

Perceptions of public libraries in Africa
Ghana Report
prepared for EIFL by TNS RMS East Africa
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Executive summary

A top line observation of key findings at the combined country level is presented here to give a quick glimpse of the main findings in the whole report which covered 6 countries.

The state of public libraries

Public libraries are widely available in most of the 6 countries surveyed, offering the traditional service of lending of books and offering a good environment for studying i.e. where school pupils or even university students can complete homework and other classroom related reading, such as reading for examinations.

Most are small with limited space and are resource constrained. Most lack technology related facilities and in some cases relevant book to meet the needs of users

Awareness, perceptions and attitudes

Awareness of libraries is high even among those not using them. Users share information about their library experiences a lot, mainly with their friends. In addition to the high awareness, a majority have very positive sentiments about libraries across all groups surveyed i.e. from policy level all the way to users, including non users.

Libraries are perceived as offering academic related information and therefore an extension of the academic study.

Children's exposure to libraries is limited and a lot more could be done to improve usage.

Role of librarians

Librarians are competent in the traditional roles of a librarian but have limitations in the technology related services.

Low skill level on technology services results from a lack of the facilities that would enable them improve competency. A significant number of librarians admit to lacking the necessary skills for advocacy to generate additional funding

Importance of libraries

Libraries are seen as essential to the individual as well as communities in general by all groups surveyed. Libraries need to engage with the community at a more tangible level that goes beyond passively providing books information only e.g. facilitating community interaction with service providers of health, agriculture and culture. Stakeholders recognise a role for libraries in these fields. Funding for libraries is low, and donors (local or international) are expected to play a greater role in funding libraries.

Information about libraries

Print media are currently doing more in promoting the library agenda compared to other media.

Digital media like the internet are not properly exploited and with the growth of mobile telephony and data services in Africa, this could be an avenue to explore.

Reaching the target groups

Electronic media is the best way to reach the policy level target audience for libraries. TV and radio are the most frequently used sources of information and also the most trusted ones.



SECTION 1: USERS AND NON USERS



SECTION OVERVIEW



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Consultation with librarian
Satisfaction with librarians
Facilities in library
Satisfaction and dissatisfaction rating with offer in libraries
Overall rating of library
Attribute association for libraries

Demographic characteristics (Users and non users)

	Users	Non Users
	494	300
Gender	%	%
Male	72	57
Female	28	43
Age	%	
16 yrs - 20 yrs	58	15
21 yrs - 30 yrs	37	51
31 yrs - 40 yrs	4	18
41 yrs - 50 yrs	1	7
51 yrs - 60 yrs	-	8
61 yrs - 70 yrs	-	1
71 Yrs and above	-	-
Years of formal education	%	
0-5 years	3	4
6-12 years	57	48
13-16 years	27	34
17+ years	13	13
Education level	%	
Some elementary or less	2	7
Completed elementary	3	19
Some secondary	48	17
Completed secondary	20	26
Some post-secondary (university or technical)	16	13
Completed vocational/technical institute	2	8
Completed university or more	8	10
Don't Know/Refused	-	0
Marital status	%	
Single	93	65
Married	5	30
Widow/Widower	-	1
Divorced/Separated	1	4
Don't Know/Refused	1	-

Demographic characteristics (Users and non users)

	Users	Non Users
	494	300
Occupation status	%	%
Work part time	2	57
Work full time	6	43
Self employed	4	%
Unemployed not looking for a job		15
Unemployed looking for a job	5	51
Retired		18
Student	80	7
Recently graduated from school (not employed)	2	8
Housewife		1
Monthly Household income	USD	
50 or less	4	4
51 – 125	9	48
126 – 190	7	34
191 – 250	7	13
251 – 375	10	%
376 – 500	14	7
501 and above	44	19
LSM Group	%	
1 to 3	1	26
4 to 6	4	13
7 to 9	20	8
10 to 14	52	10
15 to 17	22	0

Based on the demographic profile achieved in this study, a typical user of a public library in Ghana is therefore likely to be, young single male from a middle class background, aged between 16 and 30, currently in school.

Perceptions of libraries

Books and knowledge dissemination /storage are the main spontaneous associations with libraries for both users and non users.

3%

of library non users associate libraries with computers

73%

of non users in Ghana associate libraries with books

Spontaneous associations (Users)	Total	Great accra	Kumasi	Tamale	Takoradi
Base:	494	220	121	80	73
	%	%	%	%	%
Information/knowledge storage and acquisition	77	80	75	51	95
Books	64	58	56	71	85
Space: Quiet place/peaceful place for study, relaxation, etc)	51	60	45	51	37
Newspapers/ Current affairs/ Magazines	4	4	4	6	1
Educative videos	3	3	2	6	
Computers	2	4	2		1
Librarians	2	4		3	

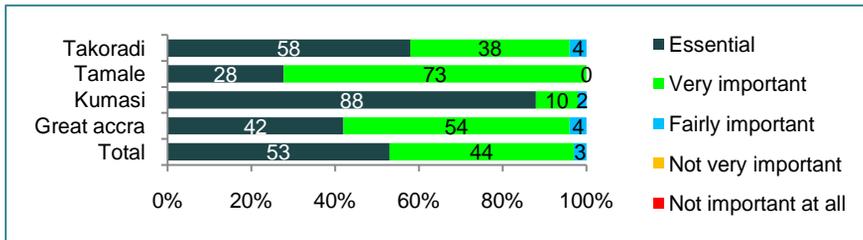
Spontaneous associations (Non users)	Total	Great accra	Kumasi	Tamale	Takoradi
Base	300	101	99	50	50
	%	%	%	%	%
Books	73	70	67	72	94
Information/knowledge storage and acquisition	59	58	47	60	82
Space: Quiet place/peaceful place for study, relaxation, etc)	50	60	45	46	42
Newspapers/ Current affairs/ Magazines	4			26	
Computers	3	1		14	2
Librarians	2	1	1	6	2
Educative videos	2		1	10	

Users and non-users mostly associate libraries with the concept of a space for information and books. Interestingly librarians, at 1% on average, are not top of the list when thinking about libraries for either users or non users. Computers generally have very low association with libraries.

