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MARTYNAS MAŽVYDAS NATIONAL LIBRARY OF LITHUANIA

PROJECT "LIBRARIES FOR INNOVATION"

LITHUANIAN RESIDENTS' SURVEY 2011

(Instrument 3)

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Content

1. Residents' Survey in the Context of the Project

When the project "Libraries for Innovation" was initiated, the following main direct goals were set:

- ✓ To offer Lithuanian residents an opportunity to use computers and Internet free of charge in any public library of the country;
- ✓ To ensure that all population groups have access to information sources.

The main objectives of research, associated with the technical supplies provided to public libraries and making sure that people belonging to all social groups have access to them, also have indirect, derivative objectives which are of equal importance. These include the following:

- ✓ Expanding the communication boundaries of the Lithuanian population;
- ✓ Development of social and cultural capital of local communities;
- ✓ Reducing social exclusion of rural residents, senior population, social risk groups and the disabled;
- ✓ Building of information capacities of the Lithuanian population;
- ✓ Development, by way of conducting special training programmes, of librarians' competences in providing professional assistance to library visitors helping them to learn how to use technologies.
- ✓ Strengthening the perception of a public library as a cultural, informational and technological centre.

The survey of the Lithuanian population collected data about specific features of the residents' use of computers and the Internet: places, frequency and the goals of use. The survey also collected information about whether residents go to public libraries, the services which they use at public libraries if they go to them and what they think about the quality of services rendered by the library they go to; they were also asked if they use a public Internet access in libraries and what they know about the projects aimed at creating public Internet access.

The findings of the survey are measured by the following project monitoring indicators (the monitoring indicators for which information was at least partially collected during the residents' survey is marked in green):

1. **Improved access to users as well as opportunities provided to access computers and the Internet.**
   - 1A. The number of libraries/branches/offices providing PIA[1].
   - 1B. The number of computers with PIA.
   - 1C. The number of PIA hours offered to users.
   - 1D. The rate of the use of computerised workstations with PIA.
   - 1E. The number of PIA users.
   - 1F. The number of PIA workstations per 1000 residents.
   - 1G. The number of libraries offering free-of-charge Wi-Fi Internet Access.
2. **Increased capacities of library staff and their motivation to use ITs.**
   - 2A. Improved knowledge and skills of libraries about the use of ITs.
   - 2B. Improved representational and public relations skills of librarians.
   - 2C. Improved knowledge and skills of librarians about the Internet resources and e-services.
   - 2D. Improved knowledge and skills of librarians about providing services to users with special needs.
   - 2E. The number of librarians with the experience of teaching users and offering advice to them.
   - 2F. The number of librarians trained.
   - 2G. The number of hours intended to be spent on providing IT training for librarians.

[1] PIA hereinafter refers to the Public Internet Access.

3. **Improved IT skills of public library visitors.**
    - 3A. Improved IT knowledge and skills of PIA users.
    - **3B. Changed practice of using PIA.**
    - 3C. The number of residents trained to use IT.
    - 3D. The number of hours intended to be spent on providing IT training for residents.

4. **Improved access for specific groups and for hard-to-reach social groups**
    - **4A. The percentage of users who have no alternative Internet access.**
    - **4B. The experience of hard-to-reach groups.**
    - **4C. The activities for which users resort to the PIA in libraries most frequently.**
    - 4D. The availability of programmes and other mechanisms to involve hard-to-reach groups.
5. **Improved representation of libraries.**
    - **5A. The reputation, public perception and profile of a library**
    - **5B. Partially expanded mission and areas of competences of libraries.**
    - **5C. An increased number of library visitors (visits).**
6. **Increased local, regional and national funding of libraries.**
    - 6A. Financing of libraries.
    - 6B. Financing of PIA.
7. **Increased social benefit for individuals and communities through ITs.**
    - **7A. Benefit for users and their perception of it.**
    - 7B. Librarians' perception about the benefit of PIA to the community.
    - 7C. The perception of other stakeholders of benefits offered by the PIA.
8. **Increased supply and use of the relevant content.**
    - 8A. The number of libraries with Internet websites
    - **8B. New content and services in the library.**
    - 8C. Increased scope of local content on the Internet.
9. **Innovations in the network of libraries.**
    - 9A. Examples of innovations in libraries brought about by the project.
10. **Enhanced assistance to librarians.**
    - 10A. Improved technical maintenance in libraries.
    - 10B. Improved methodological assistance to librarians.

2. Research Methodology

The present report describes the methodological guidelines of conducting the research, the technical report of implementation of the survey and the principles of data analysis.

2.1. Survey Methods

The survey of Lithuanian residents was carried out by a direct interview at respondents' homes.

2.2. Target Groups of the Survey

The target group of the survey: Lithuanian residents aged 15-74.

2.3. Sampling and Selection of Target Groups

The plan was to interview 1,500 Lithuanian residents; 1,536 residents were actually interviewed.

The respondents were selected for the survey by using the random route sampling (173 of primary sampling points). In a household, the respondents were selected by application of the youngest man rule. The composition of the target group by social/demographical characteristics corresponds to the Lithuanian population in general terms (i.e. a representational sample of Lithuanian residents was selected). The research used additional cross-gender and cross-age quotas to maintain the proportions adequate to the general distribution of Lithuanian residents.

2.4. Technical Report of the Survey

The survey was conducted by 69 interviewers.

The survey was launched on 30 September 2011, planned to be finished on 3 November 2011 and actually finished on 3 November 2011.

The main technical parameters of conducting the survey:

During the visit at home there was no person aged 15-74……1515

Nobody was at home……1712

The survey was not conducted due to objective reasons……603

Members of the household refused to communicate …… 1051

The person selected refused to communicate ……847

Unfinished interview……8

The number of interviewed respondents……1536

2.5. Research Instrument

The survey was conducted by using the standardized questionnaire provided by the Procuring Body (Instrument No. 3).

2.6. Data Analysis

The analysis of the respondents' answers to the question is presented as a general distribution of responses in the report. The distribution of responses by various characteristics of the respondents is presented in a separate annex to the report (in Excel format).

Statistically significant differences have been calculated using the programme of processing statistical data, the SPSS. Variables have been cross-tabulated. Following this, criterion $\chi 2$ was applied to carry out of test in order to find out a statistically significant relationship between the variables (the significance of correllation coefficient p should not be more than 0.05). If a statistically significant relationship identified, then the cells (distribution of answers) are examined to identify it (by using the function *Adjusted Residuals*).

In graphical illustrations, statistically significant changes have been marked only with respect to the 2011 survey findings. Green circles are used to highlight significant positive changes (i.e. where there is an increase in value) which took place during the year, whereas red circles indicate negative changes (a decrease in value).

Seeking to simplify the analysis of findings obtained according to their social and demographical characteristics, the text of the report includes abbreviations / symbolic descriptions of the groups separated from the factual information, as follows:

- age (1) (more detailed division): youth (aged 15-24); early maturity (aged 25-34), medium maturity (aged 35-44), late maturity (aged 45-54), early seniority (aged 55-64), seniority (aged 65-74);
- age (2) (less detailed division): youth (aged 15-34), maturity (aged 34-54), senior people (aged 55-74);

- monthly income per family member: the smallest income (LTL 0-600), medium income (LTL 601-900), highest income (LTL 901 and more);
- size of location: cities (over 200,000 population), towns (200,000 – 30,000 population), settlements (30,000 – 3,000 population), and villages (3,000 or less population);
- town-village: town (residents of cities, towns and settlements), village (rural residents);
- intensity of using the Internet (in general terms): actively (daily), medium frequently (several times a week), passively (once per week or less frequently);
- attitudes towards the library: positive (a positive assessment of libraries in 13-9 statements), negative (a positive assessment of libraries in 5-0 statements), neutral (neither positive nor negative) (a positive assessment of libraries in 8-6 statements).

2.7. Statistical Error of Findings

While an assessment of findings is made, it is essential to pay attention to the statistical error which appears as a result of the selection of respondents. This error is calculated mathematically. The table below presents errors caused by a varying number of respondents and the distribution of responses. The biggest statistical error by assessing the responses of all respondents (1,100 people) equals ± 3.0% (with the level of reliability making up 95%).

Size of selection	Distribution of responses									
	50	45/55	40/60	35/65	30/70	25/75	20/80	15/85	10/90	5/95
50	13.9	13.8	13.6	13.2	12.7	12	11.1	9.9	8.3	6
75	11.3	11.3	11.1	10.8	10.4	9.8	9.1	8.1	6.8	4.9
100	9.8	9.8	9.6	9.3	9	8.5	7.8	7	5.9	4.3
150	8	8	7.8	7.6	7.3	6.9	6.4	5.7	4.8	3.5
200	6.9	6.9	6.8	6.6	6.4	6	5.5	4.9	4.2	3
300	5.7	5.6	5.5	5.4	5.2	4.9	4.5	4	3.4	2.5
400	4.9	4.9	4.8	4.7	4.5	4.2	3.9	3.5	2.9	2.1
500	4.4	4.4	4.3	4.2	4	3.8	3.5	3.1	2.6	1.9
600	4	4	3.9	3.8	3.7	3.5	3.2	2.9	2.4	1.7
700	3.7	3.7	3.6	3.5	3.4	3.2	3	2.6	2.2	1.6
800	3.5	3.4	3.4	3.3	3.2	3	2.8	2.5	2.1	1.5
900	3.3	3.2	3.2	3.1	3	2.8	2.6	2.3	2	1.4
1000	3.1	3.1	3	3	2.8	2.7	2.5	2.2	1.9	1.4
1100	3.0	2.9	2.9	2.8	2.7	2.6	2.4	2.1	1.8	1.3
1500	2.5	2.5	2.5	2.4	2.3	2.2	2.0	1.8	1.5	1.1

Example: Let's assume that 1,100 residents answered the question about whether they use a computer in the library. Let's also assume that 36% gave a positive answer. This means that a 95% probability level could be used to indicate that a computer is used by 36% ± 2.8% of residents.

3. Summary of the Main Findings of the Research

Use of Computers

Ability to use a computer

The majority (71%[2]) of the country's population can use a computer. The ability to use a computer mostly depends on the residents' age and education (the younger the age and better education, the more frequent ability to use a computer). *Socially excluded groups:* the smallest ability to use the computer is among the retired, disabled and unemployed (R:75%; D:57%; U:49%)[3].

2011 vs. 2010: the number of residents who are able to use a computer has not changed (2011:71%; 2010:69%).

2008 - 2011: the share of the population able to use a computer has remained the same.

Town vs. village: there are more town dwellers who are able to use a computer as compared to the rural population (T:77%; V:60%).

Computer literacy skills

57%[4] of Lithuanian residents think that they have sufficient abilities to use a computer.

Socially excluded groups: retired and disabled people have poor computer literacy skills (R:14%; D:28%); the skills of the unemployed are more advanced yet they do not reach the overall country level (39%).

2011 vs. 2010: during the year under research, computer literacy skills have somewhat improved (2011:57%, 2010:52%); this year, a slightly bigger share of the residents perceive their computer literacy skills as "fully sufficient" (2011:20%, 2010:14%).

Town vs. village: town dwellers have better computer literacy skills than the rural population (T:61%; V:49%). As compared to 2011, town dwellers more frequently assessed their computer literacy skills as fully sufficient (2011:23%; 2010:18%); the number of rural residents who thought they had a more or less sufficient computer literacy level increased (2011:49%; 2010:36%).

A more thorough assessment of computer literacy skills shows that 91% of the residents able to use a computer specify that they think the general computer literacy skills they have are sufficient.

Where do people learn to use a computer?

Usually Lithuanian residents learn to use a computer "naturally" (65%), i.e. on their own (42%) or driven by the need to communicate with friends and acquaintances (23%). Representatives of the younger generation also gain/develop their computer literacy skills in educational establishments (38%). Another share of the residents, accounting for 14%, learned to use a computer in a variety of courses (both specialised and non-specialised).

Younger Lithuanian residents usually learn to use a computer on their own, whereas medium age residents gain their skills in specialized computer literacy courses.

Socially excluded groups: few retired and disabled persons learned to use a computer naturally, i.e. on their own or trained by their family members (R:19%; D:36%); a bigger share of the unemployed (29%) learned to use a computer on their own.

2011 vs. 2010: no significant differences have been identified in analysing where the residents learned to use a computer.

2008 - 2011: no changes have been identified with respect to the places/establishments where residents learn to use a computer.

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[2] The presentation of percentage expressions in a particular chapter follows the following logic: individual sub-chapters include the same percentage expression as the "main" percentage expressions. For instance, when speaking about the ability to use a computer, the text will always indicate the percentage of residents able to use a computer.

[3] Hereinafter the following abbreviations of social groups will be used: "R" – retired, "D" – disabled, and "U" – unemployed.

[4] The percentage expressions of "fully sufficient" and "sufficient" have been added up.

Town vs. village: town dwellers, more often than rural residents, learned to use a computer on their own (T:45%; V:34%), in educational establishments (T:44%; V:28%), at work (T:13%; V:6%) or taught by their friends or acquaintances (T:25%; V:18%). However, the reason for that is that there are more people in towns, rather than villages, who can use a computer.

Use of the Internet: Opportunities to Use and Intensity of Use

Opportunities to use the Internet at home or at work

The share of residents who have an opportunity to use the Internet at home or at home accounts for 68% of the population. The share of residents who can use a computer at home makes up 66%, whereas 23% of the residents (also) enjoy that opportunity at work. More senior people, people with lower education, with medium or lower income have fewer opportunities to use the Internet at home or at work.

Socially excluded groups: retired, disabled or unemployed persons usually do not have the opportunity to use the Internet either at home or at work (R:79%; D:57%; U:53%); almost have of the unemployed (47%) can use the Internet at home.

2011 vs. 2010: this year, as compared to the year before, more residents state that they can use the Internet at work (2011:23%; 2010:20%). The share of the population which cannot use the Internet at home remains the same.

2008 - 2011: more and more residents have an opportunity to use the Internet at home (2011:66%; 2008:55%); moreover, during the recent years the share of the residents who have no Internet access either at home or at work has decreased (2011:32%; 2008:40%).

Town vs. village: town dwellers have more opportunities to use the Internet both at home (T:71%; V:55%) and at work (T:26%; V:16%). Rural residents have more opportunities to use the Internet at home and/or at work (T:27%; V:43%). During the recent years, the situation in villages has ameliorated significantly: more and more people specified they could access the Internet both at work (2011:16%; 2010:9%) and at home (2011:55%; 2010:48%). The situation has not changed in towns: the Internet penetration has not grown either in households or in workplaces.

Places of the Internet use

Undoubtedly, residents use the Internet most frequently at home (62%). Another 21% of residents use the Internet at work, 25% of people use it in various public places (educational establishments, libraries, community centres, Internet cafes and WI-FI zones). The share of residents who use the Internet in libraries accounts for 8% of the population.

The majority of residents (54%) specify that home is their main place of Internet use. As little as 2% of the population say a library is their main place of Internet use.

Socially excluded groups: the retired, disabled and unemployed people using the Internet say that they use it most frequently at home (R:15%; D:32%; U:40%). Only a very small share of representatives belonging to this group use the Internet in libraries (R:2%; D:2%; U:7%).

2011 vs. 2010: in recent years, somewhat fewer residents have said they used the Internet in public libraries (2011:8%; 2010:12%) or in educational establishments (2011:9%; 2010:13%), yet more and more residents said that the main place for using the Internet was home (2011:54%; 2010:50%).

2008 - 2011: home has been consistently referred to as the main place for using the Internet (2011:54%; 2008:41%), whereas the frequency of using the Internet at work has been decreasing (2011:21%; 2008:12%). No conclusions can be made about the trends of using the Internet in public libraries on the basis of research findings. The share of residents who are not using the Internet has remained the same in recent years (2009-2011:33%).

Town vs. village: both town dwellers and rural residents use the Internet most frequently both at home (T:67%; V:49%) and at work (T:24%; V:15%) (town residents use the Internet more frequently in general). There is no difference between town and rural residents with respect to the use of the Internet in public libraries.

Rural population have indicated more frequently in recent years that they use the Internet at work (2011:15%; 2010:10%) or at home (2011:49%; 2010:42%), whereas both town and rural residents more rarely indicate that they use the Internet in public libraries.

Intensity of using the Internet

The majority of residents with the Internet access use it every day (72%) (active users), 15% of residents use it several times per week (medium active users), whereas 13% of residents use the Internet only once per week or rarer (passive users).

Socially excluded groups: retired, disabled and unemployed persons, if they use the Internet, tend to use it actively (R:52%; D:51%; U:66%).

2011 vs. 2010: the share of active Internet users has somewhat grown in Lithuania (2011:72%; 2010:68%).

2008 - 2011: in the long-run, during a four-year time span, the intensity of the Internet use has not changed (the share of active users: 2011:72%; 2008:69%).

Town vs. village: the intensity of the Internet use in towns is bigger (active users: T:74%; V:68%).

During the recent four years, the intensity of the Internet use has not changed in towns, whereas rural residents have become much more frequent users of the Internet (the share of active Internet users in villages: 2011:68%; 2008-2010:56%).

The use of the Internet in libraries is not as intensive as its use in other places. 32% of Internet users in libraries come to use it approximately once per week, 33% of library visitors use it once per month and 35% of people go to libraries to use the Internet less frequently than once per month.

Socially excluded groups: no significant changes, as compared to other social groups, have been identified.

2011 vs. 2010: the intensity of the Internet use in libraries has not changed during the years under review.

2008 - 2011: the intensity of the Internet use in libraries has in general remained the same also in the long-run (a 4-year time span).

Town vs. village: library visitors in villages are more active public Internet access users than town dwellers (active Internet users in libraries: T:29%; V:36%).

Knowledge about the safe use of a computer and the Internet

Every second (51-54%) Internet user knows much about the safe use of a computer/the Internet and would know how to protect it from threats if such a need arose. Somewhat poorer knowledge, on the part of the users, is about the restrictions to use the Internet with illegal content (only 36% of the residents know a lot about it and would know how to get protected against it). It comes as a rule that more active Internet users know about the safe use of the computer and the Internet, whereas passive users and senior residents know nothing about it.

The main sources of information about the safe use of the computer and the Internet are colleagues and friends (48%) or the Internet (45%). 35% of residents have learned about such threats from the mass media and 28% of the population learned about them from their own experience.

Socially excluded groups: retired and disabled people, more often than other groups of the population, said they knew nothing about the safe use of the computer or the Internet. In contrast, the awareness of the unemployed about such threats is not much different from the other groups of the population.

2011 vs. 2010: during the last year, the number of people aware of the threats caused by the Internet use has slightly increased (highly aware people: 2011:52%; 2010:46%), and other possible threats (highly aware people: 2011:51%; 2010:46%). In 2011, as compared to 2010, the role of the mass media as a source of information about the safe use of the Internet has grown and the number of people saying that they received such information from friends and IT specialists was decreased.

2008 - 2011: during the period of four years, the overall knowledge of the Lithuanian Internet users has grown.

Town vs. village: the knowledge of town dwellers and rural residents about the Internet is the same. However, in recent years, the awareness of threats of using the computer and the Internet has increased

significantly among the rural population. The knowledge of town dwellers has remained almost the same (just a few more Internet users said they knew much about the safe use of it (highly aware people: 2011:54%; 2010:48%)).

The sources of information about the safe use of computers and the Internet are the same both on the part of town and rural residents. However, town residents more frequently than rural residents said they obtained the information from the mass media (T:37%; V:28%).

Use of the Internet: Goals of its Use

Lithuanian residents use the Internet driven by the following three goals: entertainment (indicated by 94% of the population), management of business and commercial matters (91%), and communication with friends and family members (92%). Fewer people look for information related to science or education (51%) and health (67%) on the Internet. Every second resident (54%) has used e-governance services.

A more in-depth analysis of the goals of using the Internet reveals several main activities (TOP5) mostly carried out by the residents online:

- sending/ receiving email (this activity is carried out by 81% of the Internet users; 65% of the population use this service regularly);
- reading newspapers, news portals and e-magazines (83% of the population have used the service and 62% of residents use it regularly);
- searching for information about goods and services (77% of the population have used the service and 36% of residents do so regularly);
- making online telephone calls (80% of the population have used the service and 63% of residents do so regularly);
- using e-banking services (66% of the population have used the service and 52% of residents do so regularly).

In all of the cases indicated above, the Internet is mostly used at home.

Socially excluded groups: retired and disabled people share the same goals of using, or rather non-using, the Internet: the representatives of both groups more frequently said that they did not use the Internet driven by the goals. The experience of the unemployed is somewhat different: they use the Internet more often, and the goals of the Internet use are more similar to the needs of active Internet users. Moreover, the unemployed use the Internet very often when searching for a job.

2011 vs. 2010: as compared to the situation least year, the goals of the use in principle remain the same. However, the use of the Internet for scientific (2011:51%; 2010:59%) or communication purposes (2011:94%; 2010:97%) has shrunk.

2008 - 2011: the overall analysis shows that the goals of using the Internet remained the same during the years under research. However, it should be noted that there was a slight decrease of the Internet resources for scientific and educational purposes (2011:51%; 2008:64%) and there was a slight increase of the Internet use for health purposes (2011:67%; 2008:60%).

Town vs. village: speaking about the majority of goals of using the Internet, rural residents, more frequently than town dwellers, said that they do not use the Internet for those purposes. Exceptions can be considered the most "popular" goals of using the Internet which are pursued as frequently by both town and rural residents and these include the following: email correspondence; reading of newspapers and magazines; making telephone calls. There is also another trend revealing the same goals of using the Internet in towns and villages: rural residents, similarly to town dwellers, as rarely use the Internet by pursuing the "non-popular" goals: advertising their own goods and services, taking part in social networks and forums, searching for health and educational information, etc.

The benefit of using the Internet

Internet is identified by its users as the best way of spending free time (74%). The majority (60%) of Internet users also said that the Internet improves co-operation with family members and friends. The Internet also helps to perform necessary functions: it is good to use when performing the necessary tasks (41%) or studying (35%). The Internet also offers economic benefit to residents: by using the Internet some residents saved money (33%), bought things/services (35%), earned money (13%) and increased their income (9%).

Socially excluded groups: no significant changes, as compared to other social groups, have been identified.

2011 vs. 2010: during the recent years, the assessment of benefits offered by the Internet has slightly reduced.

Town vs. village: the benefits of the Internet for users town and villages are almost the same, yet town dwellers are more capable of using the Internet for the creation of economic benefit: saving (T:36%; V:23%) or earning money (T:14%; V:8%), buying/ordering goods or services (T:37%; V:30%).

The change in the benefits of using the Internet by town dwellers in recent years reveals the general trends, whereas no significant changes in the benefits of using the Internet have been identified by rural population with the exception of improving communication with friends and family members (2011:57%; 2008:68%).

Libraries and Residents

The intensity of going to the library

In the recent year, public libraries have been visited by 31% of the Lithuanian population. Another 40% of residents had visited libraries before. Almost every third (29%) resident has never visited a library.

Socially excluded groups: the majority of retired and unemployed people have never visited a library (R:36%, U:40%).

2011 vs. 2010: the share of persons who have never visited a library has increased (2011:29%, 2010:24%).

2011 – 2008: during the period starting from the beginning of implementing the Project, the share of residents who did not visit a library during the current year dropped (2011:31%, 2008:37%) and there were more people who said that they had visited it before (2011:40%, 2008:36%) or never did so (2011:29%, 2008:22%).

Town vs. village: slightly more rural residents said they had never visited a library (T:26%, V:33%). During the recent year, as compared to the year before, the share of town dwellers who visited a library dropped (2011:30%, 2010:35%) and the number of those who never visited a library increased (2011:26%, 2010:22%).

Reasons for not visiting a library

Most frequently, residents do not go to the library because they do not see the need for that (58%) or they have no time (33%). Some of them do not go to the library because they have enough books at home (16%) or they simply dislike reading (14%). 11% of residents said they disliked libraries or do not find them interesting. 8% of residents cannot reach a library due to health reasons.

Socially excluded groups: every third retired or disabled person cannot go the library for health reasons (R:29%; D:30%).

2011 vs. 2010: the number of residents having no need to visit the library has augmented during the recent year (2011:58%, 2010:50%). However, there is a smaller share of those who day that they do not visit a library because they dislike it (2011:11%, 2010:14%) or they do not read books (2011:14%, 2010:20%) or they have the Internet access elsewhere (2011:13%, 2010:19%).

2011 – 2009: during the period of three years there have been no major changes with respect to the reasons why residents do not visit libraries yet the number of residents who have no time to go the library has been decreasing (2011:33%, 2009:40%).

Town vs. village: a more frequent reason why rural residents do not go to libraries is that they are not interested in it (T:8%; V:16%) or that reading is less to their liking, as compared to town dwellers (T:12%; V:18%). There were fewer residents in towns who do not go to a library because of the lack of time (2011:32%, 2010:38%), yet there were more of those who have the opportunity to use the Internet elsewhere (2011:14%, 2010:22%). There are more people in rural areas who do not go the library because they have enough of books at home (2011:16%, 2010:8%).

Awareness of the services provided by libraries

The best known services provided by the library are issuance of books (98%), an opportunity to read periodical press (79%) and get a free-of-charge Internet access (76%). The remaining other library services are less frequently known (up to 38% of residents are aware of them).

Socially excluded groups: retired, disabled and unemployed people know as much about the services rendered by libraries as the other groups of the population.

2011 vs. 2010: this year the awareness of library services practically remained the same and the awareness of most of the less known library services dropped. The share of persons aware about the opportunity to attend computer literacy courses went up (2011:38%, 2010:32%).

2011 – 2009: in three years' time, there have been no changes identified about the awareness of library services, except for the constantly growing awareness of computer literacy courses organised in libraries (2011:38%, 2009:27%).

Town vs. village: town dwellers are somewhat more aware that libraries issue various publications (T:41%; V:31%); rural residents have more frequently heard about the opportunity to attend computer literacy courses (T:37%, V:42%) and about the opportunity to play computer games (T:28%; V:41%). There is a trend of the overall reduction of awareness of library services in towns, whereas villages experience the reverse situation: awareness about the majority of services has slightly gone up.

Use of library services

The most popular library service is the issuance of books. This service has been used by almost all the residents (93%). Two fifths of library visitors read periodical press (39%), whereas every fourth resident uses the public Internet access (27%). The remaining services are used by not more than 11% of library visitors.

Socially excluded groups: unemployed, retired and disabled persons use library services as often as other population groups.

2011 vs. 2010: in 2011, as compared to the situation in 2010, the use of almost all library services, with the exception of the Internet use and issuance of books, has decreased.

2011 – 2009: during the recent years of implementing the Project, residents have enjoyed the opportunity to read periodical press less frequently (2011:39%, 2009:50%), yet the use of the public Internet access during the period of Project implementation has grown (2011:27%, 2009:22%).

Town vs. village: library visitors in towns use the book-issuance service more often (T:95%; V:89%); rural residents play computer games somewhat more frequently (T:3%; V:7%). The changes of using the library services in towns reflect the overall national trends, whereas the situation in rural areas has not changed significantly.

The majority (63%) of Lithuanian book readers have not borrowed books from libraries during the recent twelve months. However, every fourth resident borrowed books from public libraries (27%) and one tenth of them borrowed books from the library in an educational establishment.

Town vs. village: rural residents more often than town dwellers borrow books from public libraries (T:25%, V:31%). The majority of town residents have not borrowed any books from libraries (T:65%, V:58%).

Assessment of library services and the material base

Library visitors mostly appreciate the changes in the library with respect to its ambience (53%), range of books (52%), computer hardware (53%) and for the opportunity to get advice on IT issues (54%). Positive library changes which were least frequently mentioned by library visitors were improvement in the range of publications (28%) and databases (38%). It should be noted that those results have been determined by the frequency of the use of services. The small use of a concrete service has been determined by the fact that only a small share of residents had an opinion about the quality of the service.

People who do not visit libraries are more temperate about the processes taking part in libraries (improvements were noticed by 30% - 36% of the residents). It should be noted that almost half (44% - 47%) of the residents said they could not assess the change of services.

Socially excluded groups: retired persons more often had no opinion about the variety of other publications, databases, computer hardware and software as well as the opportunity to resort to the assistance on IT matters.

2011 vs. 2010: this year, as compared to the situation during previous years, library visitors said they noticed a variety of organised events in a library (2011:45%, 2010:36%) as well as an improvement in quality (2011:43%, 2010:35%). Those residents who have not visited a library this year have been more sceptical about all the services provided by libraries.

2011 - 2009: it is difficult to identify clear trends of changes in assessment because the latter is subject to change.

Town vs. village: rural residents who have visited a library were not content about the range of periodical press available in libraries (T:4%, V:11%). Town residents said more frequently that the situation remained the same, whereas rural residents said that they were unable to assess the changes of service provision.

Public Internet Access in Libraries

Awareness about the public Internet access in libraries

The majority of residents (82%) are aware of the fact that they can use the Internet free of charge in libraries. There is more awareness about a free-of-charge Internet access among women, youth, persons of medium maturity, people with higher education, highest income and usually having the Internet access at home.

Socially excluded groups: retired, disabled and unemployed persons are less aware, as compared to other groups of the population, of the opportunity to get free Internet access in libraries (R:71%; D:70%, U:74%).

2011 vs. 2010: the level of awareness about the public Internet access in libraries has increased during the recent year (2011:82%, 2010:72%).

2011 – 2008: the level of awareness about the public Internet access has grown consistently since the beginning of the Project implementation (2011:82%, 2010:60%).

Town vs. village: an opportunity to get a free-of-charge public Internet access in libraries is equally well known both in towns and villages (T:82%; V:84%). During the recent year, the level of awareness about the public Internet access in libraries has grown more significantly in vilagges (2011:84%; 2010:67%), rather than in towns (2011:82%; 2010:74%).

The intensity of using the public Internet access in libraries

The share of the residents who have used the free-of-charge Internet access in libraries accounted for 28% of the residents aware of such an opportunity. This share makes up 23% of all the residents aged 15-74 or half of the library visitors (51%). An opportunity to enjoy free-of-charge Internet access has been more frequently used by the youth and less frequently by senior people, retired people, the disabled, the unemployed and hard labourers.

Socially excluded groups: retired, disabled and unemployed people use free-of-charge Internet in libraries less frequently than the other groups of the population (R:7%; D:15%[5]).

2011 vs. 2010: the use of the public Internet access in libraries has remained the same during one year (2011:28%, 2010:28%).

2011 – 2008: the use of the public Internet access in libraries has not change significantly during four years (2011:28%; 2008:32%).

Town vs. village: a free Internet access in libraries is as intensily used by both rural and town library visitors (T:27%; V:30%).

Attraction of new users of the public Internet access

[5] The data in the subsection "The Intensity of using the public Internet access in libraries" are presented with respect to residents/target groups aware about the opportunity of the public Internet access in libraries.

For the first time in recent years, the public Internet access in libraries has been used by 11% of the public Internet access users. The majority of users (76%) are those who used the service for the first time last year or the year before.

Socially excluded groups: this year, the public Internet access has been used for the first time by 33%[6] of the disabled, 15% of retired persons and 13% of the unemployed; last year or the year before the public Internet access was for the first time used by 50% of the disabled, 84% of retired persons and 78% of the unemployed.

2011 vs. 2010: this year the public Internet access year has attracted the same number of residents as last year (2011:11%, 2010:10%).

2011 – 2008: the majority of new public Internet access users were attracted in 2009 (when they first sued the public Internet access in libraries) (2011:11%, 2010:10%, 2009:17%, 2008:8%).

Town vs. village: this year their were more first-time public Internet access users among rural residents as compared to town dwellers (T:8%; V:17%). During the period of 2011 – 2008, the highest number of attracted new users among town residents was in 2009 (2011:8%, 2010:9%, 2009:21%, 2008:8%), whereas the biggest number of rural residents was attracted this year (2011:17%, 2010:12%, 2009:10%, 2008:7%).

Reasons for not using the public Internet access in libraries

The public Internet access in libraries does not attract many visitors because the majority of people get the Internet access elsewhere (59%). Every fifth resident (23%) not using the Internet access said that the reason for that was their inability to use the Internet. 43% of the residents who are not using the Internet have no time (9%) or willingness (18%) to use it or go to the library (16%).

Socially excluded groups: retired and disabled people, more often than other groups of the population, specified that they did not want to use the public Internet access (R:33%; D:29%); the latter groups, along with the unemployed, said more frequently that the reason for not using the Internet was the inability to use it (R:57%; D:42%: U:39%).

Town vs. village: town residents have more opportunities to use the Internet elsewhere (T:65%; V:46%), whereas the rural population more often specify that they do not go to the library (T:18%, V:34%) or they have no time (T:13%; V:21%) to use the public Internet access in libraries.

Assessment of quality aspects of the public Internet access services

The most positive assessment, on the part of the public Internet users, is given to the indirect aspects of the public Internet access, which include the following: good customer service (81%[7]) and qualification (75%) of librarians, working hours of libraries (74%) and the ability to work without being disturbed (72%). The direct aspects which influence the use of the Internet (computer hardware (64%) and software (64%), the speed of the Internet (59%)) have received somewhat poorer assessment.

Socially excluded groups: the assessment of representatives of these groups do no differ much from the assessment given by the other groups of the population.

2011 vs. 2010: during the recent years, more public Internet access users assessed the quality of computer hardware (2011:16%, 2010:10%), software (2011:13%, 2010:8%) and qualification of employees as "very good" (2011:29%, 2010:16%).

2011 – 2009: more users of the public Internet access started to assess the quality of computer hardware (2011:16%, 2009:12%) and qualification of employees (2011:29%, 2009:20%) as "very good".

Town vs. village: the service users living in villages, as compared to those living in towns, assess the majority of service provision aspects more positively, yet town residents better appreciate the ability to work without being disturbed (T:74%, V:64%), whereas the customer service is assessed in the same way by both town and rural population (T:80%, V:81%). During the recent years, the assessment of the public Internet access service has been in principle the same both among town dwellers, yet a somewhat bigger proportion of them said that the Internet speed was "very bad" (2011:9%; 2010:3%) and the

[6] The data in the subsection "Attraction of new users of the public Internet access" are presented with respect to the share of residents/target groups using the public Internet access in libraries or those who have used the services at least once.

[7] The percentage expressions of "very good" and "good" have been added up.

qualification of employees was "very good" (2011:25%, 2010:16%). The assessment of the quality of the public Internet access by rural residents has improved with respect to all the assessment criteria.

Intentions to use the public Internet access in libraries in the future

In the upcoming six months, every fifth resident aware about the opportunity to use the public Internet access in libraries is willing to enjoy the service (17%). The majority of those (47%) who are willing to use the public Internet access have used the service provided in the library before. Only every twenteeth resident, who has not used the service before, intends to do so in the future (6%).

79%[8] of the residents aware of the service will not use it in the future.

Socially excluded groups: representatives of these groups do not differ from the other groups of the population in their intentions to use the Internet in libraries.

2011 vs. 2010: the share of those who have made up their mind to use the public Internet access has not changed much in the recent year.

2011 – 2008: the share of those who intend to use the public Internet access has been shrinking consistently (2011:17%, 2010:16%, 2009:25%, 2008:29%).

Town vs. village: the share of rural residents who intend to start using the public Internet access in libraries in the upcoming six months is slightly bigger than the share of town dwellers (T:15%; V:24%).

Library Image

Associations linked with libraries

The majority of the population associate libraries with books and literature (58%). A substantially smaller number of residents associate the library with information, a source of knowledge (23%), science, databases (13%), computers and the Internet (8%).

Attachment of image features to the library

The respondents mostly associate libraries with a place with good ambience, with qualified, happy and ready to help employees. Furthermore, the majority of residents think of it as a place open for everyone. The library today is relatively modern, yet lacking popularity and advancement. It is more a place for being alone and communicating with others.

The opinion of library staff (librarians and their managers) about libraries is better than the opinion of residents. As compared to residents, a bigger share of librarians assess the characteristics of libraries positively. A bigger share of managers tend to agree with all the statements, except for the statements that a library is more about young people and that librarians are happy, polite and highly qualified people.

To summarise, the majority (64%) of the respondents think positively about libraries. Only a small share of the population (8%) holds a negative opinion about libraries (8%); the opinion of one-fourth (28%) of residents could be referred to as neutral (both positive and negative).

The library perception is closely associated with visiting it. Those people who have visited it in recent years assess it more positively; those residents who have never visited a library think of it more negatively.

Socially excluded groups: retired and disabled persons, more often than the other groups of the population, think that a library is a popular and fashionable place which is good to communicate with friends, it is a centre of community life where spending time is fun. Retired people also tend to think more frequently that a library is a place where highly qualified people are employed. Unemployed persons perceive the library more often as a popular place with happy and polite staff.

2011 vs. 2010: during the recent year, positive changes have been noticed with respect to almost all the aspects (an increase of 3 -13 percentage points). The same share of residents think of a library as a popular place to spend one's time, communicate with other people and intended for the youth.

2011 – 2008: during the Project implementation period there has been a steadily increasing number of residents who agreed that a library is a modern place, intented for people to communicate with each other

[8] The percentage expression of "probably not" and "not" have been added up.

and providing a variety of services. Every year there has been an increasing number of people who believe that a library is a place equipped with state-of-the-art technologies and where innovations are applied.

Town vs. village: town dwellers more rarely associate the library with a popular (T:45% : V:47%), fashionable (T:40% : V:54%), and modern (T:78%: V:83%) place. Likewise town dwellers more rarely associate the library with the centre of community life (T:64%: V:74%), communication (T:36%: V:55%) and the youth (M53%: V:68%). Changes in the assessment trends of a library among town and village residents are similar to the overall national trends, yet there is a slight reduction in the number of town dwellers who consider a library as a popular place to spend one's time (2011:45%, 2010:48%).

Projects dedicated to Build Public Internet Access

Awareness of the projects

Asked to describe the projects they know which are aimed at building the public Internet access, only a few residents named concrete projects: 4% of residents mentioned "Libraries for Innovation" and "Window to the Future" and 0.03% of residents mentioned PIAP. The majority of residents (88%) could not answer the question.

After concrete names of the projects were identified and residents were asked to say whether they are familiar with these names, much better results were obtained: residents were somewhat better familiar with the project "Window to the Future"(37%); fewer respondents were aware of the projects "Libraries for Innovation" and PIAP (know to 30% and 26% of the respondents respectively).

Socially excluded groups: retired, disabled and unemployed people, more rarely than other groups of the population, have heard about the project "Libraries for Innovation" (R:23%; D:25%; U:22%). Retired and unemployed people were also less familiar with the project "Window to the Future" (R:24%, U:30%). Retired persons were also worse informed about the PIAP project (R:15%).

2011 vs. 2010: during one year, the level of awareness about the project "Libraries for Innovation" has decreased (2011:30%, 2010:36%). The level of awareness about the projects "Window to the Future"(2011:37%, 2010:37%) and PIAP (2011:26%, 2010:26%) remained the same.

2011 – 2008: as compared to the year 2008, the knowledge about the project "Libraries for Innovation" increased (2011:30%, 2010:36%, 2009:25%, 2008:10%). The level of awareness about the projects "Window to the Future"(2011:37%, 2010:37%, 2009:41%, 2008:34%) and PIAP (2011:26%, 2010:26%, 2009:23%, 2008:13%) remained the same during the last several years.

Town vs. village: the project "Libraries for Innovation" is somewhat better known among rural and town residents (T:28%, V:36%); the level of awareness about the proejcts "Window to the Future" and PIAP among town and rural residents is almost the same. During the recent years, the awareness about the projects "Libraries for Innovation" (2011:28%, 2010:35%) and "Window to the Future" slightly decreased in towns (2011:36%, 2010:38%).

Sources of information about the projects

The majority of residents discovered information about the projects aimed at building the public Internet access from television ("Libraries for Innovation" (68%), "Window to the Future"(58%), and PIAP (54%)).

The residents aware of the project "Libraries for Innovation" learned about it from the press (27%) and radio (26%), library noticeboards (17%), or from the Internet (13%). 15% of the residents learned about the project from friends and acquaintances and 6% of the population noticed outdoor advertisments.

Socially excluded groups: retired peope, more often than other groups of the population, learned about the project "Libraries for Innovation" from the radio (41%), whereas disabled people were informed about their acquaintances and family members (33%).

2011 vs. 2010: a smaller number of residents learned about the project "Libraries for Innovation" from library noticeboards (2011:17%, 2010:20%), the press (2011:27%, 2010:39%), friends and acquaintances (2011:15%, 2010:26%), the Internet (2011:13%, 2010:21%) or outdoor advertising (2011:6%, 2010:10%).

2011 – 2008: during the period of four years more and more people said they learned about the projects from television and fewer people said they noticed the information in the press.

Town vs. village: rural residents, more often than town dwellers, noticed the information about the project "Libraries for Innovation" in library noticeboards (T:13%; V:24%) and the press (T:22%, V:36%).

Assessment of the project "Libraries for Innovation"

The majority of residents assess the project "Libraries for Innovation" favourably (82%[9]).

Socially excluded groups: the assessment of representatives of these groups does not differ from the assessment of all residents.

2011 - 2009: in the recent two years a positive assessment of the project has been steadily increasing (the project was assessed "very favourably" by the following shares of the respondents: 2011:47%, 2010:42%, 2009:39%).

Town vs. village: the project was somewhat more favourably assessed in villages rather than towns (T:81%; V:84%).

Use of project services

Almost half of the population are aware of the projects "Libraries for Innovation" (49%), "Window to the Future" (42%) and Public Internet Access Points (PIAP) (48%). They or their family members/friends used the services offered by the projects.

As few as slightly one tenth of the residents aware of the project used the project services personally (LfI:15%, WtF:11%, PIAP:16%). Around one tenth of the residents have family members using the aforementioned services (LFI:11%, WTF:7%, PIAP:9%), and another one-fifth of them (LfI:24%, WtF:18%, PIAP:21%) said that the services of these projects were used by their acquaintances.

Socially excluded groups: the experience of representatives belonging to these groups in using the project services does not differ from the experience of the rest of the population.

2011 vs. 2010: the recent year saw an increase in the share of the population personally using the services offered by the projects "Libraries for Innovation" (2011:15%, 2010:7%), "Window to the Future"(2011:11%, 2010:6%) and PIAP (2011:16%, 2010:10%). Moreover, more people said that their family members used the services offered by the projects "Libraries for Innovation" (2011:11%, 2010:4%) and PIAP (2011:9%, 2010:5%).

Characteristics of the Residents' Book-Reading Practice

Book-reading frequency

One-third of the Lithuanian population (34%) reads books often (at least once per week), the remaining residents read books occassionally (once per year and not more often than once per month) (30%) and passively (almost never or never) (36%).

Socially excluded groups: the majority of representatives of this group are passive readers (R:44%, D:47%, U:51%).

Town vs. village: towns have more active book readers (T:37%, V:28%), whereas villages have a bigger share of passive readers (T:32%, V:43%).

Number of read books

16% of the residents read over 15 books per year, every fifth resident (19%) reads from 6 to 15 books or from 3 to 5 books (21%) per year. Less than three books per year are read by one quarter of the residents (26%), and 18% of the population does not read any books per year.

Socially excluded groups: the majority of retired and unemployed persons have not read a single book during the recent year (R:23%, U:26%).

Town vs. village: there are more town dwellers and rural residents who read 3 and more books per year (T:60%, V:49%).

[9] The percentage expressions of "very favourably" and "favourably" have been added up.

Genres of books read

In recent years, the majority of residents have read romantic literature (44%). Almost every third resident read detectives (32%), practical books (29%), professional (29%) or self-education literature (28%). The least popular books (read by 15% if the residents or less) were modern prose, poetry, publicistics, essays and art books.

Socially excluded groups: retired people are more frequent readers of detectives (43%), poetry (23%), publicistics and essays (13%).

Town vs. village: town dwellers more frequently choose documentary (T:20%, V:14%) or professional literature (T:31%, V:24%), whereas rural residents more often than town dwellers read practical books (T:27%, V:35%).

Reasons for reading books

The main two reasons why half of the residents read books is their willingness to deepen their knowledge (53%) and their wish to relax (52%). Less frequently books are read to be better informed, get an opinion about various issues and get rid of boredom by reading books (23% each), as well increase one's language and writing skills (14%).

Socially excluded groups: retired and disabled people more frequently mentioned that they read books because they wanted to overcome their boredom (R:36%, D:39%).

Town vs. village: town dwellers read more frequently to improve their language and writing skills (T:16%, V:10%).

Reading newspapers and magazines

More than half of the population usually read print national (64%) and regional (55%) dailies or weeklies or print magazines (56%). Every second resident reads the news portals on the Internet (47%), one quarter (28%) of the residents read e-papers. The smallest share of residents reads e-magazines (10%) and print foreign press (6%). The share of the Lithuanian residents which does not read newspapers or magazines in any of the forms accounts for 4% of the population.

Socially excluded groups: retired and unemployed people usually read regional press (R:69%, U:66%).

Town vs. village: town dwellers somewhat more frequently read foreign press (T:7%, V:3%), e-papers (T:31%, V:21%) and news portals on the Internet (T:50%, V:41%). Rural residents more frequently read regional press (T:51%, V:64%).

4. Characteristics of Survey Participants

During the survey, the shares of interviewed men (47%) and women (53%) were similar.

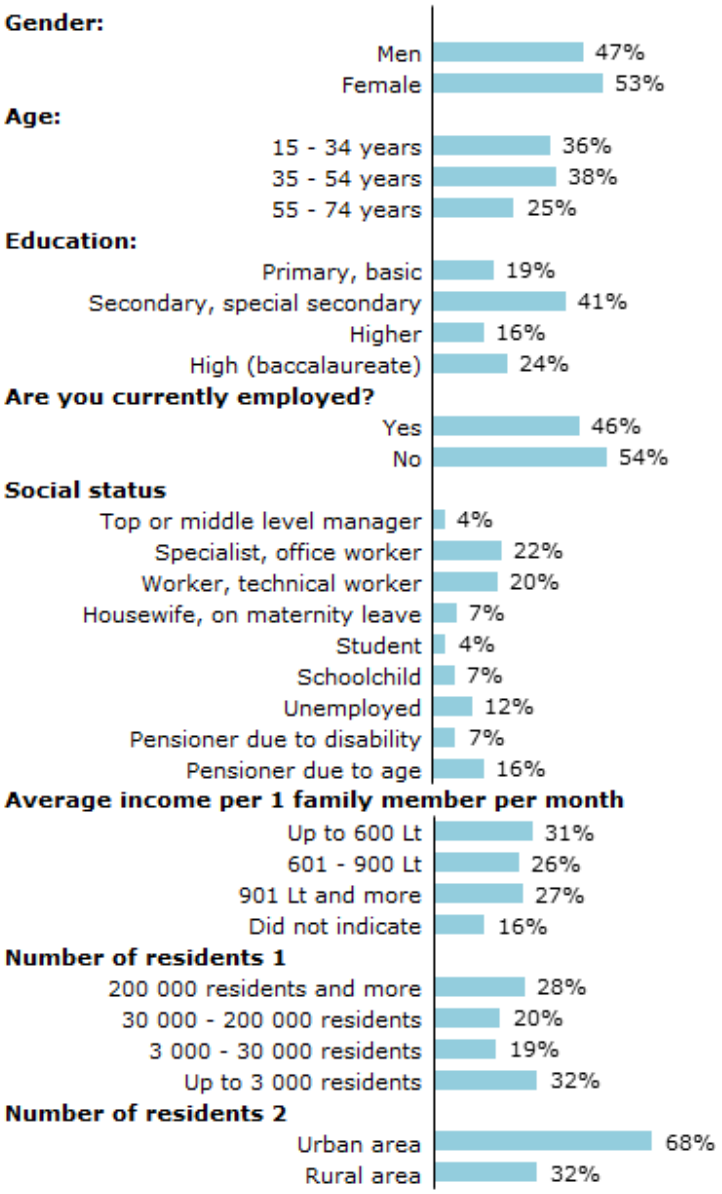
The distribution of residents by age corresponds to the distribution of the population: the survey interviewed 36% of young persons (aged 15-34), 38% of mature persons (aged 35-54) and 25% of senior people (aged 55-74).

At present, the share of the interviewed unemployed persons aged 15-74 (54%) is slightly bigger than the share of the employed (46%).

The biggest share of the uemployed consists of persons of retirement age or simply working age persons having no job. Another 11% of residents are currently studying.

Roughly every third (31%) resident can spend less than LTL 600 income per family member. 27% of residents can be attributed to people with higher income per household member (LTL 900 and more).

