, marriage, divorce, death	1 2 3	1	2
7. To make declarations of residence place	1 2 3	1	2
8. To fill online tax returns or property declarations	1 2 3	1	2

21a. Speaking about public services, have you performed the following tasks in the past 3 months *(SEVERAL ANSWERS POSSIBLE)?*

21b. And have you performed them in the last 12 months *(SEVERAL ANSWERS POSSIBLE)?*

		In 3 months	In 12 months
1.	Searching for information in the websites of public institutions	1	1
2.	Downloading document forms	2	2
3.	Sending completed forms	3	3

BENEFITS

22. Has the internet you have used in A LIBRARY helped you….? *ROTATE. MARK ALL ANSWERS THAT APPLY*

1.	Save money	1
2.	Buy products (services)	2
3.	Earn money (e. g. you have sold your products or services via the internet)	3
4.	Find a job	4
5.	Raise your income (e. g. after advertising your services or products online)	5
6.	Perform work related to studies or learning	6
7.	Contact national or local authorities via the internet	7
8.	Improve communication with relatives and friends	8
9.	Take care of your health	9
10.	Perform your work better	10
11.	Make your leisure time more interesting	11
12.	Other (specify) _____	12

23. Drawing on your personal experience, can you remember a situation when internet use in a library has helped you save money or avoid expenses?

_____ *(WRITE IT DOWN)*

99. I don't remember such a situation

24. What programmes or services are you using/going to use today? *(MARK ALL STATEMENTS THAT APPLY)*

1. E-mail
2. Internet
3. Online reference materials, dictionaries, etc.
4. Library catalogues
5. Office programs (e. g. MS Word, Excel)
6. Computer learning tools
7. Tools for people with disabilities **-------→** *13.8.1.* **If you use them/are going to use them, please specify:**_____
8. Printer

9. Scanner
10. Storing/collection of information
11. Librarian's assistance or advice
12. Assistance or advice from other library visitors
13. Library's wireless connection
14. Other *(SPECIFY)* _____

SAFE USE OF THE INTERNET AND COMPUTER

24.1. How much are you aware of the following aspects of SAFE internet and computer USE? *(ONE ANSWER PER ROW)*

	1. I have a lot of knowledge about it and I would be able to use the internet or computer safely/to protect myself	**2. I have some knowledge about it but I wouldn't be able to use the internet or computer safely/to protect myself**	**3. I don't know about it anything**
1.**Illegal internet content restrictions** (publication of pornographic material or information inciting racial or ethnic hatred)	1	2	3
2. **Impact on health** (recommended amount of time to spend at a computer, sitting position and position of the monitor, internet addiction)	1	2	3
3. **Privacy** (protection of personal data, online communication, online acquaintances, registration in websites)	1	2	3
4. **Other potential threats** (viruses and spyware, internet frauds, spam)	1	2	3
5. **Culture of internet use** (ethical comments, abuse, communication in forums)	1	2	3

24.1 ASK THOSE WHO HAVE SOME KNOWLEDGE ABOUT SAFE INTERNET AND COMPUTER USE.

24.2. How did you learn about the SAFE computer and Internet USE, i.e. about protection from potential threats? *(SEVERAL ANSWERS POSSIBLE)*

1. From colleagues, friends;
2. From family members;
3. From children;
4. From the media;
5. From books;
6. From the internet;
7. From librarians;
8. From computer literacy training courses;
9. From IT specialists;
10. From personal experience;
11. Other (specify) _____

24.3. Who is the first one you ask for help when you are facing threats to SAFE computer and internet USE? *(SINGLE ANSWER*)

1. Colleagues, friends, acquaintances;
2. Family members;
3. Children;
4. IT specialists;
5. I look for information in books;
6. I look for information on the internet;
7. I ask library staff for help;
8. I try to fight the threats myself;
9. Other (specify) _____
0. I have not encountered such threats yet

LIBRARY SERVICES AND THEIR ASSESSMENT

25. What do you associate with a library? What else? *WRITE DOWN*

_____

26. How often do you ask librarians for help, advice or consult them when using a computer or the internet in a library? *(SINGLE ANSWER)*