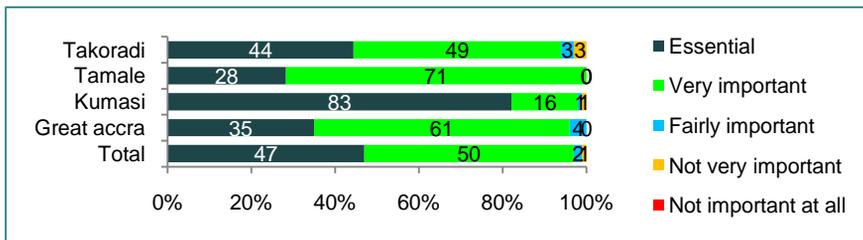
What words or images appear in your mind first when you hear the word „library“?

Importance of libraries to users

To the community



To the individual



Users clearly value the importance of libraries, both at the individual and community level. This is more so in Kumasi where over 80% view libraries as essential to both the community and the individual.

Current residency amongst library users

	Total	Great accra	Kumasi	Tamale	Takoradi
Base	494	220	121	80	73
	%	%	%	%	%
Less than 1 year	10	10	8	11	11
1-5 years	30	28	28	31	36
6 years and more	60	62	63	56	52

Users are more likely to visit the library once a week though substantial numbers also visit on a daily basis.

Frequency of using library amongst users

	Total	Great accra	Kumasi	Tamale	Takoradi
Base	494	220	121	80	73
	%	%	%	%	%
Daily	29	32	22	48	8
Weekly	40	37	47	39	37
Monthly	14	13	15	5	27
Every other month	10	6	14	8	16
Once or twice a year	6	11	2	1	7
Don't know	1	-	-	-	4

Generally speaking, how important or unimportant do you think public libraries are as a service to the community?

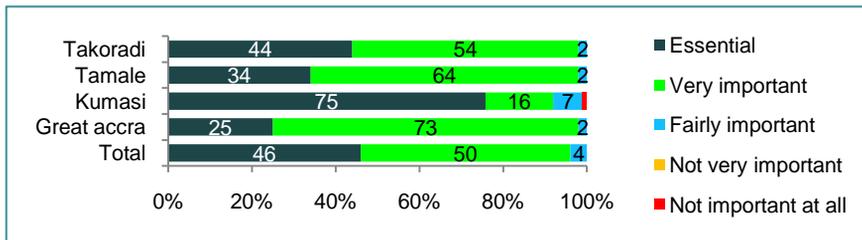
How important or unimportant are public libraries to you personally?

How long have you lived in your current area of residence?

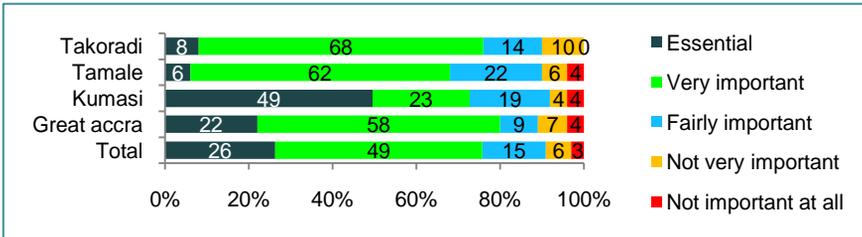
How often do you visit the public library (a community library that serves all residents of the area) during the last 12 months?

Importance of libraries to non users

To the community



To the individual



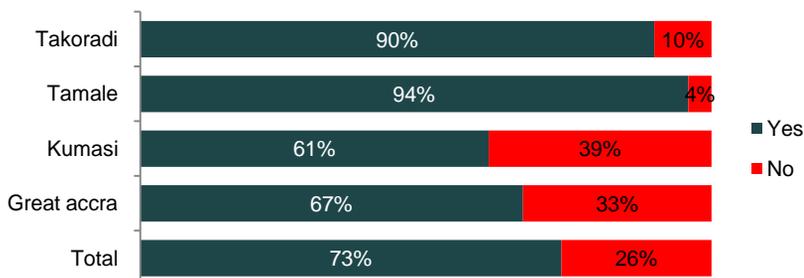
Current residency for non users

	Total	Great Accra	Kumasi	Tamale	Takoradi
Base	300	101	99	50	50
	%	%	%	%	%
Less than 1 year	8	10	4	4	18
1-5 years	25	25	25	18	32
6 years and more	66	64	71	78	50

Non users of libraries consider libraries to be important to the community but not necessarily to themselves.

Despite not using libraries, awareness of presence of public library is high among non-users. On average, three quarters of those interviewed, know that there is a public library with Tamale and Takoradi having the highest incidences of awareness of 94% and 90% respectively, and it would therefore be right to say that lack awareness is not the reason for non usage

Awareness of presence of public libraries (non users)



The degree of library importance, whether to self or community, declines slightly among non users as compared to users

Generally speaking, how important or unimportant do you think public libraries are as a service to the community?

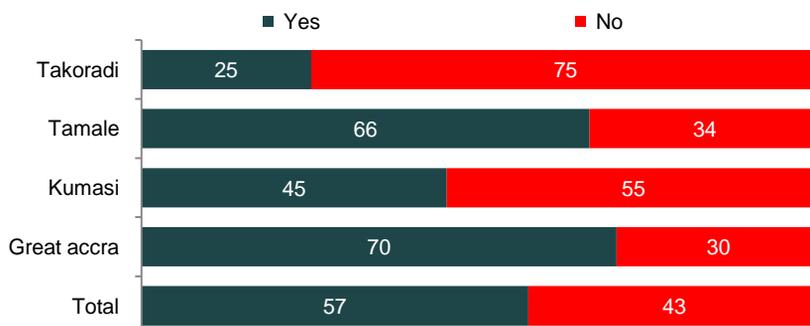
How important or unimportant are public libraries to you personally?

How long have you lived in your current area of residence?

Do you know whether or not there is a public library in your area?