68% of the residents were interviewed in towns and smaller towns, whereas every third resident (32%) was interviewed in village settlements.



5. Computer Literacy Skills and Places of Learning

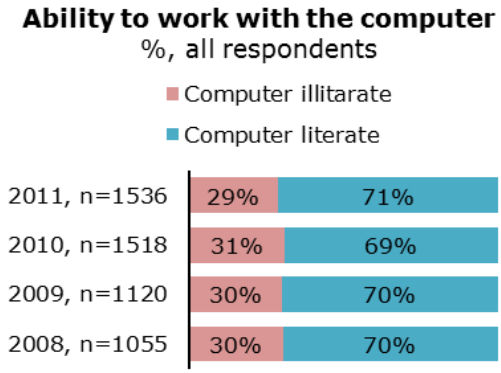
5.1. Ability to use a computer

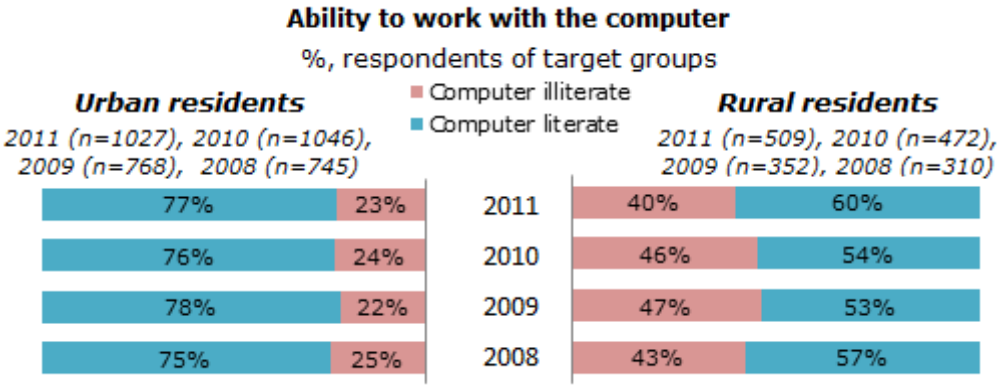
- The share of residents able to use a computer has remained the same several years -

The share of residents able to use a computer accounts for 71% of the Lithuanian population. The number of computer literate people has not change during recent years; likewise, it remained the same since the beginning of the Project implementation, i.e. since 2008.

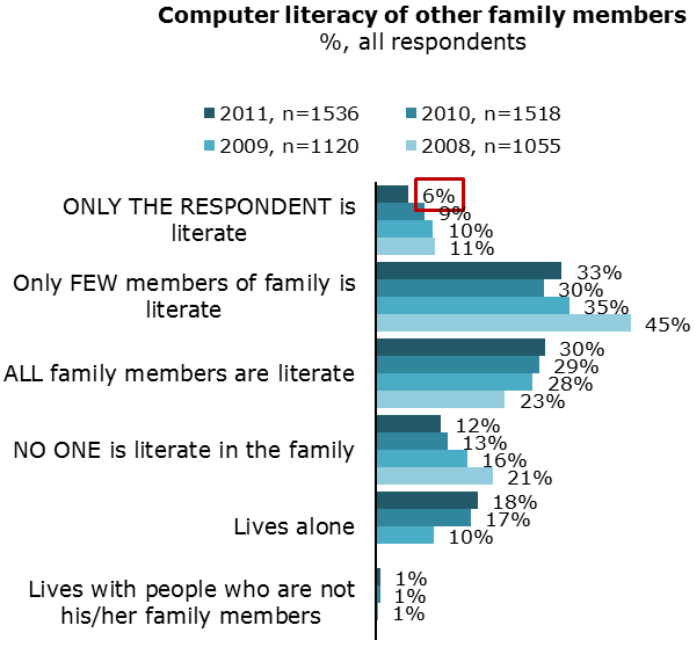
The lack of ability to use a computer is more frequent among the most senior people, people with basic or secondary education, retired, disabled, unemployed persons and village residents.

There are almost two times more town residents, as compared to the village population, who are able to use the Internet. Since 2008, the statistics of computer literate persons has remained the same.





- In a majority of households, at least one meber is computer literate -



A bigger share of the Lithuanian population (63%) states that they are not the only ones in their household who are able to use a computer. They say that all other members (30%) or several members (33%) of the household are computer literate. The number of households with no member able to use a computer accounts for only 12% of all households.

During the recent several years, a trend has been identified that more and more family members learned to use a computer.

Residents aged 15-54, with higher education, bigger income, workers, hired employees/civil servants and managers indicate more often that all of their family members are computer literate. Usually such families have an Internet

access at home and use it either frequently or at medium frequency. In general terms, the attitudes of such residents towards libraries is often neutral or negative.

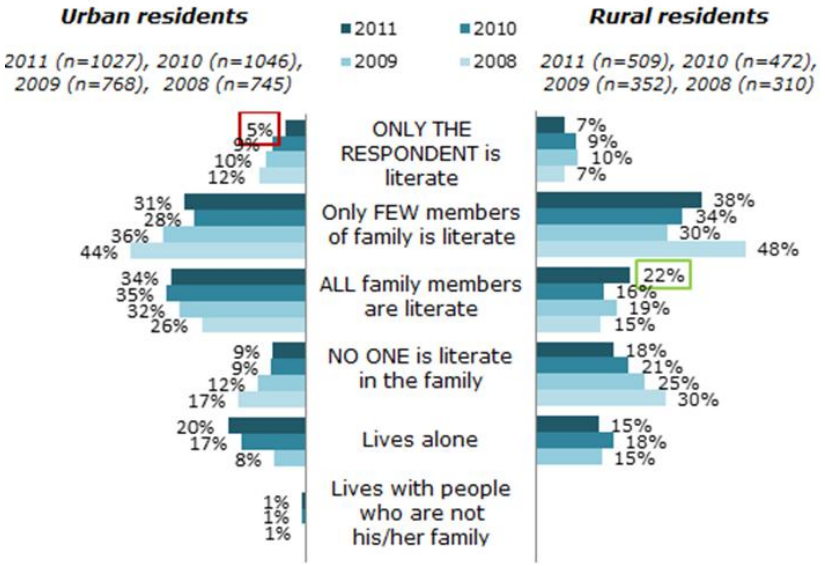
The households with no computer literate members usually consists of senior people, having lower education and smaller income. The residents who usually say that none of their family members know how to use a computer are retired, disabled and unemployed persons. These people usually do not have either a computer or the Internet access at home and their attitude towards a library is generally positive.

The comparison of abilities to use a computer among town and rural households reveals that families in towns, as compared to rural households, usually have more family members who are computer literate. For instance, only 9% of households in towns have no members able to use a computer; the share of computer illiterate rural households accounts for 18% of all households. The reverse situation is the following: 34% of town residents belong to households where all of their members are able to use a computer; the share of such households in villages accounts for 22% of all households.

The analysis of the recent changes in families of town and rural residents shows that households of town dwellers have not be subject to significant changes, yet there are more rural households where all members learned to use a computer.

Computer literacy of other family members

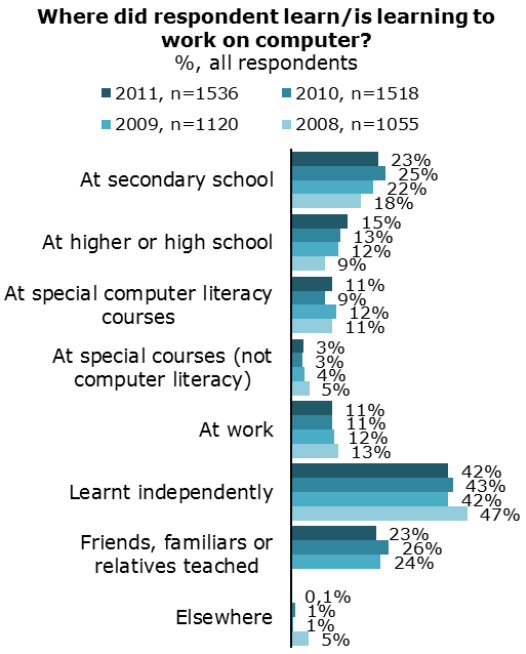
%, respondents of target groups



5.2. Where do peole learn to use a computer?

Where did respondent learn/is learning to work on computer?

%, all respondents



Most frequently people learn to use a computer independently (42%). A similar share of residents learned to use a computer in educational establishments (38%). 23% of residents were taught to use a computer by their friends, relatives and acquaintances.

A relatively small share of residents learned (14%) learned to use a computer in specialised courses, and 11% of residents learned to use it at work.

The places/institutions where people learn to use a computer stay the same: these trends have not changed either during the recent years or since with the beginning of the Project implementation.

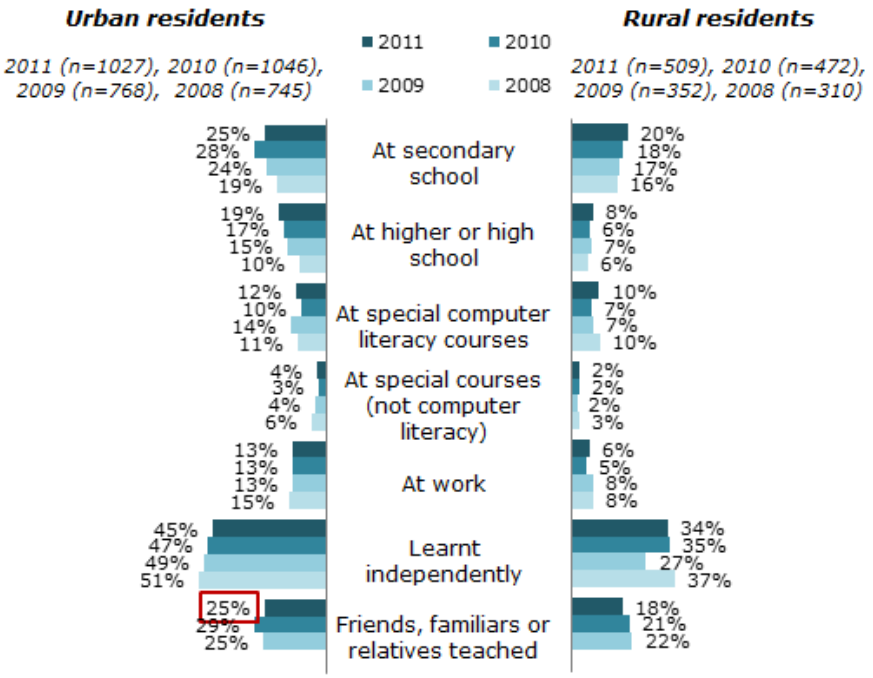
The share of the population which usually learn to use a computer of their own includes men, younth and town dwellers. In contrast, specialised computer literacy courses are more

frequently attended by medium-age (35-54) persons and women.

Town dwellers say more often that they have learned to use a computer independently, in colleges or higher educational establishments and at work. This group of the population has also been more often taught by friends or acquaintances.

No significant changes have taken place either during the recent one or four years with respect to the computer learning practice of town and village residents.

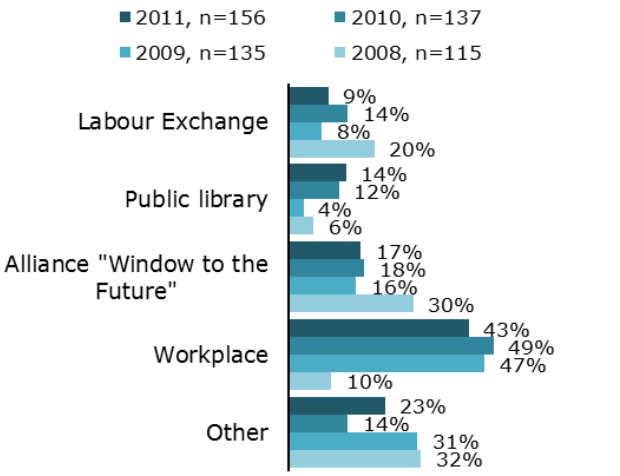
Where did respondent learn/is learning to work on computer?
%, respondents of target groups



- Since the beginning of the Project implementation the number of residents who learned to use a computer in public libraries has grown -

Computer literacy courses are mostly organised by employers (43%). 17% of the respondents attended computer literacy couses organised by the alliance "Window to the Future"; 14% of the population learned to use a computer in computer literacy courses organised by public libraries; 9% of the population attended computer courses organised by the labour exchange.

Organizer of computer literacy courses:
%, respondents, who learnt how to work on PC at computer literacy courses



In recent years, there have been no significant changes with respect to the choice of computer literacy course organisers, yet the analysis of changes during the period of four years there has been a bigger number of residents who learned to use a computer in the courses organised by public libraries: in 2008, their share accounted for 6% of the residents who attended courses and in 2011, 14% of the respondents said they attended the courses organised by public libraries.

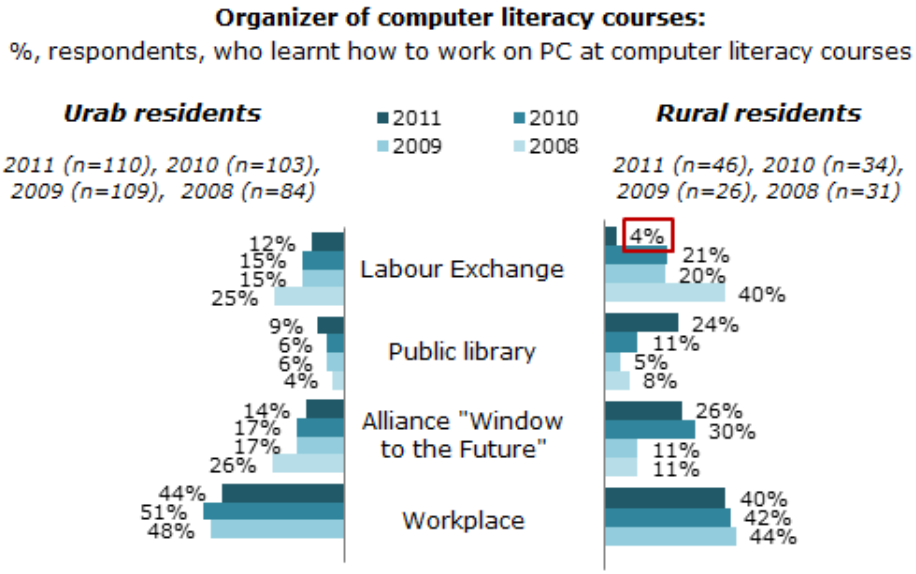
23% of residents specified other places which taught them computer literacy skills: secondary schools, higher educational establishments, colleges, municipality, paid courses, "Bočiai" (Lithuanian Union of the Retired), business centres, e-camps, by way of distant learning, Vilnius Computer Academy, took part in

the EU structural funds' project "Live and Work". Some residents said they organised their own courses by looking for the information online or reading special literature.

Town dwellers, who learned to use a computer in special courses, more frequently said that such courses were organised by the labour exchange, whereas rural residents mentioned public librariries and the alliance "Window to the Future".

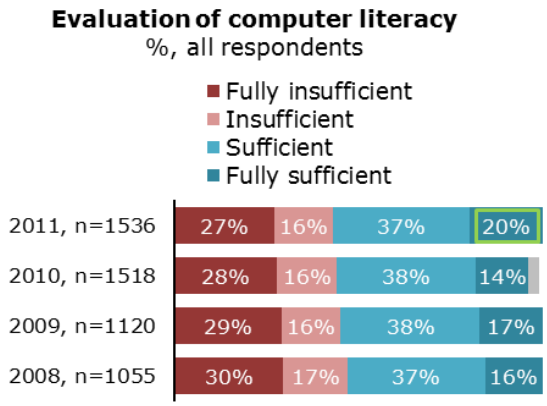
During the recent years, there have been no significant changes with respect to the choice of special course organisers by town dwellers. Rural residents, in contrast, in recent years attended much fewer courses organised by the labour exchange and more frequently attended the courses organised by public libraries.

The analysis of changes in the number of rural and town residents who attended computer literacy courses in public libraries shows an increase of such people both in towns and villages.



5.3. Computer Usage Skills

- In recent years, rural residents have significantly improved their computer literacy skills -



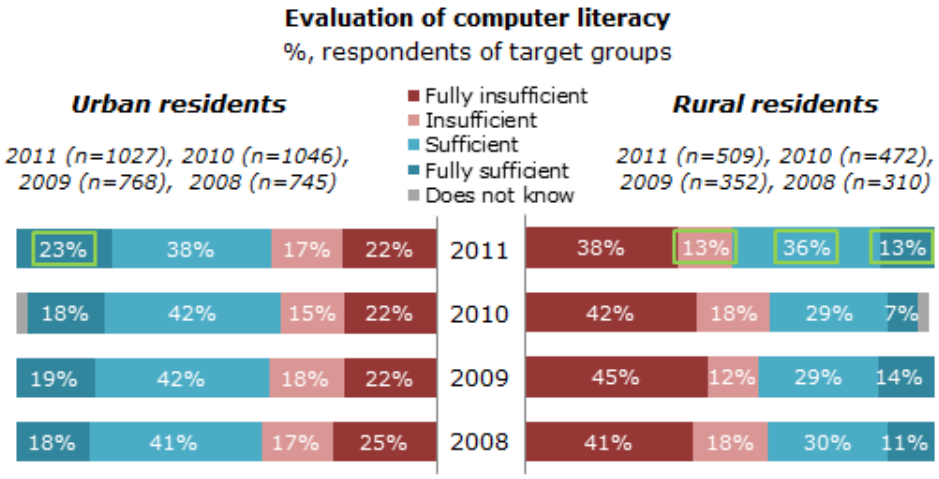
Computer usage skills of slightly more than a half (57%) of Lithuanian residents aged 15–74, in their opinion, are more or less sufficient. However, 43% of residents are not satisfied with their computer literacy and name it as insufficient.

Commonly, financially unstable and socially vulnerable resident groups are characterised by insufficient computer literacy. These groups include elderly persons, the unemployed (especially the retired because of their age or disability and people of working age, but currently being unemployed).

The evaluation of computer usage skills changed neither during the current year nor over the last four years. It should nevertheless be noted that this year slightly more residents have evaluated their computer literacy as fully sufficient.

Urban residents distinguish by higher computer literacy (61%) than rural residents (49%). A particularly positive fact is that this year a much larger share of rural residents started evaluating their computer literacy skills as sufficient.

While analysing the evaluation of computer literacy over the last 4 years, it should be noted that urban residents' evaluation of their computer literacy has not basically changed, whereas that of rural residents has slightly improved.

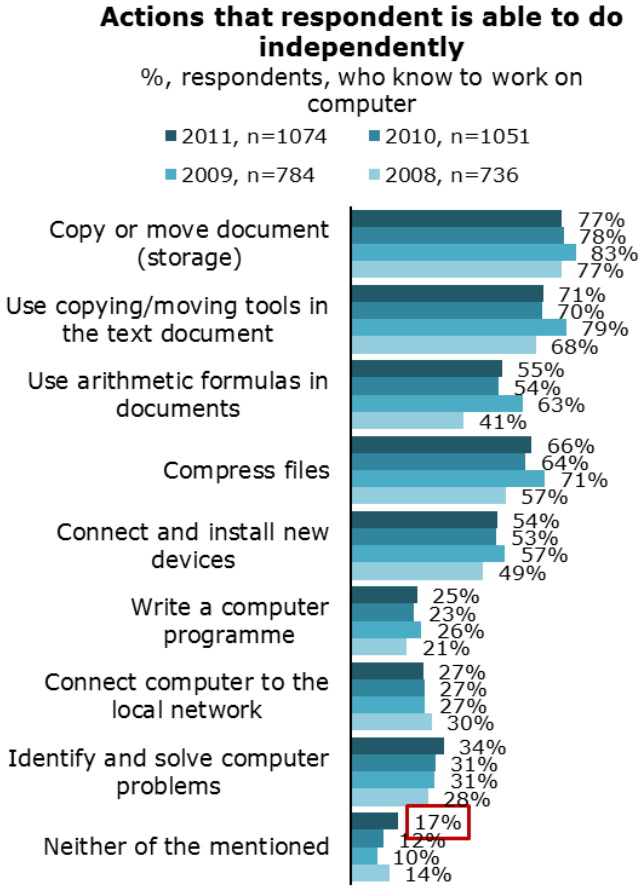


- Residents' computer literacy does not basically change either in the short range or in the longer range -

Rather simple computer functions such as copying, moving or compressing documents or texts were performed by the vast majority of residents who know how to use the computer (not less than 71%). More than half of the respondents used formulas in the documents and connected or installed new devices. Meanwhile, more sophisticated activities such as solving computer problems, connecting computers to one network or writing programmes were much more rarely performed independently by a greater part of the surveyed. Less than one third of the respondents who knew how to use the computer performed these activities at least once.

All computer functions were most often performed by the youth, people with higher income, people having a job which requires a lot of brainwork (managers, specialists and white-collar workers), schoolchildren, students and residents of large cities. Men have greater experience in independently solving more complicated technical problems.

The ability of residents to independently perform computer activities has not changed during the current year. Although it should be noted that the number of residents who know how to use the computer and who could not independently perform any of the mentioned activities has been falling.

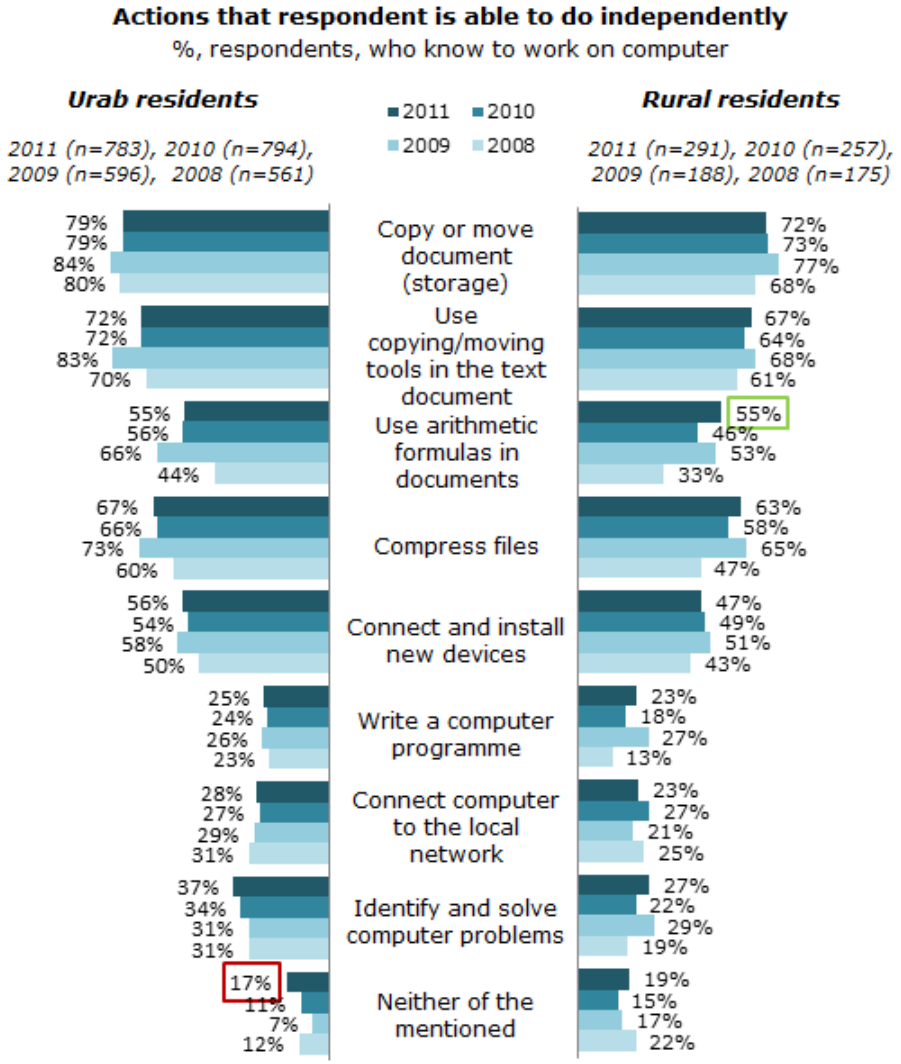


The analysis of independent residents' work with the computer over the last four years does not indicate any significant changes. Certain changes are present; however, they do not indicate common tendencies, e.g. an increase in the number of residents who during the current year learned to use formulas, compress documents, connect or install new devices, identify and solve computer problems.

The survey data does not show a significant difference in independent computer usage skills between urban and rural residents, i.e. significantly better independent computer usage skills of urban residents in

most cases. Urban residents slightly more often than rural residents reported being able to independently carry out the following activities: copy/move documents or text parts, connect or install new devices, identify and solve computer problems.

During the current year, no significant changes in independent computer usage have been observed in urban and rural areas. Only a slightly bigger number of rural residents have learned how to use formulas.



5.4. Evaluation of IT Usage Skills

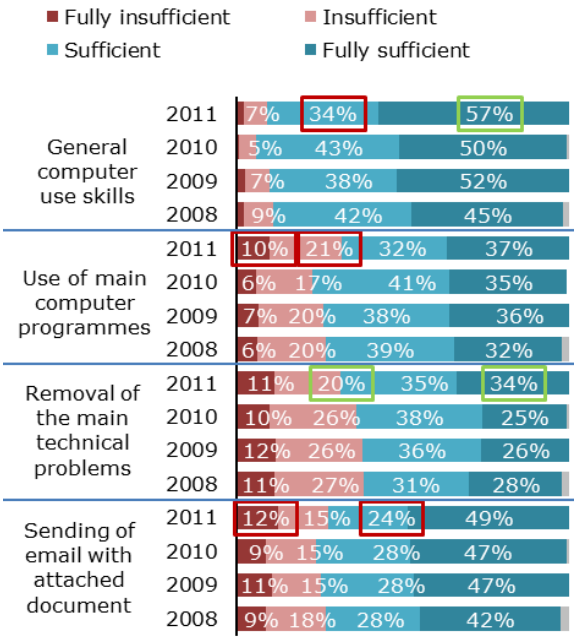
- Evaluation of IT usage skills has practically remained the same -

General computer usage skills (e.g. using the mouse, typing, etc.) are the most developed skills. 91% of residents who know how to use the computer evaluated them as sufficient. Three out of four residents have sufficient skills to send emails with attachments (73%), use the main computer programmes (69%), and solve the basic technical problems. Nevertheless, a larger share of residents (21%) evaluated the skills of using the main computer programmes or solving technical problems as insufficient.

The youth, schoolchildren, students, specialists, white-collar workers and managers more often evaluated all computer literacy skills as sufficient. The retired and the unemployed more often stated that all analysed computer literacy skills were insufficient.

Evaluation of personal IT skills

%, respondents, who know to work on computer



* 2011 (n=1074), 2010 (n=1051), 2009 (n=784), 2008 (n=736)

During the current year, the evaluation of IT usage skills has slightly improved: more residents named general computer usage skills and the ability to solve the basic technical problems as fully sufficient. Meanwhile, slightly more residents indicated that their ability to send emails with attachments was fully insufficient.

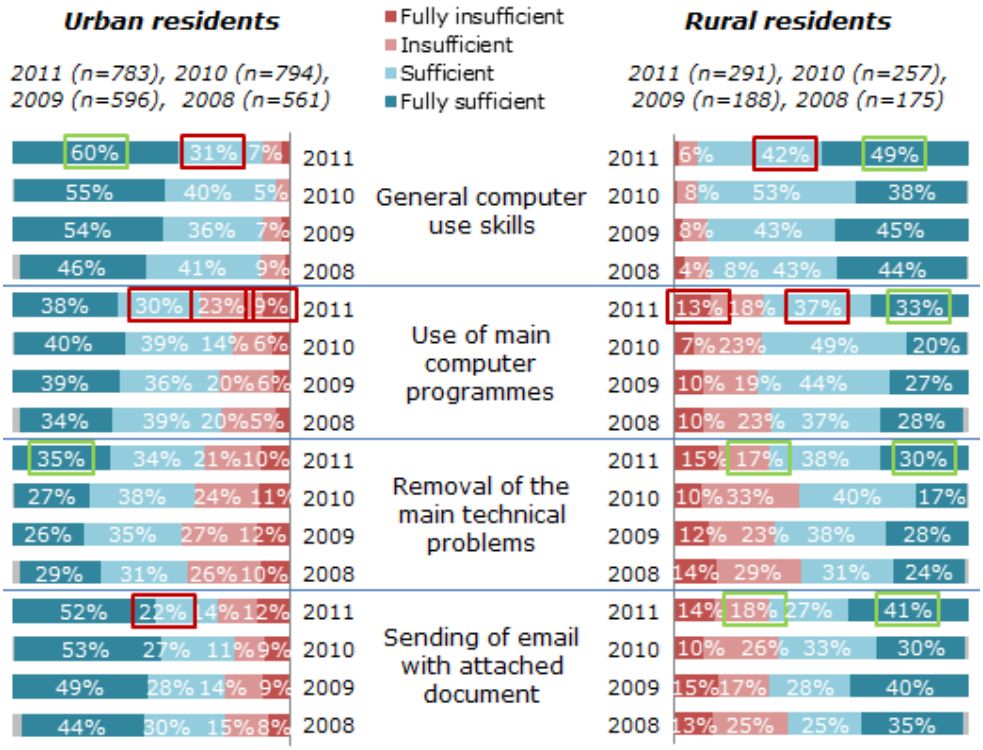
Viewed from the longer perspective of four years, no significant changes in the evaluation of IT usage skills have been observed. However, it should be noted that during the current year a slightly bigger number of respondents started to better evaluate their ability to solve the basic technical problems.

Both urban and rural residents evaluate their IT usage skills equally. In the short perspective of one year, rural residents started to better evaluate all IT usage skills, whereas urban residents more often evaluated general computer usage skills and the ability to solve technical problems as fully sufficient.

A longer perspective of four years records no change in the share of residents, both urban and rural, who evaluate their IT usage skills as sufficient. However, in almost all cases development of skills has been noticed, i.e. an increasing number of residents start evaluating their skills as fully sufficient.

Evaluation of personal IT skills

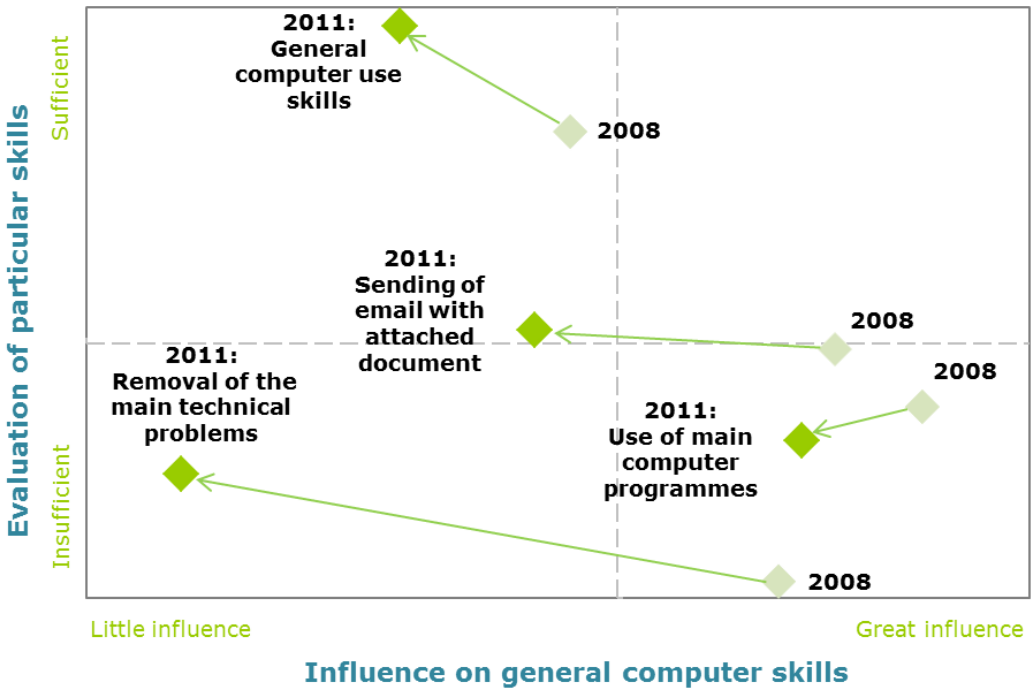
%, respondents, who know to work on computer



The matrix below presents the correlation between the evaluation of general computer usage skills and the evaluations of specific IT skills10.

Evaluation of the skills of using computer programmes has the greatest impact on general evaluation of computer literacy; however, residents evaluate these skills as more insufficient than sufficient. General computer usage skills and the ability to send emails with attachments less greatly affect the evaluation of general computer literacy, whereas the evaluation of the ability to solve the basic technical problems is least influential. Although these skills are evaluated as insufficient by a larger share of residents who know how to use the computer, they can be considered as skills that residents do not feel a strong need to develop.

Over the last four years, evaluation of computer usage skills has not changed significantly, as compared to a decrease in the influence of all analysed aspects of using the computer on the general evaluation of computer literacy.



5.5. Evaluation of Internet Resources Usage Skills

- Residents' Internet resources usage skills have been improving, in particular, in rural areas -

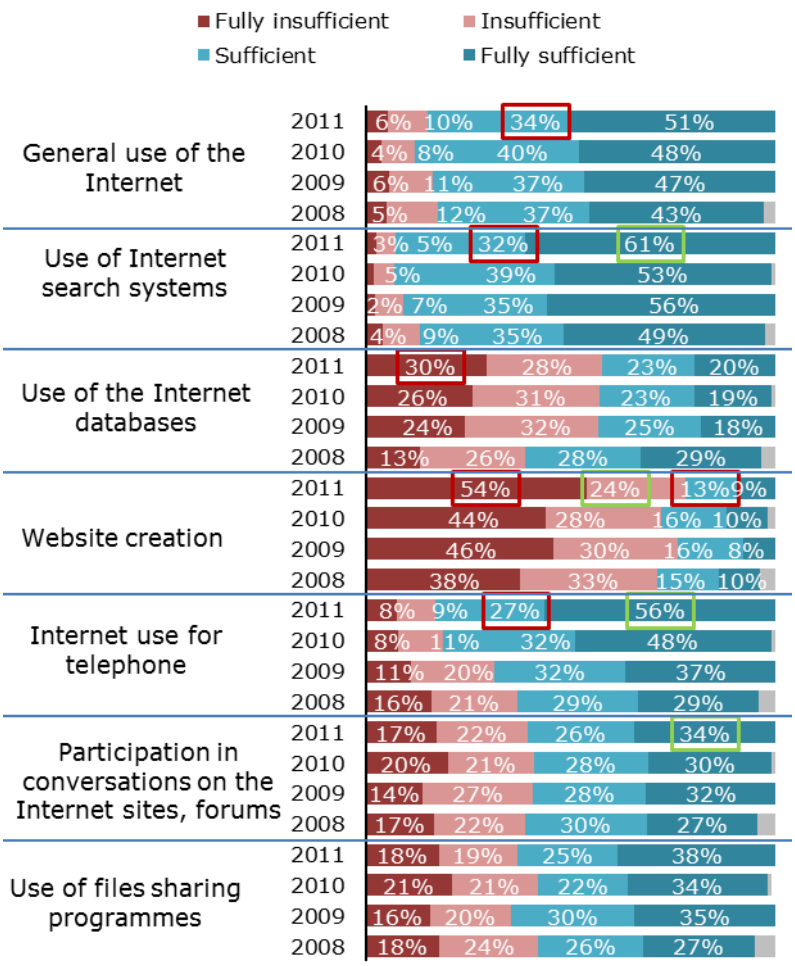
The best of all Internet resources usage skills are the skills of using Internet search engines (93%). Residents who know how to use the computer similarly evaluate their skills of using the Internet for general purposes (85%) and for telephone conversations (83%). The worst evaluations concern the creation of websites (22%) or using online databases (43%).

The use of all above mentioned Internet resources has been better mastered by the youth, specialists, white-collar workers and managers with higher income. Meanwhile, the retired and the unemployed more often pointed that their skills to use Internet resources were insufficient.

[10] The Pearson correlation coefficient is used to calculate the dependency of two variables. The meaning of the correlation coefficient may vary from 0 to 1.The correlation coefficient shows how the two variables are interrelated. 1 notes the greatest dependence (both qualities are evaluated identically), and 0 means that the qualities are independent (evaluation of one quality does not have any impact on the evaluation of the other quality).

Evaluation of the Internet resources use skills

%, respondents, who know to work on computer



* 2011 (n=1074), 2010 (n=1051), 2009 (n=784), 2008 (n=736)

During the current year, evaluation of Internet resources usage skills has changed slightly: residents better evaluate their skills of using search engines, making telephone conversations via the Internet, participating in online chats and forums. They slightly worse evaluate the ability to use Internet databases than to create websites.

The analysis of change in Internet resources usage skills over the last four years shows that, contrary to the evaluation of computer usage skills (which has practically remained the same over the given period), residents consider their Internet usage skills to be better: they better evaluate their skills to use the Internet for general purposes, use search engines and files exchange programmes; however, the ability to use the Internet for telephone conversations has particularly developed. The evaluation of website creation, which was worst, has not changed during the current year.

The tendencies of evaluating Internet resources usage skills are similar and do not practically diverge between urban and rural residents. It should nevertheless be noted that there are slightly more urban residents who consider their skills of website creation, use of files sharing programmes or Internet use for phone conversations to be sufficient.

During the current year, urban residents started better evaluating their skills of using search engines and using the Internet for telephone conversations, whereas rural residents state that they have improved the quality of all Internet resources usage skills (more rural residents who know how to use the computer evaluated their skills as fully sufficient).

Viewed from the longer perspective of four years, evaluation of certain Internet resources usage skills by urban residents remained the same, while that of other skills (using search engines, making phone conversations, using files exchange programmes) slightly improved. The tendencies of rural residents are more marked and significantly better, thus implying a significant breakthrough in Internet literacy of rural residents: almost all Internet usage skills have been evaluated much better.

Evaluation of the Internet resources use skills

%, respondents, who know to work on computer

6. Using the Internet: Penetration and Usage Activity

6.1. Opportunity to Use the Internet at Home or at Work

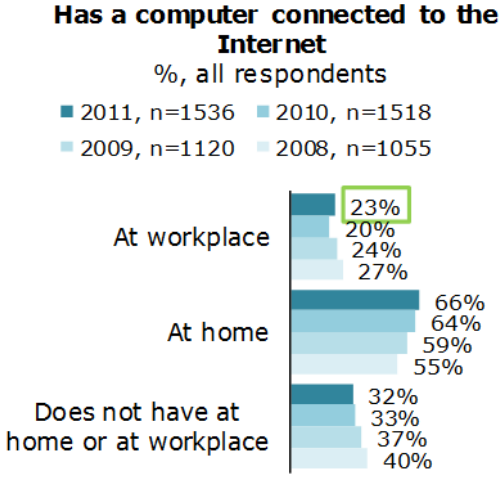
- Increased Internet penetration in rural areas has been observed in recent years -

68% of Lithuanian residents have the opportunity to use the Internet at home or at work. Most often, the respondents have Internet access at home. However, one-fourth of the surveyed have the opportunity to use the Internet both at home and at work. One-third of the country's residents (32%) do not have Internet access either at home or at work.

The oldest residents, people with basic or secondary education, individuals receiving medium or the lowest income, people who do not work, especially the retired and the disabled, and the unemployed more often do not have access to the Internet. It is noteworthy that out of all who do not have Internet access either at home or at work, only 6% of residents pointed that they used the Internet, whereas 15% of residents indicated that they used the Internet service at least once in a public library.

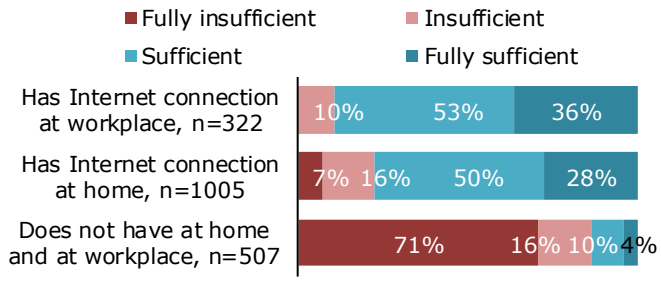
During the current year, as compared to the previous year, a slightly bigger number of respondents indicate that they have the opportunity to use the Internet at work. The share of those who have Internet access at home has not changed.

Has a computer connected to the Internet
%, all respondents



The analysis of opportunities to use the Internet, as viewed from the longer perspective of four years, shows that an increasing number of residents have Internet access at home; the number of residents who have Internet access neither at home nor at work has also shrunk during the given period (from 40% in 2008 to 32% in 2011).

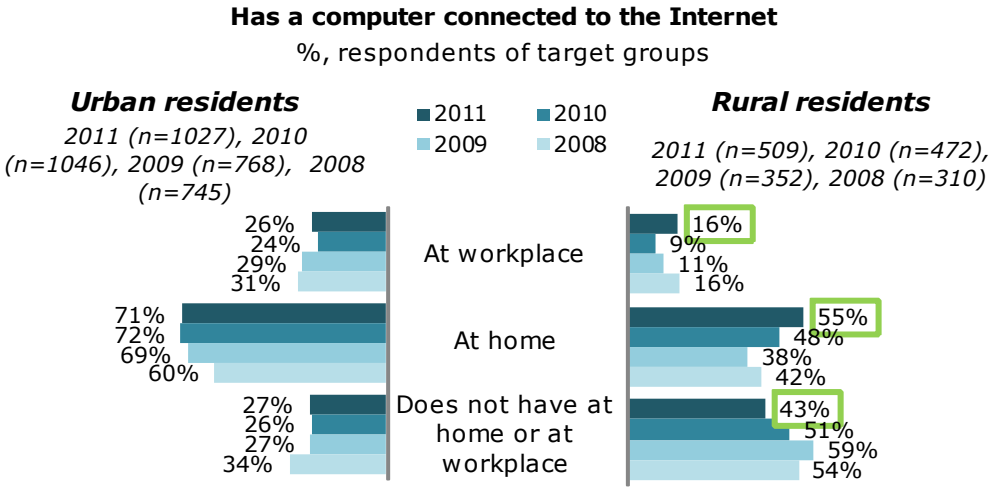
Relation between having a computer connected to the Internet and evaluation of respondent's computer literacy
%, all respondents



The opportunity to use the computer at home or at work is closely related to computer literacy skills. Individuals who have Internet access at work have developed the best computer usage skills. Residents who have the opportunity to use the Internet at home similarly well (although slightly worse) evaluate their computer usage skills. Meanwhile, computer usage skills of those who do not have Internet access both at home and at work are poorest or null: as few as 14% of these residents indicate having sufficient computer usage skills.

- The opportunities of rural residents to use the Internet at home or at work have been improving; however, they are still smaller than those of urban residents -

Urban residents more often are able to use the Internet at home and at work: 71% of urban residents and as few as 55% of rural residents have Internet access at home; 26% of urban residents and 16% of rural residents use the Internet at home. 43% of rural residents stated that they had no opportunities to use the Internet either at home or at work. The corresponding share of urban residents is 27%.



During the current year, the situation highly improved in rural areas: an increasing number of residents pointed being able to use the Internet both at home and at work. The situation remained the same in urban areas: Internet penetration has not increased both in households and at workplaces.

The analysis of urban and rural residents' opportunities to use the Internet at home over the last four years shows positive tendencies in rural areas: the share of residents having Internet access at home has grown from 42% in 2008 to 55% in 2011.

6.2. Places of Using the Internet

- Internet is mostly used at home. The situation has remained the same -

67% of Lithuanian residents aged 15–74 use the Internet. It is most often used at home (62% of residents use it at home and for 54% of residents it is the main Internet access). At home, the Internet is more often used by younger males (below 34 years of age), blue-collar workers or the unemployed.

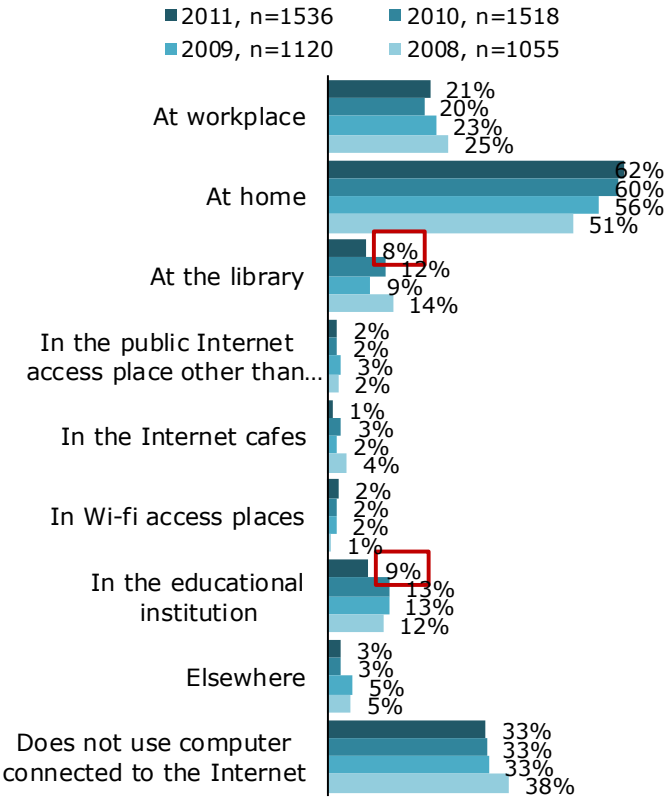
Another 21% of residents use the Internet in their workplaces. It is the main place of Internet access for as few as 9% of residents. Workplace is the main place for Internet access more often for women, residents of the most economically active age (35–54 years) with higher education and higher income, specialists, managers.

8% of Lithuanian residents use the Internet access service in public libraries at least once in a while. For 2% of residents public libraries are the place where they most often use the Internet. Library is more often the main place of Internet access for residents with primary/basic education, the retired, schoolchildren and residents with lower income.

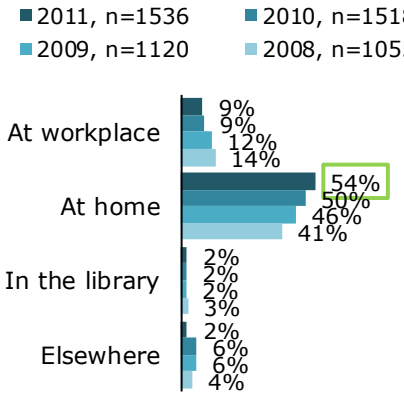
9% of the surveyed use the Internet in educational institutions; 5% of residents go to other places of Internet access: Internet cafés, Wi-Fi access points, community centres, culture centres or other places named by the respondents (at friends' or relatives', abroad, in gas stations, shopping malls or banks). These places were rarely named as the main Internet usage places.

One-third (33%) of the surveyed do not use the Internet at all. This category includes the retired, the disabled and the unemployed.

Places where computer connected to the Internet is used
%, all respondents



Place, where the computer connected to the Internet <u>is used most frequently</u>
%, all respondents



During the current year, a slightly smaller number of residents indicate that they use the Internet in public libraries or educational institutions; nevertheless, an increasing number of residents consider home to be the main place of Internet access.

The analysis of changes in places of using the Internet over the last four years shows that home has established as the main place of Internet use, while using the Internet at work has been decreasing. No conclusions about the tendencies of using the Internet in public libraries can so far be drawn basing on the findings of the survey. Obviously, almost every tenth resident uses the Internet in a public library at least once in a while, and only individual residents name a public library as the main place of Internet access. This tendency is not likely to change in the near future.

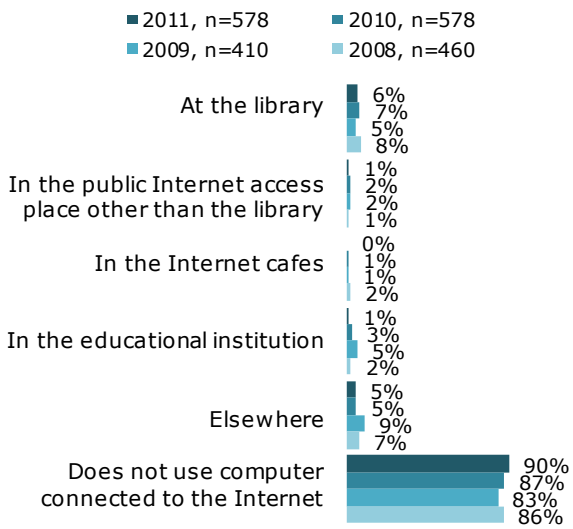
It is important to note that the share of residents who do not use the Internet in any place has not changed in recent years.