1. Never
2. Rarely
3. Sometimes
4. Often
5. Constantly

ASK IF Q26=2-5

27. How satisfied are you with the assistance you get from a librarian and with his/hers answers to your questions? *(SINGLE ANSWER)*

1. Extremely dissatisfied
2. Dissatisfied
3. Satisfied
4. Extremely satisfied
5. Don't know, no answer

28. Which statement of the following pairs of statement best applies to the library in general? ***(ROTATE STATEMENTS)***

	The statement in the left best applies to the library	The statement in the left slightly more applies to the library	The statement in the right slightly more applies to the library	The statement in the right best applies to the library	
The library is a popular place to spend time	1	2	3	4	The library is not a popular place to spend time
The library is a trendy place to spend time	1	2	3	4	The library is not a trendy place to spend time
The library is modern	1	2	3	4	The library is old-fashioned
The library is a place where you can meet your friends and other people	1	2	3	4	The library is a place where you can spend time alone
The library has the most modern equipment	1	2	3	4	The library has old equipment
The library is the centre of community life	1	2	3	4	The library is not the centre of community life
The library is more intended for young people	1	2	3	4	The library is more intended for older people
The library is a fun place to spend time	1	2	3	4	The library is a boring place to spend time
The library has a good atmosphere	1	2	3	4	The library has a bad atmosphere
New things are always introduced in libraries	1	2	3	4	New things are not introduced or introduced very slowly in libraries
The library is more intended for academicians and students	1	2	3	4	The library is intended for all interested users
Libraries have a highly qualified staff	1	2	3	4	Libraries have a poorly qualified staff
Librarians are good assistants to the visitor	1	2	3	4	Librarians are poor assistants to the visitor
Librarians are funny and polite	1	2	3	4	Librarians are moody and impolite
Libraries provide a wide range of services	1	2	3	4	Libraries only lend books or let visitors read books or press in a library

29. How would you evaluate the quality of services at the public internet access point in this library? Use a 4-point scale where 1 means "very poor" and 4 means "very good". *(ONE ANSWER PER ROW)*

		Very poor	Poor	Good	Very good	*None, I don't use it*	*DK/NA*
1.	Hardware	1	2	3	4	*5*	*6*
2.	Software	1	2	3	4	*5*	*6*
3.	Internet speed	1	2	3	4	*5*	*6*
4.	Helpfulness of the staff	1	2	3	4	*5*	*6*
5.	Qualification of the staff	1	2	3	4	*5*	*6*
6.	Working hours	1	2	3	4	*5*	*6*
7.	Possibility to work without distractions	1	2	3	4	*5*	*6*
8.	Possibility to use your own digital equipment (laptop, PDA, photo/video/audio equipment, etc.)	1	2	3	4	*5*	*6*

30. What library services do you use? *(MARK ALL ANSWERS THAT APPLY)*

1.	Book lending	1
2.	Lending of other publications (language learning programmes, CDs, DVDs, art publications, music notes, etc)	2
3.	Possibility to read periodicals	3
4.	Possibility to use the internet free of charge	4
5.	Possibility to attend computer literacy courses	5
6.	Possibility to watch video material	6
7.	Possibility to listen to records	7
8.	Possibility to use information databases on the internet	8
9.	Possibility to play computer games	9
10.	Other (specify)_____	10

31. In your opinion, have the following library services declined, remained unchanged or improved in the past year? *(ONE ANSWER PER ROW)*

		Declined	Remained unchanged	Improved	DK/NA
1.	Update of books selection	1	2	3	4
2.	Variety of other publications (CDs, DVDs)	1	2	3	4
3.	Variety of periodicals	1	2	3	4
4.	Variety of databases	1	2	3	4
5.	Variety of organised events (exhibitions, meetings, trainings)	1	2	3	4
6.	Quality of organised events (exhibitions, meetings, trainings)	1	2	3	4
7.	Abundance of computer equipment	1	2	3	4
8.	Quality of computer equipment	1	2	3	4
9.	Abundance of software	1	2	3	4
10.	Quality of software	1	2	3	4
11.	Possibility to get assistance or advice from librarians when using the internet or computer	1	2	3	4
12.	General atmosphere	1	2	3	4
13.	Other (specify) _____	1	2	3	4