User level advocacy and sharing of experiences

Whether the user shares information and experiences about libraries



Groups of people with whom information is shared

	Total 280	G. Accra 155	Kumasi 55	Tamale 53	Takoradi 18
Friends	88%	90%	84%	89%	83%
Neighbors	9%	6%	5%	15%	22%
Adult family members	5%	8%	4%	2%	0%
Co-workers	2%	2%	2%	6%	0%
Your child / Children	2%	1%	2%	4%	6%
Classmates & students	1%	0%	4%	2%	6%

Slightly above half the users (57%) are talking about their library experiences and this is mainly to friends.

When asked about the kind of information they share with friends, a majority of them talk about the relevance of the physical space to the studying i.e. quiet, comfortable or place to spend free time studying, which could be linked to the fact that majority are students and therefore use the library to complete their class/school work.

*Do you tell other people about your library use experience
If yes which ones*

Sources of awareness about libraries

Users' sources of awareness

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	494	220	121	80	73
	%	%	%	%	%
Through friends	56	65	45	53	52
It's in my neighborhood and I pass by it	31	25	24	29	59
Through adult family members	13	11	17	15	8
sign post advertisement	3	-	2	13	-
Through radio	2	1	3	5	3
By myself	2	1	2	1	1
Through teachers	2	0	3	-	4
Through my children	1	0	1	3	-
Through newspapers/ magazines	1	1	2	3	-
Through TV	1	0	-	5	-
Through the school of my child	1	-	3	4	-
School programmes	1	1	1	3	1
None	1	0	-	1	1

Non users' sources of awareness

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: All who know there is a library in their area	220	68	60	47	45
	%	%	%	%	%
It's in my neighborhood and I pass by it	69	72	45	77	89
Through friends	32	29	40	40	16
Through my children	8	6	7	15	4
Through adult family members	7	6	12	6	4
Through radio	2	1	-	2	4
Through the school of my child	2	1	-	4	2
Through teachers	2	1	5	-	-
Through newspapers/ magazines	1	1	-	2	-
Through TV	1	3	-	2	-

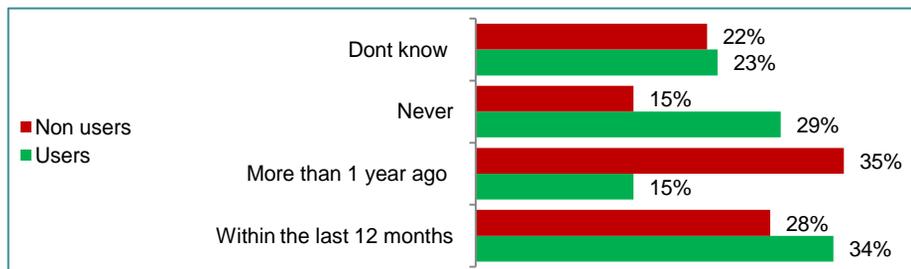
Friends are the main source of awareness of libraries among users which affirms the earlier observation that users mainly talk to their friends about their library experiences. Non users on the other hand have learnt about libraries by seeing them in the neighbourhood.

Usage of libraries among friends, family and colleagues

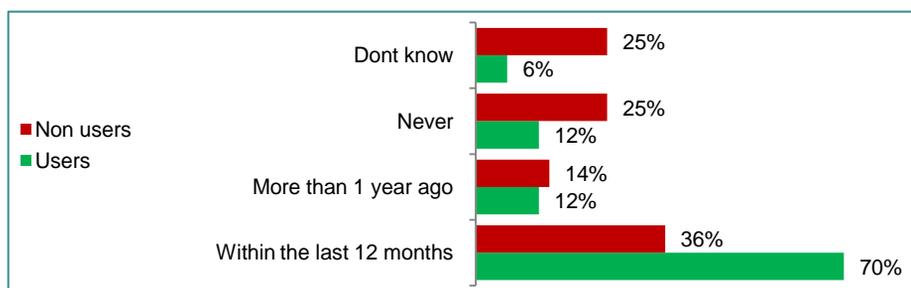
Likelihood of more than one member of the same family having visited the library in the last one year, occurs in only about 30% of the cases

Visits to the library with children are quite rare. This could be explained by the fact that majority are students, not married and don't have children of their own and their visit to the libraries is primarily for school work related reasons.

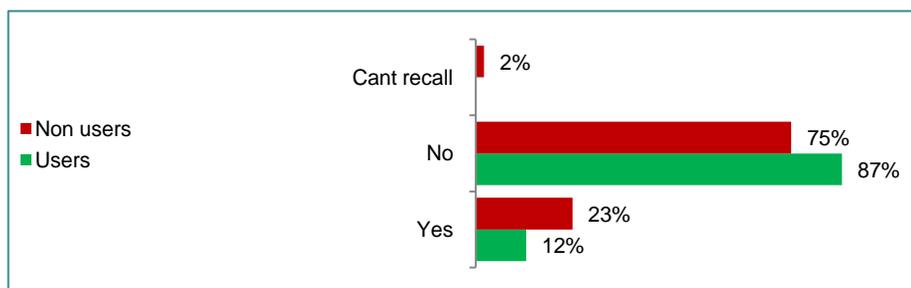
Whether other family members visit libraries



Whether friends visit library



Whether has ever visited library with a child



Friends are more likely to influence library use than family members. In fact only very few are 'actively encouraging' children by going with them to libraries.

*Have any of your family members apart from yourself visited the public library in your area?
Have any of your friends visited the public library in your area?
Have you ever visited the library with child/children?*

Barriers to usage (non users)

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	300	101	99	50	50
	%	%	%	%	%
I'm too busy	54	51	54	38	74
Nothing of interest to me at a library	20	14	23	20	24
The range/ quality of books isn't good enough	19	19	11	38	18
I don't know what my local library does/where it is	12	17	13	2	10
My nearest library is too far away/not convenient	11	8	13	12	14
Not enough computers	9	13	-	24	6
I don't like reading	8	8	8	12	4
I don't like the environment	8	4	9	4	18
Not enough seats available	8	3	6	12	16
Opening hours aren't long enough	8	10	3	12	8
I prefer to buy books from a shop/ online	7	7	1	22	6
I can't read	5	4	9	4	2
Prefer to go elsewhere e.g. coffee shops, bookshops	5	3	2	14	6
I don't like libraries	4	1	4	6	6
I don't feel welcome there	4	3	3	6	4
You can't borrow books for long enough to read them	4	2	3	12	2
None/Dont Know	4	3	2	14	-
Not cool	3	4	4	2	2
Difficulty getting to the library (e.g. parking restrictions, poor public transport)	3	1	5	4	-
Too noisy	3	4	2	8	-
Age doesn't allow me	3	-	8	-	-
I have a library at home	3	-	2	8	6
I finished my schooling so no need	3	-	5	6	2

Busy lifestyles are impacting on ability to visit and use libraries. Of greater concern however are the significant proportions of non users who claim that libraries do not have things that interest them (20%) and that the books are not good enough for them (19%).