People who do not have the opportunity to use the Internet at home or at work usually do not use it at all (90%). Nevertheless, the respondents who are not able to use the Internet at home or at work do use it in the library (6%) or in the educational institution (3%).

The choice of places for Internet access does not basically differ for urban and rural residents; however, urban residents point that they more often use the Internet both at home and at work. Using the Internet in public libraries does not differ between urban and rural residents either.

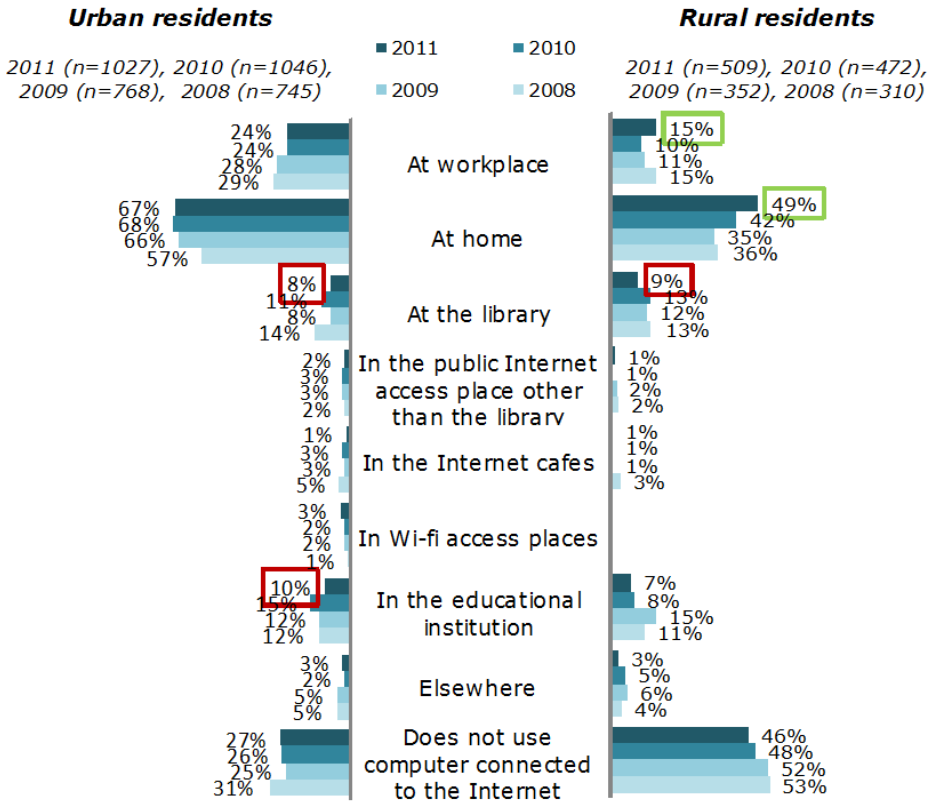
In recent year, rural residents more often indicate that they use the Internet at home or at work; however, both urban and rural residents less often name public libraries as places of Internet access.

Places where computer connected to the Internet is used
%, respondents who do not have a possibility to use Internet at home or at workplace



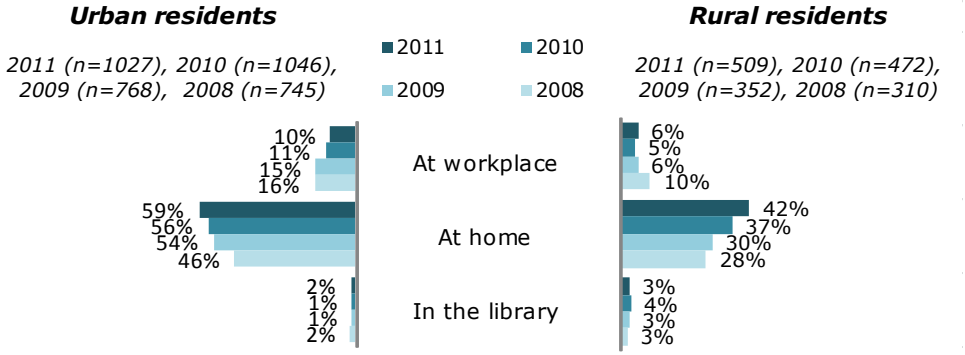
Places where computer connected to the Internet is used

%, respondents of target groups



Place, where the computer connected to the Internet <u>is used most frequently</u>

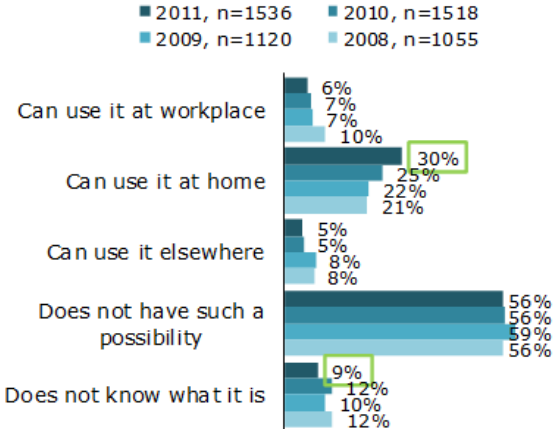
%, respondents of target groups



6.3. Opportunities to Use Wireless Internet

Possibility to use wireless Internet connection

%, all respondents



- An increasing number of residents have the opportunity to use wireless Internet at home -

41% of Lithuanian residents have the opportunity to use the wireless Internet connection. The greatest share of residents (30%) use it at home. 6% of residents use wireless Internet at work, another 5% of residents may use it in other places.

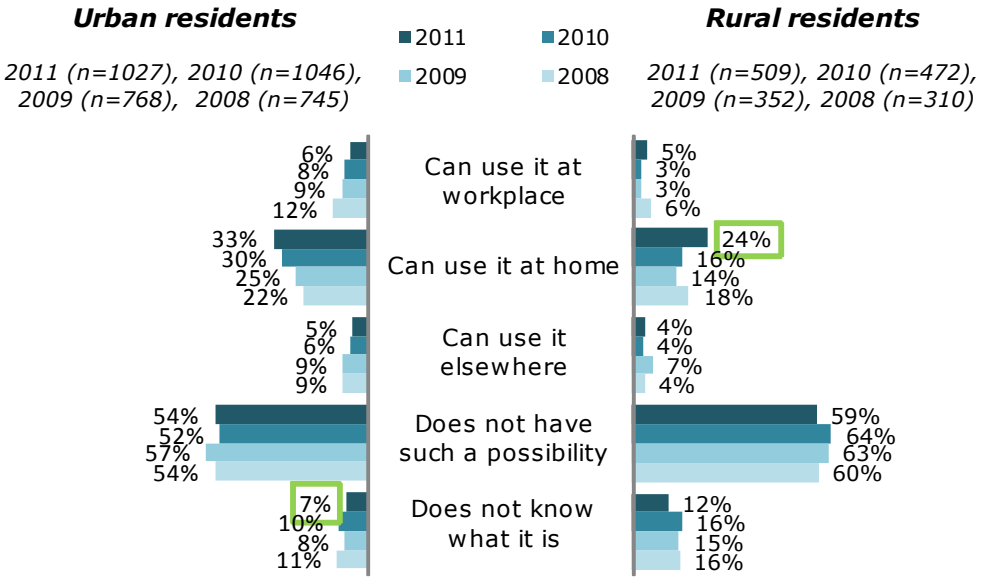
56% of residents do not have the opportunity to use wireless Internet anywhere, and 9% of the respondents have no idea what wireless Internet is.

Usually, people who do not have Internet access are the ones who have not heard about wireless Internet. Meanwhile, every other person who is aware of wireless Internet but does not have the opportunity to use it has a wired Internet connection at home or at work. Young people and respondents with higher income more often indicate having the opportunity to use wireless Internet.

The opportunity to use wireless Internet at home has consistently grown over the last four years and especially during the current year. The share of those who do not have the opportunity to use wireless Internet has not changed over the given period.

Possibility to use wireless Internet connection

%, respondents of target groups



Urban residents have slightly better opportunities to use wireless Internet at home. Rural residents more often indicate having no opportunity to use wireless Internet. The share of respondents who are not aware of wireless Internet is also greater among rural residents.

Opportunities to use wireless Internet at home have been constantly increasing in both urban and rural areas, with slightly more intense development in the former.

6.4. Intensity of Internet Usage

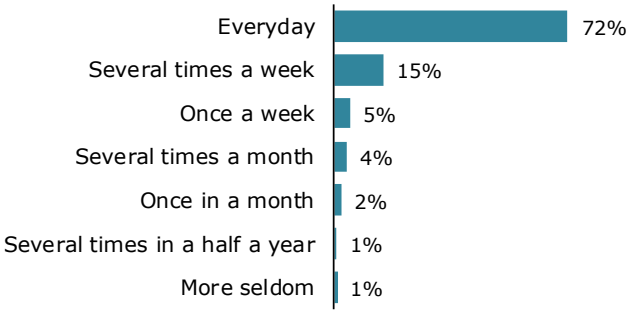
- The majority of Internet users are active users. Internet usage intensity has not changed -

Internet can be hardly separated from a modern person's life. 72% of Internet users use the Internet every day. Active Internet users constitute approx. half (49%) of all residents. 15% of Internet users use it several times a week, and the rest use it once a week or more rarely.

Internet is more often used by people who have Internet access at home or at work and respondents having more superior computer literacy skills. Moreover, Internet is more actively used by the youth, students, people with higher education and higher income, and people who have jobs requiring a lot of brainwork (specialists, white-collar workers, managers).

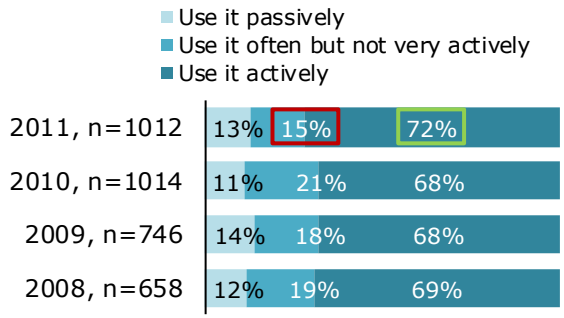
Frequency of Internet use

%, respondents who use the Internet (n=1012)



Frequency of Internet use

%, respondents who use the Internet



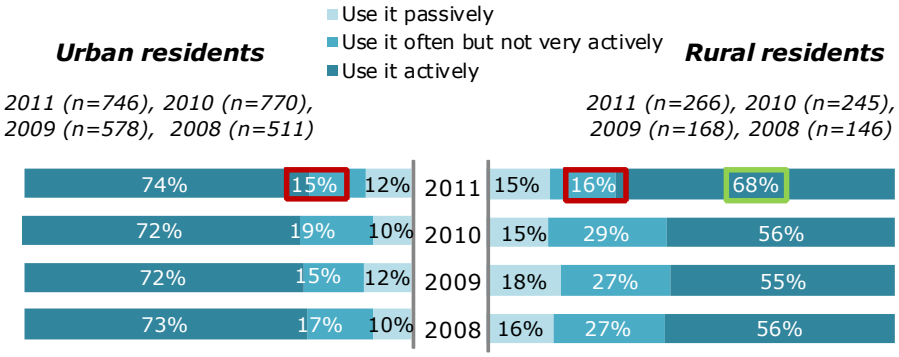
According to Internet usage intensity, the residents may be divided into three groups:

- ➔ Active users – Internet is used every day (72%)
- ➔ Average users – Internet is used several times a week (15%)
- ➔ Passive users – Internet is used not more often than once a week (13%)

As compared to the situation in 2010, the share of active Internet users has slightly grown in Lithuania (average users have become active users). Viewed from a longer perspective of four years, Internet usage intensity has basically remained the same.

Intensity of Internet use

% respondents of target groups, who use Internet connection

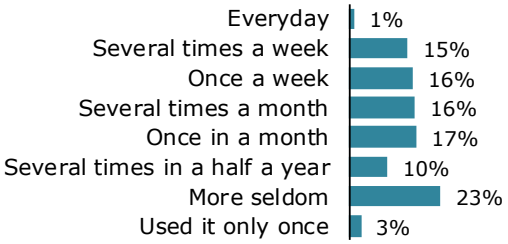


Internet usage intensity does not differ between urban and rural residents. However, certain changes in usage intensity have been observed: over the last four years, the intensity indicator has not changed in urban areas, while rural residents started using the Internet more actively – the share of active users in rural areas has grown from 56% in 2008–2010 to 68% in 2011.

- The intensity of Internet usage in libraries is much lower -

Frequency of Internet use in the library

%, respondents who use Internet in the library (n=131)



Internet is used less often in the library than in other places (at home or at work). Every third (31%) person who uses public Internet access in the library uses this service at least once a week. A similar share of the respondents (33%) use public Internet access in the library at least once a month, whereas one-fourth (23%) of the surveyed use it more rarely than several times in a half-year.

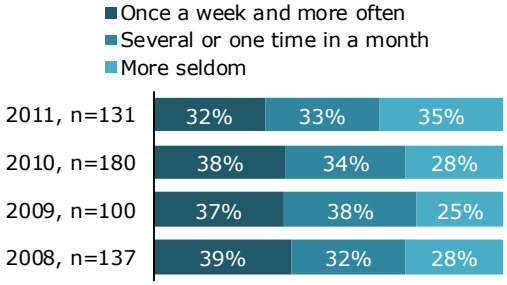
As few as 1% of library visitors use the Internet in public libraries every day.

The intensity of Internet usage in public libraries has basically remained the same both in the short range (one year) and the long range (four years).

Rural library visitors are more active public Internet access users than urban residents: 36% of rural residents and 29% of urban residents actively (once a week or more often) use the Internet in libraries; 42% of rural residents and 28% of urban residents averagely often (at least once a month) use it in libraries.

Frequency of Internet use in the library

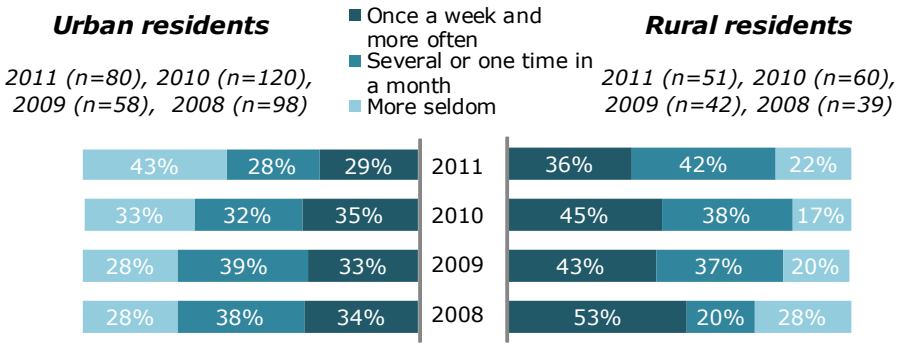
%, respondents who use Internet in the library



The intensity of using public Internet access in libraries has not changed significantly in both urban and rural areas during the current year. However, a slight decreasing tendency in Internet usage intensity in libraries has been observed.

Frequency of Internet use in the library

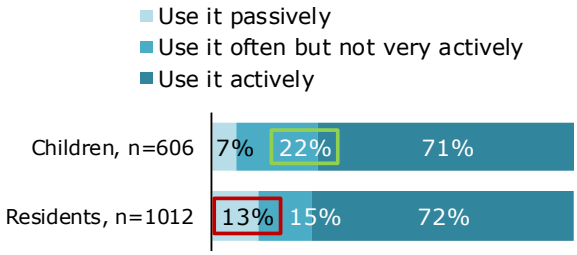
%, respondents of target groups who use Internet



If comparing the intensity of Internet usage between users aged 15–74 and children aged 12–14, no significant differences have been recorded: 71% of children and 72% of residents are active Internet users. The category of children is comprised of more average users, whereas the category of residents includes more passive users.

Intensity of Internet use: children vs. residents

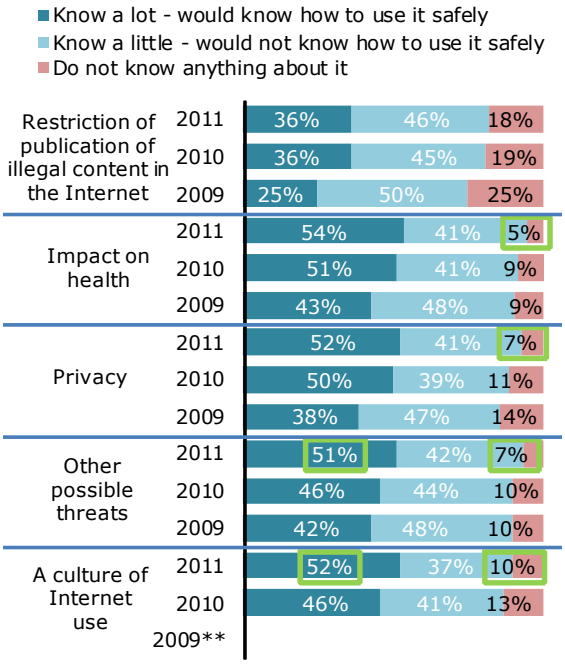
% respondents who use the Internet



6.5. Knowledge about Safe Computer and Internet Usage

- An increasing number of Internet users know about its safe usage, yet those who know a lot comprise not more than a half of all users-

Knowledge about how to USE computer and the Internet SAFELY
%, respondents, who use the Internet



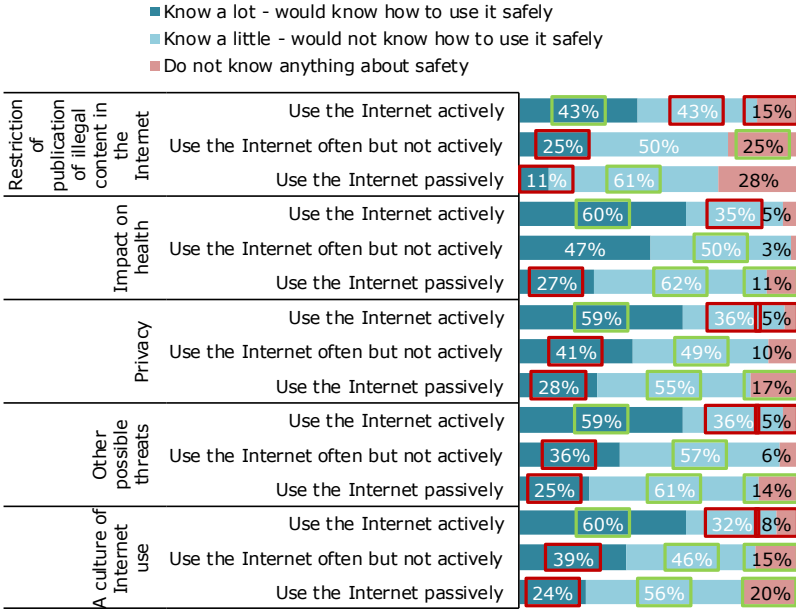
* 2011 (n=1012), 2010 (n=1014), 2009 (n=746)
** 2009 this question wasn't included

Every other Internet user knows a lot about safe usage of the computer and the Internet and would know how to use them safely. The knowledge of restrictions of illegal Internet content is slightly poorer (only every third (36%) user knows a lot and would know how to use it safely). Concerning the threats related to illegal Internet content, a relatively biggest (18%) share of Internet users are not aware of this threat.

Young people (aged 15–34), managers, schoolchildren and students, the most active Internet users are better informed about safe usage of the computer and the Internet. Elderly residents (above 55 years of age), passive Internet users more often know nothing about safe usage of the Internet.

Internet users' awareness of safe usage of computers and the Internet has been growing consistently: during the current year, knowledge about the threats related to Internet usage culture and other potential threats has slightly increased. In the perspective of four years, the knowledge of Lithuanian Internet users has increased.

Knowledge about how to USE computer and the Internet SAFELY
%, respondents of target groups



* *Use the Internet actively, n=749*
Use the Internet often but not actively, n=149
Use the Internet passively, n=114

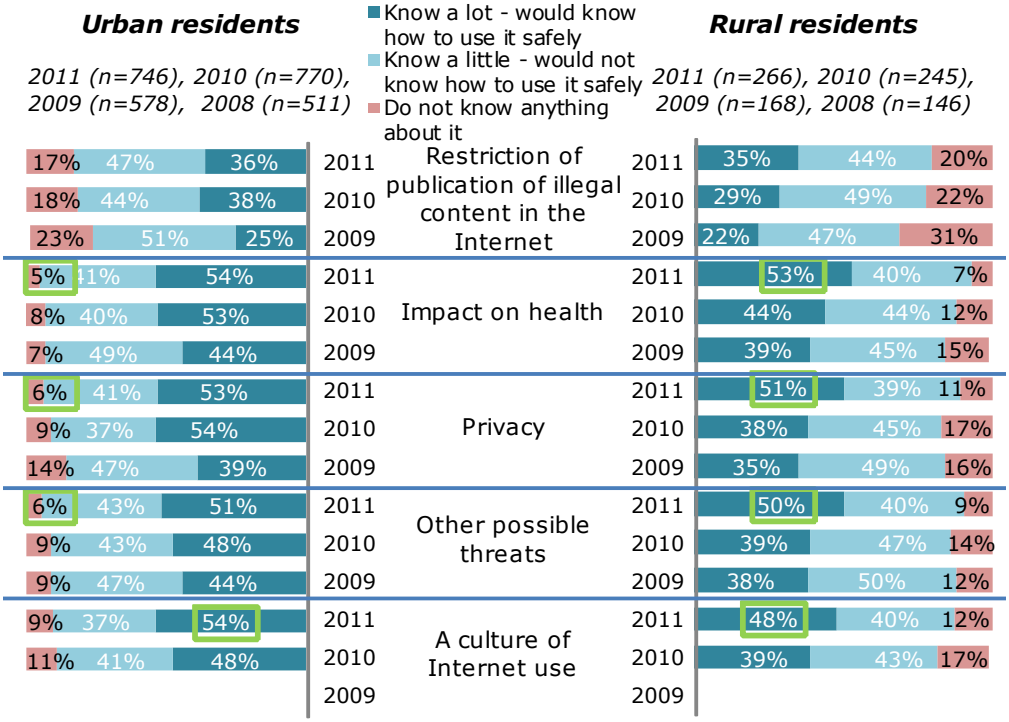
Safe usage of the computer and the Internet is related to the frequency of Internet and computer usage. The more active the Internet user, the deeper knowledge about its safe usage he/she has.

Internet users' awareness of safe usage of the computer and the Internet does not depend on their place of residence (urban or rural): the knowledge of both urban and rural residents is the same.

However, particularly during the current year, the knowledge of rural Internet users about safe usage of the computer and the Internet has significantly increased. Urban Internet users' knowledge has practically remained at the same level (only slightly more Internet users claim that they know a lot about Internet usage culture).

Knowledge about how to USE computer and the Internet SAFELY

%, respondents of target groups who use Internet

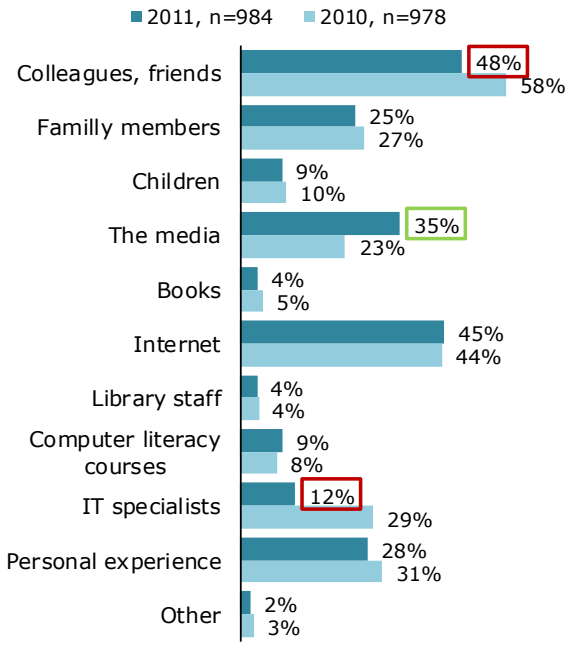


* *2009 this question wasn't included*

- The main sources of information about safe usage are friends and the Internet. The role of media as an information source has been growing –

The sources of information about how to USE computer and the Internet SAFELY

%, respondents who know about safe use



Colleagues, friends (48%) or the Internet (45%) are the main sources of information about safe usage of the computer and the Internet. Every third (35%) respondent says to have learned about these threats from the media. 28% of Internet users point that personal experience is the main source of information about safe usage of the Internet.

The smallest share of residents learned this information from books (4%), library workers (4%), children (9%) or computer literacy training courses (9%).

Men more often receive this information from their colleagues and friends, while women – from the media, family or computer literacy courses. Young people indicate that they more often receive this information from their friends, the Internet and personal experience, middle aged (35–54 years) residents – from children, elderly people – from children, library workers and computer literacy courses. Internet users who do not have Internet access at home and visit libraries point librarians and computer literacy courses as information sources.

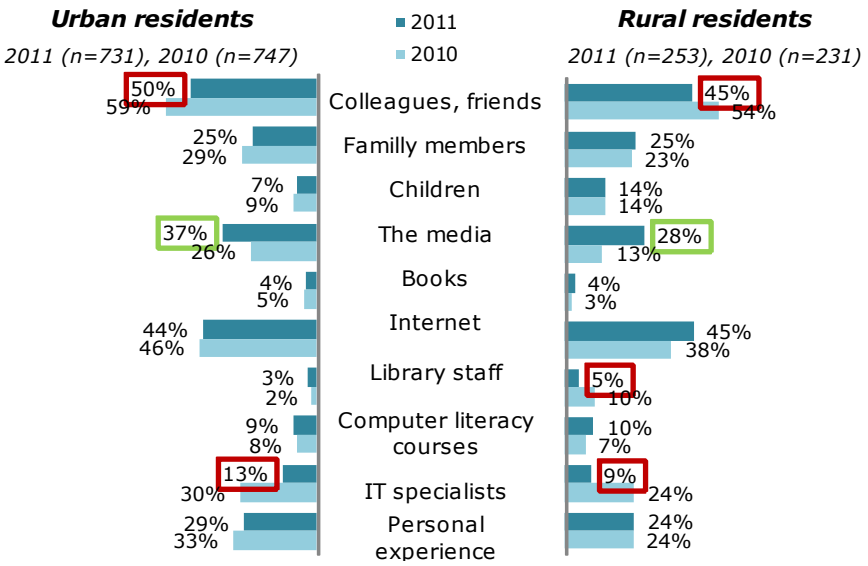
Interesting tendencies of information sources are revealed in the comparison of the data of 2011 and 2010: the role of the media as the information source has significantly grown and the number of respondents naming friends or IT specialists as the source of information about safe usage has fallen.

The sources of information about safe usage of the computer and the Internet do not differ between urban and rural residents. It is noteworthy that urban residents more often than rural residents indicate receiving information from the media; rural residents learn more from their children.

The tendencies of change in the information about safe usage of the computer and the Internet between urban and rural Internet users correspond to the country's tendencies: the role of the media as the information source has been growing and the number of respondents receiving information from friends or IT specialists has been falling.

The sources of information about how to USE computer and the Internet SAFELY

%, respondents of target groups

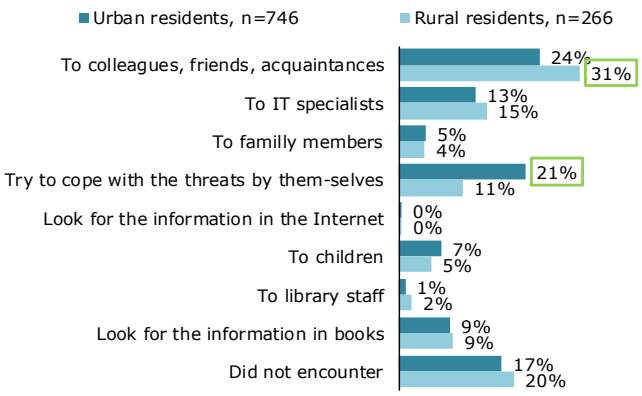


- Most Internet users have encountered Internet threats. In such cases they mainly turn to their friends or IT specialists –

Most (82%) Internet users have encountered unsafe usage of the Internet. When facing Internet threats, the majority (26%) of Internet users initially ask their colleagues, friends or acquaintances for help. 19% of Internet users turn to IT specialists, whereas 14% of them turn to their family members. In such cases, nobody searches for information in books and very rarely turns to library workers (1%), children (4%) or looks for information on the Internet (7%).

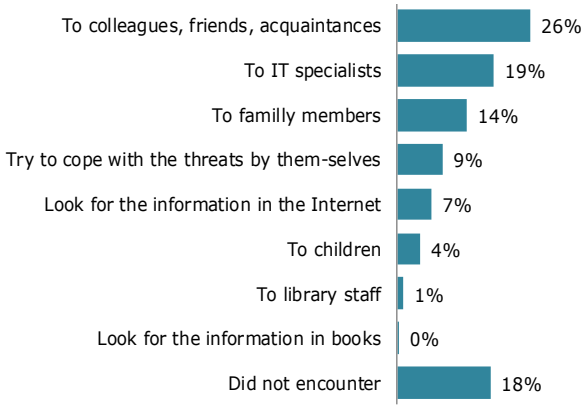
Who is the first to contact if confronted with the threats of Internet use?

%, respondents of target groups who use the Internet



Who is the first to contact if confronted with the threats of Internet use?

%, respondents who use Internet, n=1012



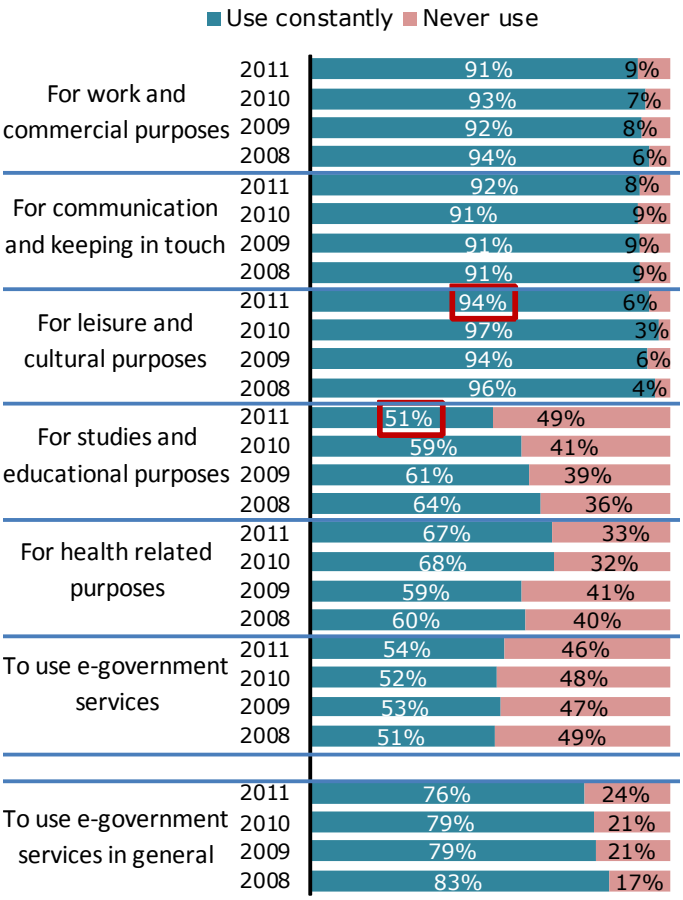
The behaviour of urban and rural Internet users having encountered unsafe usage of the computer or the Internet slightly differs: urban residents more often try to overcome threats on their own, while rural residents turn to their friends or acquaintances.

Only individual rural and urban Internet users seek advice from library workers.

7. Purposes and Benefits of Internet Usage

- The purposes of Internet usage do not basically change. It is most commonly used for spending leisure time, communication and work-

Internet use for various purposes
%, respondents, who use the Internet



* 2011 (n=1012), 2010 (n=1014), 2009 (n=746), 2008 (n=658)

Residents may use the Internet for various reasons; however, during the survey attention was mainly paid to six main Internet usage areas: (1) work and commercial purposes, (2) communication and keeping in touch, (3) leisure and culture, (4) studies and education, (5) health and (6) e-government.

While analysing the data, general usage for some specific purposes all the time, usage only sometimes and no usage at all were measured. For example, a person using the Internet for at least one purpose constantly from the leisure time block was attributed to the group of those who use the Internet for leisure purposes all the time. Accordingly, if the respondent used none of the purposes, he/she was attributed to those who do not have the particular purposes. Meanwhile, the respondents who use the Internet for one or more of the purposes in the block, but do not use any of them constantly, were attributed to those who use these purposes only sometimes.

Most often the respondents use the Internet for purposes related to leisure and culture, work and commerce, and enriching communication. These purposes were used by 9 out of 10 Internet users.

Internet is used less often for learning, health and e-government purposes (51–67% of the surveyed).

Using the Internet for e-government purposes was analysed in a broader sense. It included communication with public institutions, job and employee search, registration in health institutions, search for information about studies, registration for studies, using library catalogues. 76% of the respondents have used at least one service from this conjoint e-government service block.

In comparison to the previous year, the purposes of Internet usage have not basically changed, i.e. during the current year, Lithuanian residents have used the majority of analysed Internet purposes as often as last year. Only using the Internet for the purposes of studying or communicating is a small exception: the indicator has slightly fallen during the current year.

The analysis of the purposes of using the Internet in the longer perspective of four years shows no changes in those purposes that are used by almost all Internet users (work/commercial, communication, leisure). However, usage of Internet resources for the purposes of studies and education has slightly decreased, whereas Internet usage for health purposes recorded a minor increase. Over the last four years, Internet usage for communicating with public institutions has practically remained the same.

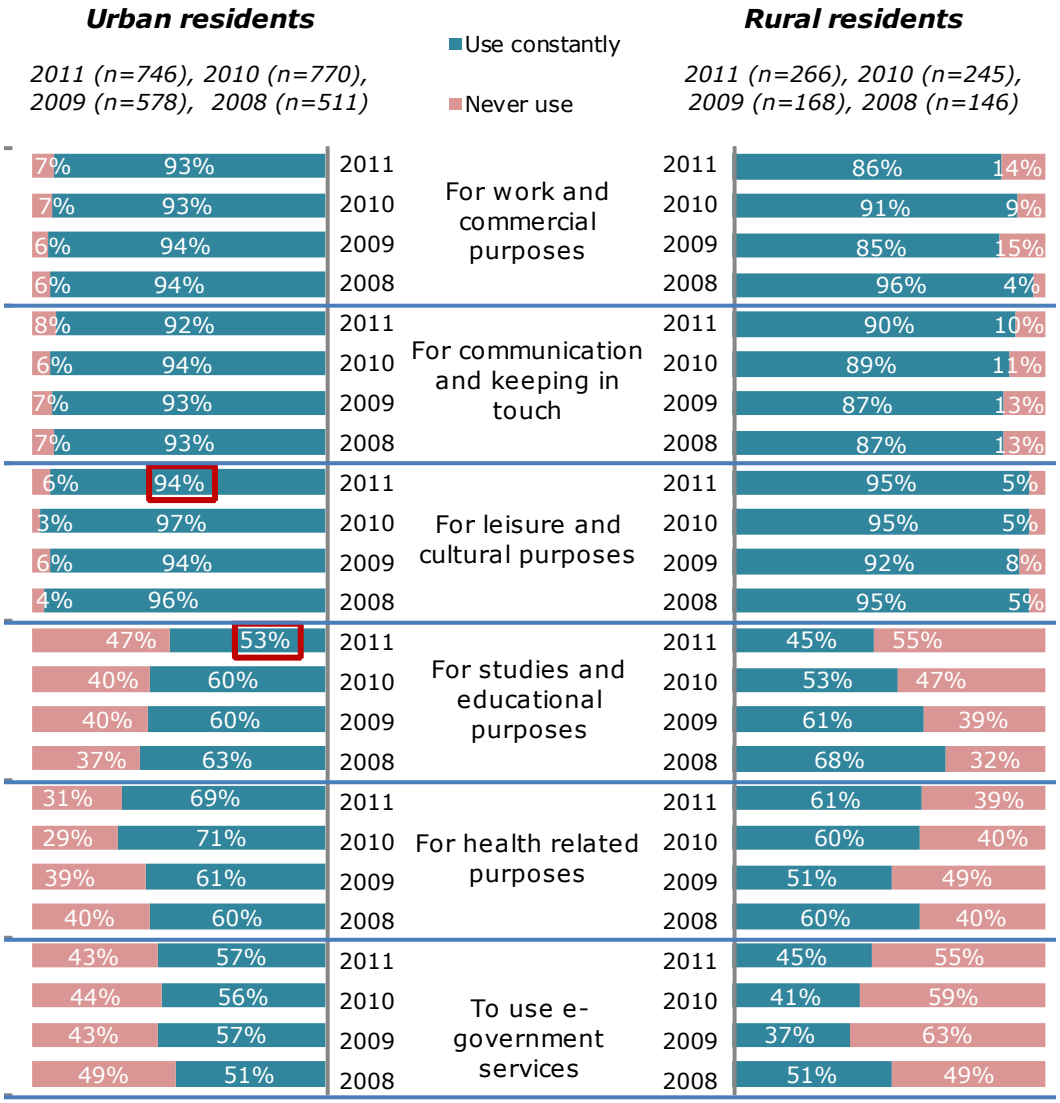
While comparing the purposes of Internet usage in urban and rural areas, a tendency has been observed that rural residents use the Internet less often for the following purposes: work and commerce, health and

studies, and e-government. However, both urban and rural residents similarly often use the Internet for enriching their leisure time, communicating and keeping in touch with their friends and relatives.

During the current year, rural residents' purposes of Internet usage have not changed, whereas urban residents started less often using the Internet for studies or leisure.

Internet use for various purposes

%, respondents of target groups who use the Internet



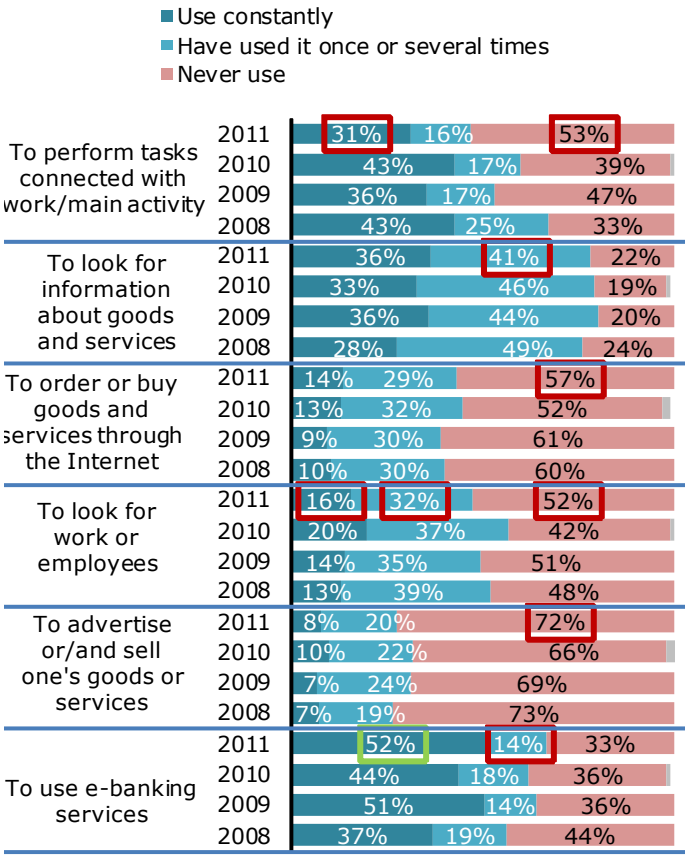
The report further separately analyses the purposes of using the Internet divided into smaller categories.

7.1. Work and Commercial Purposes

- E-banking is the service that is constantly used by a half of all Internet users -

Internet usage for work and commercials purposes

%, respondents, who use the Internet



* 2011 (n=1012), 2010 (n=1014), 2009 (n=746), 2008 (n=658)

In terms of using the Internet for work and commercial purposes, the residents most often use it for e-banking: 67% of the respondents have used the service at least once during the current year; 52% of the respondents use online banking constantly. A large share of Internet users (78%) have used the Internet for information about goods or services, while 36% of them do it constantly. 31% of the surveyed constantly use Internet for performing work or main activity related tasks.

Out of analysed work and commercial purposes, Internet users most rarely advertise/sell (28% of the respondents do it at least once in a while), order/buy goods or services (43% of the respondents do it at least once in a while) or search for a job or employees. All these activities are not regular.

Internet is used for work and commercial purposes more often by young and middle aged people, people having a job which requires a lot of brainwork (white-collar workers, specialists and managers), students, people with higher income and higher education. Elderly Internet users, unskilled workers, the retired, the disabled, the unemployed and people with lower income more often stated not using the Internet for work and commercial purposes.

During the current year, Internet users less often performed work/main activity related tasks, searched for a job or employees, advertised or ordered goods and services. However, the intensity of using e-banking services has grown: in 2011, 52% of the respondents used this service constantly, as compared to 44% of the respondents in 2010.

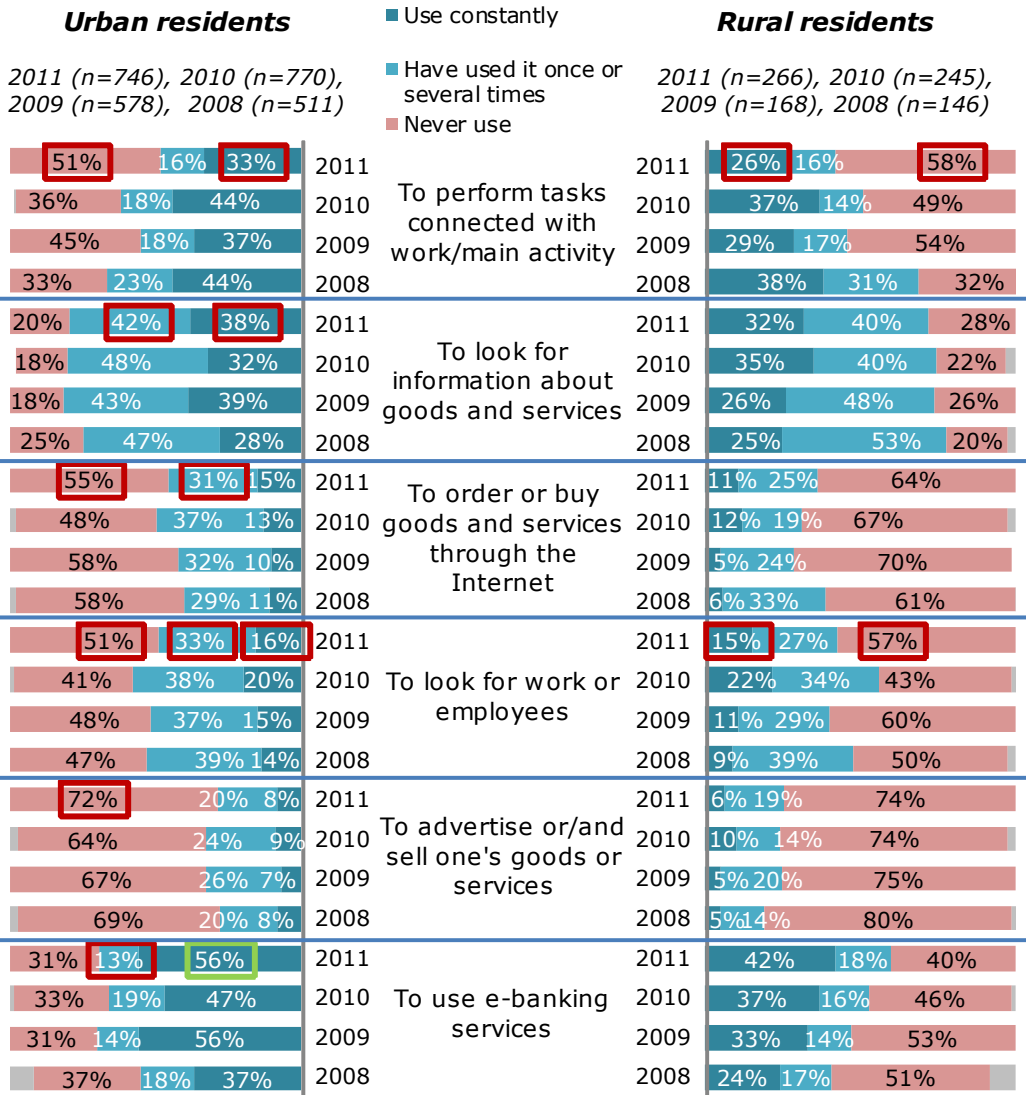
Viewed from the longer perspective of four years, Internet usage intensity for performing work related tasks has been decreasing and the intensity of using electronic banking services has been increasing.

The comparison of Internet usage purposes in urban and rural areas shows that urban residents slightly more often use the Internet for searching for information about goods/services and using e-banking services.

During the current year, the intensity of using e-banking services by urban residents has increased; however, they less often have been using the Internet for performing work related tasks, searching for, ordering or advertising goods and services, or looking for a job. During the current year, rural residents' Internet usage purposes have not changed significantly: they slightly less often used it for performing work related tasks and looking for a job.

Internet usage for work and commercials purposes

% %, respondents of target groups who use the Internet



Internet is mostly used at home or at work; therefore, these places are the most popular while using the Internet for work or commercial purposes. Work related tasks more often than other activities are performed at work, in the library or educational institution, and less often at home.

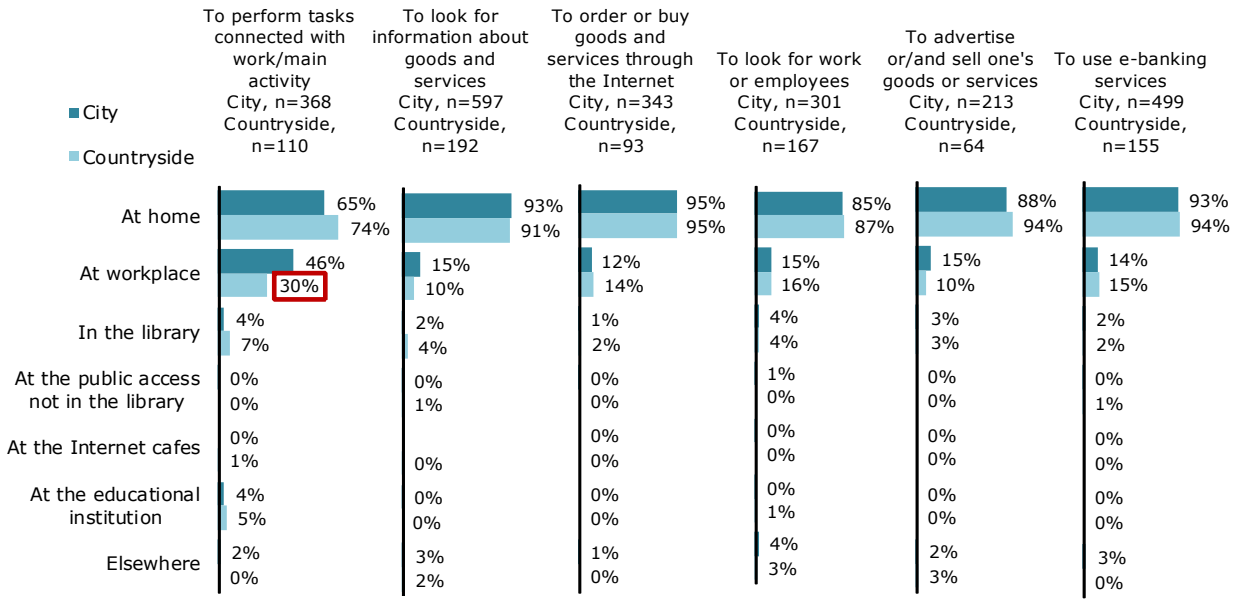
As compared to the previous year, Internet users more often search for information about goods and services or order them. A longer perspective of four years records similar tendencies: Internet usage for work and other commercial purposes has decreased at work and increased at home.

Only individual respondents have been using the Internet for work and commercial purposes in libraries; therefore, no tendencies of an increase or a decrease in Internet usage for work related purposes in libraries could be distinguished.