COMPUTER LITERACY

32. Please evaluate your computer literacy (ability to use a computer):

1. Very insufficient
2. Insufficient
3. Sufficient
4. Very sufficient

33. How would you evaluate your IT skills on a 4-point scale where 1 means "very insufficient" and 4 means "very sufficient" *(**ROTATE** STATEMENTS).*

		Very insufficient	Insufficient	Sufficient	Very sufficient	DK/NA
1.	General computer skills (e. g. using a mouse, typing text)	1	2	3	4	5
2.	Using the main computer programmes (e. g. Word, Excel, Power Point)	1	2	3	4	5
3.	Troubleshooting the main technical problems (e. g. frozen computer or printer)	1	2	3	4	5
4.	Using the internet for general purposes (e. g. e-mail, surfing news websites)	1	2	3	4	5
5.	Sending an e-mail with an attached	1	2	3	4	5

	document					
6.	Using search engines (e. g. Google, Yahoo)	1	2	3	4	5
7.	Using online databases (LITLEX, AIKOS, Aruodai, Lithuanian periodicals etc.)	1	2	3	4	5
8.	Creating a website	1	2	3	4	5
9.	Using the internet to make phone calls	1	2	3	4	5
10.	Participating in online chats, forums (leaving messages, starting new discussions)	1	2	3	4	5
11.	Using file sharing programmes (sharing films, music, etc)	1	2	3	4	5

34. Which of the following computer-related tasks have you performed on your own? *(MARK EACH STATEMENT THAT APPLIES)*

1. Copy/transfer a document or file
2. Copy or transfer information within a file
3. Use the main arithmetic formulas (Excel)
4. Zip files
5. Connect and install new devices, e. g. a printer or modem
6. Write a computer programme using a programming language
7. Connect computers to a local network
8. Identify and solve computer problems (e. g. when a computer is working slowly)
9. None of the above mentioned

35. Where did you learn (are you learning) to use a computer? *(MARK ALL ANSWERS THAT APPLY)*

1. In secondary school
2. In college or higher education institution
3. In special computer literacy courses -> Q36
4. In special courses (not computer literacy)
5. At work
6. I learned to use a computer by myself
7. Friends, acquaintances taught me
8. Elsewhere *(WRITE IN)*_____
9. I don't know how to use a computer

ASK Q36 IF Q35=3

36. Who organised the computer literacy courses where you have learned to use a computer or improved your existing knowledge? *(SEVERAL ANSWERS POSSIBLE)*

1. Labour exchange
2. Public library
3. Alliance "Window to the Future"
4. Employer
5. Other (write in) _____

INFORMATION ABOUT THE PROJECTS ON THE IMPLEMENTATION OF PUBLIC INTERNET ACCESS

ASK ALL

37. What projects or programs for the implementation of public internet access and computer literacy education have you heard of? *(WRITE DOWN)*

_____

38. Have you heard of these projects? *(ONE ANSWER PER ROW)*

		I have heard of it	**I haven't heard of it**	**DK/NA**
1.	Libraries for Innovation	1	2	3
2.	Window to the Future	1	2	3
3.	PIAP (public internet access points)	1	2	3
4.	Other *(SPECIFY)*	1	2	3

ASK Q38.1 THOSE WHO HAVE HEARD OF THE PROJECT "LIBRARIES FOR INNOVATION"

38.1. Taking into consideration everything you know or have heard of the project "Libraries for Innovation", how do you evaluate this project? When evaluating use a 5-point scale where 1 means you evaluate it "very unfavourably" and 5 means you evaluate it "very favourably".