Knowledge of these facts provides a starting point from which stakeholders can begin the address the issues.

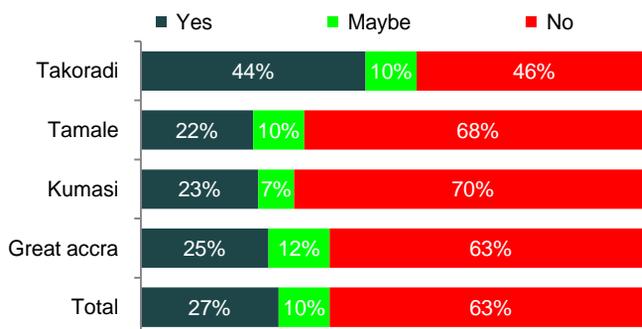
54%

overall claim that busy lifestyles prevent them from visiting libraries.

What are your main reasons, if any, for not using public libraries nowadays

A significantly large majority of non users do not intend to start using libraries in the next 12 months.

Whether non users intend to start using libraries



63%

of non users interviewed in Ghana have no intention to start using libraries anytime soon and would not be motivated by anything to start using libraries. The situation is slightly better in Takoradi where close to half of non users do intend to start using libraries in the next 12 months.

What would motivate non users to start using

Influencers	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	300	101	99	50	50
	%	%	%	%	%
None	63	63	70	68	46
I would use my public library more if the library had more of the books I want.	31	22	30	32	50
I would use my public library more if it were open more hours.	20	19	15	24	30
I would use my public library more if the library had more materials I could access online.	20	17	17	22	30
I would use my public library more if the library had more computer stations.	17	9	15	12	42
I would use my public library more if it were more convenient to get to.	15	8	21	4	30
I would use my public library more if the library building were more inviting.	15	7	25	14	12
I would use my public library more if the library had more of the CDs, DVDs, and videos that I want.	14	13	10	10	26
I would use the library's website more if it was easier to use.	10	4	14	8	18

Relevance of materials in libraries is mentioned by 31% of non users as one of the things that would motivate them to start using libraries.

20% want better opening hours.

20% want to access the library online and 17% would use computers in the library if there were more of them.

*Are you planning to start using public library in next 12 months:
Please indicate how much would the following aspects influence your library use?*

Services rendered by libraries

Besides the traditional services of reference work, study space, borrowing and consulting the librarian for help, libraries are also forums for socializing and meeting people

Services utilized by users in past 12 months

Incidence of borrowing books is quite low at an average of 16%, alluding to the problem of books that users do not consider relevant to their needs

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	494	220	121	80	73
	%	%	%	%	%
Use references materials, like the encyclopedia	68	62	76	66	77
Ask a librarian for help, advice or consultation	58	59	67	32	68
Use quest rooms/ spaces for study	55	75	67	24	8
Meet other people	27	36	13	21	30
Take out books for grown-ups	16	8	20	19	32
Take out books for children	10	5	11	15	18
Learn languages	6	9	3	1	8
Use child section	5	4	1	6	12
Use computer software	4	5	4	1	1
Connect to the internet with your laptop	3	1	5		8
Take a class or workshop	2	2	1	1	1
Take out CDs or videos	1		1	1	4
Hear a speaker, see a movie	1	1	1		
Attend an event	1		1	1	

Services that non users perceive to be available at libraries

Non users primarily see libraries as a place for issuing books, and a significant number of them associate library services with books for children.

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	300	101	99	50	50
	%	%	%	%	%
Take out books for children	82	78	90	74	82
Use references materials, like the encyclopedia	76	61	93	54	92
Ask a librarian for help, advice or consultation	73	75	91	26	78
read newspaper or magazine					
Take out books for grown-ups	72	57	91	50	84
Use quest rooms/ spaces for study	61	78	71	36	30
Meet other people	44	48	51	16	50
Use child section	38	30	62	2	42
Learn languages	18	12	18	8	42
Connect to the internet with your laptop	13	4	16	14	24
Take a class or workshop	11	10	13	2	16
Take out CDs or videos	9	1	12	4	22

From comparison of services that users have utilized and the perceptions of services by non users it is clear that that there is a disconnect between reality and expectations. Fewer users rate services rendered than the non users who think that that service is being rendered.

While using the public library in person during the last year (during the last 12 months), which of the following services have you used most frequently? In your opinion, which of the following services are provided by the public library? (non users)

Internet and computing related services have very low prevalence in libraries in Ghana. Three quarters of those who have used these services did not pay for them. Availability of computers is shown in the librarians section.

Use of computer in library

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	494	220	121	80	73
	%	%	%	%	%
Yes	10	12	11	4	7
No	90	88	89	96	93

Use of internet in library

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	494	220	121	80	73
	%	%	%	%	%
Yes	9	10	12	5	5
No	91	90	88	95	95

Payment for use of computer

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: All who use computer in library	48	27	13	3	5
	%	%	%	%	%
Pay	21	19	-	67	60
Free	79	81	100	33	40

Payment for use of internet

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: All who use internet in library	45	22	15	4	4
	%	%	%	%	%
Pay	29	23	13	50	100
Free	71	77	87	50	-

Only

10%

of users are using either **computers** or **internet** in the public libraries in Ghana.

79%

of those using computers in the public libraries are not paying for them.

Do you use computer or internet in the library? IF YES Do you pay for it or is it free?