Urban and rural residents use the Internet for work and commercial purposes at the same places. One difference should be noted: urban residents much more often may perform work or main activity related tasks in their workplaces, whereas rural residents have fewer similar opportunities.

Place, where the respondent uses Internet for work and commercial purposes most frequently

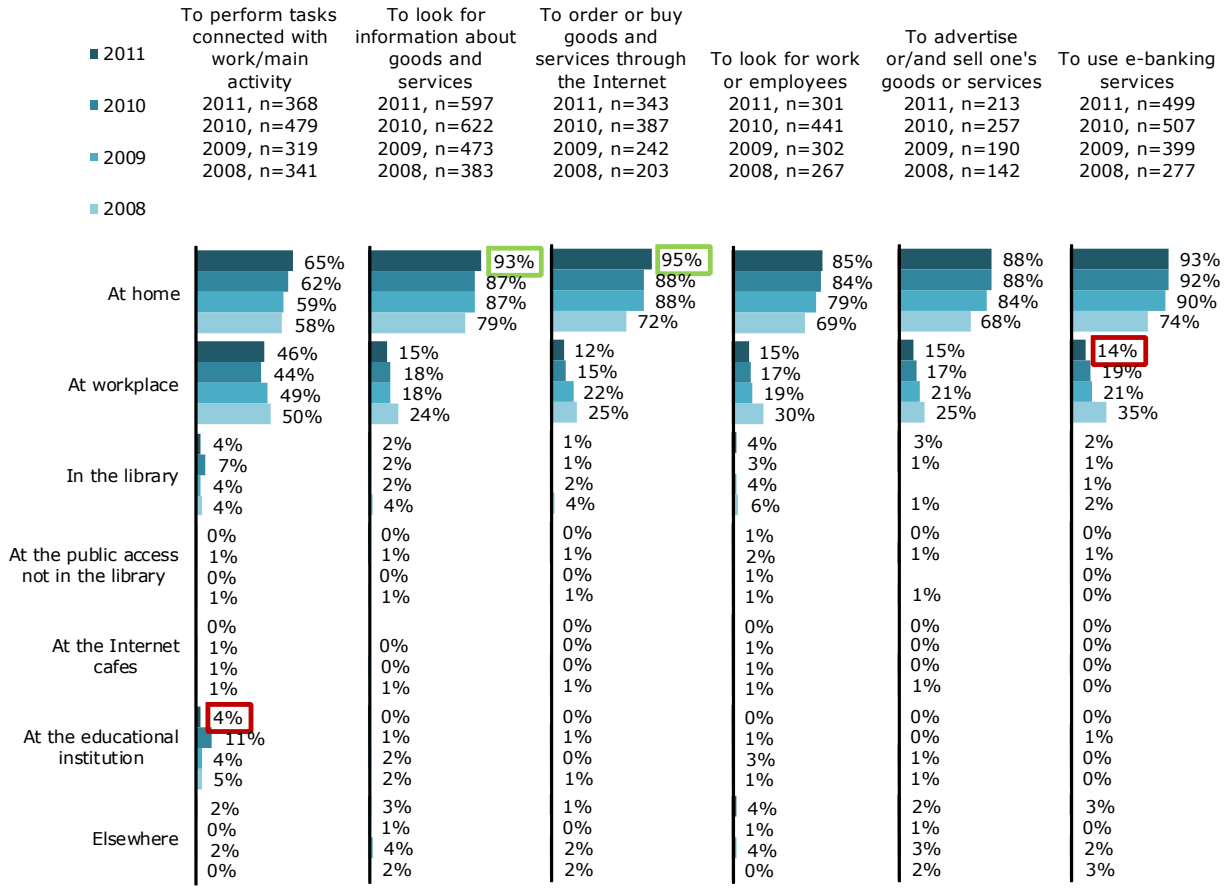
%, respondents, who used the Internet for particular purpose at least once



During the current year, urban residents have more often looked for information about goods or services or ordered them at home, and less often used e-banking services at work.

Place, where the respondent uses Internet for work and commercial purposes most frequently

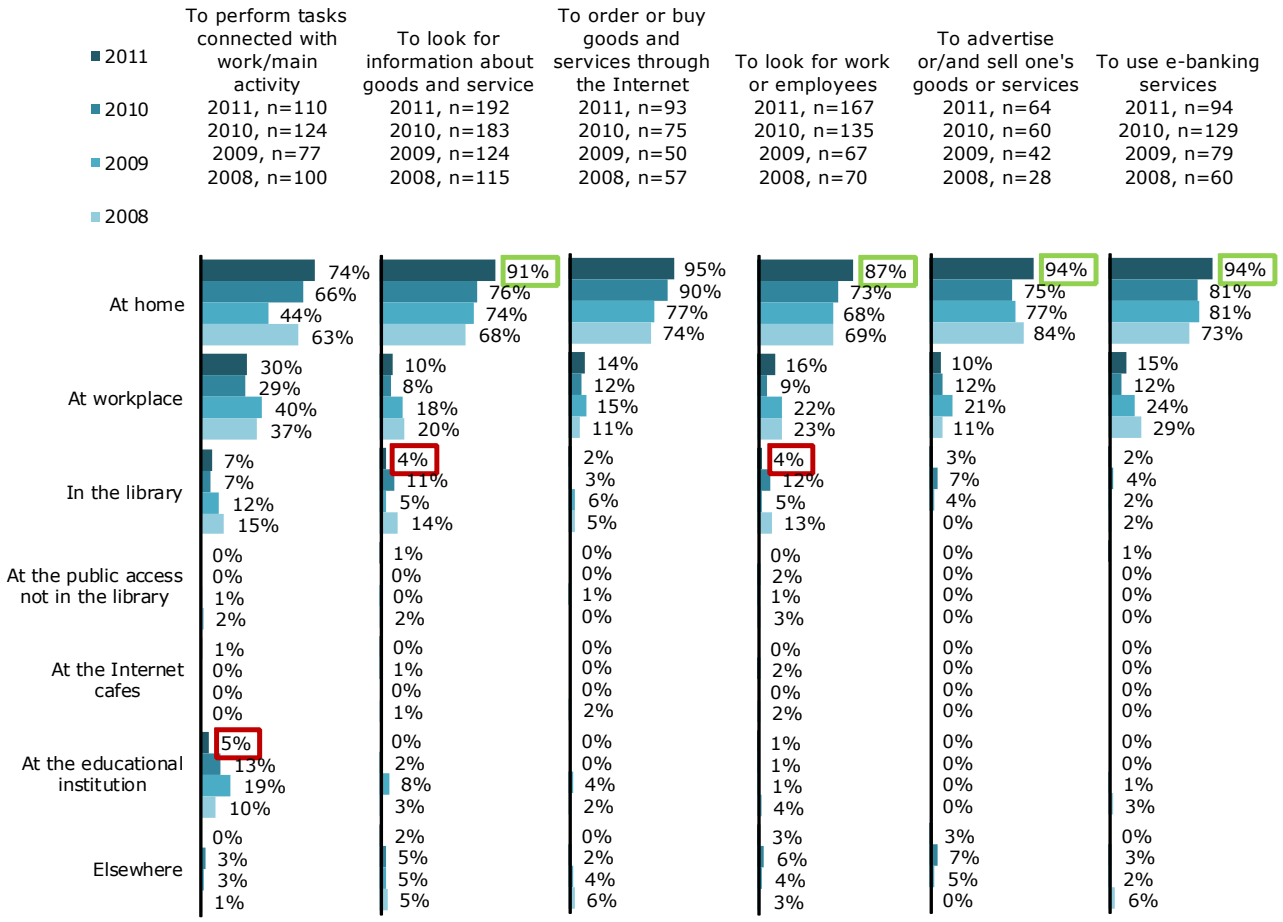
%, urban respondents, who used the Internet for particular purpose at least once



Rural residents more often use the Internet for almost all work or commercial purposes (except for performing work related tasks) at home. During the current year, rural residents have less often used the Internet for searching for information about goods and services or looking for a job in libraries, and less often performed main activity (studies) related tasks in educational institutions.

Place, where the respondent uses Internet for work and commercial purposes most frequently

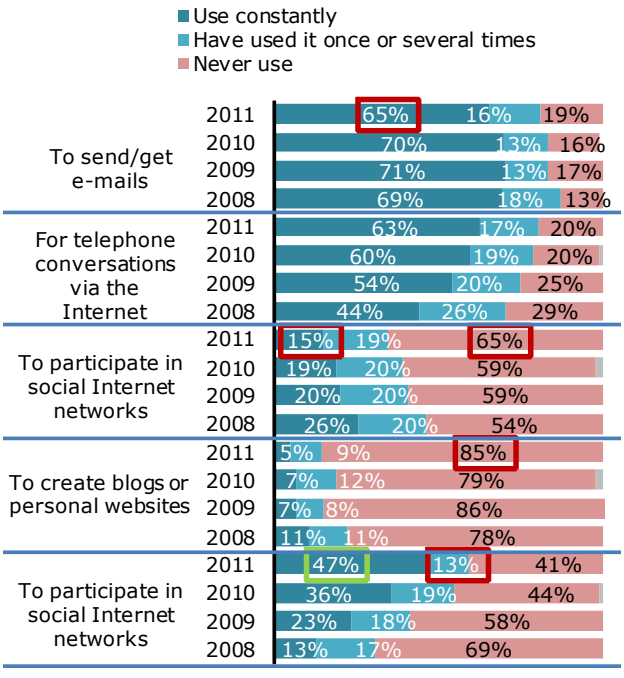
%, rural respondents, who used the Internet for particular purpose at least once



7.2. Communication and Keeping in Touch

Internet use for communication and keeping in touch

%, respondents, who use the Internet



* 2011 (n=1012), 2010 (n=1014), 2009 (n=746), 2008 (n=658)

- While communicating via the Internet, people most often write emails and use online telephony for conversations -

Writing emails and using online telephony for conversations are the main forms of communicating via the Internet. 63–65% of the respondents constantly use these services. Only about 20% of internet users indicated that they never sent emails or made telephone conversations.

Almost every other (47%) respondent asctively participates in social networks. Much fewer (34%) respondents participate in forums or e-conferences, and create blogs or personal websites (14%).

The youth, schoolchildren and students, people who use the Internet more often and those who better know how to use the computer use the Internet for communication purposes more often.

As compared to the previous year, active participation of Internet users in social networks has grown;

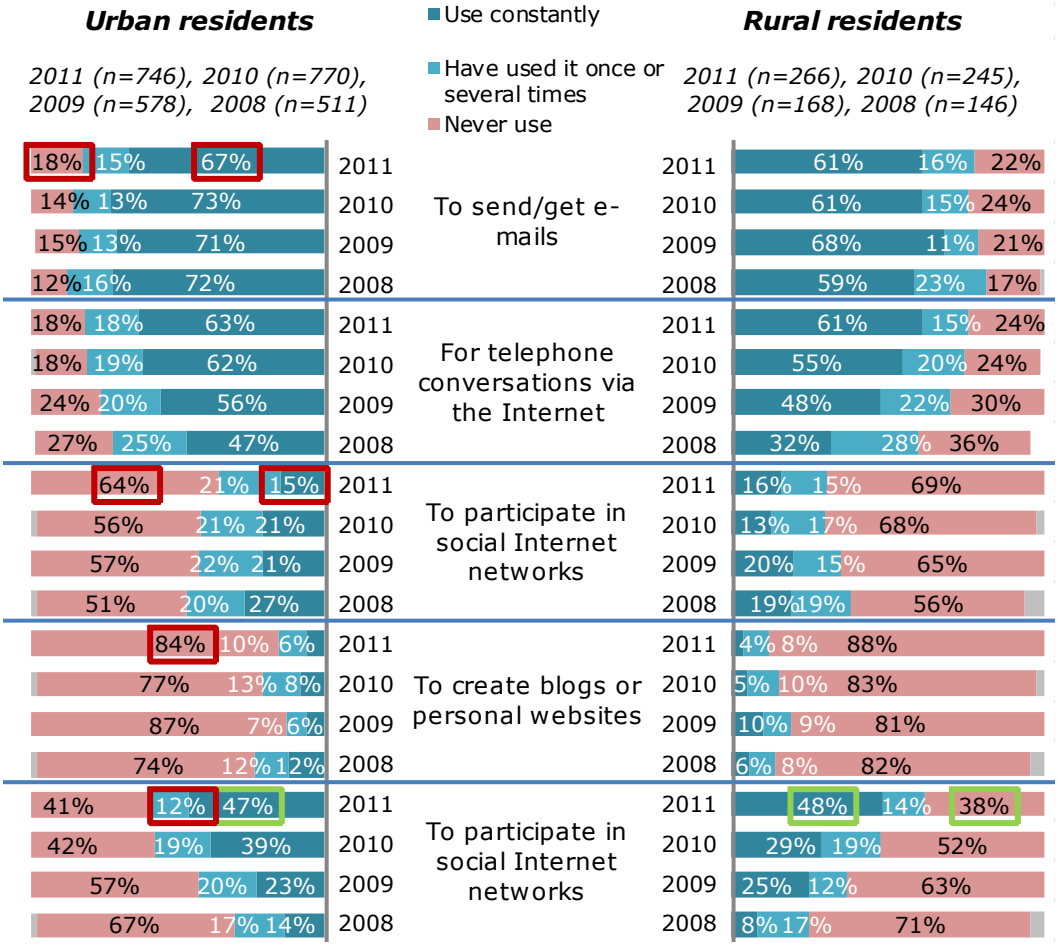
however, the number of those participating in discussion forums or creating personal websites has shrunk.

The analysis of change in communication forms via the Internet over the last four years shows that the intensity of sending emails has remained the same, yet the number of those making telephone conversations via the Internet and participating in social networks has been consistently growing. The number of respondents who create blogs or personal websites has been falling.

The forms and intensity of using the Internet for communication purposes do not differ between urban and rural residents. During the current year, both urban and rural Internet users' activeness in social networks has grown. Urban residents less often send emails, participate in discussion forums or create personal websites.

Internet use for <u>communication and keeping in touch</u>

%, respondents of target groups who use the Internet



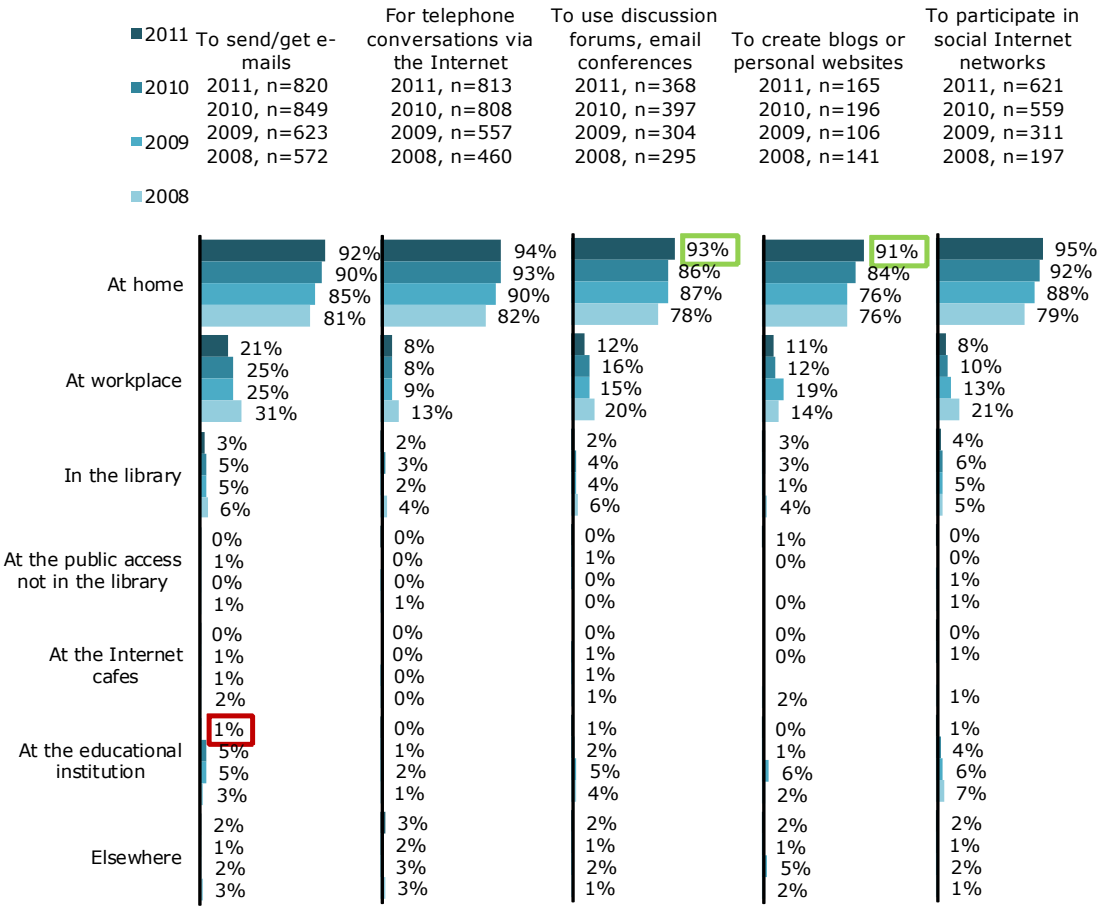
Internet is mainly used for communication at home. Writing emails is the most acceptable form of communication at work.

During the current year, slightly more Internet users participated in discussion forums or created blogs/personal websites at home.

The forms and places of using the Internet for communication purposes do not differ between urban and rural residents. However, a slightly bigger number of urban residents have participated in discussion forums at home and slightly fewer urban residents have written emails or participated in social networks at work. During the current year, rural residents have used most communication forms via the Internet at home; however, contrary to urban residents, the share of rural residents participating in social networks at work has increased. A smaller number of rural residents have been sending emails at work or in educational institutions; and fewer rural residents have used the opportunity of making telephone conversations via the internet in libraries.

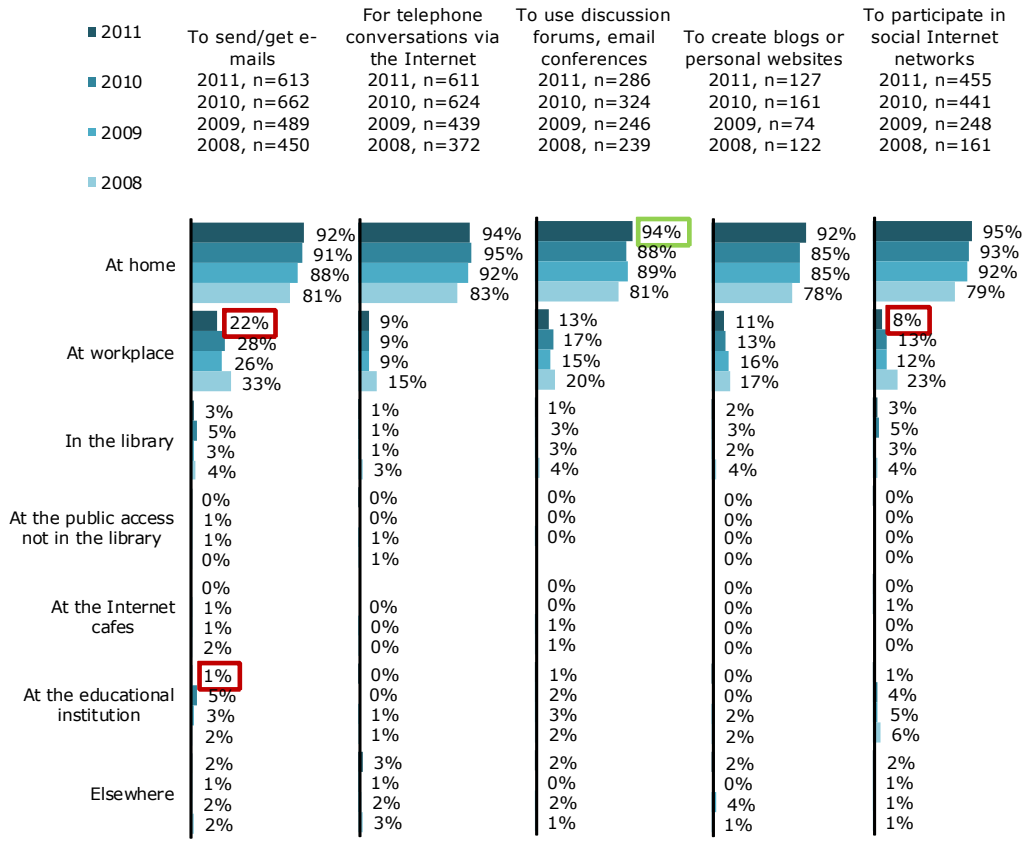
Place, where the respondent uses Internet for communication and keeping in touch most frequently

%, respondents, who used the Internet for particular purpose at least once



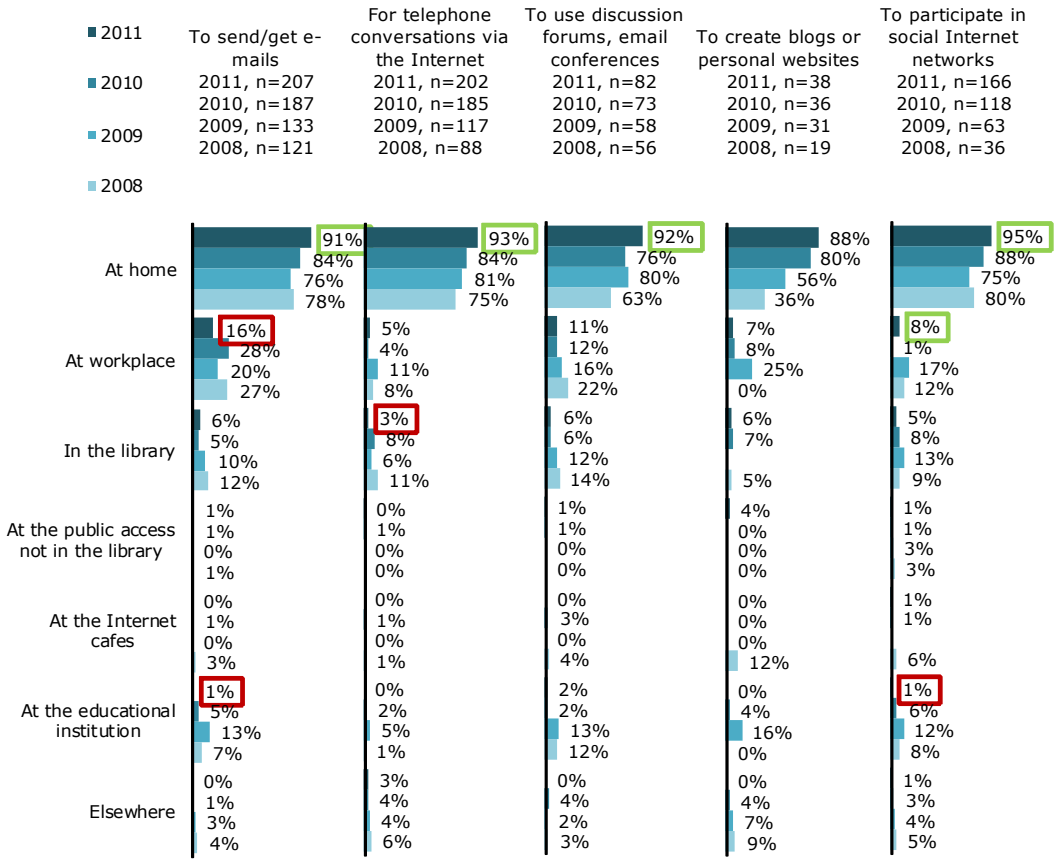
Place, where the respondent uses Internet for communication and keeping in touch most frequently

%, urban respondents, who used the Internet for particular purpose at least once



Place, where the respondent uses Internet for communication and keeping in touch most frequently

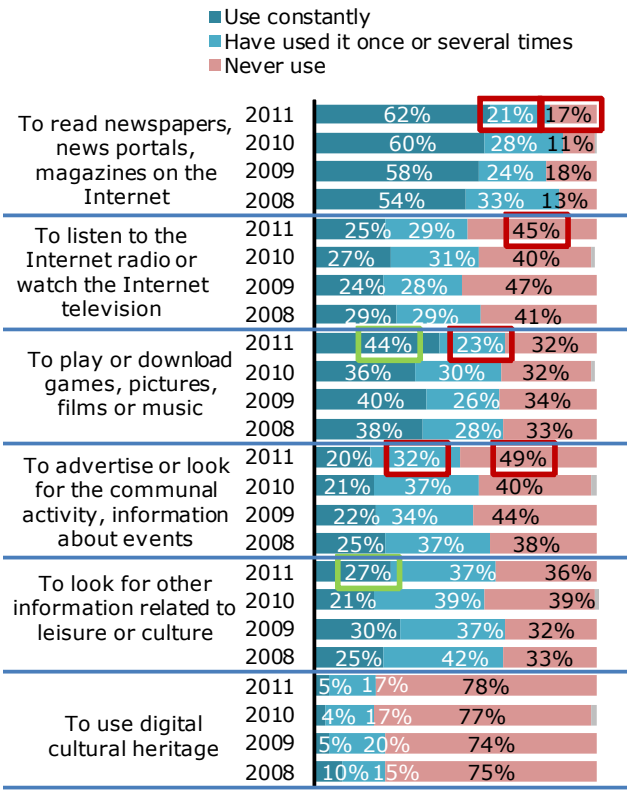
%, rural respondents, who used the Internet for particular purpose at least once



7.3. Leisure and Culture

Internet use for leisure, cultural purposes

%, respondents, who use the Internet



* 2011 (n=1012), 2010 (n=1014), 2009 (n=746), 2008 (n=658)

- The most popular way to spend leisure time on the Internet is reading the press, news and magazines -

For leisure, Internet users usually read newspapers and news portals on the Internet. For the majority (61%) of them, this way to spend leisure time is of constant nature. Other ways to spend leisure time on the Internet are slightly less frequent: 68% of Internet users play games, download pictures, films or music (44% of users do it constantly); 64% of Internet users look for other culture or leisure related information (27% of users do it constantly).

Of the analysed ways to spend leisure time on the Internet, Internet users relatively somewhat less often use the Internet for listening to the radio or watching TV, posting or searching for information necessary for community activities. Internet users use the digitalised cultural heritage least frequently.

The Internet is used for leisure and culture related purposes more often by the youth, people using the Internet more frequently and having better computer usage skills. Older Internet users, pensioners, the unemployed and people with a lower income use the Internet for leisure slightly less often.

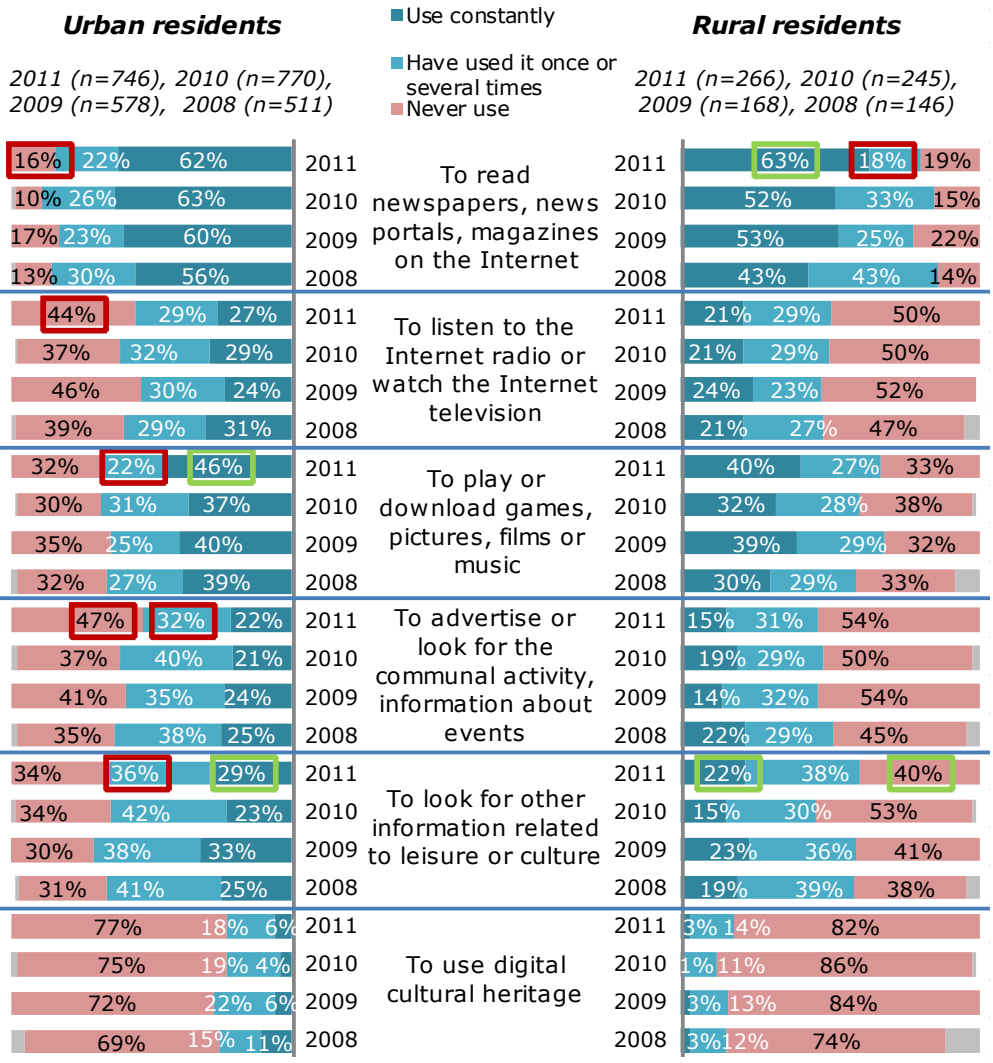
During the last year, Internet users played games, downloaded films, music and pictures, and searched for other culture or leisure related information on the Internet somewhat more frequently. Internet users posted or searched for information relevant to community activities slightly less often.

During a longer (four-year) period, Internet usage for leisure and culture related purposes did not basically change. Internet users only slightly less often post or look for information related to community activities.

The comparison between practices of spending leisure time on the Internet by Internet users of urban and rural areas shows that urban residents perform almost all leisure or culture related activities online more frequently. During the last year, urban Internet users were somewhat more active in searching for culture related information, playing games or downloading films, music and pictures. Meanwhile, during the last year, rural Internet users more often read newspapers and news, and searched for other culture or leisure related information on the Internet.

Internet use for leisure, cultural purposes

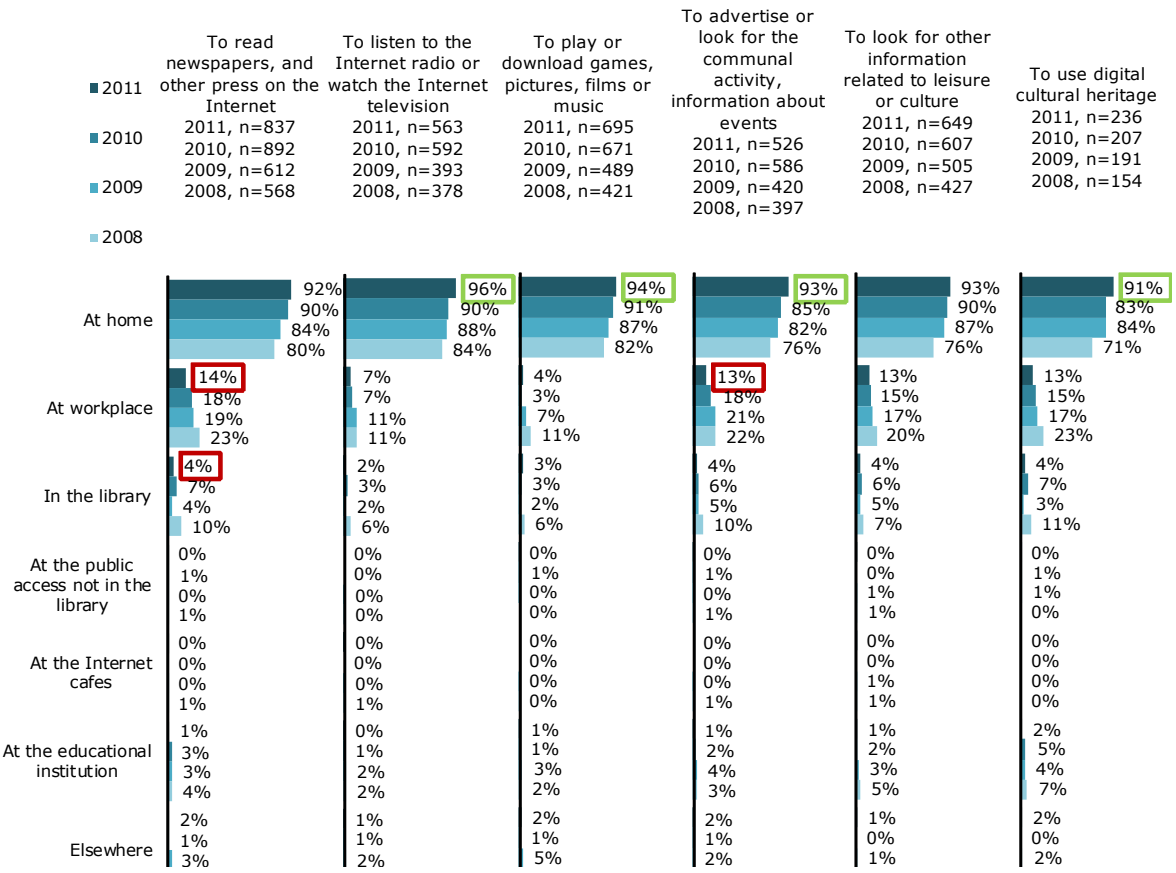
%, respondents of target groups, who use the Internet



Like for other Internet usage purposes, Internet users spend their leisure time on the Internet or take interest in culture usually at home. Slightly more that every tenth Internet user reads news on the Internet, looks for information necessary for community activities or other cultural information and uses the digitalised cultural heritage at work as well. Internet usage for leisure and culture related purposes at home is gradually growing. During the last year, a smaller number of Internet users at work read newspapers and news portals or searched for information necessary for community activities. In the last year, fewer Internet users read news portals also in libraries.

Place, where the respondent uses Internet for leisure and cultural purposes most frequently

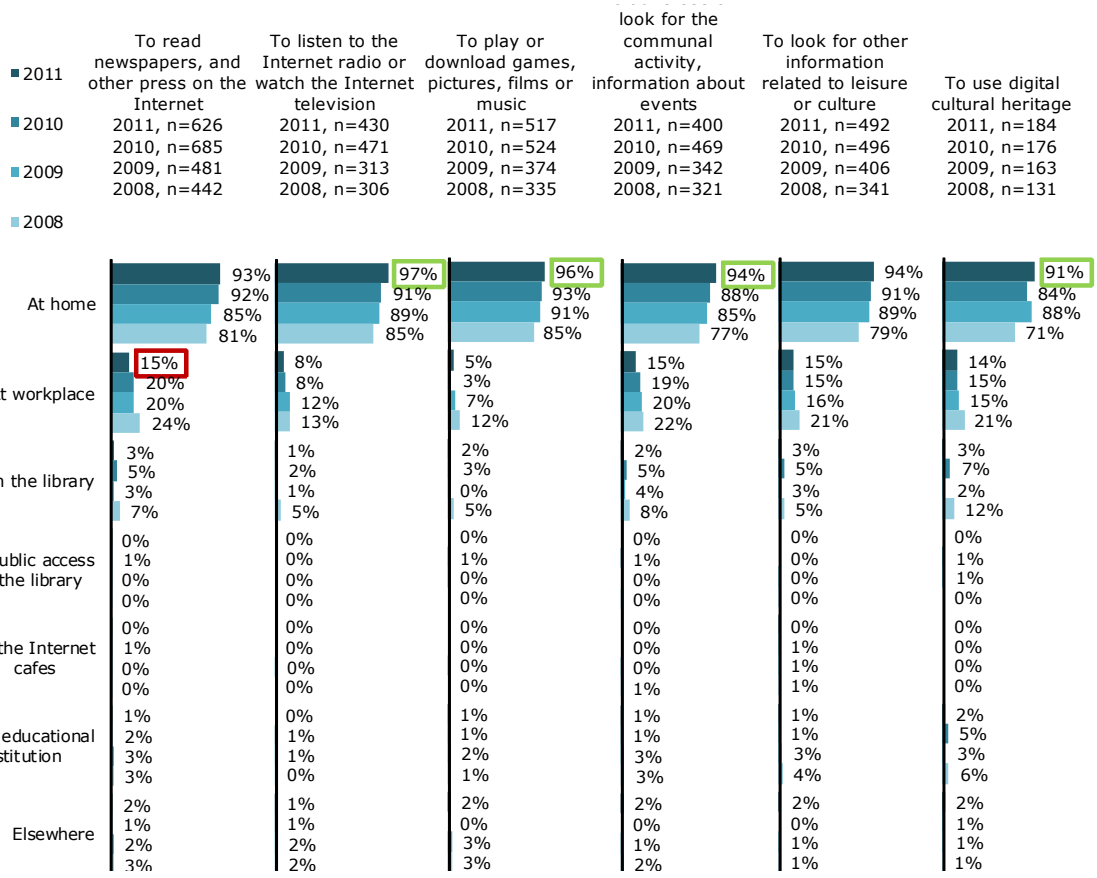
%, respondents, who used the Internet for particular purpose at least once



The vast majority of both urban and rural Internet users spend their leisure time on the Internet at home. During the last year, at home, Internet users of urban areas more frequently listened to the radio, watched TV, downloaded films, music and pictures, searched for information necessary for community activities or used the digitalised cultural heritage online. In the last year, urban Internet users read news portals at work slightly less often.

Place, where the respondent uses Internet for leisure and cultural purposes most frequently

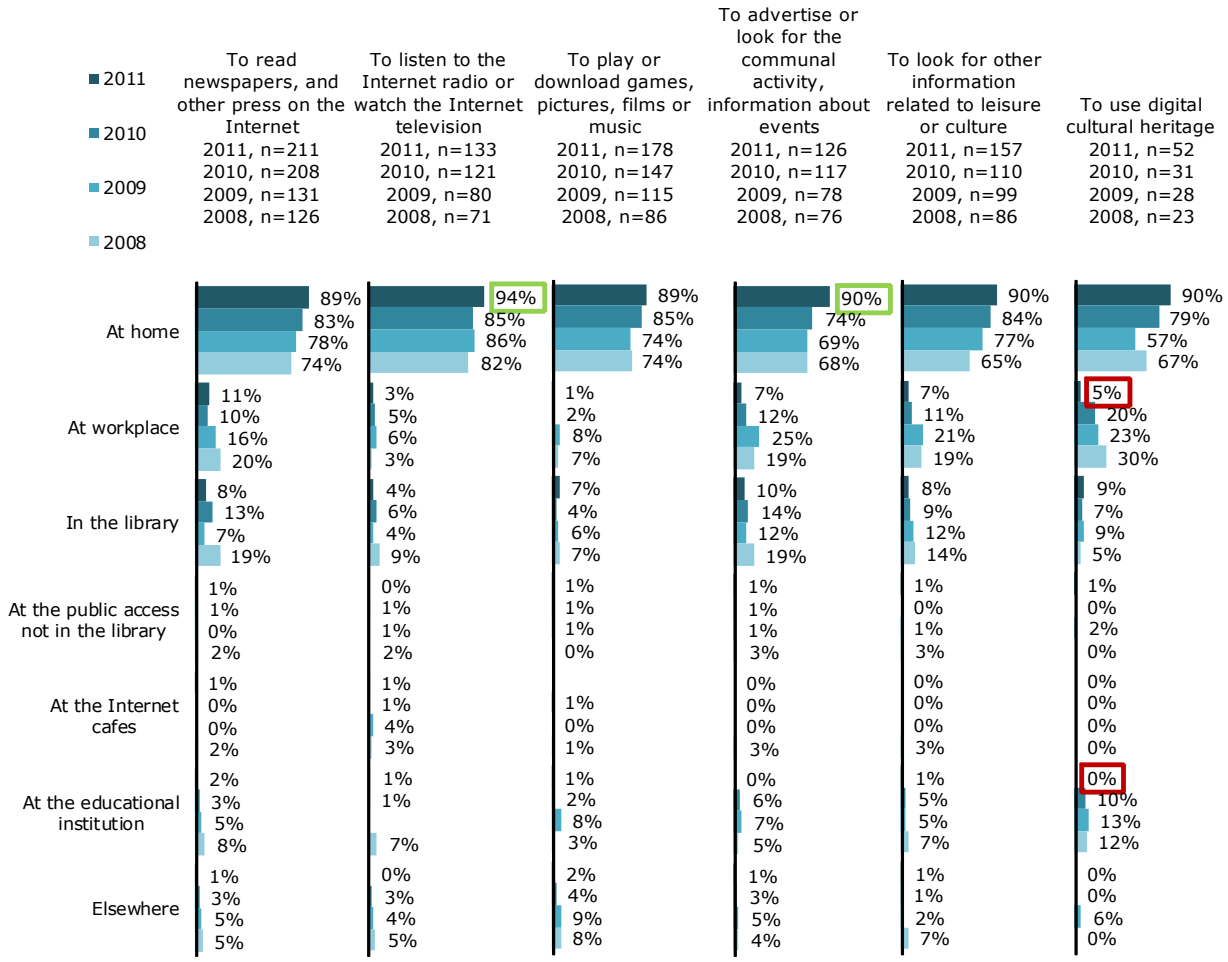
%, urban respondents, who used the Internet for particular purpose at least once



During the last year, Internet users of rural areas somewhat more frequently used the Internet at home for listening to the radio or watching TV and searching for information necessary for community activities. At work and in educational institutions, rural Internet users slightly less often used the digitalised cultural heritage in the last year.

Place, where the respondent uses Internet for leisure and cultural purposes most frequently

%, rural respondents, who used the Internet for particular purpose at least once



7.4. Studies and Education

- Learning is mostly common at a specific time in a person‘s life, therefore the share of Internet usage for these purposes is relatively small -

Internet for studies and education was used by fewer Lithuanian residents in comparison to the above analysed purposes. It is common to devote a particular period in life for learning in Lithuania, which is usually youth. Later, people deepen their knowledge far less frequently. Thus, Internet is used for studies and education only by a specific resident group.

Slightly more than every third Internet user downloaded necessary software (33%) and searched for offers of learning and training courses (27%). It is relatively the most popular services which are used for the purpose of studies and education. However, the use of these services is more a onetime usage, which is not constant in nature.

The smallest number of residents used online library catalogues (16%), electronic databases (17%) and used the Internet for distant learning (14%).

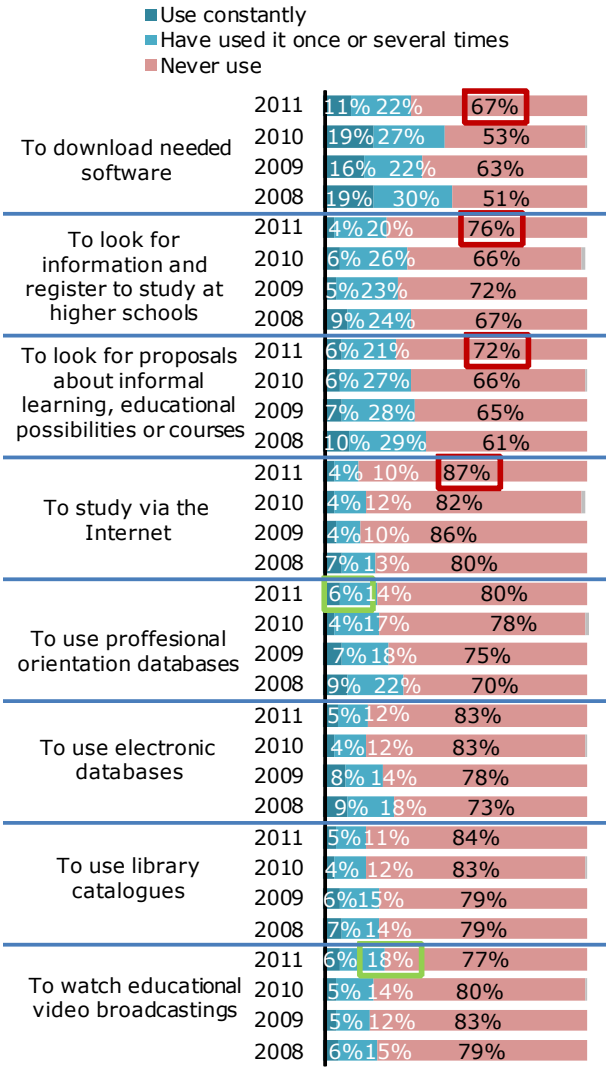
Internet for studies and education is usually used by schoolchildren and students.

In comparison to the previous year, this year fewer Internet users stated that they downloaded relevant software, looked for information to register for studying in higher schools or learning and training courses, and used the Internet for distant learning.

The analysis of changes in Internet usage for studies and education during a longer (four-year) period indicates a slight decrease in Internet usage for these purposes.

Internet use for studies, educational purposes

%, respondents, who use the Internet



* 2011 (n=1012), 2010 (n=1014), 2009 (n=746), 2008 (n=658)

Internet usage for studies and education by Internet users of urban and rural areas is similar, however, urban Internet users slightly more often download necessary software, search for offers of learning courses and watch pay video broadcastings.

During the current year, a smaller number of urban Internet users downloaded software, looked for information to register at higher schools or learning courses and used the Internet for distant learning. This year, the number of Internet users of rural areas who downloaded software or looked for information on the admission to higher schools slightly diminished. However, in the last year, somewhat more rural Internet users used online library catalogues.

For studies and education, the internet is usually used at home. Databases of professional orientation and electronic databases are used at work more frequently than other services. Library catalogues were used slightly more often in libraries and academic institutions than at home. In academic institutions, some of Internet users also use the service of distant learning and watch pay video broadcastings.

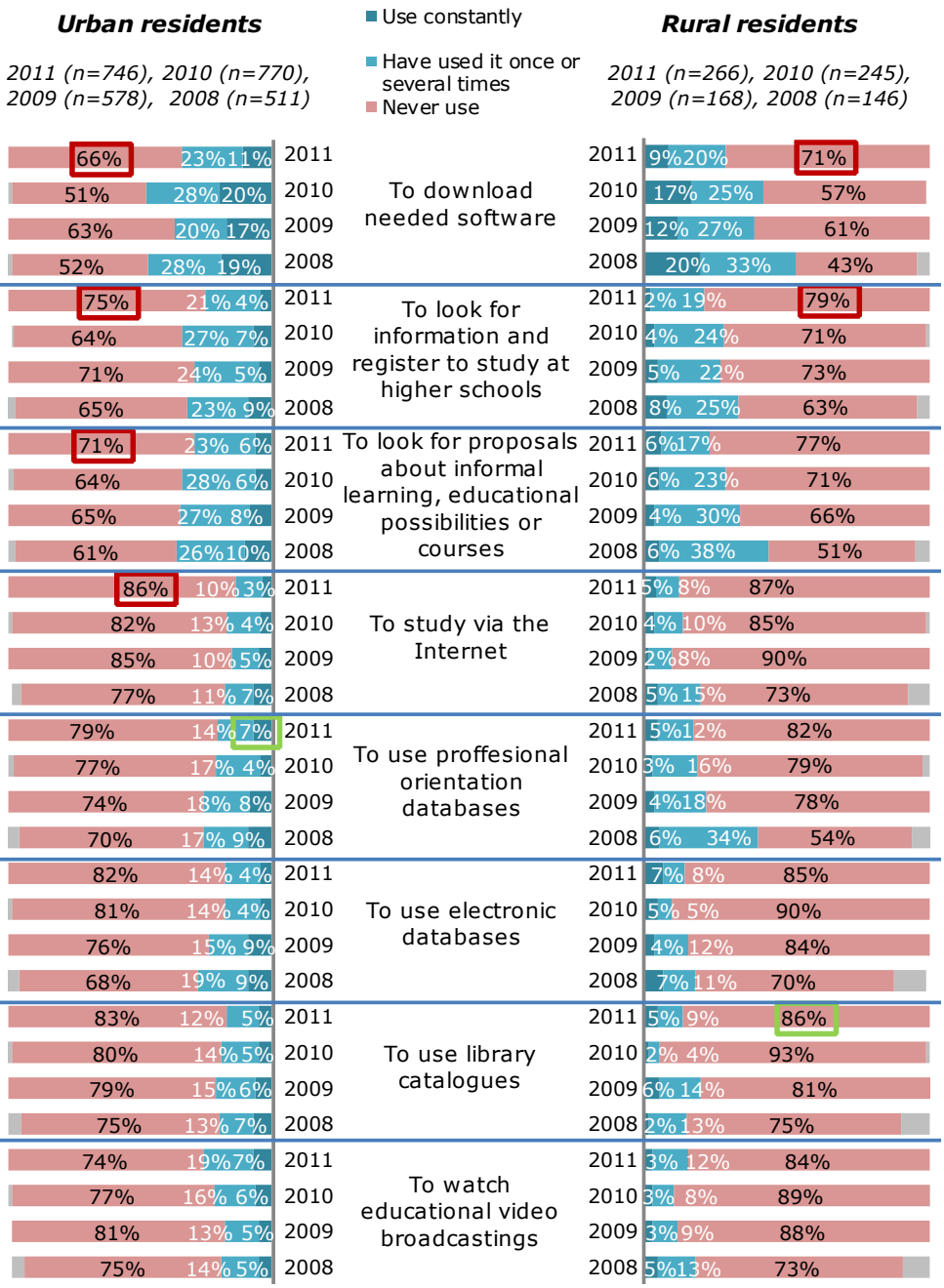
This year, the number of respondents who used databases of professional orientation, other electronic databases and library catalogues, and watched pay video broadcastings at home increased.