	Very unfavourably	**Unfavourably**	**Neither favourably nor unfavourably**	**Favourably**	**Very favourably**	*I don't know, hard to say*
"Libraries for Innovation" project	1	2	3	4	5	6

ASK Q39 AND Q40 THOSE WHO KNOW ABOUT THE PROJECTS. ASK Q41 THOSE WHO DO NOT KNOW ANY OF THE PROJECTS

39. How did you learn about these projects? *(SEVERAL ANSWERS POSSIBLE IN EACH COLUMN)*

		Libraries for Innovation	Window to the Future	PIAP (Public internet access points)
1.	From advertisements in the library	1	1	1
2.	From the press	2	2	2
3.	From television	3	3	3
4.	From the radio	4	4	4
5.	From friends, relatives and acquaintances	5	5	5
6.	From the internet	6	6	6
7.	From outdoor advertisements (bus stops, advertising stands)	7	7	7
8.	Other (specify) _____	8	8	8
9.	I can't remember, hard to say	9	9	9

40. Have you or your acquaintances or relatives used free internet services provided by these projects? *(SEVERAL ANSWERS POSSIBLE IN EACH ROW, AT LEAST ONE ANSWER PER ROW)*

		I have used them myself	**My family member has used them**	**My acquaintance has used them**	**Nobody has used them**	**DK/NA**
1.	Libraries for Innovation	1	2	3	4	5
2.	Window to the Future	1	2	3	4	5
3.	PIAP(public internet access point)	1	2	3	4	5

41. If you had to pay for the internet at the public internet access point in libraries, how much would you agree to pay for one hour of using the internet at a public internet access point?

_____LT *(WRITE IN THE PRICE IN LITAS)*

98. I wouldn't use it at all 99. Hard to say

AND FINANALLY A FEW QUESTIONS ABOUT YOU

ASK ALL

GD1. Gender *MARK:* 1. Male 2. Female

GD2. What age did you turn on your last birthday? *(WRITE IN)* _____

GD3. What is your education level? *(MARK ONE OPTION, I. E. THE HIGHEST LEVEL ACHIEVED)*

1. Elementary
2. Basic
3. General secondary, special secondary
4. Advanced vocational
5. Higher
6. Academic degree (master, doctorate)

D4. What is your marital status? *(MARK ONE OPTION)*

1. Married;
2. Cohabiting;
3. Divorced; widowed
4. Single

D5. What is your average monthly income per family member? *INCOME IS CALCULATED BY ADDING TOGETHER ALL INCOME RECEIVED BY ALL FAMILY MEMBERS INCLUDING SALARY, BENEFITS, SCHOLARSHIPS, ETC. AND DIVIDING THE TOTAL INCOME BY THE NUMBER OF FAMILY MEMBERS*

1	0	-	100	Lt
2	101	-	200	Lt
3	201	-	300	Lt
4	301	-	400	Lt
5	401	-	500	Lt
6	501	-	600	Lt
7	601	-	700	Lt
8	701	-	800	Lt
9	801	-	900	Lt
10	901	-	1000	Lt
11	1001	-	1100	Lt
12	1101	-	1200	Lt
13	1201	-	1300	Lt
14	1301	-	1400	Lt
15	1401	-	1500	Lt

16	1501	-	1600	Lt
17	1601	-	1700	Lt
18	1701	-	1800	Lt
19	1801	-	1900	Lt
20	1901	-	2000	Lt
21	2001	-	2100	Lt
22	2101	-	2200	Lt
23	2201	-	2300	Lt
24	2301	-	2400	Lt
25	2401	-	2500	Lt
26	2501	-	2600	Lt
27	2601	-	2700	Lt
28	2701	-	2800	Lt
29	2801	-	2900	Lt

30	2901	-	3000	Lt
31	3001	-	3100	Lt
32	3101	-	3200	Lt
33	3201	-	3300	Lt
34	3301	-	3400	Lt
35	3401	-	3500	Lt
36	3501	-	3600	Lt
37	3601	-	3700	Lt
38	3701	-	3800	Lt
39	3801	-	3900	Lt
40	3901	-	4000	Lt
41	4001	ir daugiau		Lt
98	Atsisakau nurodyti			
99	Nežinau			

D7. What is your current employment status?