Both users and non users associate libraries with educational purposes

Users' purpose of frequent visits to libraries in past 12 months (user needs)

Purpose of libraries by (users)	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	494	220	121	80	73
	%	%	%	%	%
Educational purposes (for homework or to take a class)	95	95	90	99	100
Entertainment	38	30	71	10	42
National news or information	30	31	41	21	15
Borrow books	28	31	21	50	7
Information on health issue	22	23	11	9	51
Local news or information	15	25	6	14	4
International news or information	12	10	21	8	7
Information on agriculture	7	2	7	1	29
Financial or investment news or information	7	6	8	6	8

Non users' perceived purpose of libraries

Perceived purpose of libraries (non users)	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	300	101	99	50	50
	%	%	%	%	%
Educational purposes (for homework or to take a class)	98	94	100	100	100
To help children do homework	64	50	90	40	68
It is safe place for my child to spend time	49	37	63	38	56
Information on health issue	48	25	67	14	90
National news or information	48	22	70	22	82
Information on agriculture	42	15	65	6	90
Local news or information	41	20	57	20	74
Entertainment	34	17	54	36	28
International news or information	33	12	54	4	64
Financial or investment news or information	31	9	49	-	68
To look for information on starting or running a business	30	20	43	4	52
To conduct a job search or write a cv	19	6	35	4	30

The key reason for using libraries is educational (school related) with 95% of all users surveyed saying that they use libraries for this purpose.

'Entertainment is mentioned by a large number of users with Kumasi having 71% of users who say they visit libraries for entertainment purposes.

For non users children 's homework has a very high mention. But very high numbers of non-users would expect public libraries to meet their information needs, including information on health and agriculture and running a business.

Differences between users and non users who mention any given purpose of a library shows that there are opportunities and people are open to a wider scope of deliverables from libraries. Local stakeholders need to solve the puzzle of why users' and non-users' ideas about libraries differ so widely.

Again, thinking back over the last year, which three of the following purposes have you most frequently used the public library for? : Which purposes, in your opinion, do libraries serve the most?



Libraries are beneficial in the development of new skills and learning.

Benefits derived by users from using library

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	494	220	121	80	73
	%	%	%	%	%
Have you developed new skills or learned something new	84	79	92	71	97
Have you obtained new ideas, new interests	73	65	89	63	84
Have you experienced the library as safe and quiet place for study and reading	73	74	69	60	95
Have you got helpful information for school/ learning	72	65	72	74	93
Has the library helped you to save time	55	55	62	41	56
Have you enjoyed the visits- have you felt comfortable in the library	48	45	55	50	44
Have you made contacts with other people	36	34	30	40	49
Have you got helpful information for health and well being	26	25	17	18	56
Have you got helpful information for business and commerce	10	9	7	6	23
Have you got helpful information about your community	9	8	6	6	23

49%

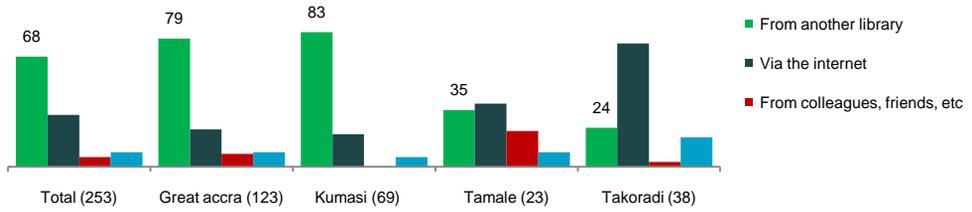
of users overall said that these advantages are not available elsewhere.

Perceived benefits by non users

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	300	101	99	50	50
	%	%	%	%	%
Get helpful information for school/ learning	86	89	86	74	94
Develop new skills or learn something new	84	68	99	74	96
Obtain new ideas, new interests	80	59	95	78	92
Library is a safe and quiet place for study and reading	75	80	80	40	90
People feel comfortable in the library	53	38	67	48	64
Get helpful information for health and well being	52	42	61	8	98
Helps to make contacts with other people	42	43	52	10	54
Get helpful information for business and commerce	40	28	51	2	80
Library helps to be better in their job	39	23	57	6	72
Library helps to save time	34	19	47	12	62
Get helpful information about their community	29	12	33	14	68

The internet is seen as a major alternative to libraries only in Takoradi.

Alternative source of benefits derived from current library (% of users who said they can derive current benefits of their library from somewhere else)



In your opinion, do people benefit from visiting the library in the following areas?

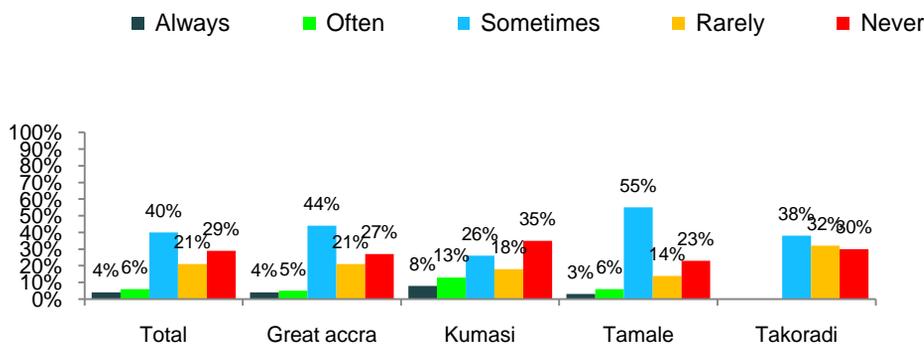
Have you benefited from visiting the library in the following areas?

If the public library [the library you visit most frequently or the library in area of your residence] did not exist, could you have got the same advantages elsewhere?



Library experience

Frequency of users seeking help from Librarian



Consultation with the librarian is not done very often. Additionally there appears to be no direct correlation between consulting the librarian and level of satisfaction.