During the current year, urban Internet users used electronic databases and library catalogues at home more often, yet, they used library catalogues in libraries and watched pay video broadcastings in academic institutions less frequently.

During the last year, rural Internet users used the Internet for all purposes of studies and education at home more often; these users used library catalogues and watched pay video broadcastings at work less frequently.

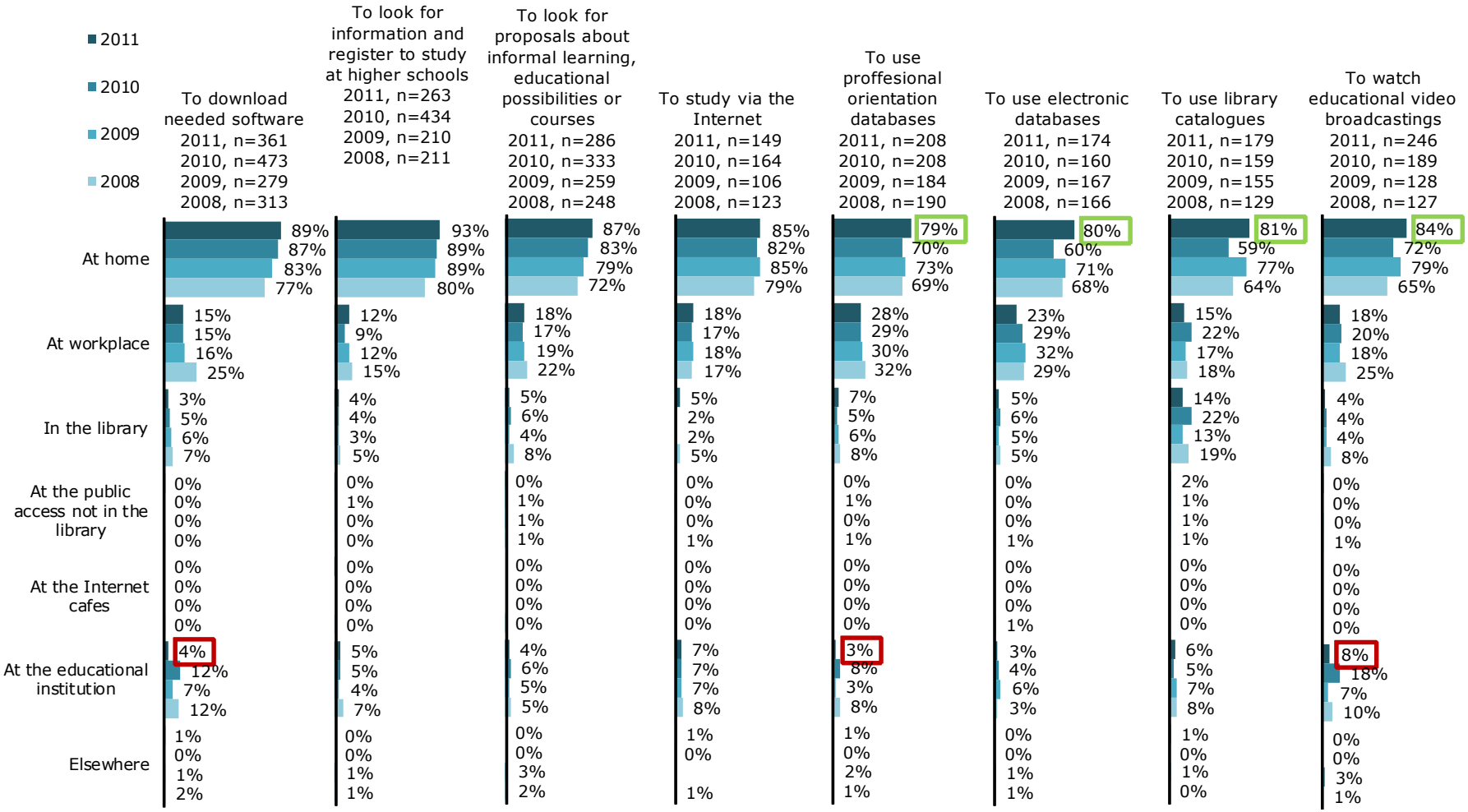
Internet use for studies, educational purposes

%, respondents of target groups, who use the Internet



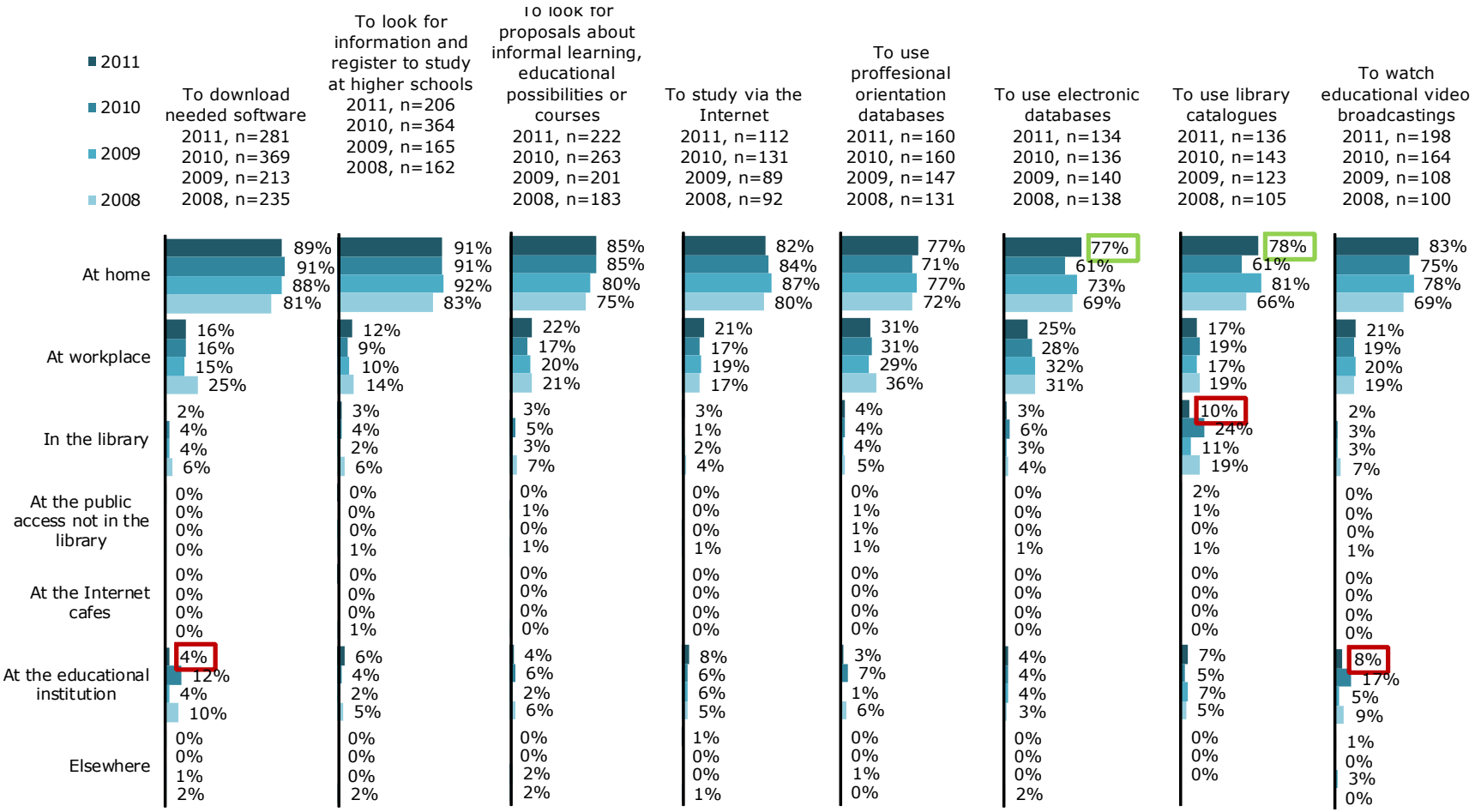
Place, where the respondent uses Internet for <u>studies</u> and <u>educational</u> purposes most frequently

%, respondents, who used the Internet for particular purpose at least once



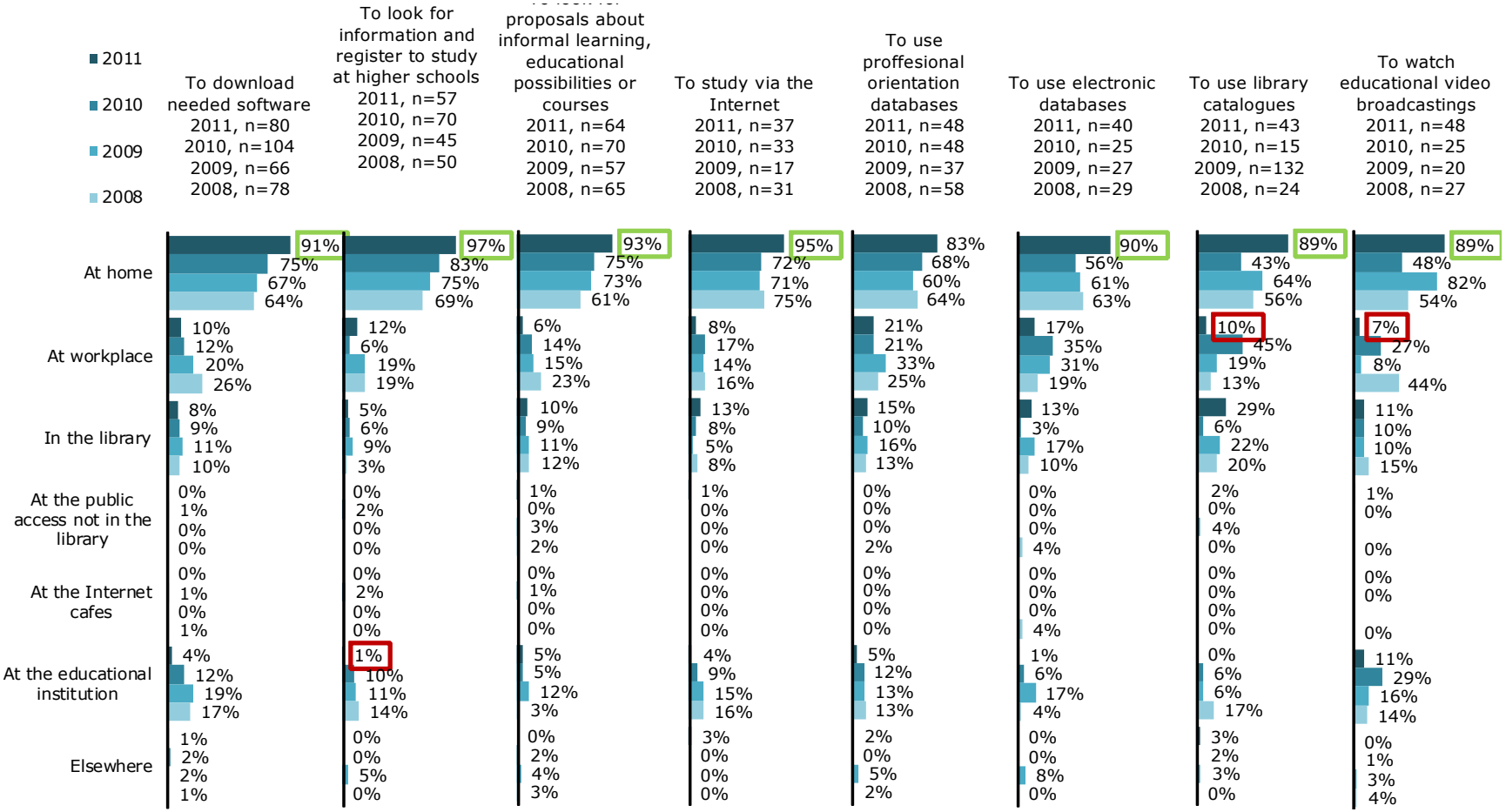
Place, where the respondent uses Internet for studies and educational purposes most frequently

%, urban respondents, who used the Internet for particular purpose at least once



Place, where the respondent uses Internet for <u>studies</u> and <u>educational</u> purposes most frequently

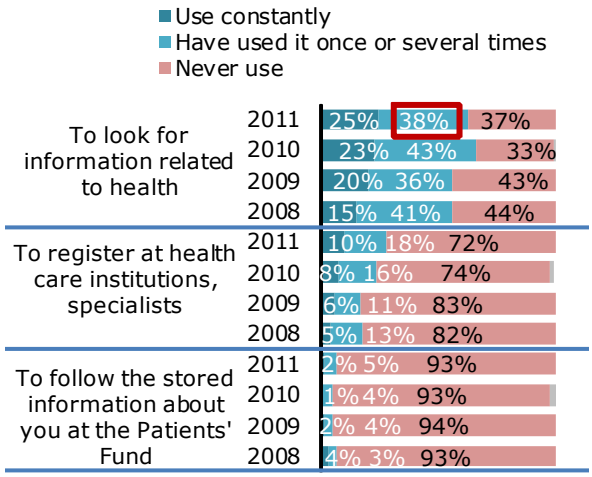
%, <u>rural</u> respondents, who used the Internet for particular purpose at least once



7.5. Health

- The most often residents look for general information related to health problems in the Internet -

Internet use for health related purposes
%, respondents, who use the Internet



* 2011 (n=1012), 2010 (n=1014), 2009 (n=746), 2008 (n=658)

Most of the time when using the Internet for health-related purposes Internet users were simply looking for health-related information (for example, information on injuries, diseases, diet, medications, health promotion, etc.). 63% of Internet users were browsing the Internet for this type of information; 25% of users were doing so on a regular basis. 28% of Internet users were using the Internet to book appointments at health care institutions, with health care professionals; 7% of users were using the Internet to follow personal information collected by the Patients' Fund.

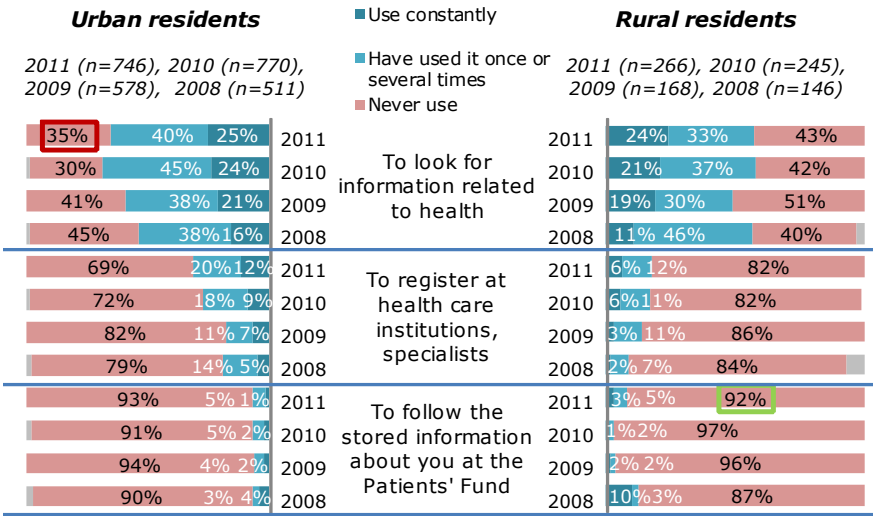
Women, people with higher education and higher income, professionals and managers accounted for a bigger portion of people using the Internet for health-related purposes. These Internet users had Internet access at home and were actively using it.

No changes in the Internet use for health-related purposes were observed in the short term perspective (1 year), and the analysis of changes in the Internet use for health-related purposes over the past 4 years showed that the number of people booking appointments at health care institutions and with health care professionals via the Internet was slowly but steadily growing.

Urban population was browsing the Internet for health-related information more often than rural population. Urban Internet users also tended to use the Internet more often to book appointments at health care institutions and with health care professionals.

Over the past year no major changes in the behavioural patterns of Internet use for health-related purposes by urban population were observed; there was a slight increase in the number of Internet users in rural areas who were following their personal information collected by the Patients' Fund.

Internet use for health related purposes
%, respondents of target groups, who use the Internet

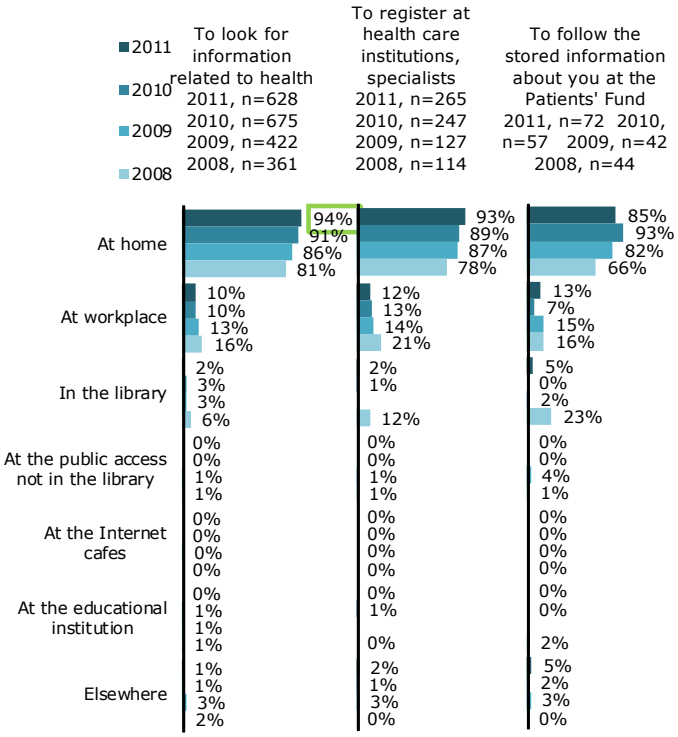


Internet browsing for health-related information was predominantly done at home. Slightly more than every tenth surveyed Internet user (10%-13%) was searching for health-related information at work too.

The analysis of places where residents were using the Internet for health-related purposes showed no major or material changes. The only trend observed was that this year the number of people browsing the Internet for health-related information slightly grew further.

Place, where the respondent uses Internet for health related purposes most frequently

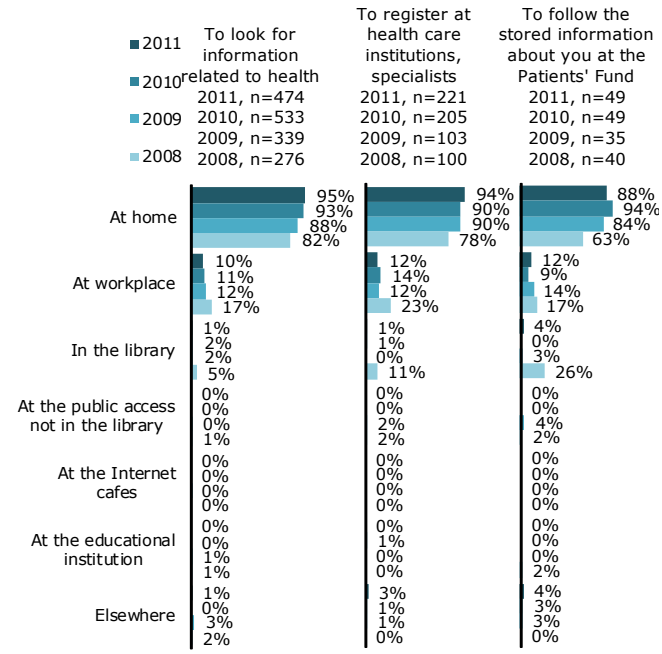
%, respondents, who used the Internet for particular purpose at least once



Internet use for health-related purposes did not differ between urban and rural populations and was consistent with the national trends.

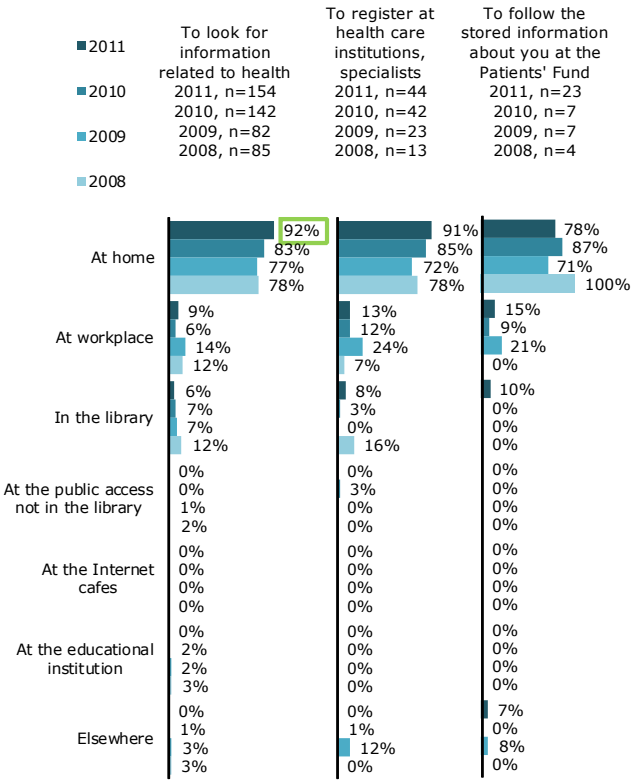
Place, where the respondent uses Internet for health related purposes most frequently

%, urban respondents, who used the Internet for particular purpose at least once



Place, where the respondent uses Internet for health related purposes most frequently

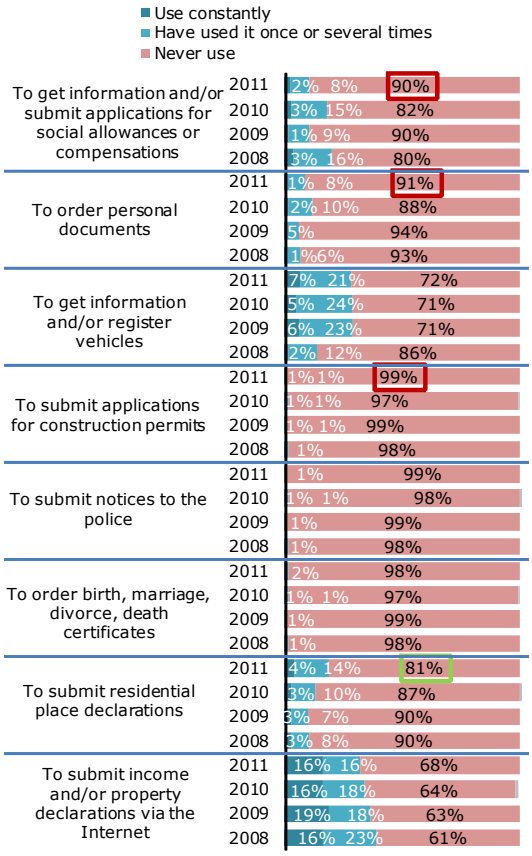
%, rural respondents, who used the Internet for particular purpose at least once



7.6. Services of E-government

Internet use in aim to use e-government services

%, respondents, who use the Internet



* 2011 (n=1012), 2010 (n=1014), 2009 (n=746), 2008 (n=658)

Services of E-government were used least often out of all surveyed possibilities the Internet provides. A slightly greater portion of Internet users were submitting electronically income and property tax returns (32%), or were browsing information on vehicles or registering vehicles (28%). Every tenth Internet user received information or made applications for social benefits or compensations or statements of habitual residence. Whereas only single individuals applied for personal ID documents, construction permits, birth, marriage, divorce or death certificates or made statements to the police authorities.

People with higher education, people higher income, more frequent Internet users, people with better computer literacy skills, professionals, white collar workers and managers were using services of E-government more often.

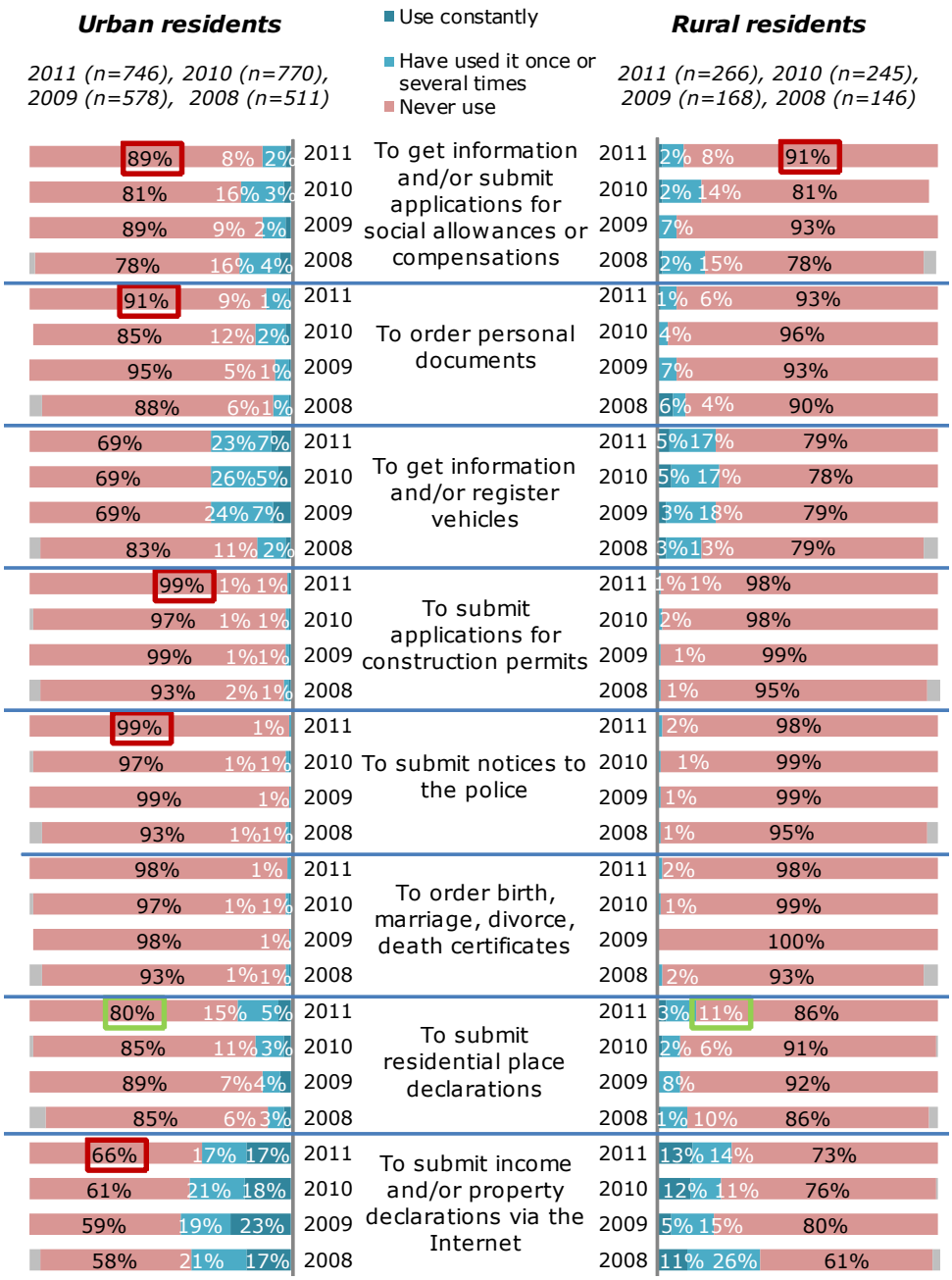
Over the past year and past four years there were no major changes in the use of E-government services. The only trend observed was that a slightly greater number of people started submitting statements of habitual residence.

There were no major differences in the use of E-government services between Internet users in urban and rural areas. Contrary to what might be expected, urban population was not increasingly more active than rural population as far as the use of E-government services was concerned. Even though the portion of people using these services was similar in urban and rural areas, it was observed that urban Internet users were browsing the Internet for information on vehicles

and / or were registering vehicles, and submitting income and / or property tax returns electronically more often.

Internet use in aim to use e-government services

%, respondents of target groups, who use the Internet



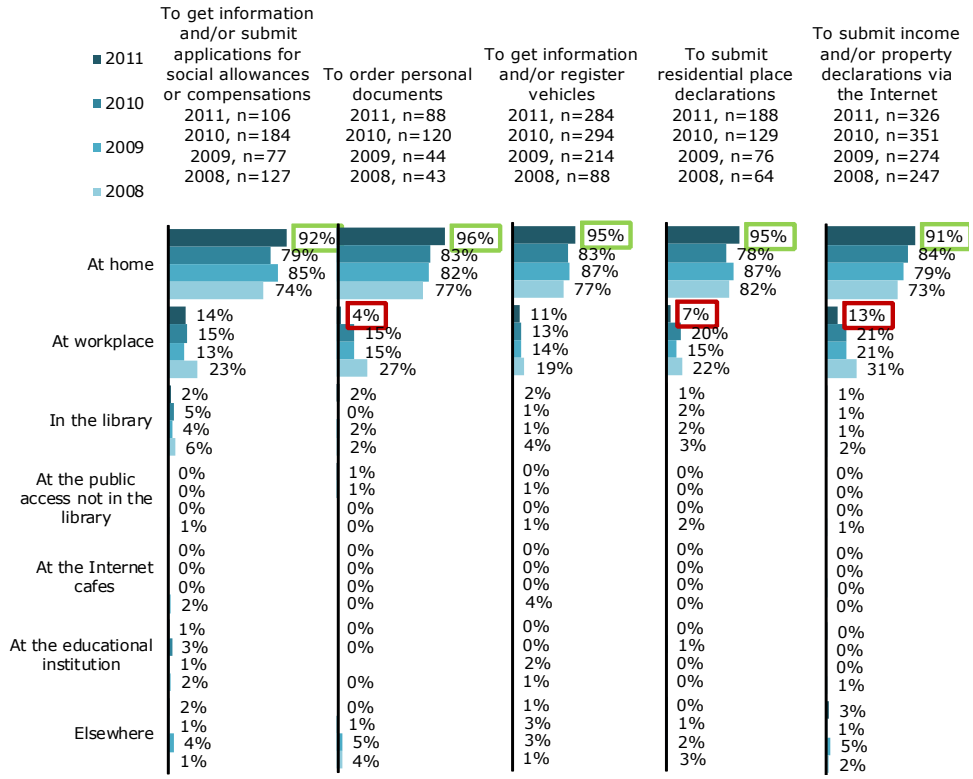
Most of the time services of E-government on the Internet were used at home (as is the case with Internet use in general). Another approximately one fifth of Internet users use services of E-government at work.

Over the past year the use of E-government services at home grew further slightly, but increasingly fewer Internet users were using these services at work.

There were no differences between places where urban and rural population use services of E-government and the changes that took place over the past year are consistent with the general trends in the country.

Place, where the respondent uses Internet in <u>aim to use e-government services</u> most frequently

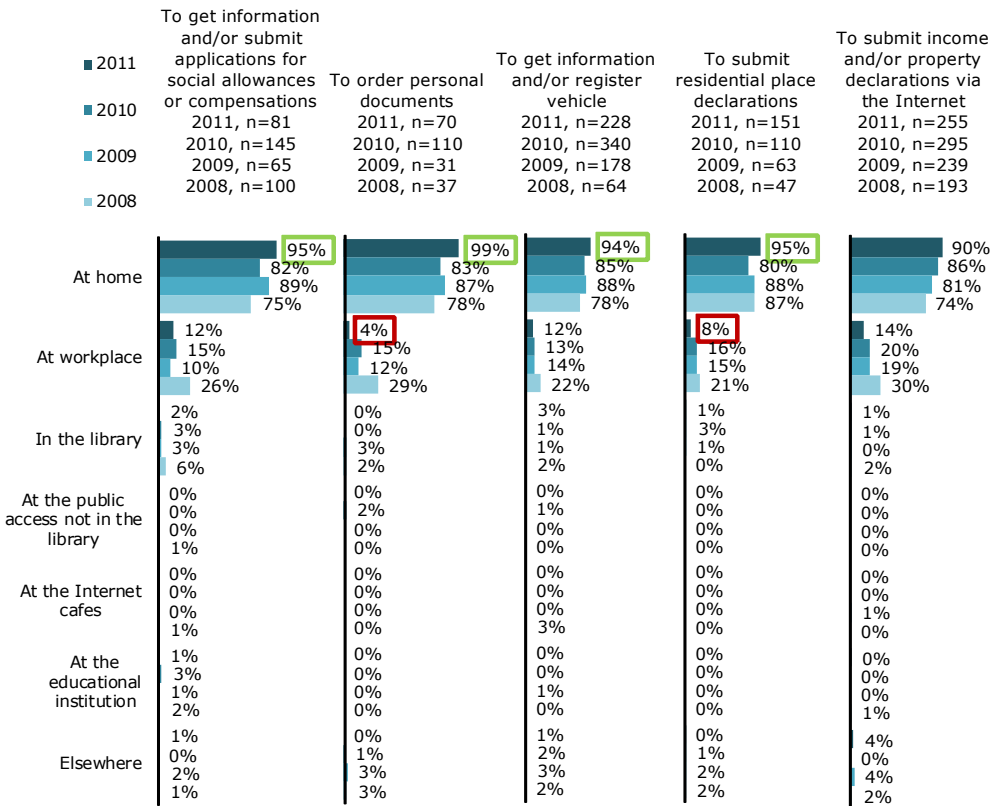
%, respondents, who used the Internet for particular purpose at least once



Note: *because of the small number of respondents the figure does not include data on the places where these services are used: applying for construction permits, birth, marriage, divorce and death certificates, making statements to the police authorities.*

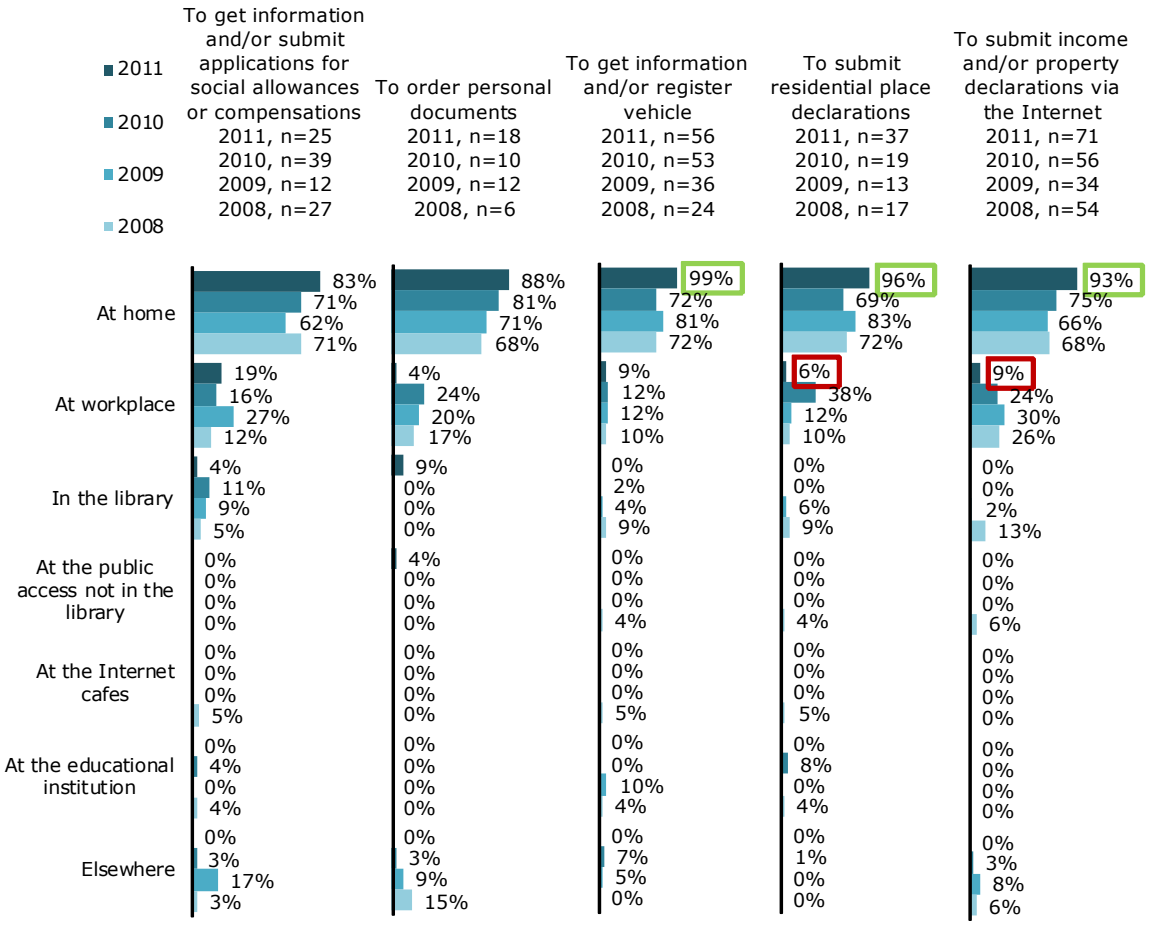
Place, where the respondent uses Internet in <u>aim to use e-government services</u> most frequently

%, <u>urban</u> respondents, who used the Internet for particular purpose at least once



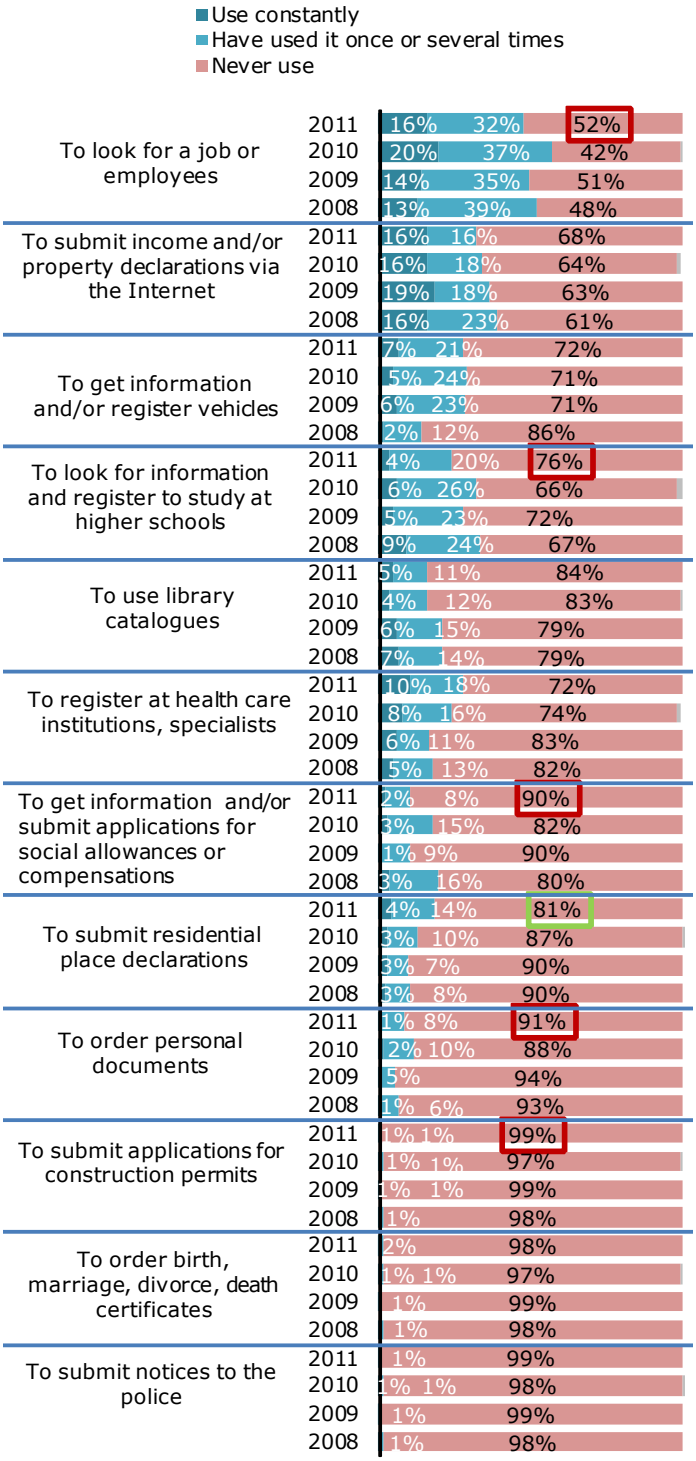
Place, where the respondent uses Internet in aim to use e-government services most frequently

%, rural respondents, who used the Internet for particular purpose at least once



Internet use in aim to use e-government services in a broader sense

%, respondents, who use the Internet



* 2011 (n=1012), 2010 (n=1014), 2009 (n=746), 2008 (n=658)

When analysing use of the Internet for extended purposes of E-government, the situation observed was slightly different. More frequent use of the Internet to look for a job and the fact that greater variety of services leads to a greater variety of people using them resulted in the increase in the overall share of population who use the Internet for purposes of E-government services to 76%.

Most often the Internet was used to look for a job (48%) or to submit income and property tax returns (32%). One fourth of Internet users (24%-28%) were using the Internet to look for information on vehicles or to research and register for studies.

Least uses of the Internet were to apply for personal ID documents (birth, marriage, divorce or death certificates), apply for construction permits and for birth, marriage, divorce or death certificates.

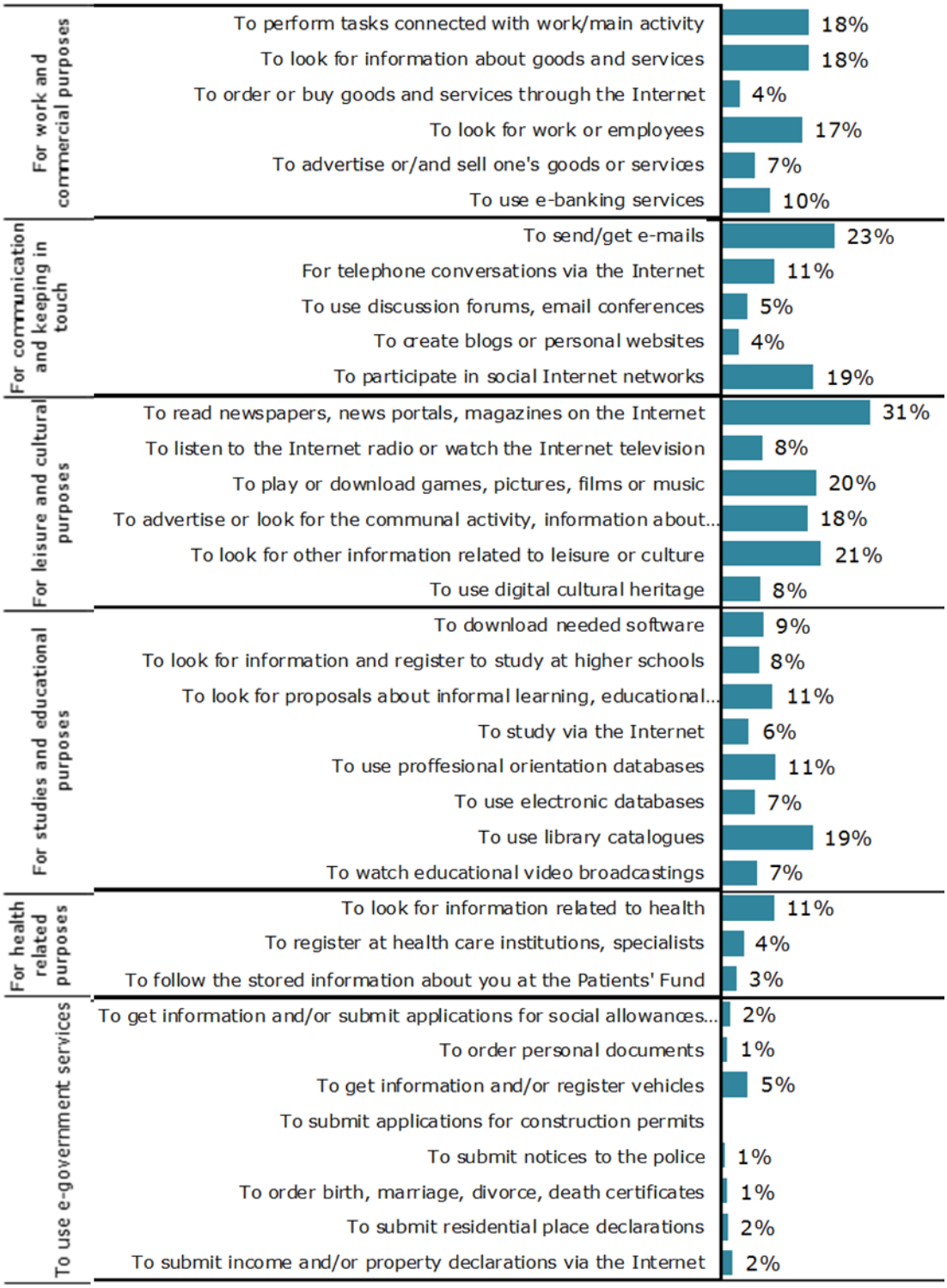
In broad terms, younger people, people with higher education, people with higher income, employed people, frequent Internet users, people with better computer literacy skills, professionals, white collar workers, and managers were people who used services of E-government more often.

7.7. The Purposes of Using the Internet in the Library

People who were using the Internet in libraries did so mostly to read newspapers, browse news portals (31%), write e-mails (23%), browse leisure and culture-related information (21%), play games (20%), research library catalogues (19%), search for information needed for their communal activities (18%), performed works to complete tasks (18%), look for information on goods and services (18%), look for work (17%).

Internet users in libraries were using services of E-government least often or were browsing the Internet for health, research / education-related purposes.

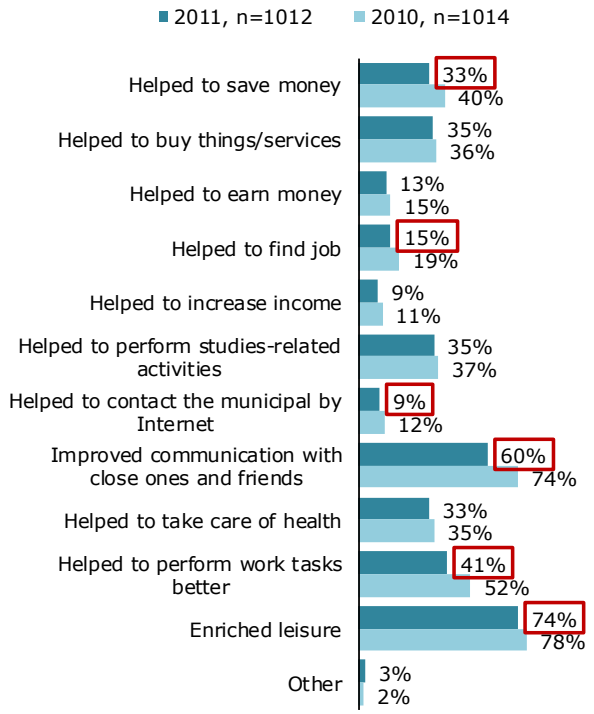
Internet use for various purposes in the Library
%, respondents who use the Internet in the Library n=131



7.8. Benefits of Internet Use

- Though the predominant benefit of Internet use felt by users is a social one, for many the Internet helps to generate economic value too -

Benefits of Internet use
% respondents who use Internet



In general, the majority of Internet users felt that the greatest benefit resulting from the Internet use was a social one – for 74% of users the Internet helped to enrich their leisure, for 60% of users to improve communication with close ones and friends.