1. Employed → *GO TO QUESTION 8*
2. Unemployed → *GO TO QUESTION 10*

ONLY FOR EMPLOYED

D8. What is your current employer? *(MARK ONE OPTION, I. E. THE MAIN PLACE OF EMPLOYMENT)*

1. Public institution
2. Private company
3. Self-employed
4. Other *(WRITE IN)* _____

D9. What is your current occupation *(MARK ONE OPTION, I. E. THE MAIN PLACE OF EMPLOYMENT)*

1. Manual worker, technical worker
2. Specialist, public servant
3. Top or middle management
4. Farmer
5. Other *(WRITE IN)* _____

ONLY FOR UNEMPLOYED

D10. Are you unemployed because you are... *(MARK ONE OPTION, I. E. THE MAIN REASON)*

1. Pensioner retired due to age
2. Pensioner retired due to disability
3. Housewife, on childcare leave
4. Pupil
5. Student
6. Other *(WRITE IN)* _____
7. DK/NA

Appendix B. Survey questionnaire

QUESTIONNAIRE FOR REPEAT SURVEY OF THE USERS (15-74 YEARS OLD) OF PUBLIC INTERNET ACCESS IN LIBRARIES
4th instrument

Hello,
We are currently conducting a repeat survey of the users of public internet access in libraries across Lithuania. The aim of this survey is to find out about your internet use habits and your opinion about the library you attend. Please spare 10 minutes of your time to answer the questionnaire. Your answers are very important so please respond to every question. Your answers will remain anonymous and all the information obtained will be used in a summarised form only.

1. Do you have a computer connected to the internet in your workplace or at home that you can use but not necessarily use it? *(SEVERAL ANSWERS POSSIBLE)*

1.	In my workplace
2.	At home
3.	I don't have it at home nor in my workplace

1A. When did you acquire it, if any? *(SPECIFY)*

_____

3. Where (in what places) do you use a computer with internet connection? (SEVERAL ANSWERS POSSIBLE). NOTE: the use of the library must be 100%.
ASK Q4 THOSE WHO HAVE INDICATED MORE THAN 1 PLACE IN Q3
4.Where do you use a computer connected to the internet most often?(MARK ONLY ONE ANSWER)

		3. Use	**4. Use most often:**
9.	In my workplace	1	1
10.	At home	2	2
11.	In a library	3	3
12.	In a public internet access point other than a library (e. g. a community centre, culture house, etc.)	4	4
13.	In internet cafes	5	5
14.	At hotspots (wireless internet access points)	6	6
15.	In an educational institution (school, university, college, other...)	7	7
16.	Other (*SPECIFY*)_____	8	8

5. How often do you use the internet in general? *(SINGLE ANSWER)*
6. How often do you use the internet in a library? *(SINGLE ANSWER)*

		5. Use the internet IN GENERAL	**6. Use the internet in a LIBRARY**
1	Everyday	1	1
2	Several times a week	2	2
3	Once a week	3	3
4	Several times a month	4	4
5	Once a month	5	5
6	Several times in six months	6	6
7	Less often	7	7
8	It is the first time	8	8

ASK Q7 IF IN Q3 THE RESPONDENT HAS SAID THAT HE/SHE DOES NOT USE THE INTERNET IN A LIBRARY ANY MORE

7. Why don't you use the internet in the library anymore?*(SPECIFY)*
_____
_____

ASK Q8-9 IF IN Q3 THE RESPONDENT HAS INDICATED THAT HE/SHE USES THE INTERNET IN A LIBRARY

8. How has using the public access internet in libraries impacted you personally? *(SPECIFY)*

_____
_____

9. What benefits do you get from public internet access in a library? What else? In what areas is public internet access most beneficial to you? *(SPECIFY)*