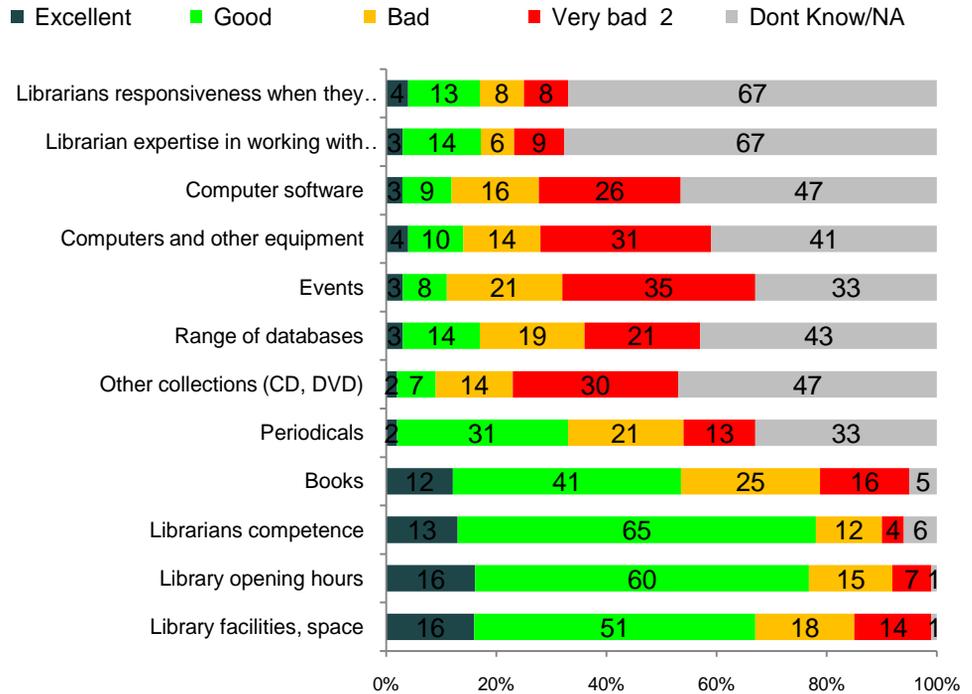
Although users who consult the librarian always or very often are few, a bigger proportion of these users say they are extremely satisfied with the help they get compared to those who don't consult as often.

Users satisfaction with Librarian's help vs. frequency of consultation

	Total	Always	Often	Sometimes	Rarely
Base: All who turn to a librarian for help	353	21	31	199	102
	%	%	%	%	%
Extremely satisfied	20	67	42	17	9
Very satisfied	42	29	39	48	36
Somewhat satisfied	30	5	10	27	47
Only a little satisfied	7	-	10	7	7
Not at all satisfied	1	-	-	1	1

*How often do you turn to a librarian for help, advice or consultation in the library:
How satisfied are you with the librarian's help and answers to your questions*

How users rate different library aspects



The library space, opening hours and the competence of the librarian are some of the things that are rated relatively well though substantial minorities disagree. Computing and electronic materials received lower rating in comparison, and many users have no comments perhaps because they are not interacting with computers in libraries. Of concern is the big proportion that rate books bad or very bad. Overall rating are on the low side.

76%

Rate opening hours as good or excellent but about 20% are not content.

78%

rate librarians' competence as either good or excellent

How do you rate the following aspects of the local library? Please make an assessment on a 4-point scale, where 1 – very bad, 4 – excellent.

Users are generally satisfied with the current services rendered by their libraries, especially because of the space and the physical environment

Users satisfaction with current services at their libraries

	Total 494	G. Accra 220	Kumasi 121	Tamale 80	Takoradi 73
Very satisfied	30%	35%	28%	33%	15%
Fairly satisfied	44%	43%	55%	50%	25%
Neither satisfied or dissatisfied	6%	6%	7%	5%	5%
Fairly dissatisfied	9%	7%	7%	4%	26%
Very dissatisfied	10%	7%	3%	9%	29%

Levels of satisfaction in Takoradi are much higher than in the rest of the country with 55% of users claiming to be dissatisfied.

Reasons for users' satisfaction

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: All who are satisfied	368	173	100	66	29
	%	%	%	%	%
It's quiet	64	68	61	58	66
I like the environment	61	58	69	65	45
I feel welcome there	45	47	49	41	28
The staff are friendly	39	36	42	41	41
My library is close by/convenient	33	35	30	26	52
Long opening hours	33	32	35	29	41
The staff are helpful	29	31	30	24	31
Has the books I like	28	28	27	14	62
Plenty of seats available	25	19	21	45	28
Easy to enter the building (i.e. good disabled access)	24	17	27	27	48
The range of books is good	22	24	17	18	34
Easy getting to the library (e.g. good parking, good public transport)	18	17	13	18	34
It's a good place to relax	17	19	15	6	34
Good place to take children/good activities for children	6	5	3	3	28
You can get refreshments there	5	6	1	3	14
It's a good focal point for the community (e.g. for meetings and events)	5	8	1	3	10

And, how satisfied or dissatisfied are you with the current library service?
What makes you say this?

Relevance and range of materials available in libraries drive dissatisfaction

Reasons for users' dissatisfaction

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: All who are dissatisfied	124	45	21	14	44
	%	%	%	%	%
They don't have the books I like	64	56	19	57	95
The range of books isn't good enough	56	58	43	29	68
I don't like the environment	35	20	10	14	68
Not enough seats available	35	27	5	-	68
Not enough computers	34	51	14	14	32
Too noisy	28	13	29	-	52
The area isn't safe	26	2	-	7	68
Opening hours aren't long enough	24	13	14	21	41
Nowhere to get refreshments	19	20	-	14	27
My nearest library is too far away/not convenient	15	11	5	7	25
The staff aren't helpful	13	11	-	-	25
You can't borrow books for long enough to read them	11	9	-	43	9
Not enough activities or courses going on	11	20	-	7	9
Problems entering the building (i.e. poor disabled access)	10	4	-	-	23
Not enough activities for children	10	13	-	36	5
Difficulty getting to the library (e.g. parking restrictions, poor public transport)	9	9	-	-	16
Too impersonal	6	4	-	-	14
I don't feel welcome there	6	7	10	-	7
None	6	4	29	-	-