Apart from the social benefits, the Internet served as a tool to perform essential tasks, for example, 41% of Internet users managed to perform essential tasks better by using the Internet, 35% of users used the Internet to perform studies-related activities.

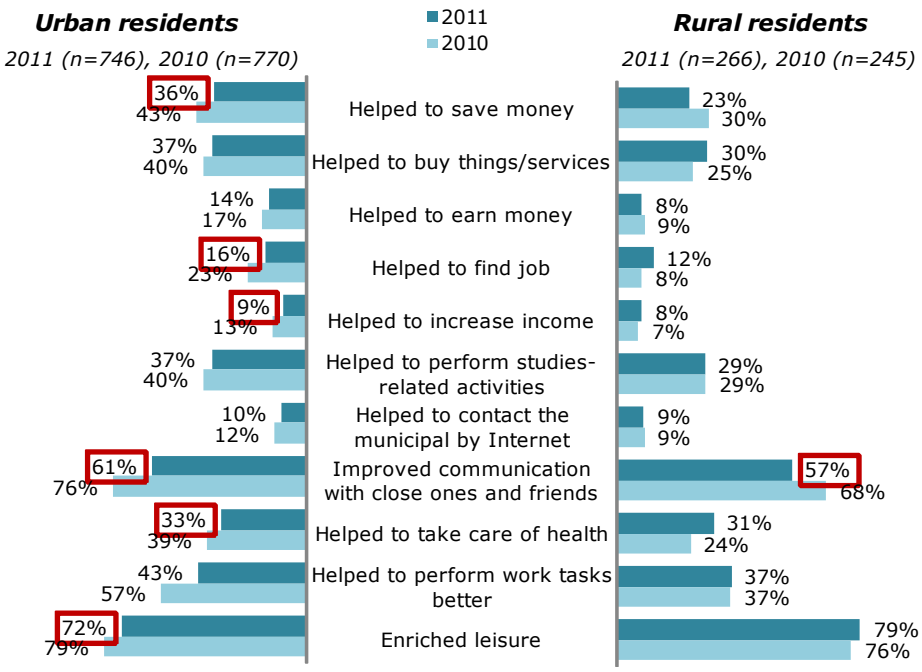
Some Internet users managed to make use of Internet resources to generate economic gain – 33% of users claimed that using the Internet helped them to save money, 35% of users used the Internet to buy things / services, 13% of users made money using the Internet and 9% of users increased their income.

Other benefits of Internet use named by people surveyed were acquisition of extensive new knowledge, expansion of information baggage (11 individuals) or significant time savings because of Internet use (5 individuals).

Over the past year appreciation for the majority of benefits has dropped slightly, but survey data does not provide means to make assessments as to why these changes in opinions are observed.

Benefits of Internet use for users both in urban and rural areas were essentially the same, but it was observed that urban Internet users were better at making use of Internet resources to generate economic gain, that is, save or make money, buy / order goods or services.

Benefits of Internet use
% respondents of target groups who use Internet



8. Services Provided by the Libraries

8.1. Visiting the Library During the Last Year

- In the course of Project implementation an increasing number of people claimed that they had never been to a library -

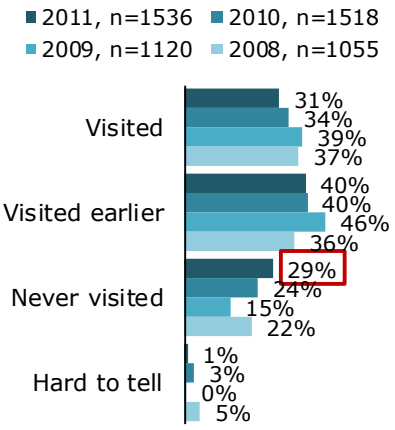
In the course of the past 12 months one third of the Lithuanian population aged between 15 and 74 (31%) visited a library. Another 40% had used services of this establishment before.

Socially more active groups of the population – young people, professionals, white collar workers – frequented libraries more often in the past year. Whereas respondents holding higher education degree, workers, stay-at-home mothers visited library less often, claiming that the last time they went to a library was more than a year ago. Middle-aged and elderly people (aged between 35 and 74), people with primary and secondary education, pensioners and the jobless more often said that they did not visit libraries at all.

Over the period between the initiation of the Project implementation in 2008 and its completion in 2011 the number of residents who visited a library in the course of the year went down and the number of people who claimed that they had been to a library before or had never visited it went up.

Visited the public library during past 12 months

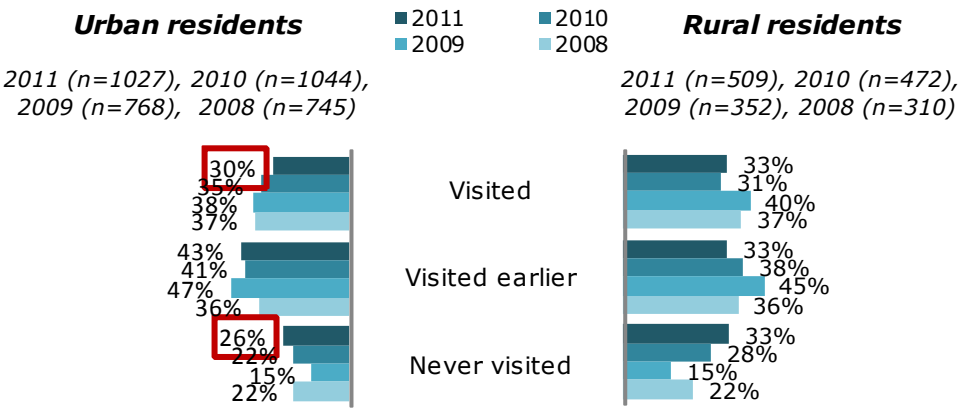
% respondents who use Internet



As compared to urban population a slightly higher number of residents in rural areas claimed that they had never been to a library. However, in urban areas the share of population who visited library in the past year shrank and the share of those who had never been to a library increased as compared to the situation in 2010.

Visited the public library during past 12 months

%, all respondents of target groups



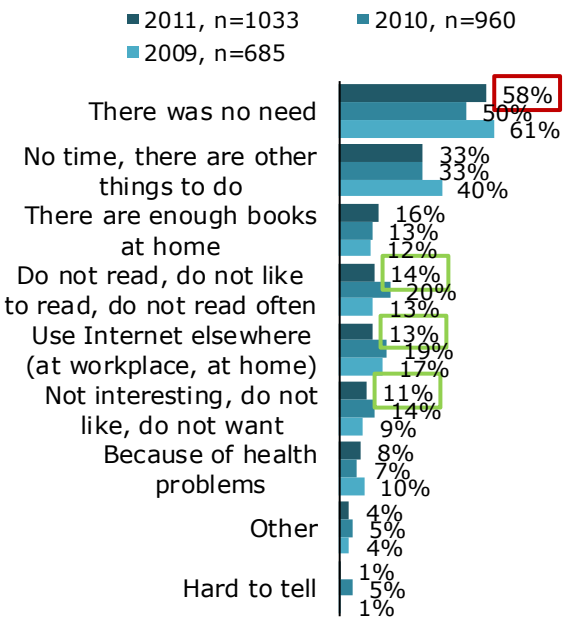
8.2. Reasons for not Visiting the Library

- Most often the library is not visited because there is no need for it or because of the lack of time –

The main reasons why the residents did not go to libraries were the absence of need (58%). One in three persons who did not go to a library in the past year claimed that the reason was lack of time. 16% of population said that they did not visit library because they had enough books at home; 14% said that they did not read at all and 11% of population who did not go to libraries said that they simply did not like libraries, they found them uninteresting and boring. 8% of residents said they could not visit library for health-related reasons.

Reasons of not visiting public library in the past year

%, respondents, who haven't visited public library during the past year



When analysing the reasons for not visiting library by social and demographic features it was observed that:

- ➔ People most short on time to visit a library were persons aged between 15 and 54, workers, stay-at-home mothers and residents of average-sized towns

- ➔ Library services were more often interesting to people with primary or secondary education, school children, unemployed people and residents of rural areas, as well as people with average income.

- ➔ As far as senior citizens, people with average income, people with primary or secondary education, retired people due to age or a disability were concerned, their reason for not visiting library most of the time was health.

- ➔ People aged between 55 and 74, people with higher education, people with average income were more likely to limit themselves to books available at home.

- ➔ People with primary or secondary education, residents in rural areas did not like reading books that much.

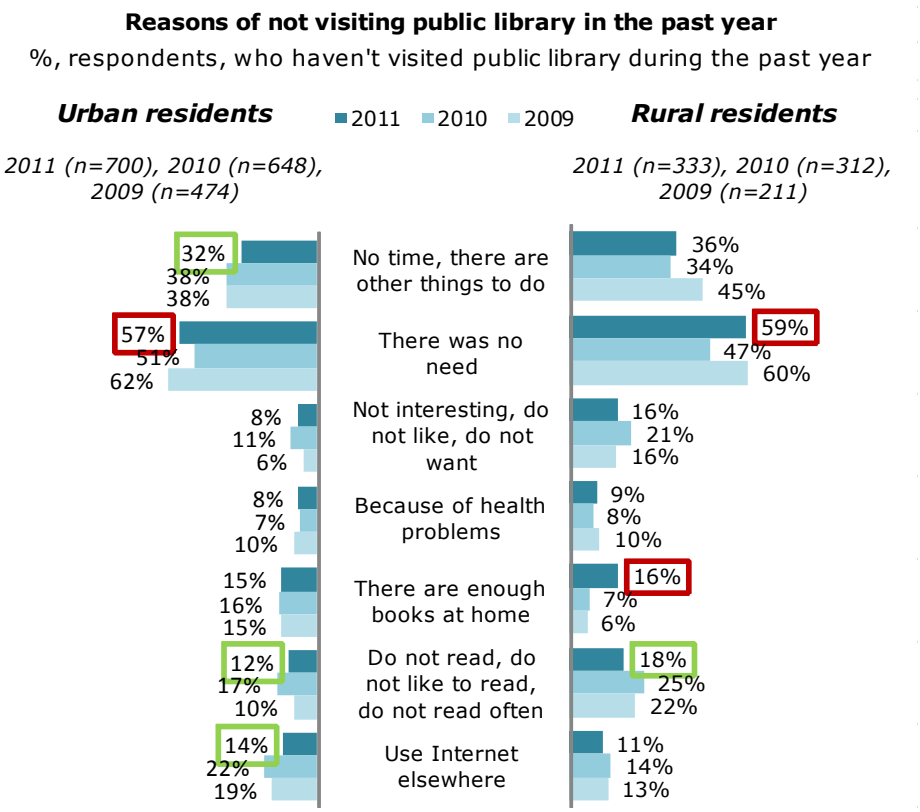
- ➔ Availability of Internet access at home or work was more frequently mentioned by young people, people with higher education, people with the highest income, white collar workers and school children.

As compared to the previous year, this year saw the increase in the number of people who did not feel the need to visit a library. On the other hand, the number of people claiming that the reason for not visiting libraries was dislike of libraries in general or unwillingness to read books or the opportunity to use the Internet at some other place went down.

To sum up the changes that took place between 2009 and 2011, there were no essential changes as to why people did not visit libraries, but there was a trend of decreasing number of people who did not visit libraries for lack of time.

Change trends between urban and rural areas were slightly different to the overall trends. The share of urban population who did not visit library for lack of time, opportunity to use the Internet at some other place or dislike of reading books did contract, however, the respondents more often as compared to the previous year claimed that they did not feel the need to visit a library.

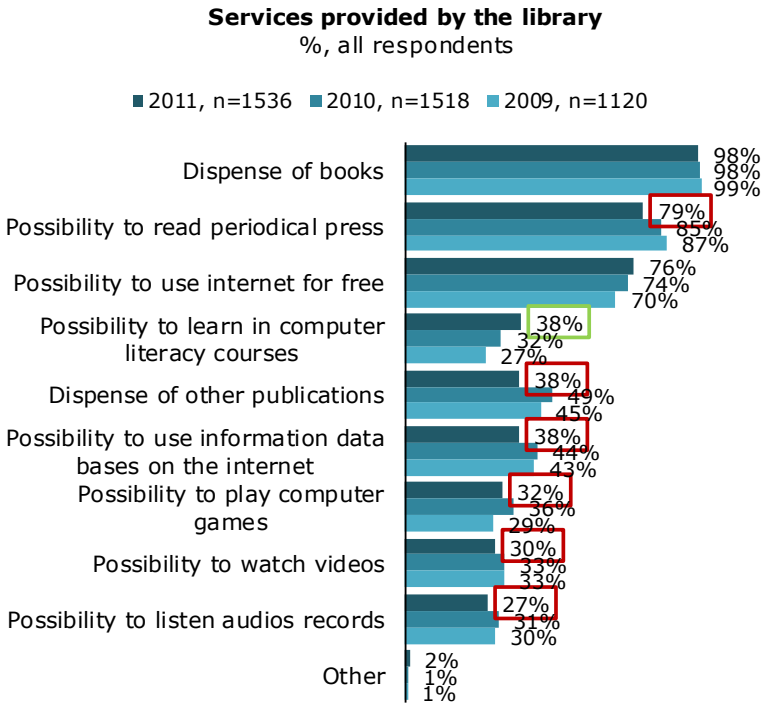
There was an increase in the share of rural population who did not visit library for reasons, such as lack of need to visit library or sufficient number of books at home. In rural areas, as was the case with urban areas too, there was a trend towards decreasing number of people who like to read.



8.3. The Awareness of Library Services

- The period between 2009 and 2011 saw growing awareness of computer literacy courses available at libraries -

Library services best known were release of books (98%), possibility to read periodicals (79%) and browse the Internet free of charge (76%). But only as little as 38 per cent of the population were aware of the remaining portion of library services, such as release of periodicals, possibility to research information databases online, watch video materials, listen to audio recordings, play computer games online and acquire computer literacy skills.



Other library services mentioned included document copying, events and exhibitions, possibility to subscribe newspapers, meetings with newspaper editors, writers, presentation of books and educational lessons.

Population aged between 15 and 34, people with higher education, people with higher income, employed people (professionals and white collar workers in particular), pupils, residents of bigger cities and frequent Internet users, and people with good computer literacy skills were more likely to be aware of free Internet access in libraries.

People aged between 15 and 34 and people with higher education tended to be more aware of all services provided by libraries in general.

Population in rural areas was better aware of computer literacy courses available at library and the possibility to play computer games. Whereas urban population was more often aware of the opportunity to read periodicals.

People retired due to age or disability and the unemployed were aware of all library services equally with the remaining groups of population.

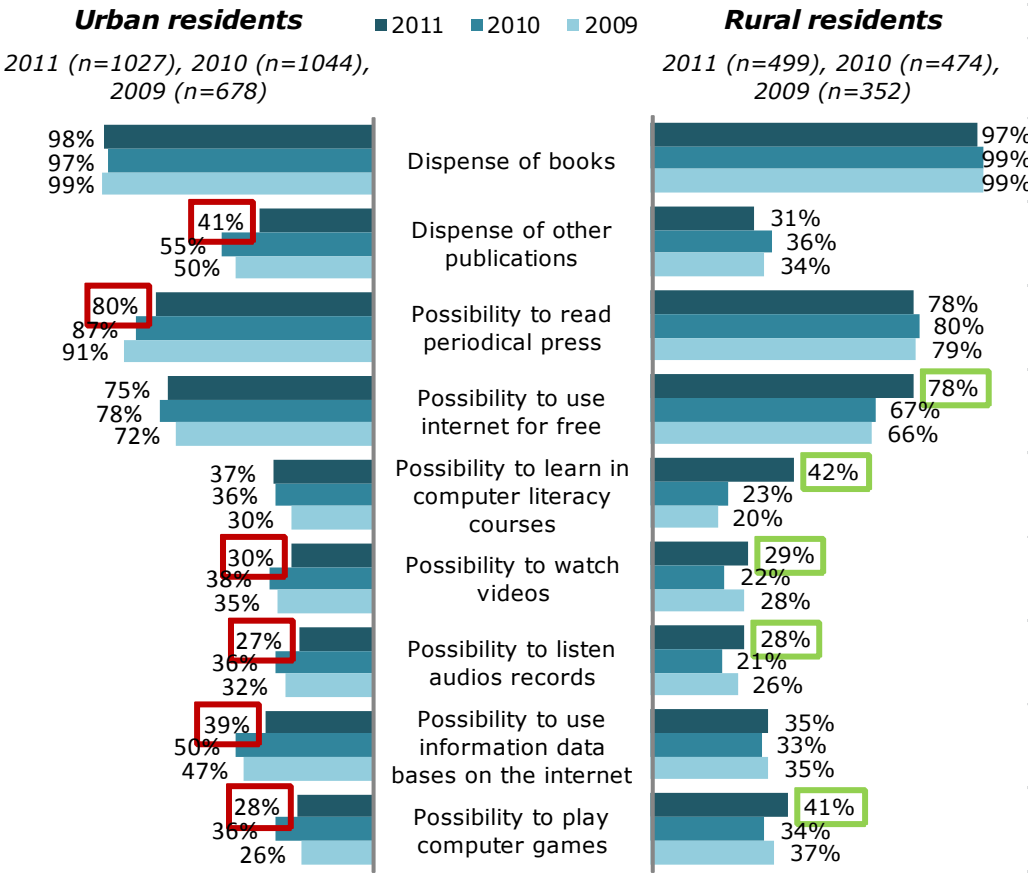
As compared to the situation in 2010, this year awareness of library services that were already well known did not fluctuate materially and awareness of the majority of less known library services decreased. There only was an increase in the share of population who were aware of the possibility to take computer literacy courses in libraries.

Project implementation period between 2009 and 2011 saw certain changes in awareness of library services, but the majority of them did not reflect clear trends. The only clearer trend was a stable increase in awareness of computer literacy courses in libraries.

As far as the change in situation between 2010 and 2011 in different locations was concerned, there was a trend of decreasing awareness of library services in urban areas, whereas changes in rural areas were exactly opposite, that is, awareness of such services as free Internet, computer literacy courses, watching video materials, listening to audio recordings and playing computer games was increasing.

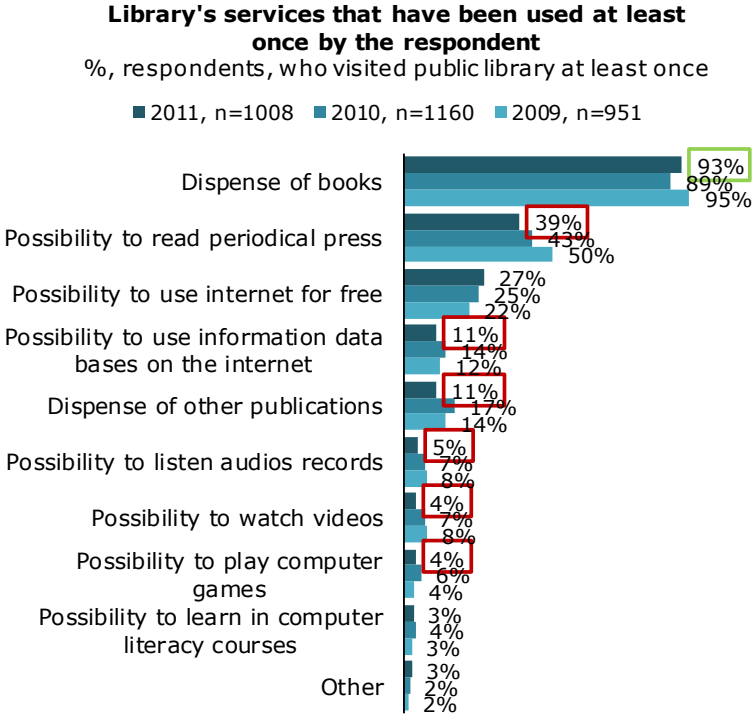
Services provided by the library

%, all respondents of target groups



8.4. Services Provided by the Libraries

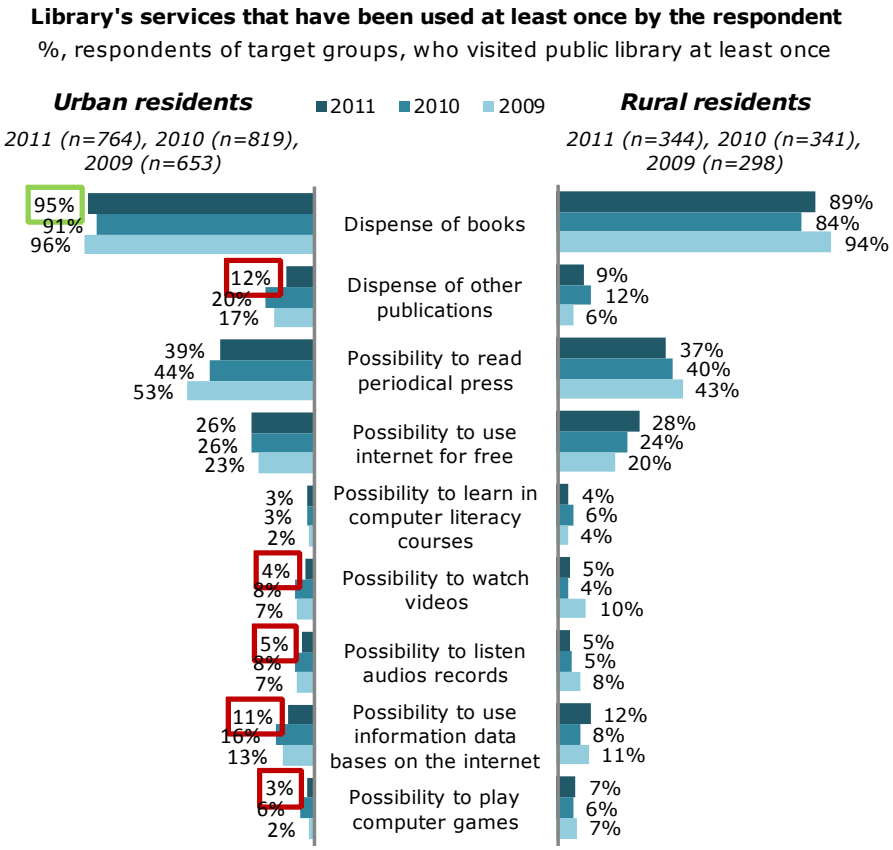
- During the implementation of the project, the number of visitors reading periodic press decreased, however, the number of public Internet access users increased-



The most popular service provided by the library is the dispense of books. Almost all residents visiting the library (93%) use this service. Two fifths of library visitors read periodic press (39%), every forth visitor uses public Internet access (27%). Not more than 11% of library visitors use the remaining services.

Internet in the library is more often used by the youth and people, who are use the Internet more often. This group of young and active visitors more often uses almost all services provided in the library in general. The unemployed and the retired (because of the age or disability) use the services provided in the library as often as other resident groups.

Urban residents use the services of dispense of books more often than rural residents. In rural libraries, in turn, computer games are played more often.



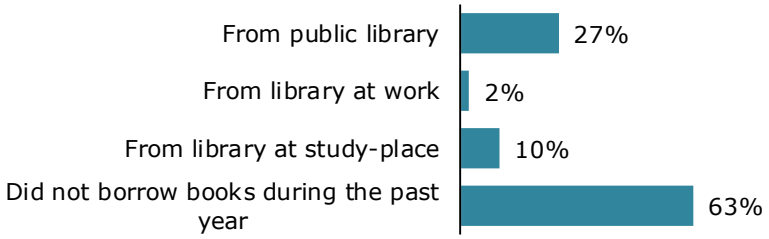
Comparing to the same situation in 2010, the use of almost all library services decreased, except for Internet use and dispense of books.

During the last several years of the Project implementation, a decrease in resident's use of the opportunity to read periodic press has been observed, whereas, the use of the public Internet access during the Project implementation has been increasing. Changes observed in the use of library services in urban areas reflect the general national tendencies, whereas, in rural areas, the situation has not changes significantly since 2010.

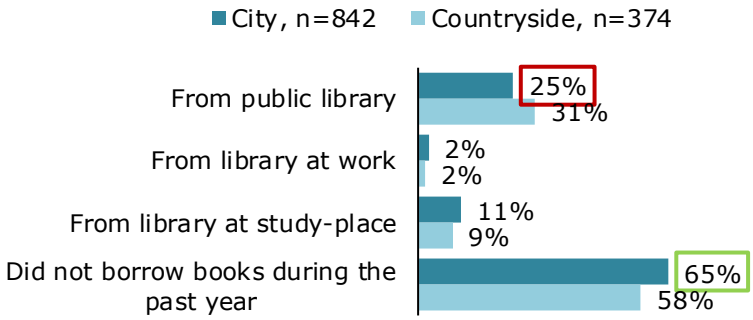
– The majority of Lithuanian residents reading books have not taken books from libraries over the last years –

During the research of this year, Lithuanian residents had to ask an additional question about whether they had been taken books from libraries over the last years. It turned out that the majority of Lithuanian residents reading books had not taken books from libraries over the last 12 months. At the same time, every third resident borrows books from public libraries (27%), and every tenth – from an education institution. Only 2% of residents borrow books from the library at work.

Dispence of books in the past year
%, respondents , who read books, n=1216



Dispence of books in the past year
%, respondents of target groups, who read books

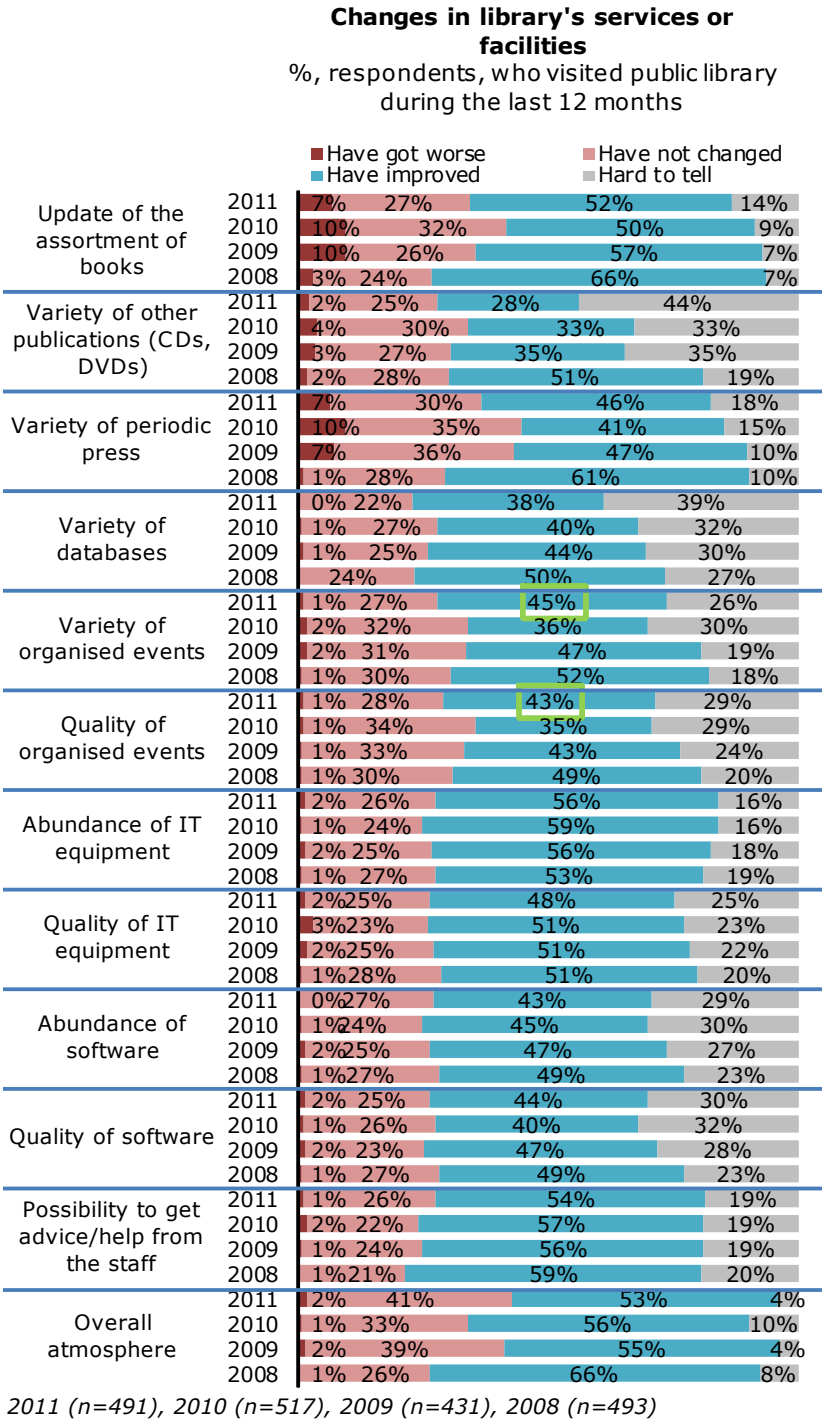


35-74 years aged residents, workers, retired and unemployed persons with average income claimed they had not been borrowing books much over the last year. Young people with high education more usually borrow books in the public library.

Rural residents borrow books in the library more rarely than urban residents. Rural residents are slightly more active in borrowing books in public libraries than urban residents.

8.5. The Evaluation of Change of Service Provision and the Material Base

- The services provided by the libraries and the material base improved during the last year –



2011 (n=491), 2010 (n=517), 2009 (n=431), 2008 (n=493)

Residents visiting libraries best evaluate changes in the atmosphere in the library (53%), the assortment of books (52%), computer equipment variety (535) and the possibilities for receiving advice or assistance on IT issues (54%). Residents visiting libraries believe that the variety of other publications (28%) and databases (38%) were the least to experience improvement. However, at this point it should be noted that such evaluation results are usually determined by the frequency of library services use. For example, a great share of residents claimed they could not evaluate the variety of other publications or databases (44% and 39% respectively). A great number of library visitors cannot evaluate the quality (30%) and variety (29%) of software (usually due to insufficient competence) and the quality of organised events (29%).

On the other hand, although the number of library visitors claiming that library services have deteriorated is not high, negative evaluations are usually related to the assortment of books (7%) and the variety of periodic press (7%).

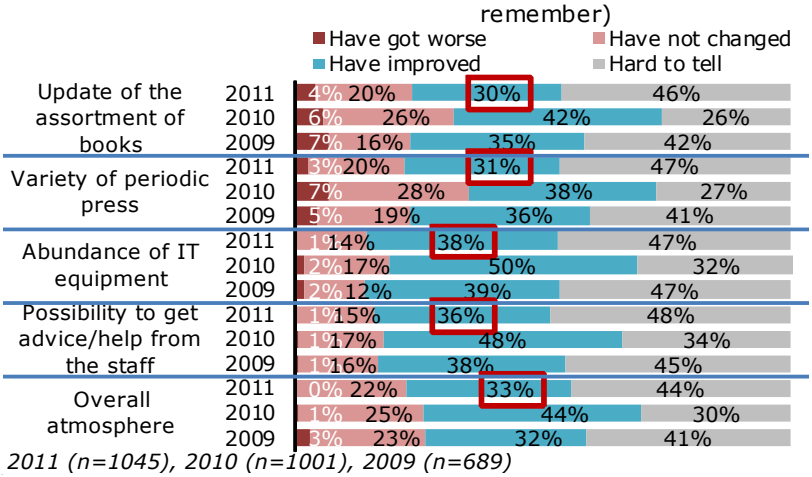
Individuals of age 15-34 usually believe that the assortment of books has improved. Officials with higher income usually evaluate changes in the variety of publications positively. Residents of small towns and those with higher income usually claim that the variety and quality of events and IT equipment has improved. At the same time, residents of middle-sized towns positively evaluate changes in the variety of computer and IT equipment. Individuals of age 35-44, the employed, individuals with higher income and residents of middle-sized towns state that they have observed improvements in the opportunity to get a piece of advice or some help on IT related issues.

In comparison to positive changes in library services of the previous year, this year, residents more often claimed they had noticed improvements in the variety and quality of events organized by the library.

As far as changes in the evaluation of library services over the four years of the Project implementation, it is difficult to distinguish clear tendencies in the evaluation of changes in services. Fluctuations in evaluations are more random, contextual.

Changes in library's services or facilities

%, respondents, who did not visit public library during the last 12 months (or don't remember)



2011 (n=1045), 2010 (n=1001), 2009 (n=689)

Residents not visiting the library over the last years (almost every second) claim they cannot evaluate any aspects of library activities and services. Residents able to evaluate the library services (on the bases of near surroundings or mass media), usually evaluate these services as "improved".

Residents with higher income, who do not visit libraries, believe that the quality of all services provided by the library has improved. Residents of age 15-34 more often state that the variety of periodic press and the computer equipment has improved. Persons with higher education, the employed (especially specialists and servants) more often positively evaluate changes in the variety of computer equipment.

Residents of middle-sized towns more often evaluate library services and the material base, except for the variety of computer equipment, as improved.

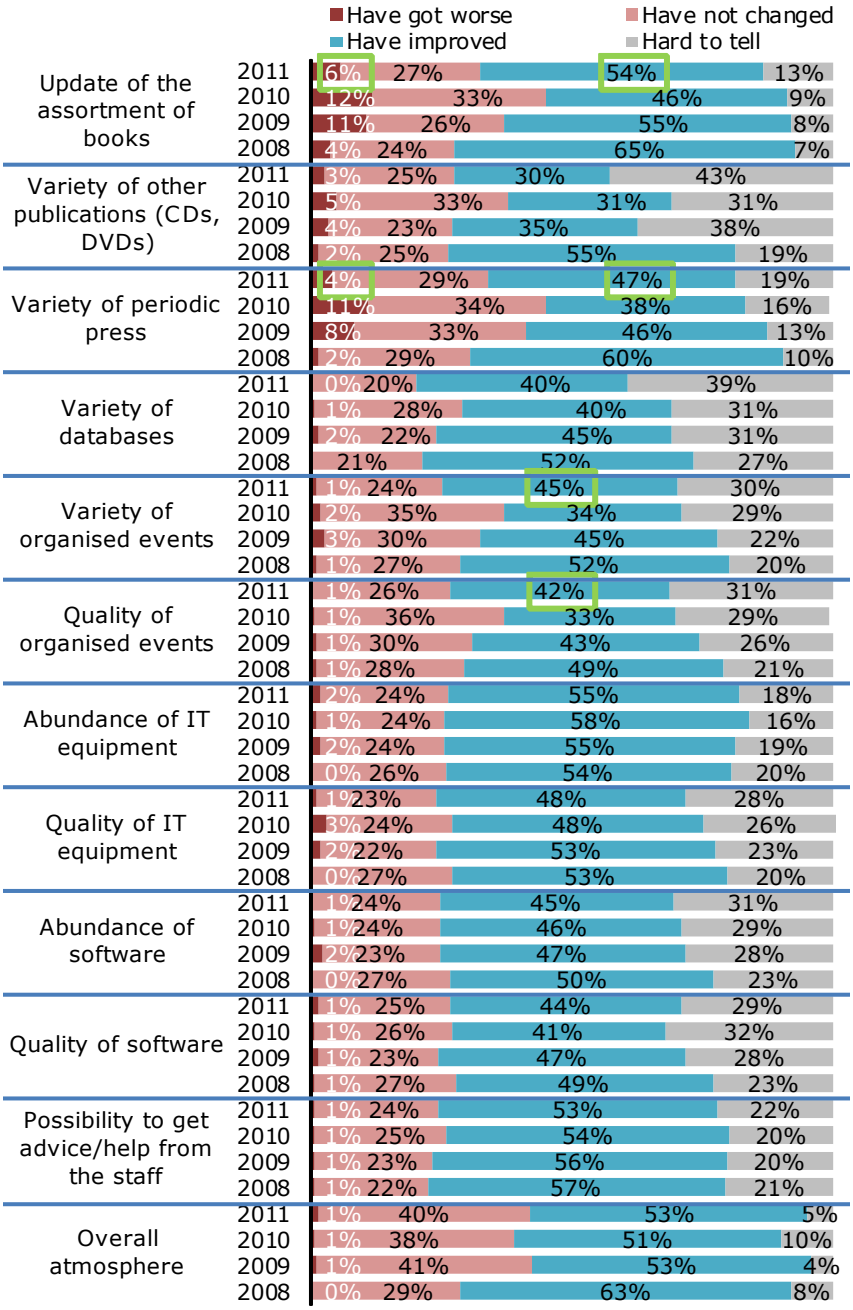
In comparison to the previous year, residents, who have not visited the library this year, are sceptical about changes in library services and the material base. This tendency can be observed in rural and urban areas.

In a longer perspective (three years), no clear tendencies of changes are visible.

According to library visitors visiting the library over the last year, the advance of services provided in urban and rural libraries as well as of the material base is similar. However, in comparison to the last year, urban residents stated they had observed slight changes in the renewal of the assortment of books, the variety and quality of periodic press and organised events. At the same time rural residents assessed changes in library services as being the same as in the previous year, with the only exception that this year, they stated that they had observed improvements in the general library atmosphere more rarely.

Changes in library's services or facilities: CITY

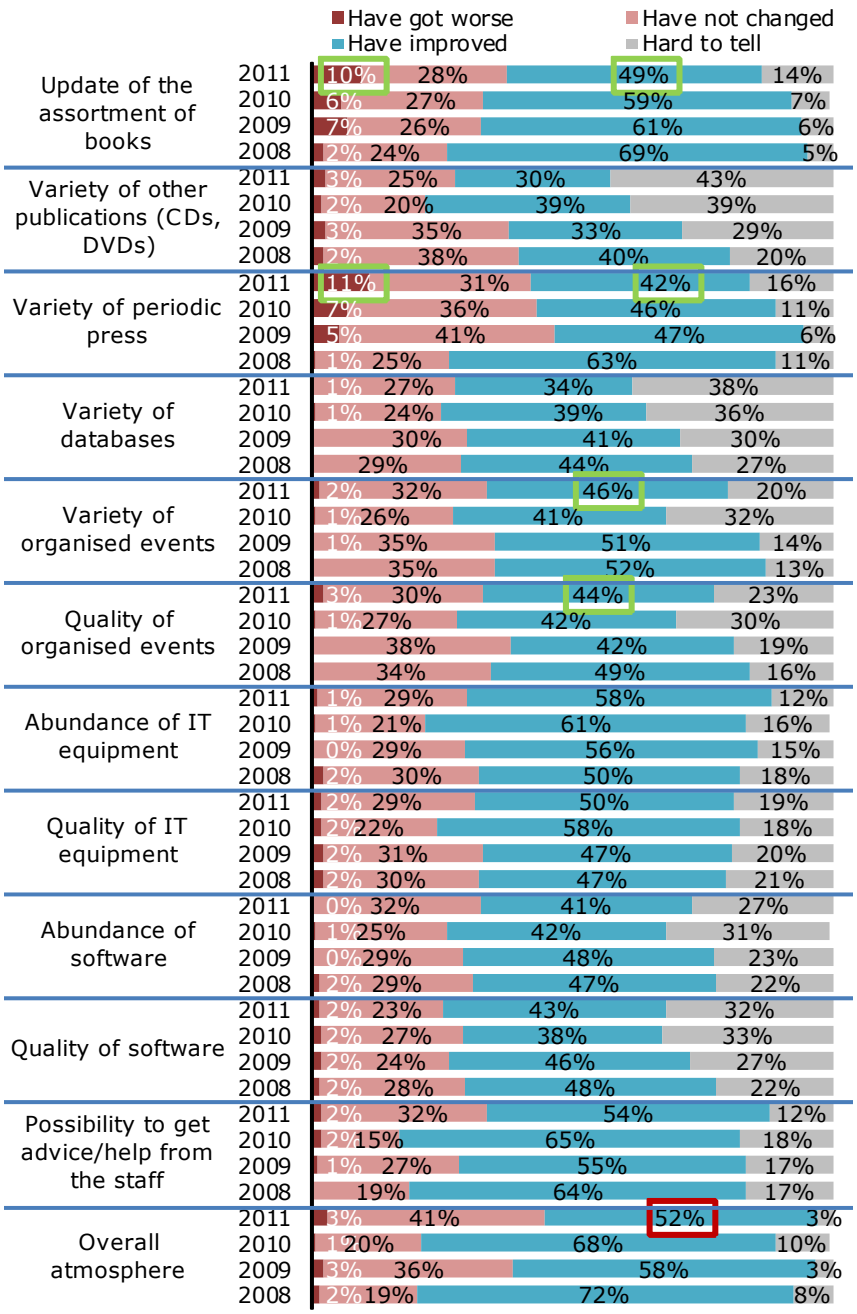
%, urban respondents, who visited public library during the last 12 months



2011 (n=319), 2010 (n=370), 2009 (n=290), 2008 (n=277)

Changes in library's services or facilities: COUNTRYSIDE

%, rural respondents, who visited public library during the last 12 months

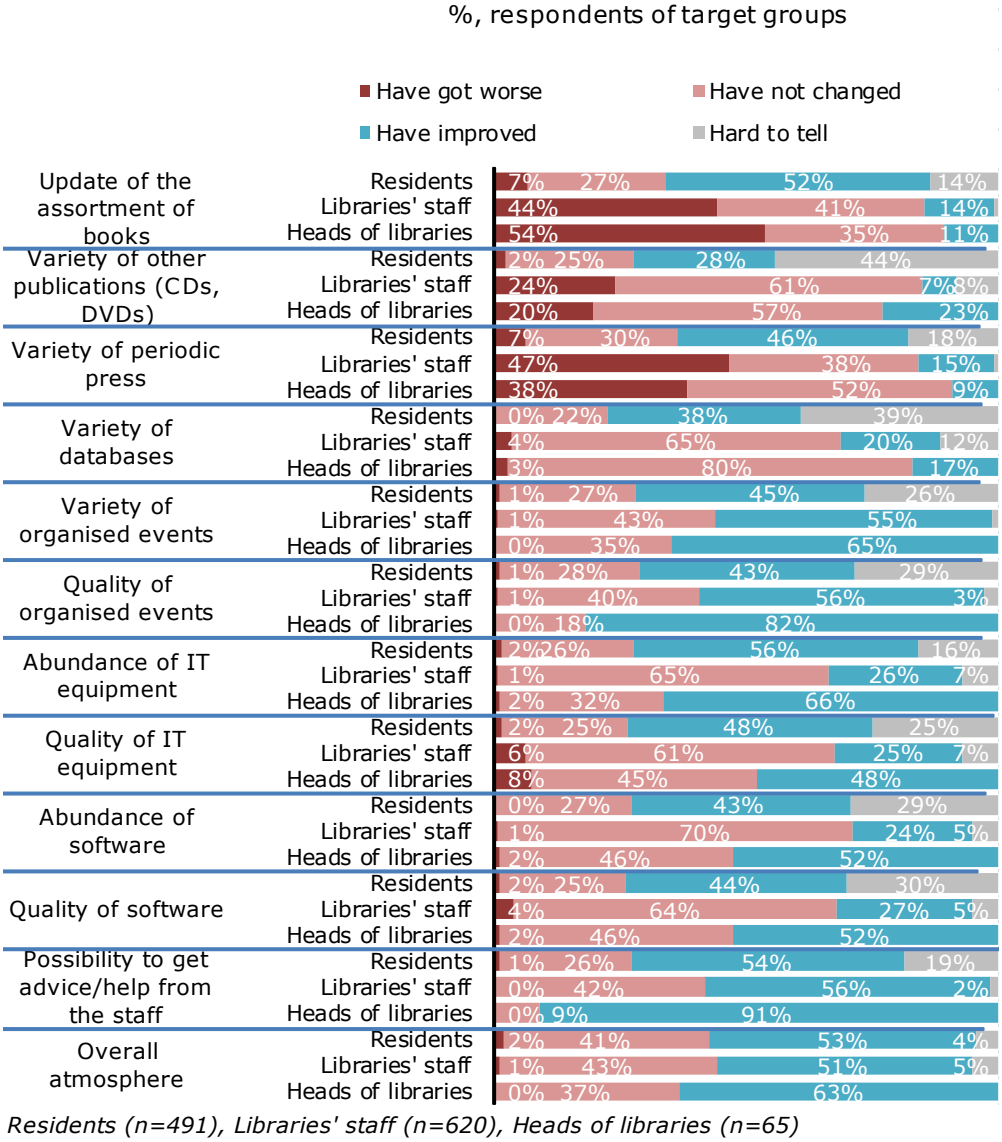


2011 (n=172), 2010 (n=145), 2009 (n=142), 2008 (n=116)

Having compared the assessment of changes in library services given by library employees and their managers and Lithuanian residents, we noticed differences in their opinions. Residents more often state the following general library services have improved: the assortment of books, other issues, bases of periodic press or data and the variety of organised events (librarians and library managers more often state that these services have deteriorated or stated at the same level). On the other hand, library managers usually name the services related to the public Internet access as the services that have improved: the variety and quality of computer equipment and software and the opportunity to get a piece of advice or assistance from the library staff. In addition, library managers evaluate the quality of organised events more positively. The evaluation of the library staff in terms of almost all services provided by the library and its material base were the worst (except the evaluation of the assortment of books, the variety of periodical press and databases and the general atmosphere in the library).

Changes in library's services or facilities

%, respondents of target groups

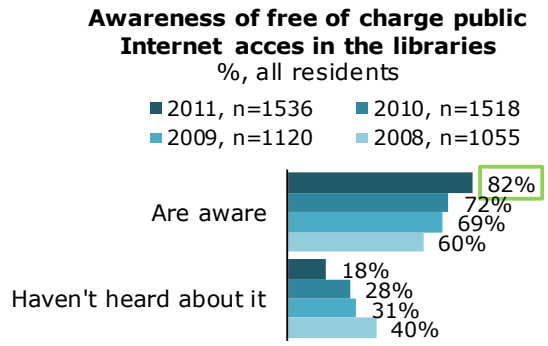


Residents (n=491), Libraries' staff (n=620), Heads of libraries (n=65)

9. Demand and Prospects of Public Internet Access in Libraries

9.1. Awareness of Free of Charge Internet Access

– Over the last year, the number of people aware about the possibility of using free of charge Internet access in libraries has increased, especially in rural areas.



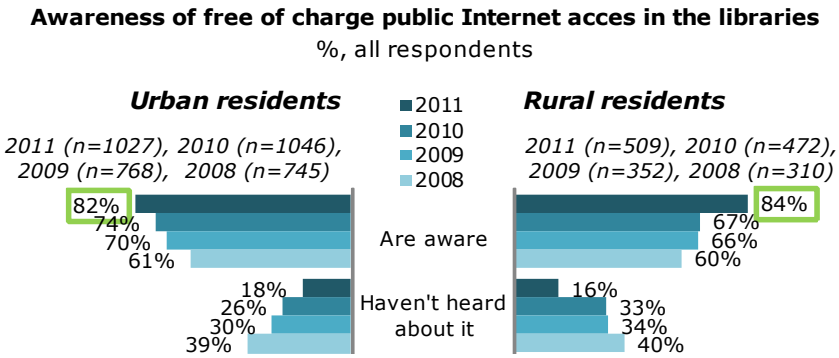
The majority of Lithuanian residents (82%) are aware about the possibility of using free of charge Internet in public libraries.

The following groups of residents are the ones who are more often aware of the free of charge public Internet access in libraries: women, young people with higher education and higher income. Usually these residents have Internet at home, which they use very often or from time to time. The following groups of residents know less often about public Internet access in libraries: men, elderly residents, retired residents, the disabled, the unemployed and those residents, who do not have Internet at home. These groups of residents usually have negative opinion about libraries.

Although, the awareness of public Internet access has been consistently growing from the very launch of the project "libraries for innovation", the peak of awareness was observed this year (in 2008, 60% of residents knew about public Internet access, and in 2011, this number grew up to 82% of residents).

The awareness about public Internet access in urban and rural areas has been of the same level over the last year of the Project implementation. However, such a tendency has been observed only this year: in 2010, urban residents aware about public Internet access in libraries outnumbered those in rural areas.

The awareness of free of charge Internet access has been increasing in urban and rural areas over the last year. However, the peak of awareness in rural areas has been observed only this year.