_____
_____

Q10-11 ASK ALL

10. Who among the people you know use public internet access in libraries?

1. Your children
2. Adult family members
3. Friends
4. Colleagues
5. Other (specify)
6. Nobody

11. To whom, among the people you know, have you recommended the use of public internet access in libraries?

1. Your children
2. Adult family members
3. Friends
4. Colleagues
5. Other (specify)
6. Nobody

ASK Q12 IF IN Q3 THE RESPONDENT HAS SAID THAT HE/SHE USES THE INTERNET IN A LIBRARY

12. Do you have access to the internet in ANY OTHER PLACE THAN A LIBRARY?

1. Yes 2. No

13. Have you been in a public library in the last 12 months?

1. Yes 2. No → *GO TO QUESTION 14*

ASK Q14-15 IF IN Q13 THE RESPONDENT HAS SAID THAT HE/SHE HAS VISITED A LIBRARY IN THE LAST 12 MONTHS

14. How often have you visited a library in the last 12 months?

1. Several times a week
2. Several times a month
3. Several times in six months
4. Several times in a year

15. What library services do you use? *(MARK ALL ANSWERS THAT APPLY)*

1.	Book lending	1
2.	Lending of other publications (language learning programmes, CDs, DVDs, art publications, music notes, etc)	2
3.	Possibility to read periodicals	3
4.	Possibility to use the internet free of charge	4
5.	Possibility to attend computer literacy courses	5
6.	Possibility to watch video material	6
7.	Possibility to listen to records	7
8.	Possibility to use information databases on the internet	8
9.	Possibility to play computer games	9
10.	Other (specify)_____	10

ASK ALL

GD1. Gender *MARK:* 1. Male 2. Female

GD2. What age did you turn on your last birthday? *(WRITE IN)* _____

GD3. What is your education level? *(MARK ONE OPTION, I. E. THE HIGHEST LEVEL ACHIEVED)*

7. Elementary
8. Basic
9. General secondary, special secondary
10. Advanced vocational
11. Higher
12. Academic degree (master, doctorate)

D4. What is your marital status? *(MARK ONE OPTION)*

5. Married;
6. Cohabiting;
7. Divorced; widowed
8. Single

D5. What is your average monthly income per family member? *INCOME IS CALCULATED BY ADDING TOGETHER ALL INCOME RECEIVED BY ALL FAMILY MEMBERS INCLUDING SALARY, BENEFITS, SCHOLARSHIPS, ETC. AND DIVIDING THE TOTAL INCOME BY THE NUMBER OF FAMILY MEMBERS*

1	0	-	100	Lt	16	1501	-	1600	Lt	30	2901	-	3000	Lt
2	101	-	200	Lt	17	1601	-	1700	Lt	31	3001	-	3100	Lt
3	201	-	300	Lt	18	1701	-	1800	Lt	32	3101	-	3200	Lt
4	301	-	400	Lt	19	1801	-	1900	Lt	33	3201	-	3300	Lt
5	401	-	500	Lt	20	1901	-	2000	Lt	34	3301	-	3400	Lt
6	501	-	600	Lt	21	2001	-	2100	Lt	35	3401	-	3500	Lt
7	601	-	700	Lt	22	2101	-	2200	Lt	36	3501	-	3600	Lt
8	701	-	800	Lt	23	2201	-	2300	Lt	37	3601	-	3700	Lt
9	801	-	900	Lt	24	2301	-	2400	Lt	38	3701	-	3800	Lt
10	901	-	1000	Lt	25	2401	-	2500	Lt	39	3801	-	3900	Lt
11	1001	-	1100	Lt	26	2501	-	2600	Lt	40	3901	-	4000	Lt
12	1101	-	1200	Lt	27	2601	-	2700	Lt	41	4001		ir daugiau	Lt
13	1201	-	1300	Lt	28	2701	-	2800	Lt	98	Atsisakau nurodyti			
14	1301	-	1400	Lt	29	2801	-	2900	Lt	99	Nežinau			
15	1401	-	1500	Lt										

D7. What is your current employment status?

3. Employed → *GO TO QUESTION 8*
4. Unemployed → *GO TO QUESTION 10*

ONLY FOR EMPLOYED

D8. What is your current employer? *(MARK ONE OPTION, I. E. THE MAIN PLACE OF EMPLOYMENT)*

1. Public institution
2. Private company
3. Self-employed
4. Other *(WRITE IN)* _____

D9. What is your current occupation *(MARK ONE OPTION, I. E. THE MAIN PLACE OF EMPLOYMENT)*

6. Manual worker, technical worker
7. Specialist, public servant
8. Top or middle management
9. Farmer
10. Other *(WRITE IN)* _____

ONLY FOR UNEMPLOYED

D10. Are you unemployed because you are... *(MARK ONE OPTION, I. E. THE MAIN REASON)*

7. Pensioner retired due to age
8. Pensioner retired due to disability
9. Housewife, on childcare leave
10. Pupil
11. Student
12. Other *(WRITE IN)* _____
7. DK/NA

THANK YOU FOR COOPERATION!