*And, how satisfied or dissatisfied are you with the current library service?
What makes you say this?*

Both users and non users associate libraries with a friendly comfortable environment for people seeking information but they fall short in modernity and innovativeness

Attributes association (users)

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total sample	494	220	121	80	73
	%	%	%	%	%
Friendly	87	93	86	94	65
Comfortable	77	79	78	90	59
Has highly-skilled librarians	66	70	66	85	32
Inclusive	59	73	37	51	62
Modern	44	48	36	49	40
Innovative	41	48	28	44	37
Dynamic	37	42	29	45	28
Up-to-date on technology	23	23	16	28	26
Offers different activities and entertainment	13	14	4	25	11

Attributes association (non users)

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total sample	300	101	99	50	50
	%	%	%	%	%
Friendly	78	81	83	84	60
Comfortable	65	74	61	62	54
Has highly-skilled librarians	60	57	76	66	28
Inclusive	57	67	48	42	72
Modern	42	31	50	64	28
Dynamic	37	38	39	38	28
Innovative	35	38	36	40	24
Offers different activities and entertainment	22	17	29	34	4
Up-to-date on technology	18	9	24	32	10

Opportunities for improvement lie in modernizing libraries through innovation and adoption of up to date technology. Libraries could also be more interactive with the community through engaging in activities and entertainment. On attributes associations users and non-users mostly agree.

Now, thinking again about public libraries in your area, please tell me how well you personally believe each of the following words or phrases describe public libraries

This chart shows a clear message from users and non-users alike that libraries deserve more funding, and this in itself forms a strong case for advocacy for funds from the responsible authorities

Users opinion on funding of libraries

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total sample	494	220	121	80	73
	%	%	%	%	%
Deserve MORE financial support	94	90	99	93	100
Have an ADEQUATE amount of funding	3	5	1	4	-
Deserve LESS financial support	1	2	-	3	-

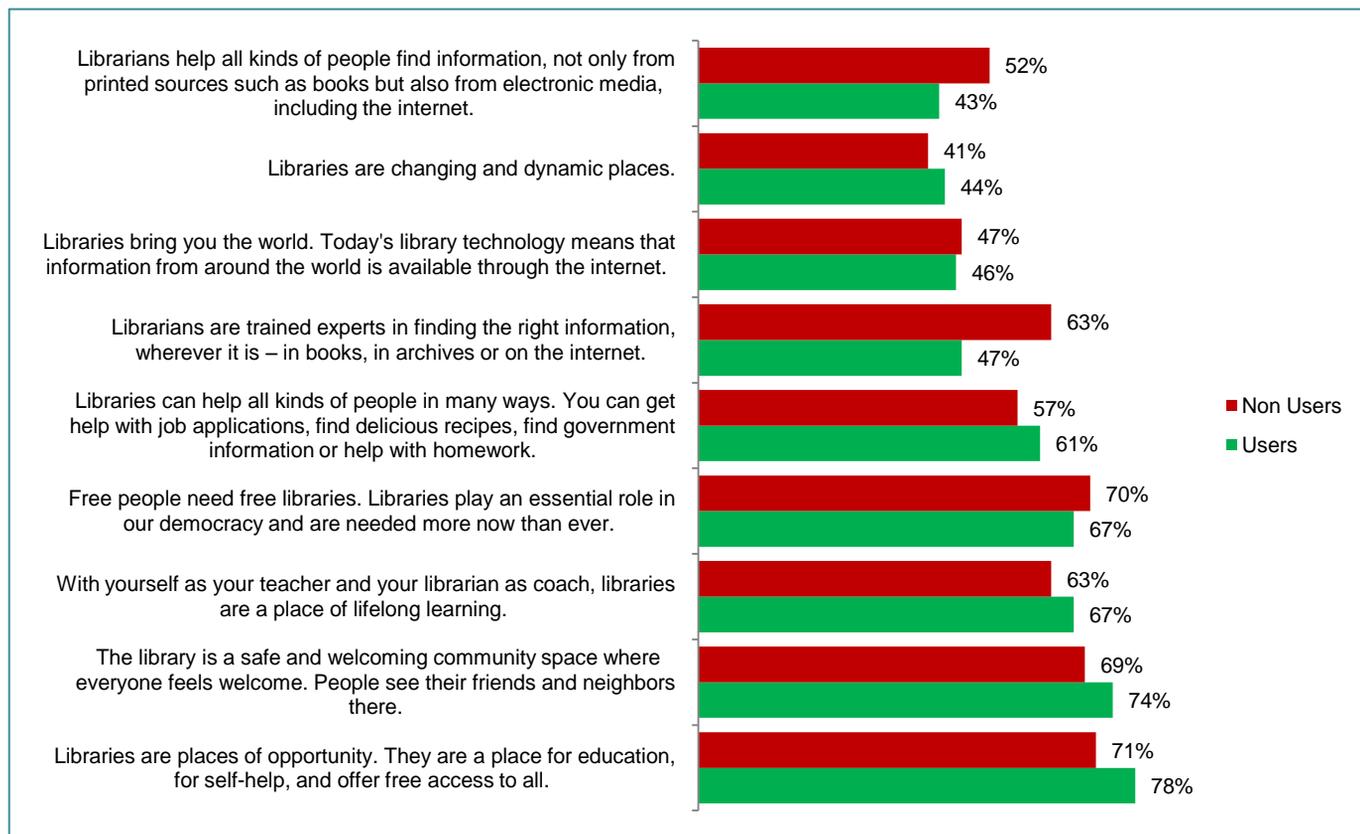
Non users opinion on funding of libraries

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total sample	300	101	99	50	50
	%	%	%	%	%
Deserve MORE financial support	96	97	95	92	100
Have an ADEQUATE amount of funding	1	1	1	2	-
Deserve LESS financial support	2	2	3	-	-

Which statement does represent most closely your opinion regarding the current funding for public libraries?