9.2. Using Free of Charge Internet Access in the Library

– The use of public Internet access in libraries has not been increasing –

28% residents aware of the opportunity to use public Internet access have used these services at least once. The above percentage makes 23% of all residents aged 15-74.

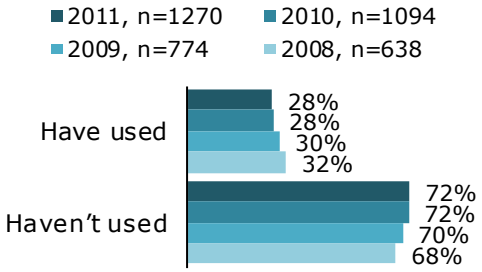
The youth use Internet in libraries more often. 32% of all Lithuanian residents having Internet at home use Internet access in libraries. On the other hand, only 15% of all residents not having Internet at home have used public Internet access at home at least once.

Elderly people, retired residents, the disabled, the unemployed and people occupied in physical work usually indicate that they have not used Internet in libraries.

The share of residents aware about the use of free of charge Internet access in libraries and the share of using such an opportunity has increased over the year. The analysis of changes in the share of public Internet access users over the last 4 years revealed no major changes in the flows of user of public Internet access.

Use of free of charge public Internet access in the libraries

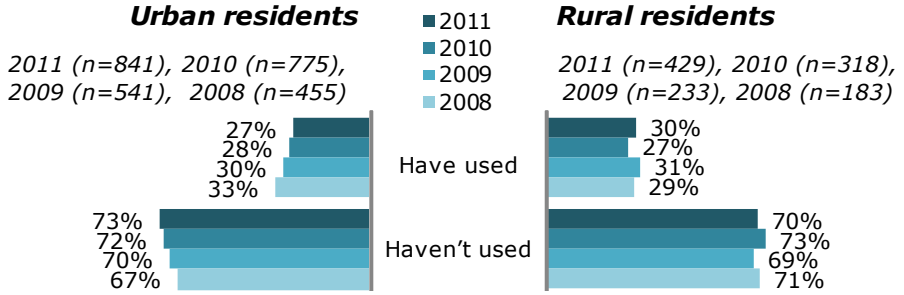
%, respondents, who are aware of free of charge public Internet access



The use of public Internet access in libraries in rural and urban libraries does not differ. Neither in rural areas, nor in urban areas any considerable changes in the number of public Internet access users has been noticed.

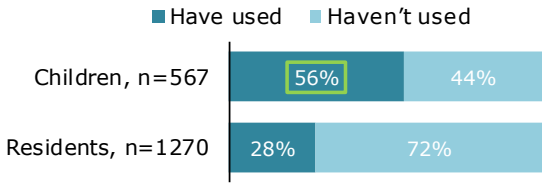
Use of free of charge public Internet access in the libraries

%, respondents, who are aware of free of charge public Internet access



Use of free of charge public Internet access in the libraries

%, respondents, who are aware of free of charge public Internet access



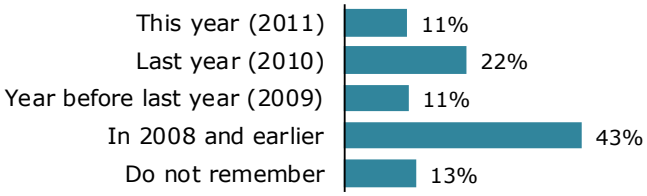
When comparing the number of residents aged 15-74, who have used public Internet access at least once, and the number of children aged 12-14 using public Internet access, it became clear that children using public Internet access in libraries outnumber adults: 56% of children and 28% of adults have used public Internet access.

9.3. History of using Public Internet Access in Libraries

– In 2011, more rural residents than urban library Internet users used public Internet access for the first time –

First time of using public Internet access in the library

%, respondents, who have used public Internet access in the library, n=225



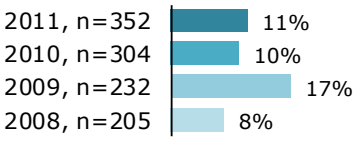
11% of residents using free of charge Internet in libraries started using it only this year. Last year, every fifth (22%) respondent used Internet in the library for the first time, and slightly more than half of library Internet users (54%) used Internet for the first time in 2009, 2008 or even in the previous years.

This year, 9% of all residents having Internet at home and 27% of residents not having Internet

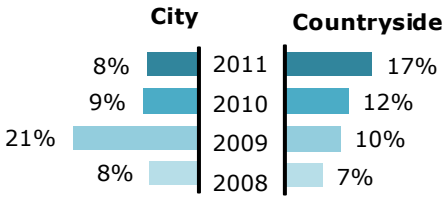
access at home used Internet access in libraries for the first time. A slight increase in the number of the disabled (33% of all the disabled using library Internet), who used public Internet access for the first time this year, has been observed. The major share of the retired (54% of all the retired using library Internet) used public Internet access in libraries for the first time last year. This year, 15% of retired residents using library Internet used this opportunity.

The majority of new public Internet access users, who started using public Internet access for the first time, (from the launch of the Project "Libraries for Innovation") were attracted in 2009. In 2009, 17% of respondents used public Internet access. This year, the number of user attracted to use public Internet access is equal to that of the last year.

First time of using public Internet access in the library during the research
%, respondents, who have used public Internet access in the library



First time of using public Internet access in the library during the research
%, respondents, who have used public Internet access in the library

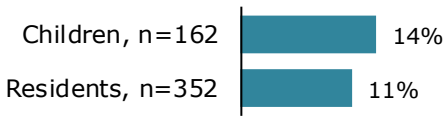


*2011 (n=225), 2010 (n=217), 2009 (n=161), 2008 (n=151)

*2011 (n=127), 2010 (n=87), 2009 (n=72), 2008 (n=54)

The paste of attraction of new users of public Internet access in rural and urban areas was different. For example, in 2009, the number of new visitors attracted to urban libraries was twice as higher (21%) as the number of new visitors of rural libraries. In 2010, the flows of public Internet access users in urban and rural areas were similar, whereas in 2011, more new public Internet access visitors were attracted in rural areas (17%) than in urban areas (8%).

First time of using public Internet access in the library in 2011
%, respondents, who have used public Internet access in the library

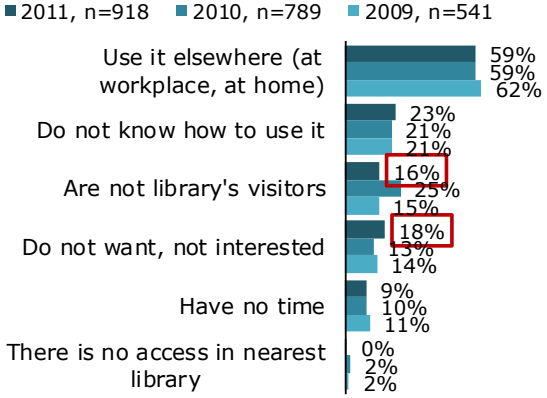


Having compared the number new public Internet access visitors among groups of residents aged 12-14 and those aged 15-74; it became clear that these indicators are similar: In 2011, 14% of children and 11% adults visiting libraries used public Internet access for the first time.

9.4. Reasons for Not Using Free Public Internet Access

– The majority of residents do not use Internet in libraries, since they have possibilities of using it in other places –

Reasons of not using free of charge public Internet access in the libraries
%, respondents, who haven't used free of charge public Internet access in the libraries



The main reason for not using free Internet access is the possibility of using it in other places. This is the reason why the majority (59%) of residents refusing this service do not use Internet in libraries.

23% of residents not using Internet in libraries state that they do not use Internet, because they do not know how to work with it. 16% of residents not using Internet in libraries claim that this they do not visit libraries, and 18% of residents not using Internet in libraries indicate that they are not interested in it.

Other reasons for not using free Internet in libraries include long queues for public Internet access, unwillingness to spoil eyesight while working with computers, health problems (poor eyesight, blindness

and disability), the distance of library from home, possibility of using friends or relatives' Internet access, impossibility of entering a library with a wheelchair, etc.

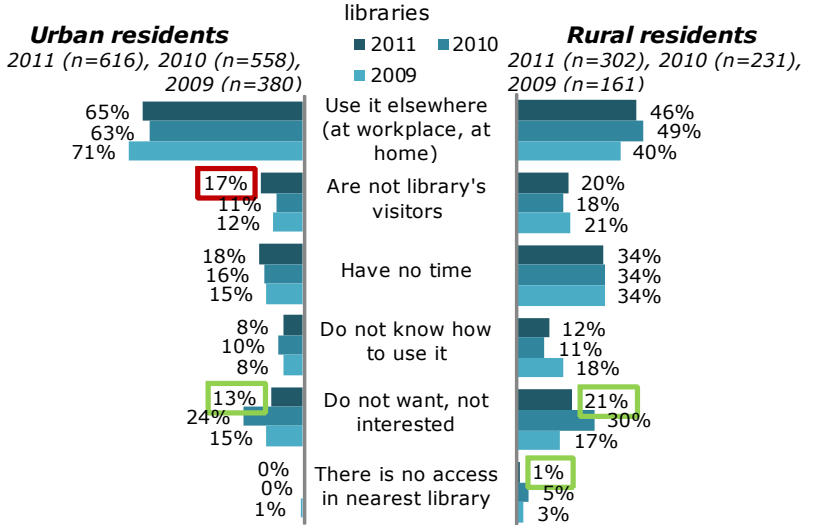
Residents of active age (15-54), the employed, persons with higher income usually use Internet in other places. Economically active residents of 35-54 years of age usually indicate that they do not have time for that, whereas elderly residents, the retired, the disabled and the unemployed usually indicate that they do not have any need (they are not interested) in Internet or that they do not know how to use it.

Urban residents not using free public Internet access usually state they have a possibility of using Internet at home or at work; rural residents not using Internet in libraries claim they do not visit libraries at all and do not have time for using Internet in libraries more often that urban residents.

The analysis of the current year's changes in reasons for not using free public Internet access in libraries has revealed that urban residents not using Internet in libraries more often than last year indicate that they do not know how to use it.

Reasons of not using free of charge public Internet access in the libraries

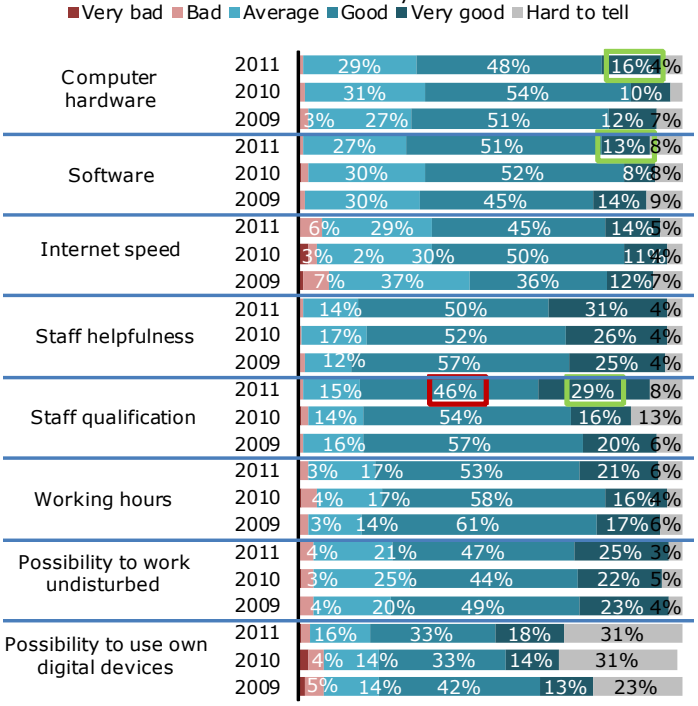
%, respondents, who haven't used free of charge public Internet access in the libraries



9.5. Evaluation of Public Internet Access Quality

Evaluation of quality in the services of public Internet access in the library

%, respondents, who have used public Internet access in the library



* 2011 (n=352), 2010 (n=304), 2009 (n=232)

– The quality of public Internet access in libraries is good –

The quality of public Internet access provided in libraries is considered to be higher than average. However, only a share of respondents (13%-31%) is fully satisfied with aspects of the service provision, whereas, the majority tend to evaluate all aspects as "good".

The most positively evaluated aspects of services are related to human factor (the attention and qualification of the staff) and actual aspects related to the services (opening hours, suitability of the surroundings for work). However, public Internet access users evaluated all aspects related to software and computer technologies and the Internet speed worse.

Over the last three years, slightly more public Internet access users have evaluated the quality of computer technologies and software as well

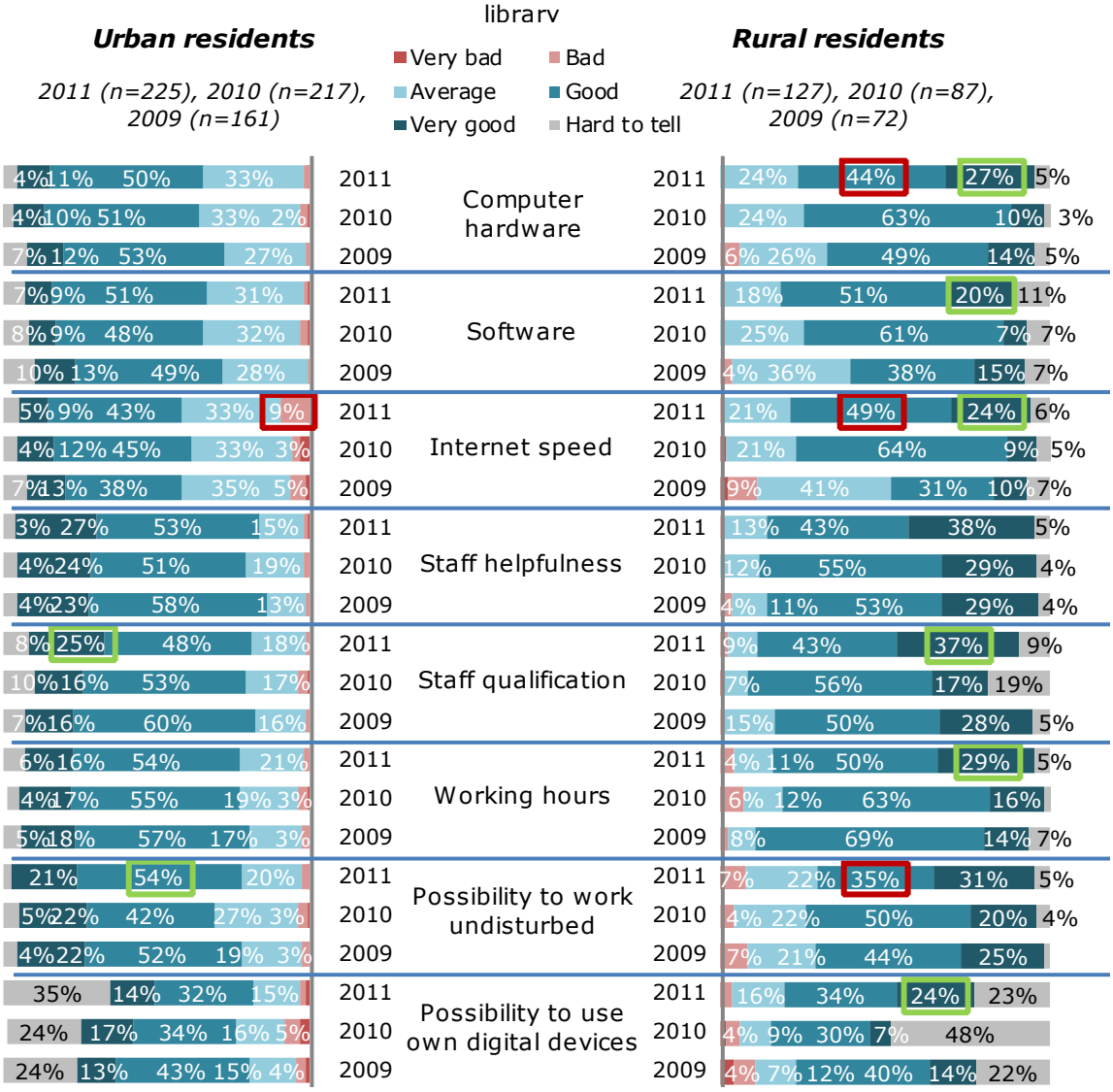
as the qualifications of libraries' staffs as very good,

The comparisons of assessments of the quality of public Internet access service given by urban and rural users of public Internet access have revealed that rural users of the service assess the majority of aspects of the service more positively than urban users of the service do. Different tendencies in opinions of urban and rural users of public Internet access can be observed when evaluating the attention of libraries' staffs (the majority of rural and urban users equally positively evaluate the attention of libraries staff) and the possibility of working in libraries without being disturbed (urban users of public Internet access evaluate this possibility more positively than rural users).

The evaluation of the service aspects by urban users of public Internet access has not changed fundamentally over the last years, however, certain changes can be observed: slightly more users evaluate the Internet speed as "very bad", however, slightly more urban users more positively evaluate the qualification of libraries' staffs and the possibility of working without being disturbed. Rural users state that public Internet access services have improved over the last year in terms of all evaluation criteria.

Evaluation of quality in the services of public Internet access in the library

%, respondents of target groups, who have used public Internet access in the library



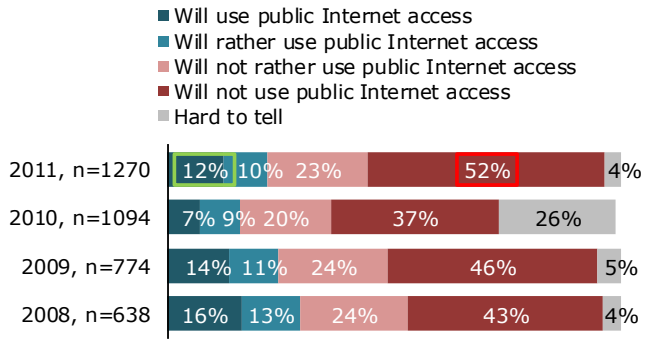
9.6. Intentions to use Public Internet Access in the Future

It is likely that 3% of new users will be using Internet in libraries in the forthcoming six months –

17% of residents aware about public Internet access are planning (will use or will most probably use) to use this service during the forthcoming six months. The majority of residents (79%) are not planning to start using Internet in libraries over the forthcoming six months.

Intentions to use/start using Internet in the library in the next 6 months

%, respondents, who are aware of free of charge public Internet access

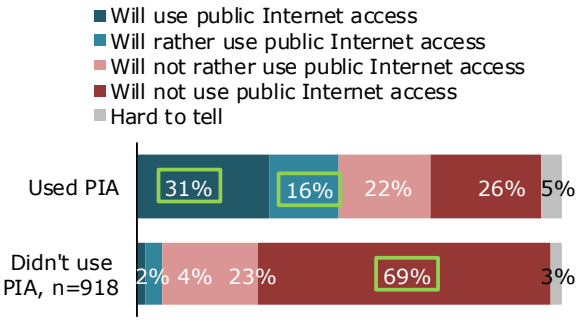


The youth (pupils, students) are planning to use public Internet access in the forthcoming six months. Elderly people and the retired are definitely not planning to use this service over the above period.

Over the forthcoming six months, public Internet access will attract 6% of new residents, who have not used this service before (3% of all residents). However, almost every second resident, who have tried this service, does not intend to use it. In the meantime, 47% of service users will further continue using it (11% of all residents).

Intentions to use/start using Internet in the library in the next 6 months

% respondents of target groups



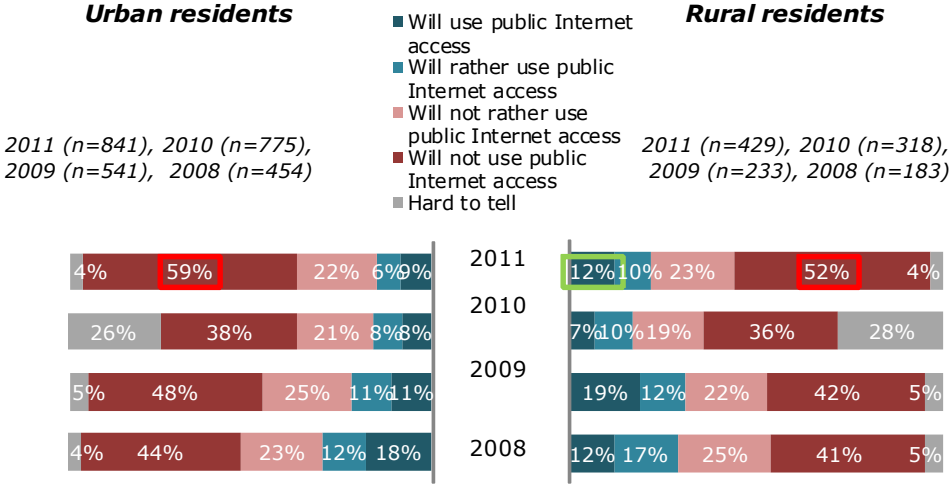
The comparison of residents' intentions to use public Internet service of the last and the current year has revealed no major changes in their intentions. The only positive change is the fact that the majority of residents, who did not have any opinion about the use of public Internet access previously, do express their opinions this year claiming that they do not indent to use public Internet access.

- Every second person using public Internet access is a loyal user –

Rural residents have more intentions to use/start using Internet in libraries over the forthcoming six months than urban residents. In comparison to the intentions expressed in the previous year, it has been observed that intentions to use public Internet access in rural areas have increased, whereas, the number of urban residents expressing such intentions has not changed.

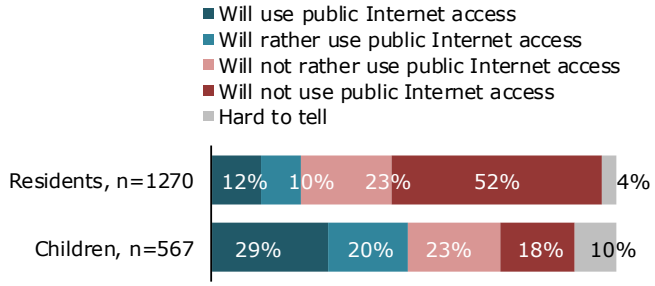
Intentions to use/start using Internet in the library in the next 6 months

%, respondents of target groups, who are aware of free of charge public Internet access



When comparing the intentions of children aged 12-14 and adults 15-74 to start using Internet access in the forthcoming 6 months, higher activity has been observed among children: every second child (49%) is going to use public Internet access in the forthcoming months and less than one fifth of all residents (17%).

Intentions to use/start using Internet in the library in the next 6 months
%, respondents, who are aware of free of charge public Internet access



10. Library image

– Library is not only about books. Library is the integrity of opportunities –

For Lithuanian residents, library is usually associated with books and literature. These associations were mentioned almost by two thirds of respondents (68%). However, this institution has more "faces" (functions), with which it is identified by residents. Every forth resident (23%) associate libraries with information and knowledge flows. 13% of residents mention science, databases, education, and 7% of residents consider it to be a good option for spending leisure time and improving oneself.

8% of residents associate libraries with computers and Internet access.

Associations	N	%
Books, various literature	895	58%
Information, source of knowledge	349	23%
Science, database, education	202	5%
Computers, Internet	129	8%
Good place for leisure: good atmosphere, events	110	4%
Perfection	106	13%
Book reading, reading-room	73	7%
Various periodic press, editions	66	2%
Place for communication, meeting various people	26	2%
Culture center	25	7%
Other	107	7%
Has no associations	*17*	*1%*
Hard to tell	*63*	*4%*

– The image of library is positive and constantly improving –

Residents having been submitted several statements about libraries with a request to indicate which statements are best suitable to define libraries, we have noticed that the majority of residents positively perceive libraries. Residents more often perceive library as a place with a cosy atmosphere, where qualified, cheerful and helpful staff works. Moreover, the majority of residents believe that it is a place for everyone. Today's library is rather modern, even though it slightly lacks popularity and fashion. It is more a place to spend time alone rather than communication with others.

The retired and the disabled more often believe that library is a popular and fashionable place to communicate with friends. In their opinion, library is a community life centre and it is fun to spend time there. The retired slightly more often believe that library is a modern place where highly qualified workers work. The unemployed usually consider library as a popular place, where cheerful and polite people work.

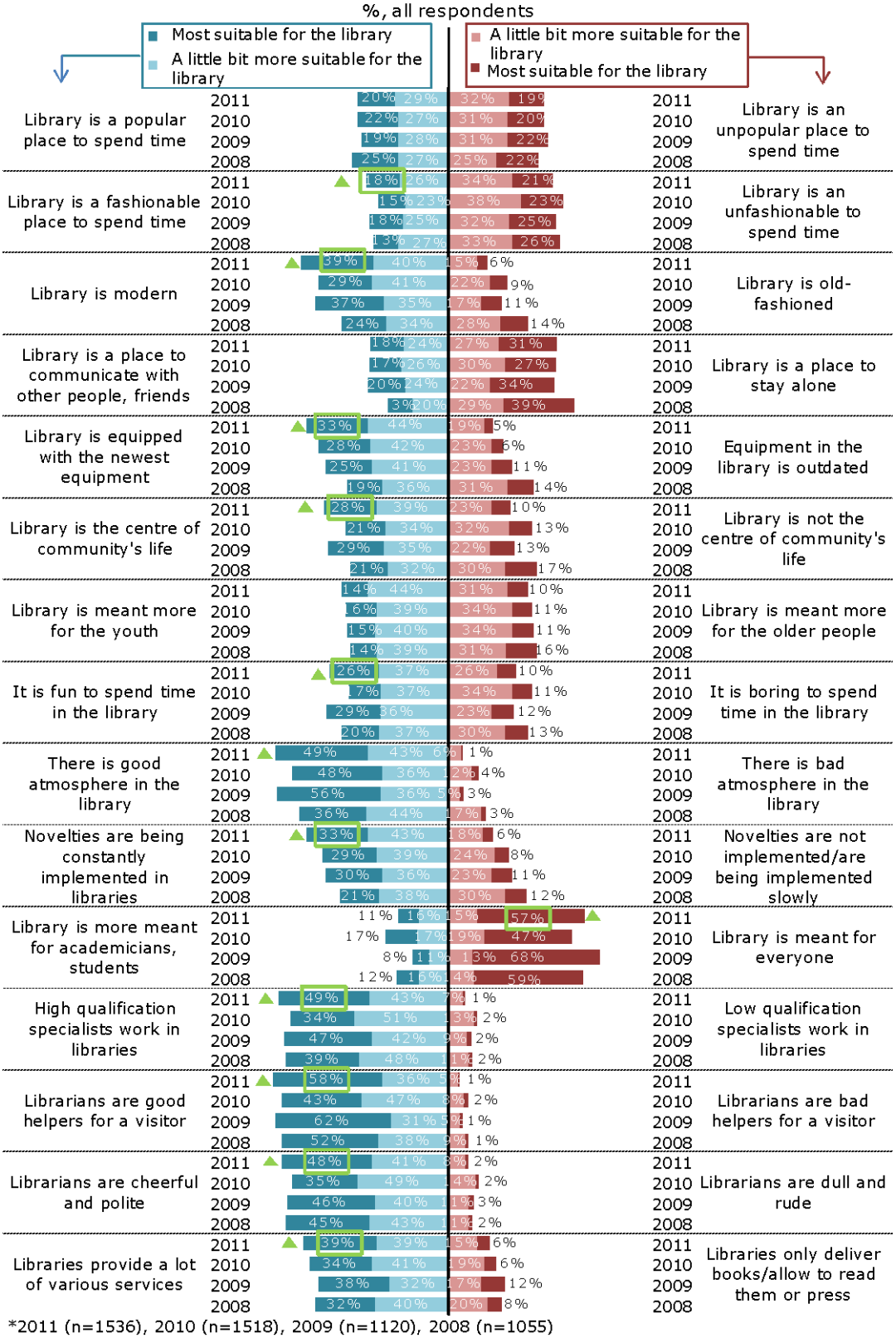
Pupils of senior forms and students more rarely tend to agree with statements that library is a popular and fashionable place and its employees are cheerful and polite. Pupils also more rarely agree with the fact that it is fun to spend time in libraries and that librarians have high qualifications.

Over the last year, the positive image of library has further improved. Positive changes were observed almost in all image criteria. The number of residents who agree with the statement that library is a popular place to spend time, communicate with other people and the place for young people remained unchanged.

The analysis of evaluations changes in the course of the Project implementations allowed observing that the number of residents believing that library is a modern place intended for communication with other people and providing various services has been increasing steadily. The number of residents believing that library is a place equipped with modern equipment and constantly provided with novelties has been increasing annually. The number of residents positively evaluating other characteristics of library fluctuates from year to year or do not change significantly.

Image of the library

%, all respondents



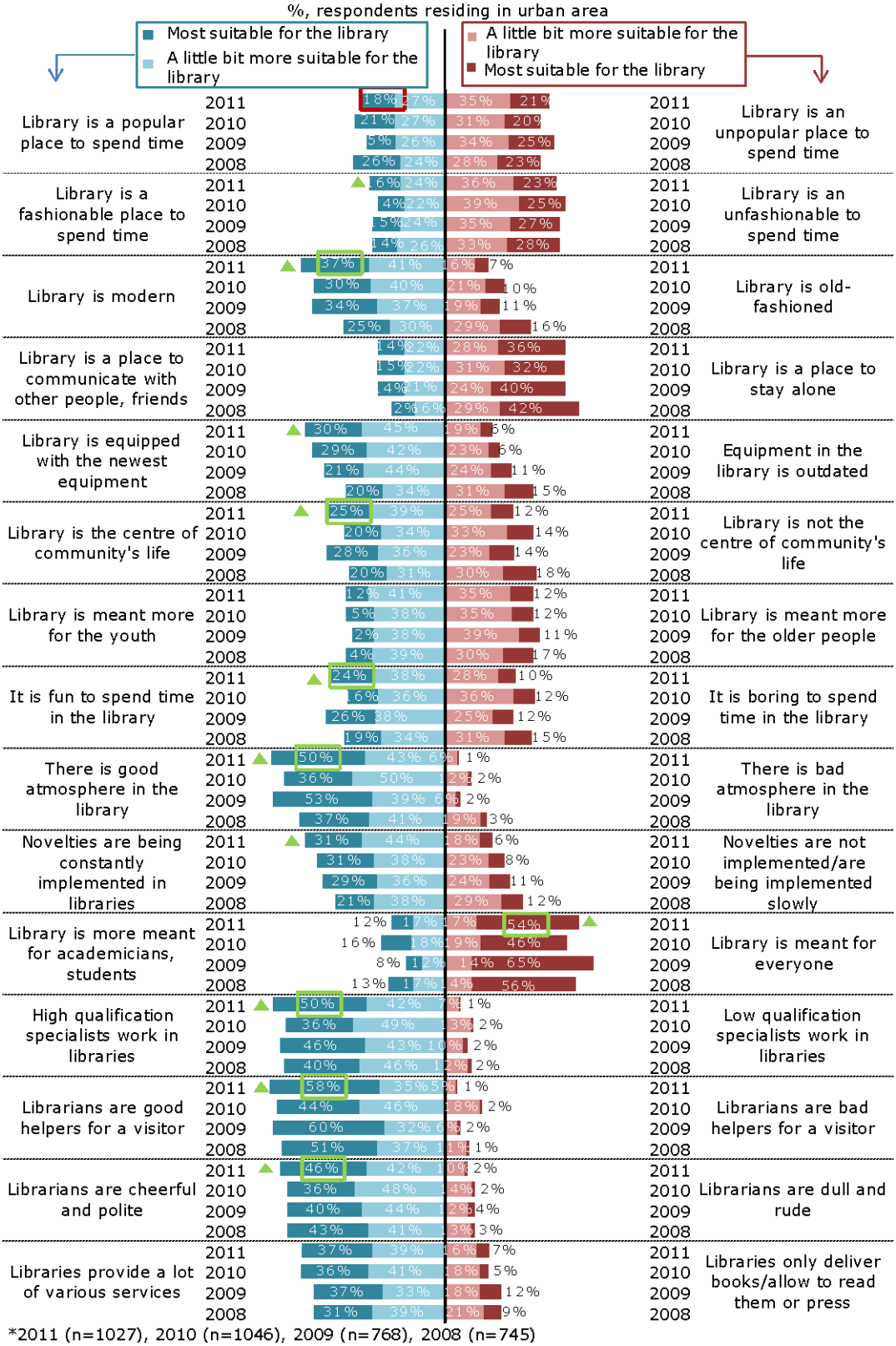
*2011 (n=1536), 2010 (n=1518), 2009 (n=1120), 2008 (n=1055)

A separate analysis of urban and rural residents' opinions revealed that urban residents more rarely associate library with a popular, fashionable and modern place. In urban areas, library is more rarely associated with a community life centre and a place intended for communication and young people.

Over the last years, in urban areas, changes in the image of libraries have been similar to the national tendencies, i.e. the image of libraries has been improving in almost all criteria. However, there has been a slight decrease in the number of urban residents tending to agree with the opinion that library is a popular place to spend time. The share of residents believing that libraries provide a great variety of services has also remained unchanged. Changes in the course of the Project implementation correspond to the general tendencies.

Image of the library (opinion of the residents of urban area)

%, respondents residing in urban area



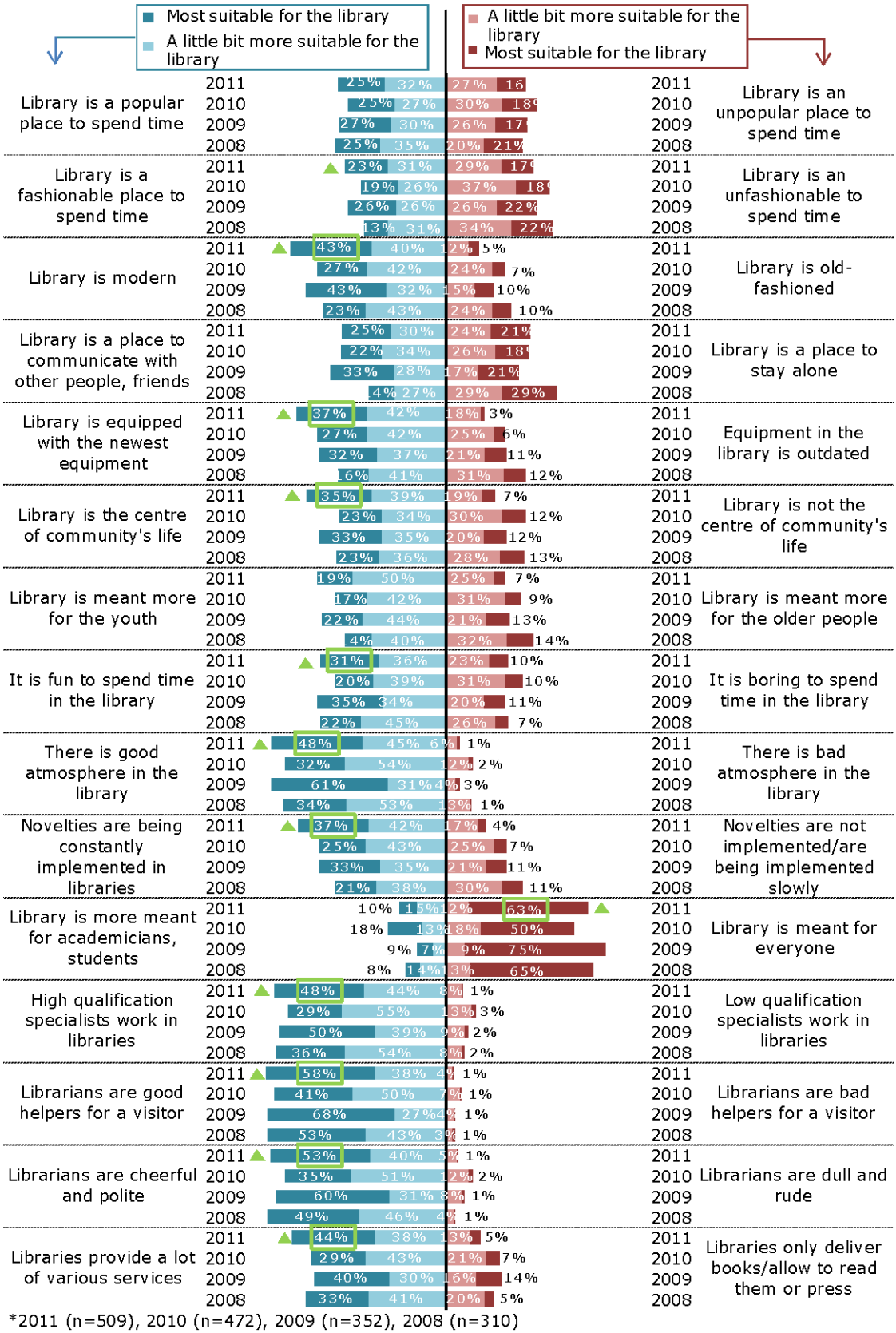
*2011 (n=1027), 2010 (n=1046), 2009 (n=768), 2008 (n=745)

In the meantime, rural residents more often perceive library is a popular, fashionable and modern place for communication, where usually young people gather and where cheerful and polite people work.

Like in urban areas, changes in the image of libraries has been similar to the national tendencies, i.e. the image of libraries has been improving in almost all criteria. The number of residents who agree with the statement that library is a popular place to spend time, communicate with other people and the place for young people remained unchanged. Changes in the course of the Project implementation correspond to the general tendencies.

Image of the library (opinion of the residents of rural area)

%, respondents residing in rural area



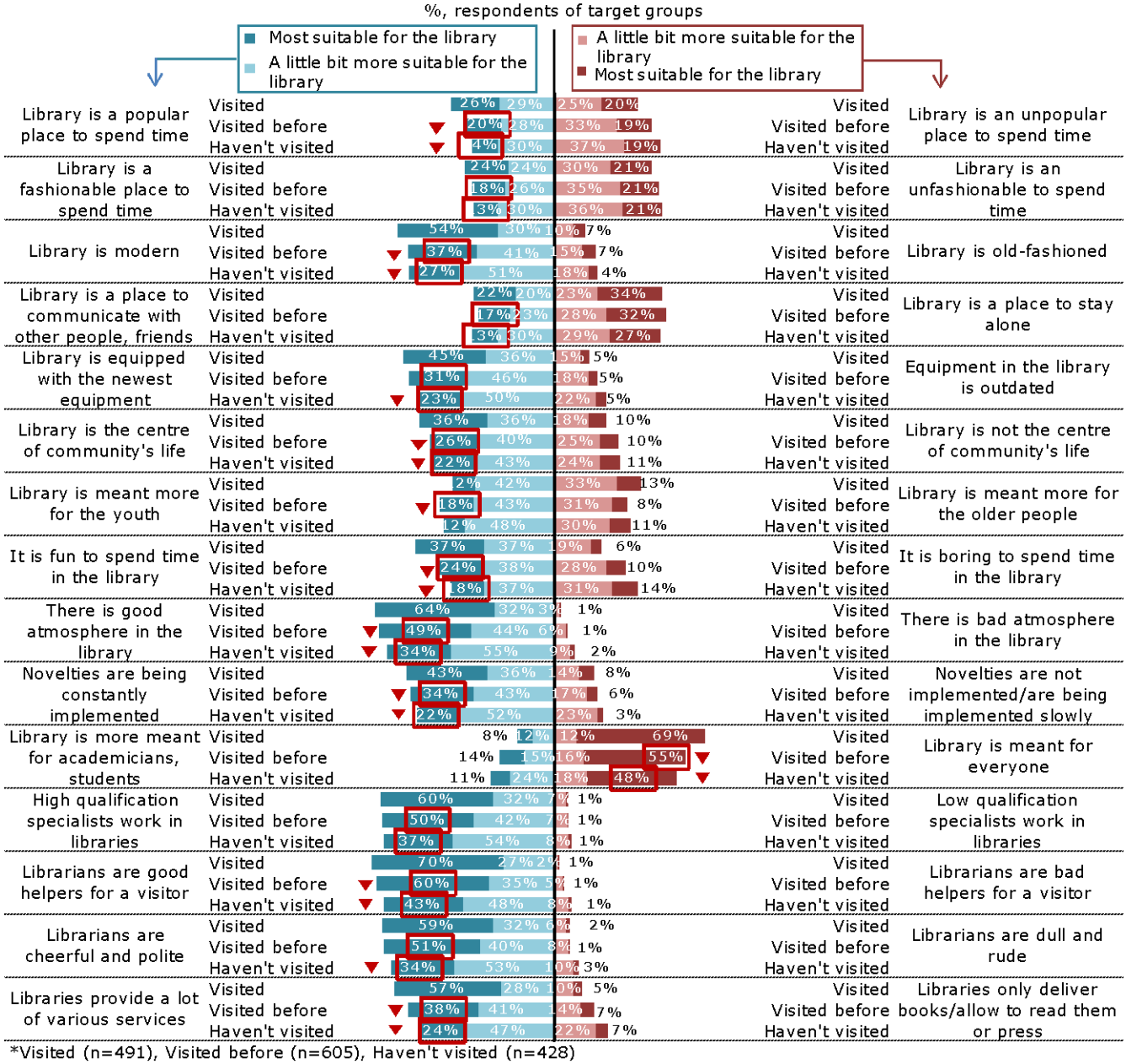
*2011 (n=509), 2010 (n=472), 2009 (n=352), 2008 (n=310)

The evaluation of the image of libraries is related to residents' visits of libraries. Persons visiting libraries over the last 12 months perceive libraries more positively than those persons who were visiting libraries more than a year ago, and the latter perceive libraries more positively than persons who have never visited libraries.

Persons visiting libraries usually perceive this institution as a fashionable, modern and popular place with good atmosphere. They consider it as a place where it is fun to spend time and as a community life centre. Loyal library visitors usually perceive it as a place supplied with the latest equipment and providing a great number of services. Meanwhile, residents who do not visit libraries, more often consider it to be an obsolete place with an out-of-date equipment, where it is boring to spend time and where one can receive books or read press.

Image of the library in relation to how often respondent visit the library

%, respondents of target groups



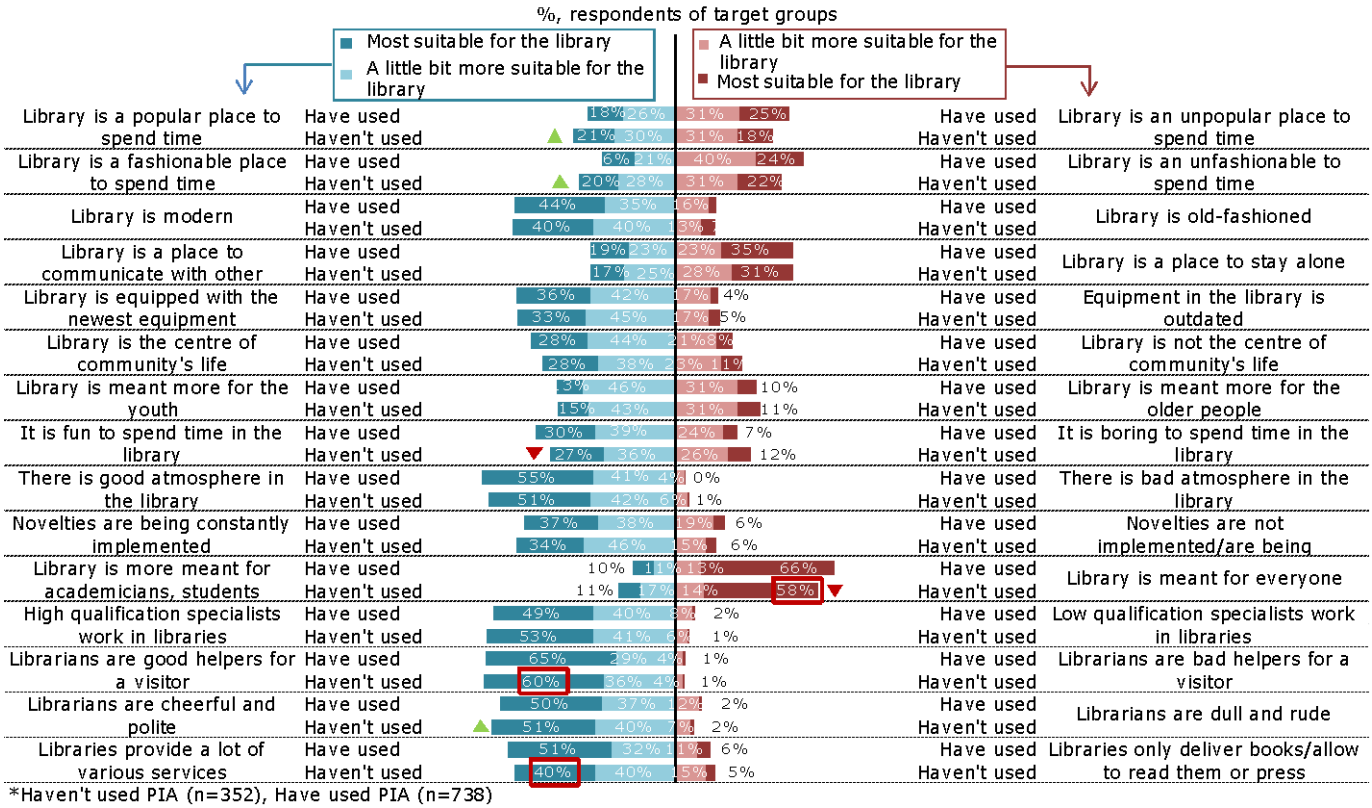
*Visited (n=491), Visited before (n=605), Haven't visited (n=428)

The use of public Internet Access has no further impact on the image of libraries. Persons not using public Internet access more rarely tend to agree that library is place where it is fund to spend time and that library is intended for everybody. A minor share of the latter persons agrees with the statements that librarians are good assistants and the library services are versatile.

Residents not using public Internet access more often agree with the opinion that library is a popular and fashionable place to spend time and librarians are cheerful and polite. However, it should be noted that these differences usually reflect a specific opinion of residents most rarely using public Internet services (elderly people, people with higher education and retired persons), instead of using VIP influence on the evaluation of libraries.

Image of the library in relation to the use of public Internet access in the library

%, respondents of target groups

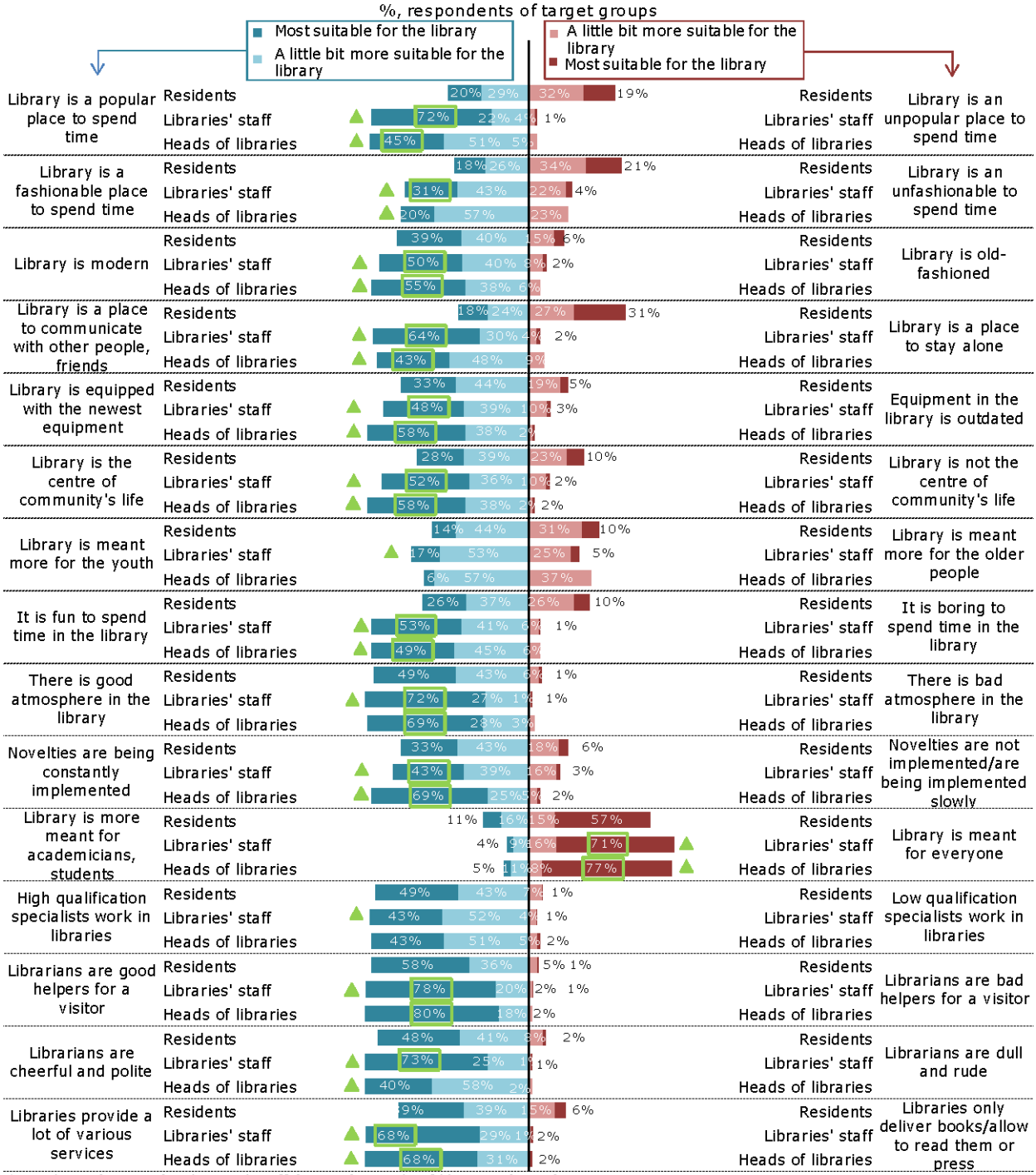


*Haven't used PIA (n=352), Have used PIA (n=738)

Although the majority of residents positively evaluate libraries, the share of residents positively evaluating libraries is considerably smaller than the share of librarians expressing positive attitudes (librarians and library managers). In comparison to residents, a greater share of librarians evaluates library characteristics positively. The majority of managers also tend to agree with all statements, except for the statement that libraries are intended for young people, and librarians are cheerful and polite as well as qualified employees.

Image of the library

%, respondents of target groups

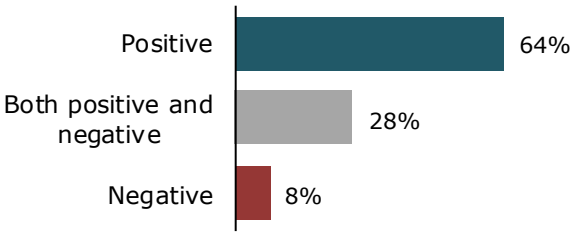


*Residents (n=1536), Libraries' staff (n=608), Heads of libraries (n=65)

When summarising the frequency of residents attributing positive qualities to libraries, we can group residents into three groups[11]:

- ➔ Residents with a more positive attitude towards libraries.
- ➔ Residents with a more neutral attitude towards libraries (both positive and negative attitude were common).
- ➔ Residents with a more negative attitude towards libraries.

Residents segmentation according their perception of library's image
% all respondents, n=1536

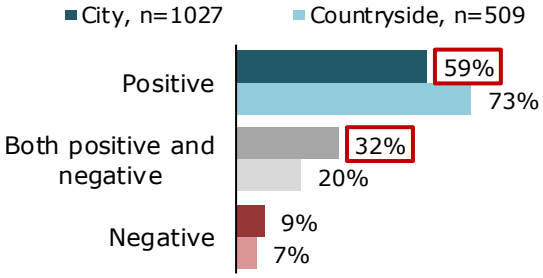


Residents with a more positive attitude towards libraries are commonly aged 35-74, people with the lowest income, the retired and persons not using Internet or passive users.

Meanwhile, the youth, residents with the highest income and active Internet users are more sceptical attitude towards libraries.

Among rural residents, the number of residents with positive attitude towards libraries slightly outnumbers the number of urban residents with such an attitude. Meanwhile, there are more people having both positive and negative attitudes towards library among urban residents.

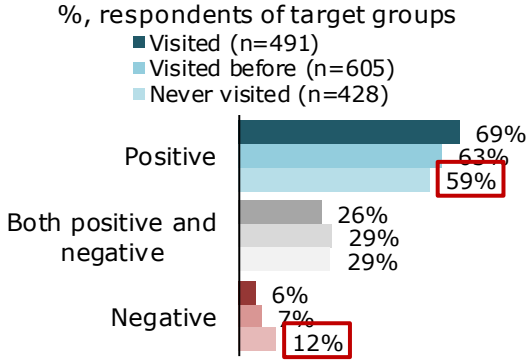
Residents segmentation according their perception of library's image
%, respondents of target groups



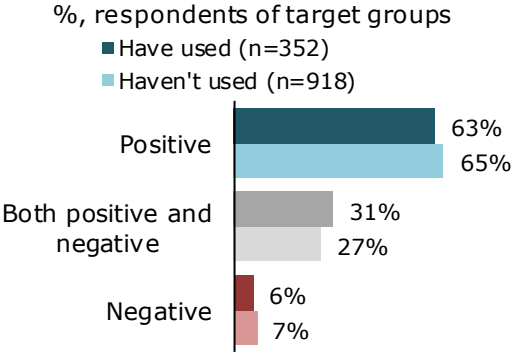
As it has been mentioned before, the perception of library is closely related with residents visiting it. Residents visiting libraries over the last years positively perceive libraries, meanwhile, persons, who do not visit libraries, usually evaluate libraries negatively.

The use of public Internet Access has no further impact on the image of libraries.

Residents segmentation according their perception of library's image and visits to library
%, respondents of target groups



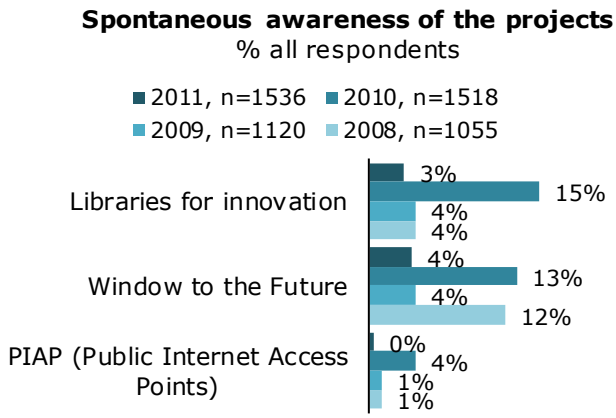
Residents segmentation according their perception of library's image and PIA use
%, respondents of target groups



[11] The groups were classified by calculating the number of cases a resident positively described the image of libraries. "Residents with a positive opinion" about libraries attributed 10-15 positive characteristics, "residents with a more neutral opinion about libraries" named 6-9 positive characteristics, "residents with a more negative opinion" named 0-5 positive characteristics.

11. Information about Projects for Public Internet Access Establishment

11.1. Awareness of Projects



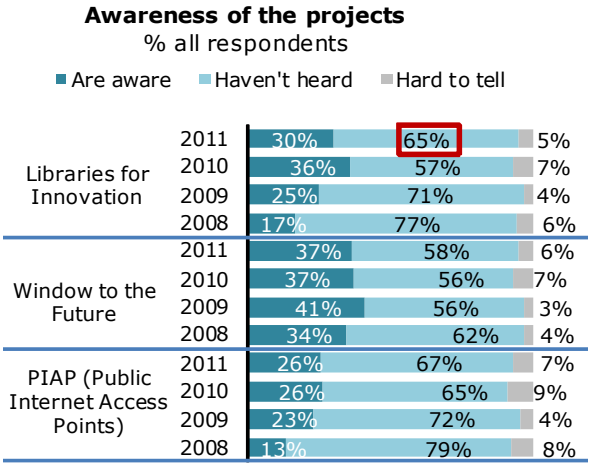
The spontaneous awareness of the project "Libraries for innovation" is very low – 4%. Bearing in mind the intensive promotional campaign of the project, it is a rather poor indicator. On the other hand, there is a possibility that it is not that residents do not identify the project, but it is about not remembering the name of the project and not relating it to the establishment of public Internet access. The spontaneous awareness of other projects aimed at the introduction of public Internet access is also very low: project "window to future" was spontaneously named by 4% of residents; the RIAP was named only by several residents.

Only 4% of residents indicated computer literacy course (for rural residents, elderly people, etc).

However, the majority of residents (88%) could not indicate any project names, which would be aimed at the introduction of public Internet access.

Projects	N	%
Window to the Future	59	4%
Various computer literacy trainings	57	4%
Libraries for Innovation	51	3%
Free of charge internet, internet access	16	1%
PIAP (Public Internet Access Points)	5	0%
Other	23	1%
Doesn't know	*1349*	*88%*

The awareness of the project "Libraries for Innovation" is not high –



* 2011 (n=1536), 2010 (n=1518), 2009 (n=1120), 2008 (n=1055)

Although the awareness of all projects aimed at introducing public Internet access is not high, slightly more residents (37%) have heard about the project "Windows to the Future". 30% of Lithuanian residents know about the project "Libraries for Innovation", 26% of residents have heard about the project. Bearing in mind rather intensive promotional campaign of the project "Libraries for Innovation", the awareness of the project is not high.

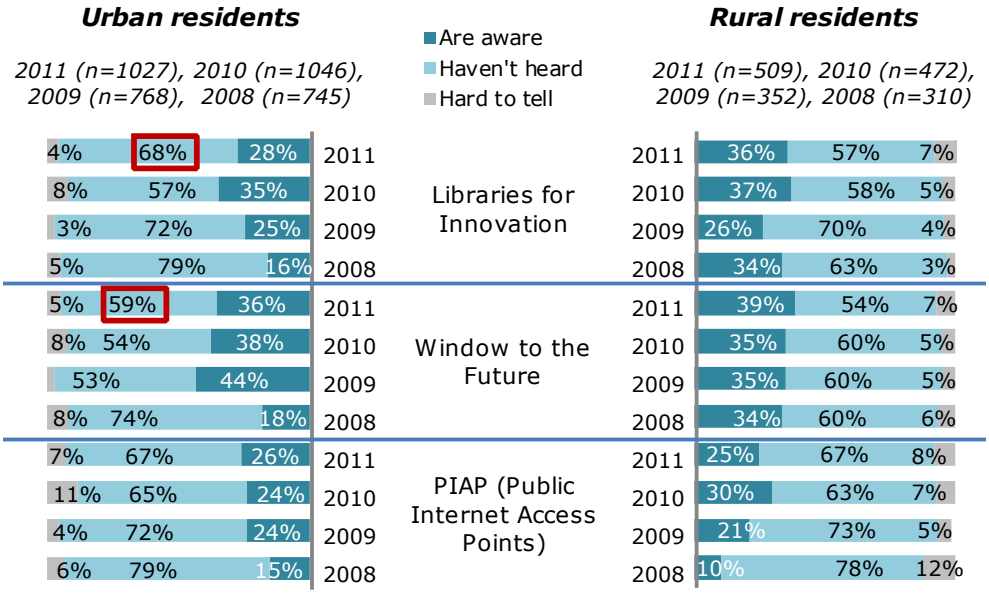
Women, younger residents aged 15-34, residents involved in mental activities (specialists, servants, managers) have heard about all projects aimed at the promotion of public Internet more often. Residents using public Internet access in libraries are among those residents who have heard about the projects more often.

Over the last year, the awareness of the project "Libraries for Innovation" has slightly decreased, and the analysis of the project awareness over the last four years, it has been noticed that, in comparison to 2008, it has increased. A slightly higher breakthrough in awareness was observed in 2010. The awareness of the project "Window to the Future" and RIAP has not changed over the last year. Stable awareness of these projects has been observed since 2009.

If the awareness of the projects "Windows to the Future" and the RIAP does not differ among rural and urban residents, we cannot say the same about the project "Libraries for Innovation": project "Libraries for Innovation" is slightly more known among rural residents rather than among urban residents. The awareness of the project "Libraries for Innovation" and the project "Window to the Future" among urban residents has slightly decreased over the last years.

Awareness of the projects

% respondents of target groups

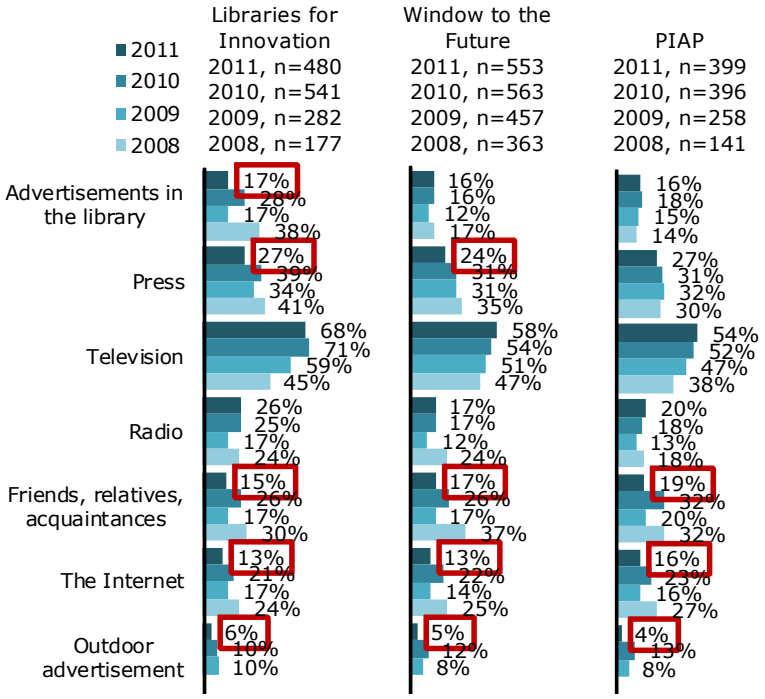


11.2. Sources of Information about Projects

- TV is the most effective source of information about projects –

Sources of information about the projects

%, respondents, who are aware of particular projects



The main source of information about the analysed projects is television. 69% of residents found about the project "Libraries for innovation" on TV. Slightly more than half of residents knowing about RIAP and "Windows to the Future", who have found out about these projects, claimed that they have found out about it on TV (58% and 54% respectively). The most effective source of information is press and radio. 27% of residents claim they have found about the project "Libraries for Innovation" from press, and 26% of residents – from radio.

Other means of information, such as advertisements in libraries, the Internet or outdoor advertisements, were the sources of information about the mentioned projects for not more than a fifth of residents who were aware about these projects.

The analysis of information sources about the project "Libraries for Innovation" according to social and demographic peculiarities of residents, the following aspects were revealed: residents with higher income slightly more often noticed information about the Project on TV or in the press, elderly people and the retired slightly more often heard this information on

radio, the disabled were informed by their friends, acquaintances and relatives, managers and students slightly more often familiarised with this information on the Internet.

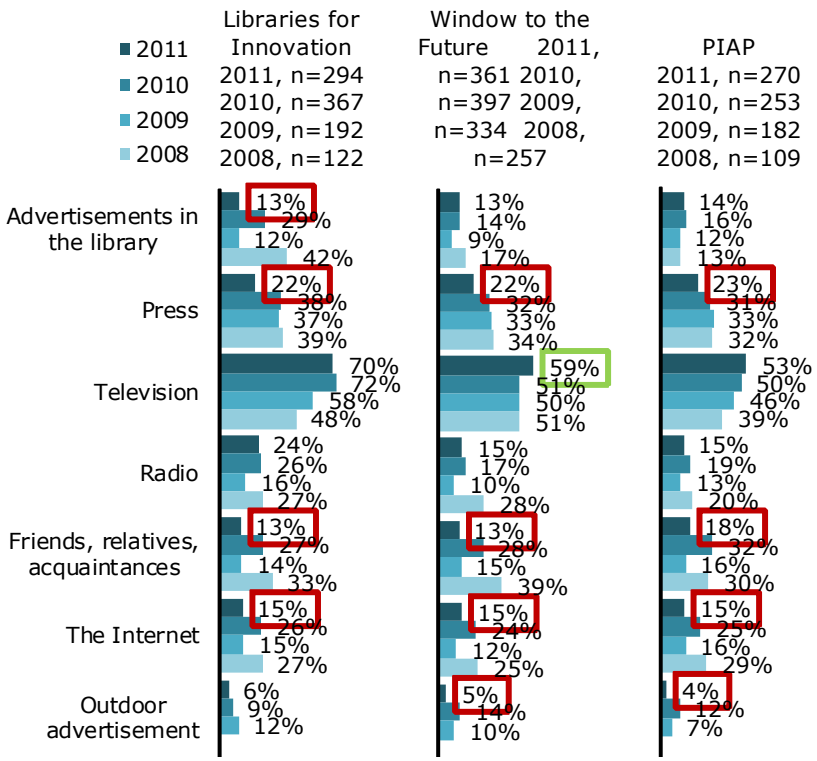
A comparison of the changes in information sources about the projects aimed at the introduction of public Internet access over the last year revealed that the number of people, who found about the projects from outdoor advertisements, the Internet, friends, acquaintances and relatives is lower than the number of those who familiarised with these projects through other sources. In terms of the projects "Libraries for Innovation" and "Window to the Future", the number of residents believing that they have found about this project from the press as well as the number of people claiming they have found about the project "Libraries for Innovation" from advertisements in libraries have slightly decreased.

An analysis of changes in information perception in various information sources over the last four years, it has been noticed that a gradually increasing number of people claim they have noticed this information on TV, however, the number of people stating they have noticed it in the press has been decreasing. We cannot distinguish any tendencies in changes of information perception in other information sources, since these changes are more of a random character and they are not fundamental.

Rural residents notice information about the project "Libraries for Innovation" in advertisements in libraries and the press more often than urban residents do. Changes in the perception of information in information sources in rural and urban areas correspond to the national tendencies.

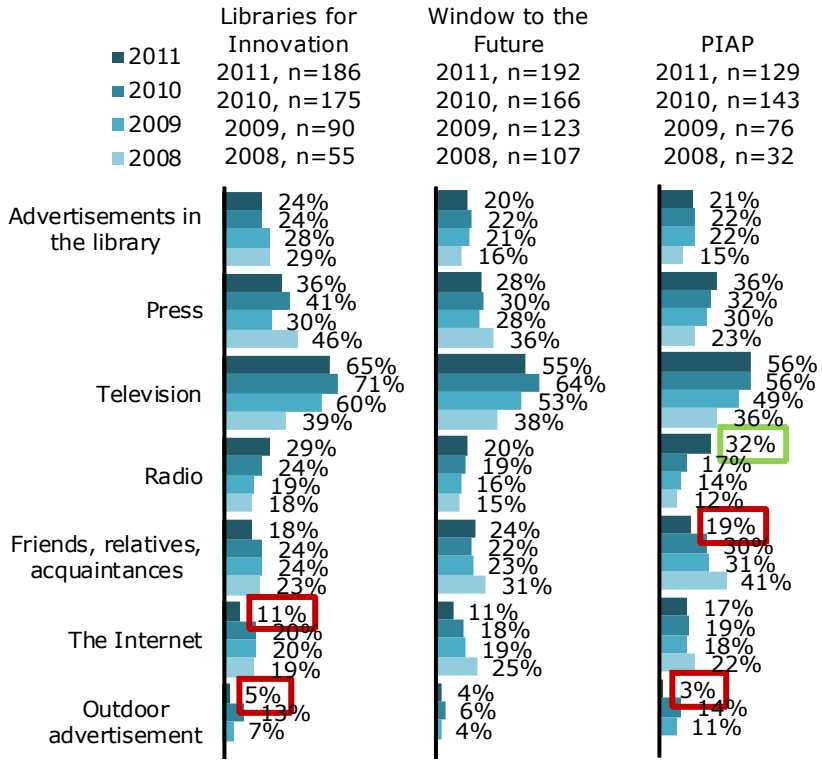
Sources of information about the projects

%, urban respondents, who are aware of particular projects



Sources of information about the projects

%, rural respondents, who are aware of particular projects



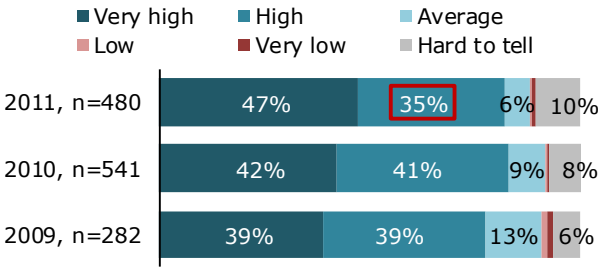
11.3. Evaluation of the project "Libraries for Innovation"

Project "Libraries for Innovation" was evaluated positively by almost all residents, who are aware about the possibility of using free Internet in libraries–

47% of residents knowing about the project gave it an excellent evaluation, and 35% of residents claimed that it is a good project.

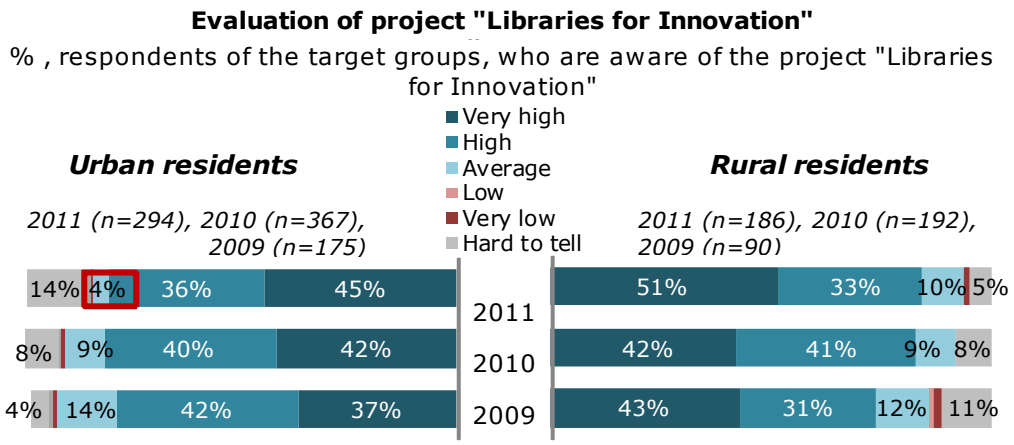
Evaluation of project "Libraries for Innovation"

% , respondents, who are aware of the project "Libraries for Innovation"



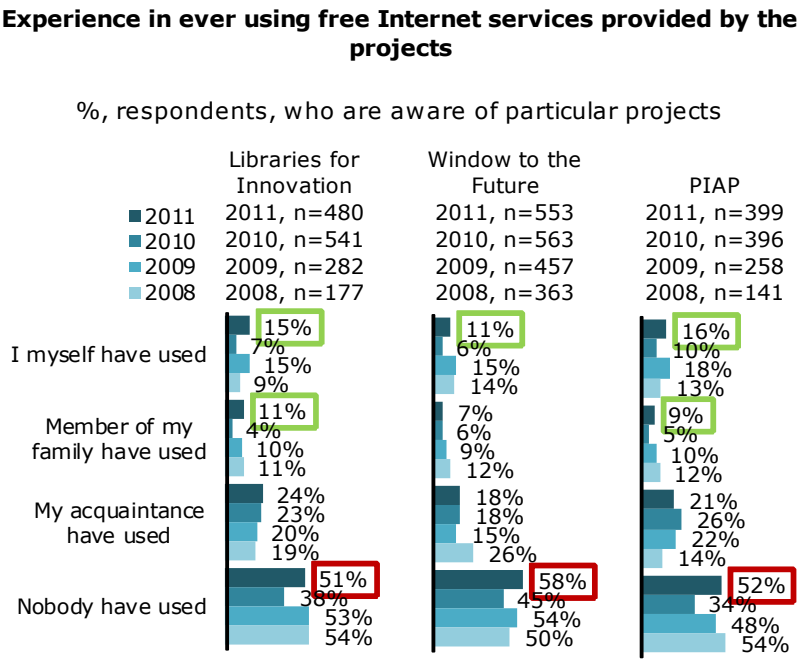
Positive evaluation of the project has been gradually increasing since 2009: In 2009 the project was given the evaluation "very good" by 39% of residents, whereas in 2011, the number of residents assessing it in the same manner increased and reached 47%. Only few residents negatively assess the project.

In rural areas, the number of residents highly positively assessing the project is the highest, whereas, in urban areas, the number of residents with no opinion about the project prevails. The evaluation given by urban and rural residents, who have heard about the possibility of using Internet in libraries, has not changed significantly over the last year.



11.4. Using the Services Provided by the Projects

– Over the last year, more residents, who are aware of the projects, claim that they have personally used the services provided by the projects



Almost half of the residents who were aware of the projects "Libraries for Innovation", "Window to the Future" and RIAP used the services of these projects themselves or had acquaintances of relatives who used these services.

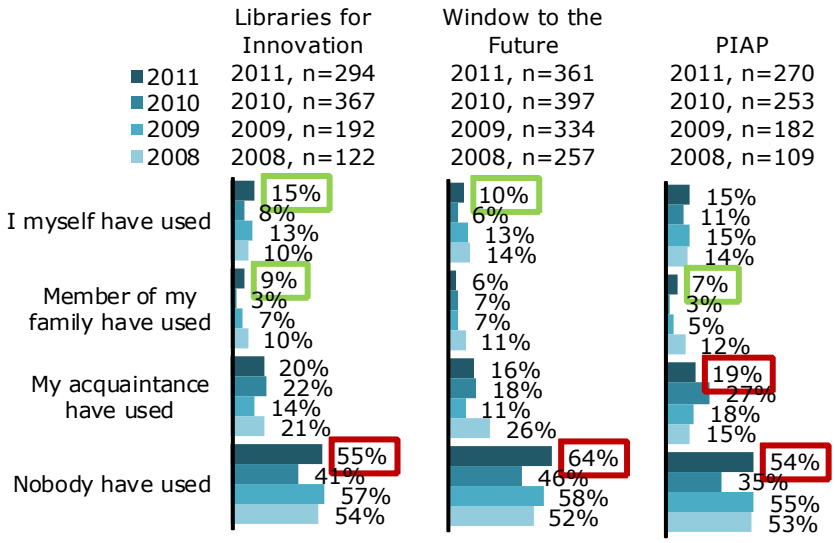
Slightly more than every tenth of residents knowing about the projects (11%-16%) used the services provided by the projects. Nearly one tenth of residents have family members who have used mentioned services, and a fifth of residents (18%-24%) claim that their acquaintances have used these services. Therefore, only a small share of residents knowing about the projects has used these services personally.

In comparison to the previous year, the number of persons knowing about the project "Libraries for Innovation" and using its services has increased. More residents knowing about the project "Libraries for Innovation" claim that their family members have used these services. In terms of the other projects ("Window to the future" and RIAP), it also can be observed that the number of people stating that they have personally used these service provided by these projects has increased over the current year. We cannot distinguish clear tendencies in residents' using of project services over the last 4 years.

Rural residents slightly more often indicate that their family members or acquaintances have used the project services, whereas urban residents more often claim that they have not heard about any people from their environment using these services. Tendencies in changes of the use of the project services correspond to the general tendencies in the country.

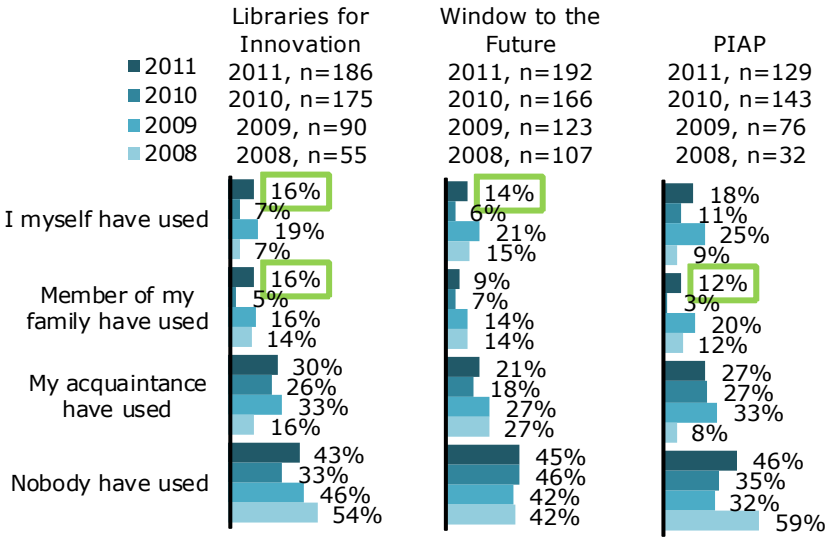
Experience in ever using free Internet services provided by the projects

%, urban respondents, who are aware of particular projects



Experience in ever using free Internet services provided by the projects

%, rural respondents, who are aware of particular projects



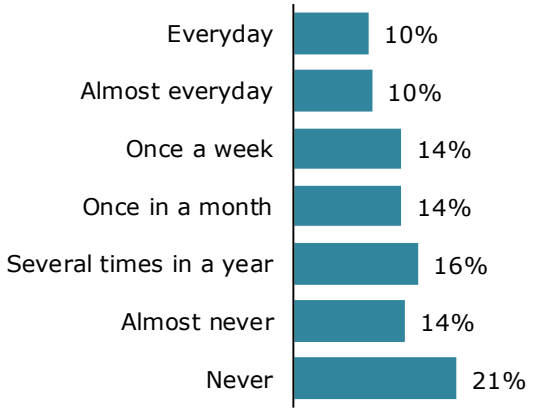
12. Residents' reading peculiarities

- Women read more often than men –

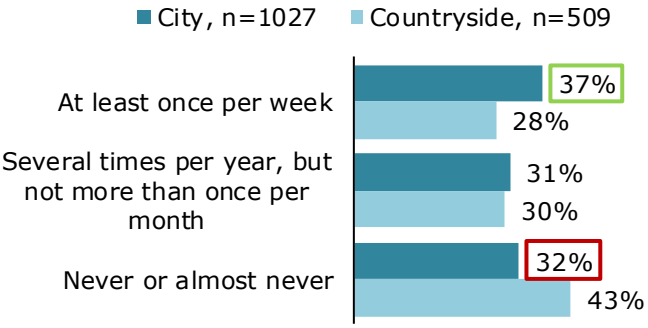
In the course of the survey in the last year of the Project implementation residents were asked to answer several additional questions about how often they read books and press and the genre of books and type of press publications they had read over the last year as well as about their reasons for reading books.

According to the frequency of reading, we can distinguish these groups of residents: (1) those, who read books very often, i.e. at least once per week (34%); (2) "occasional" book readers (those who read books at least several times per year, but not more often than once per months) (30%); passive readers (who read very rarely or do not read at all) (36%).

The frequency of reading books
% all respondents, n=1536



The frequency of reading books
% respondents of target groups



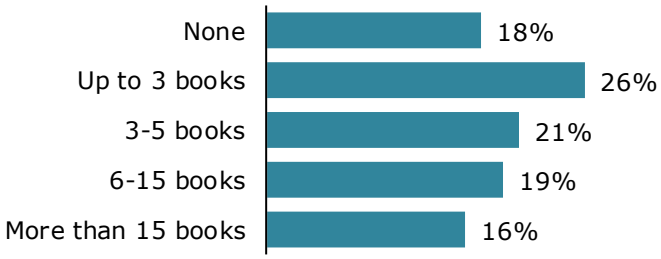
Each group of readers has its own specific characteristics:

1. Active book readers are more often women, persons with higher education, servants, pupils and students, and persons with higher income.
2. Women, 15-34 aged residents with post secondary education, working persons (especially specialists and servants), housewives, and persons with higher income are usually considered as "occasional" readers.
3. Men, persons with secondary or pre-secondary education, workers, the retired, the disabled, the unemployed and persons with lower income are considered to be persons, who read very rarely or do not read at all. It should be also noted that persons who read very rarely or do not read at all usually have a negative opinion about libraries.

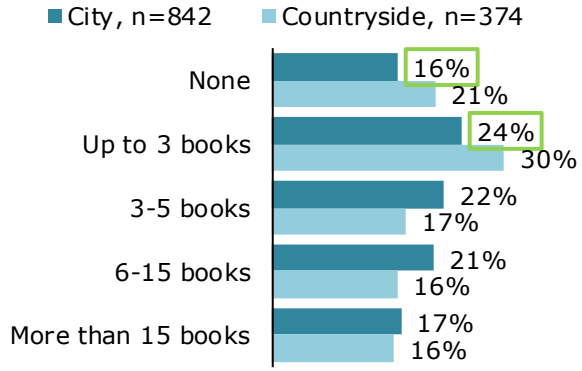
Active readers slightly prevail in urban areas, and those, who read very rarely or do not read at all, prevail in rural areas.

16% of residents read more than 15 books per year, every fifth resident (19%) – from 6 to 15 books or from 3 to 5 books (21%). A fourth of residents read less than three books per year (26%), and 18% of residents do not read a book per year.

The number of books read over year
% respondents who read books, n=1211



The number of books read over year
% respondents of target groups, who read books

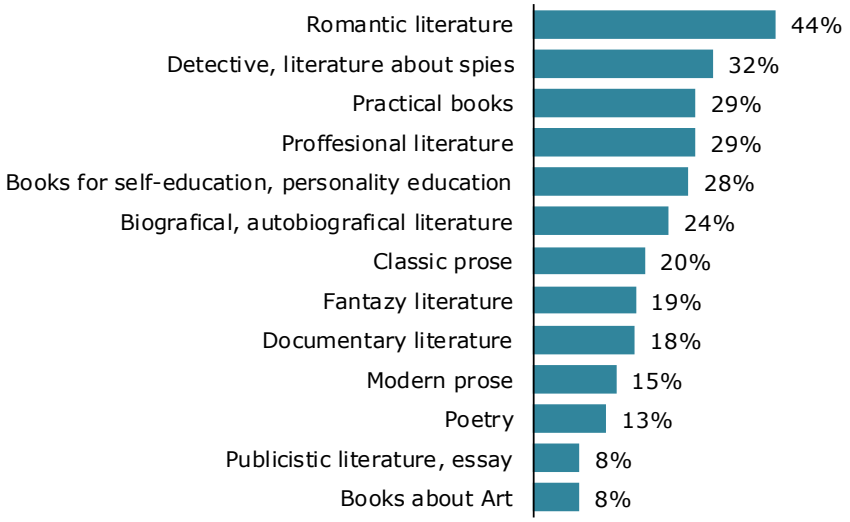


It should be noted that women, who read more often, usually read even more books per year.

Persons with secondary education, the retired, the unemployed and persons with lower income very often do not read a book per year. Residents aged 15-34 and workers more often read up to three books per year. Persons with higher education, servants and managers as well as persons with higher education tend to read 5-16 books per year. Whereas persons aged 55-74 and residents with average income often read more than 16 books per year.

Over the last year, the majority of residents read romantic literature (44%). Nearly every third resident read detectives (32%), practical books (29%), professional (29%) or educational (28%) literature. 24% of respondents claimed they have read biographical or autobiographical literature over the last year. Nearly a fifth of residents read classical prose (20%), science fiction (19%) and documental (18%) literature. The least popular books (read by 15% or less residents) included contemporary prose, poetry, journalistic books, essays and books about art.

The genres of books which were read over one year
% respondents who read books during last 12 moths, n=1008

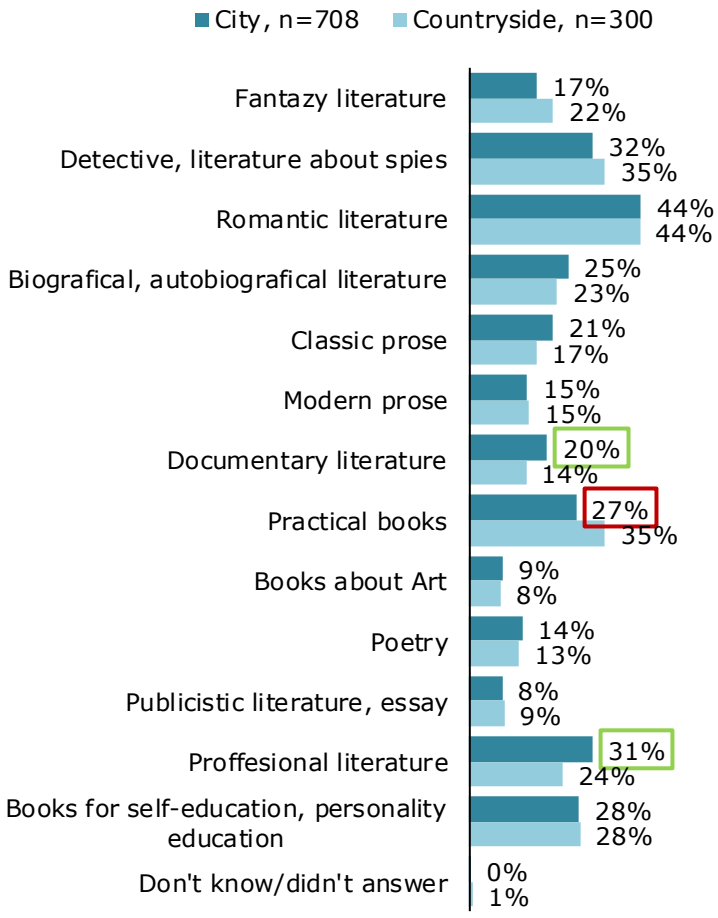


Men slightly more often read science fiction, detectives, documentary literature, whereas women read romantic literature, classical and contemporary prose, practical and educational books, poetry and books about art.

Residents aged 15-34 more often choose science fiction, persons of 35-74 years of age read detectives, and residents aged 55-74 usually read biographical and autobiographical literature, classical prose, poetry and journalism.

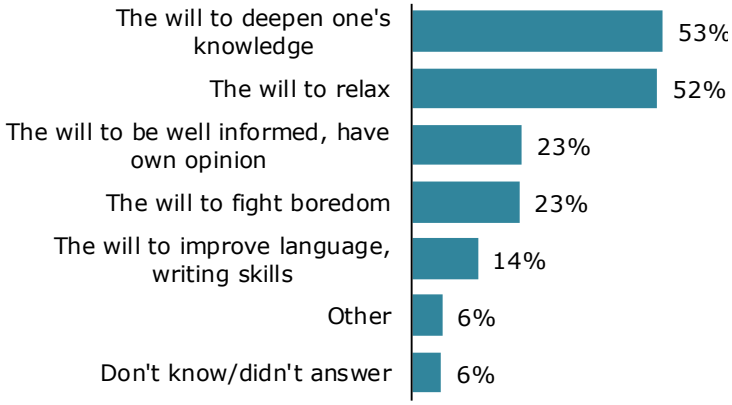
Urban and rural residents tend to read books of the same genre. Urban residents more often prefer documentary or professional literature, whereas rural residents read practical books more often than urban residents do.

The genres of books which were read over one year
% respondents of target groups, who read books during the past 12 months



The reasons of reading books

% respondents, who read books, n=1216

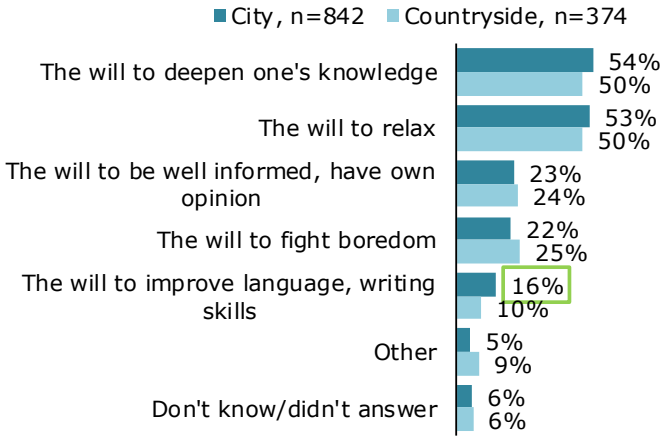


Two main reasons for reading books can be distinguished: half of residents read books in order to extend their knowledge (53%) and the other half of residents read in order to relax (52%). Booms are also read because people want to be informed, to have their own opinion on various issues as well as because people do not want to be bored (23 % each). 14% of residents improve their language and writing skills through reading books. Some of the residents indicated "other" reasons for reading books: reading is interesting and it is a hobby (23 residents per each answer), they are forced to read (15 residents), and because they read books to children (4 residents).

Women, residents aged 35-74, the employed (especially servants and specialists), persons with higher income and residents of big cities more often read books in order to relax.

The reasons of reading books

% respondents of target groups, who read books



Residents aged 15-34 years, persons with higher education, servants, pupils, students, persons with higher income more often read books in order to enhance their knowledge and improve their language and writing skills.

Residents with higher education, the employed (especially servants and managers), students and residents with higher income tend to read in order to improve their information background and to form their opinion.

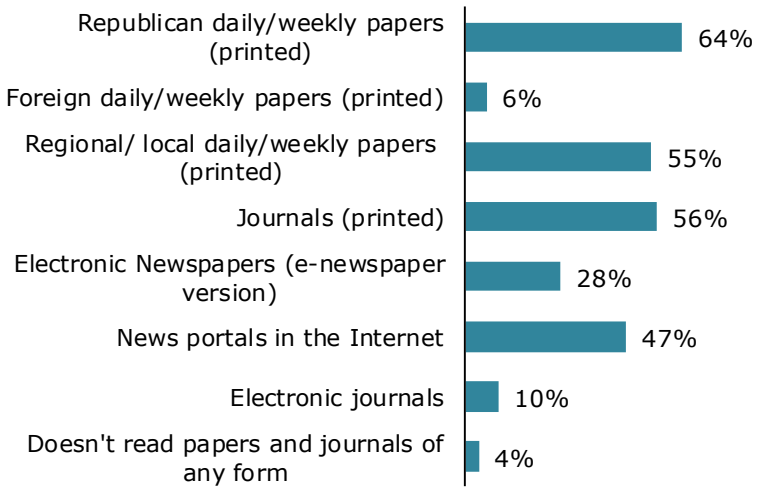
Elderly residents, servants and specialists, the retired, the disabled, persons with lower income more often stated that reading help them to get rid of boredom.

Urban residents more often read in order to improve their language and writing skills.

Having been asked about the most frequently read newspaper and magazines, more than half of the respondents stated that they usually read national (64%) and regional (55%) dailies or weeklies and printed magazines (56%). Every second resident reads Internet portals (47%). A forth (28%) of the residents choose reading electronic versions of newspapers. Whereas, 10% of the residents usually read electronic magazines. 6% of the residents usually read printed foreign press. 4% of Lithuanian residents do not read magazines or newspapers of any format.

Most frequently read papers and journals

%, respondents, who read books, n=1216



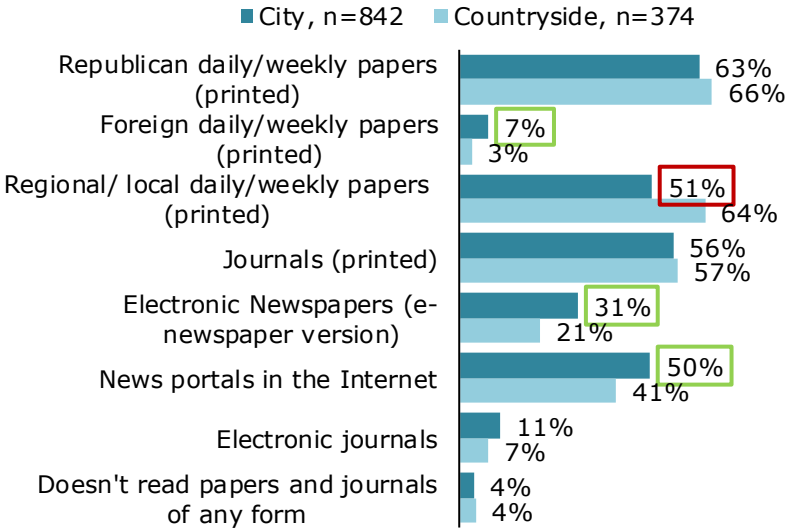
The analysis of reading of newspaper and/or magazines according to residents' social and demographic characteristics has revealed the following:

- National press in printed format is more often read by employed persons with higher income and leaving in big cities.Regional newspapers in printed format are more often read by the retired, the unemployed, persons with lower income, persons leaving in middle-sized cities and rural residents.Printed magazines are more often read by women, 34-54 aged residents, the employed (especially servants), persons with higher income;

- Electronic magazines and Internet news portals are more often read by 15-34 aged residents, persons with higher education, the employed (especially servants and managers), students, persons with higher income, urban residents;
- The unemployed persons more often claim that they do not read magazines and newspapers.

Most frequently read papers and journals

%, respondents of target groups who read books



13. Conclusions and Generalisations

Using Computer and the Internet

Two thirds of residents have the possibility of using the Internet. A third of residents do not have this possibility at home and at work. Over the last year, it was noticed that the number of persons not having Internet access at home or at work was decreasing, since residents' possibilities of using Internet at home was increasing. A permanent and significant Internet dissemination has been observed in residents' households, especially in rural areas. Rapid Internet dissemination in rural areas proves the fact that in rural areas (especially over the last year) the share of active Internet users (those who use Internet every day) has been increasing and the Internet skills of rural residents have been improving.

Persons having Internet access usually use it at home, and those with no Internet access do not use it at all (90%). Only 6% of residents who do not have an alternative Internet access use it in libraries. Among all Lithuanian residents, only a relatively small share of residents (8%) used Internet in libraries at least once. Moreover, the frequency of the Internet use in Libraries is rather rare.

Social groups distinguished in the Project, such as the retired, the disabled and the unemployed , more often do not have a possibility of using Internet at home, do not use it anywhere and do not have any need of using it.

The Project does not have any significant impact on the increasing possibilities of using Internet and the residents' improving Internet skills. The target group of the project is usually passive and ignorant, therefore, in terms of the national scale; the Project does not decrease the social exclusion of groups at social risk.

Using Public Internet Access

Public Internet access is one the alternatives which could reduce the informational isolation of residents who do not have Internet access at home or at work. However, it is not as popular as one might expect. Even though a relatively big share of residents (82%) know about the possibility of using the Internet in libraries (and the awareness of such a possibility constantly increases), only 2.5% of Lithuanian residents started using public Internet access over the last year. 3% of new users intend to start using this possibility in the forthcoming 6 months (more often pupils and students). Persons having other alternative places to use the Internet more often use it in libraries. Whereas persons with no alternatives of using the Internet, rarely use it in libraries.

While encouraging the use of public Internet access, a greater deal of attention should be paid to those resident groups, which do not have access to the Internet. Of course, it is important to consider that there are not many prospect users in these groups – a great share of residents not using the Internet simply does not have the need to do it.

The prospects of public Internet access in libraries, i.e. the possibility of attracting new users, are not big on a national scale as well as in social exclusion groups.

Internet Benefits Provided to Residents

The benefit which residents receive while using the Internet does not depend on where the Internet is used, i.e. at home, at work or in the library. The Internet benefit is usually related with social benefits: the Internet enhances leisure time and facilitates communication. Part of residents use it for certain aims, i.e. when performing certain works or when studying, the other part uses it for economic benefit: to save and earn money, order goods/services, etc.

Beneficial opportunities, which the residents could gain while using functional resources of the Internet (health, education, e-governance) have not been used to the full extent. This tendency was noticed for using the Internet both in the library and other places of Internet access.

Unused opportunities (still considered being "niche") opportunities of the Internet resources should be communicated both to the general public and users of public Internet access.

Enhanced Mission of Libraries

Public Internet access in libraries has partly enhanced the mission of libraries by enhancing the set of services they offer. Although, the dispense of books remains the main function of libraries, new possibilities have emerged among common services of libraries (the possibility of using free Internet, attend computer literacy courses). The awareness of new services provided by libraries is high (76% of residents are aware about free Internet; 36% of residents know about computer literacy skills); however, this awareness does not determine the same wide use of these services. The majority of residents (69%) at least once visited the library, every third (31%) has visited it at least once this year, 19% of residents have at least once used public Internet access, whereas computer literacy courses have been attended only by 2%.

New possibilities offered by libraries more enhance the current range of services provided by libraries than attract new visitors.

Information about Projects for Public Internet Access Establishment

Although the public awareness of the project "Libraries for Innovation" is not high, the majority of residents know about the possibility of using free Internet in libraries and favourably evaluate the project itself.

The possibility of using free Internet in Libraries has been properly communicated

Library image

There is clear evidence that throughout the whole project implementation period and the intensive promotional campaign as well as a pollicisation campaign about new library possibilities, the image of libraries in the public in terms of all analysed image criteria has been constantly improving. The majority of residents positively perceive libraries, however, this opinions is much more sceptical than that of libraries' staffs and managers.

Visiting libraries determines the formation of a better opinion about libraries (residents, who have recently visited the library evaluate it more positively than those not visiting libraries).

Although the rates of visiting libraries has not significantly increased in the course of the Project implementation, the Project publicising activities contributed to the positive image of libraries in the public.