Statements in support of libraries and librarians

Users and non users who find the statements very convincing (based on a 5 point scale where 1 is not convincing at all and 5 is very convincing). The percentages indicated the users who said that they find these statements very convincing

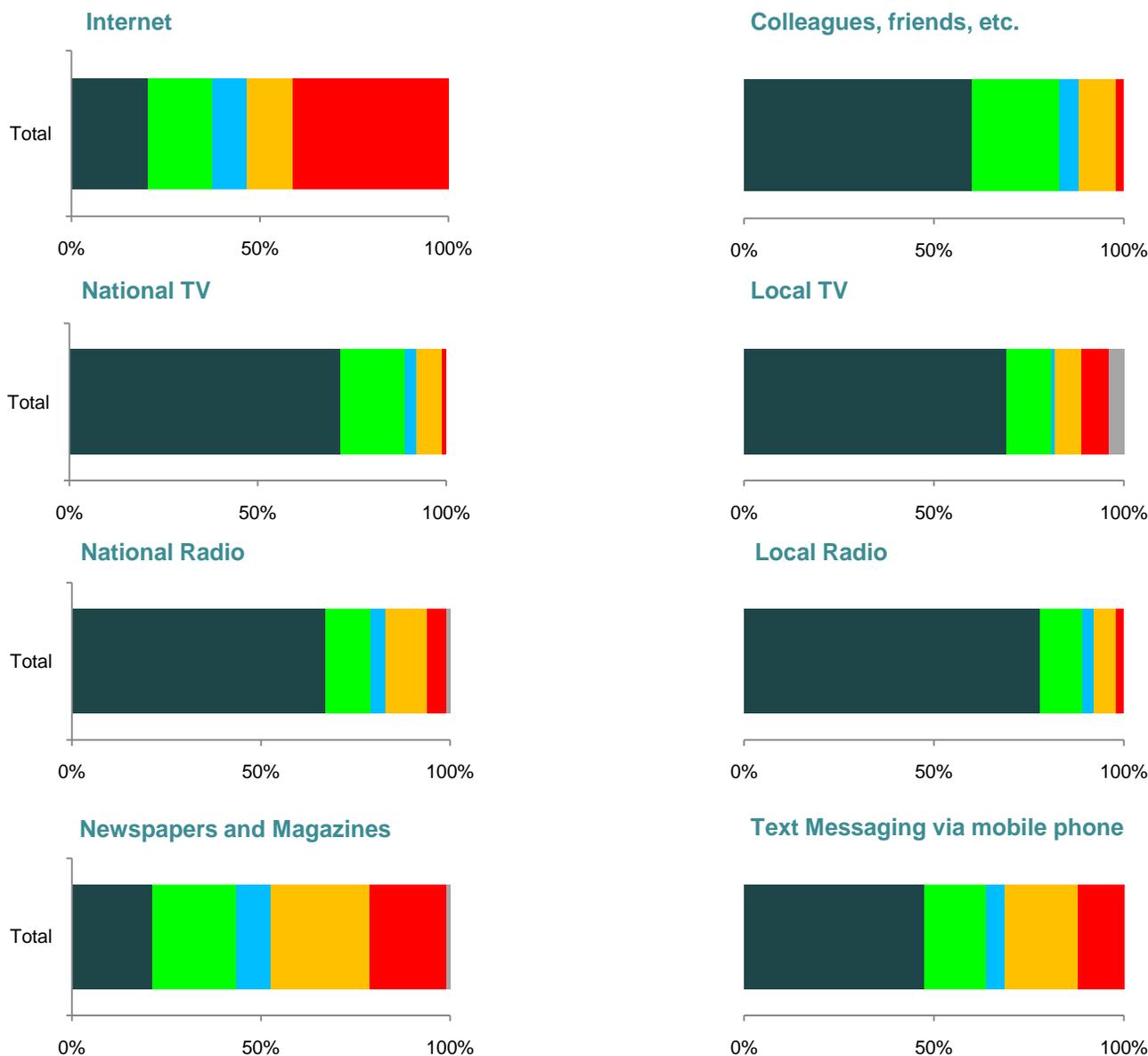


There are no significant differences in the level of conviction about most of the attributes between users and non users. While users seem to be more focused on the learning aspects of using the library, Non users have much higher expectations of the skills of the librarian than the actual users do.

Media consumption among non users of libraries

Radio and TV are the most frequently used sources of information with over 70% of non library users claiming daily usage. This is followed by word of mouth from colleagues and friends. Mobile telephony (SMS) also has a fairly high frequency of usage with about 50% of non library users claiming daily usage. This is a growing communication channel that libraries should consider using as mobile penetration grows in Africa.

■ Every day of the week ■ At least once a week ■ At least once a month ■ Less often ■ Never ■ Dont know/Refused



People get information from many different sources. For each one of the sources I mention, please tell me how often you use that source to get information: :

Trusted sources of information by non users of libraries

Although local radio has the highest frequency of usage, national TV is on average the most trusted source of information in Ghana. In Kumasi however, local TV is more trusted than national TV.

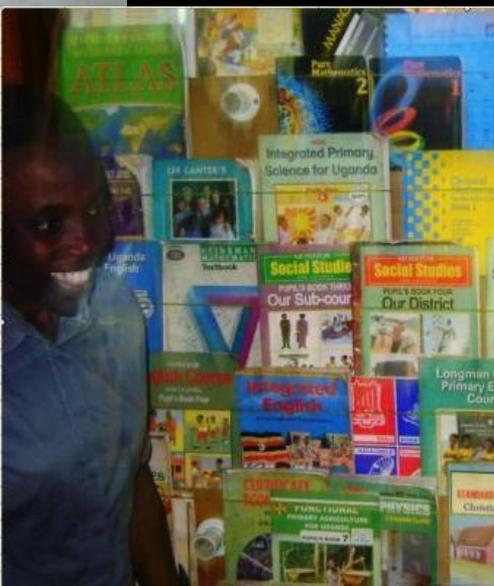
Proportions of non users of libraries who trust these sources

	Total	Great accra	Kumasi	Tamale	Takoradi
Base: Total Sample	300	101	99	50	50
	%	%	%	%	%
National TV	31	29	23	34	48
Internet	20	18	16	12	42
Local TV	15	9	34	2	2
Local radio	15	18	18	20	-
National radio	10	16	6	8	8
Mobile phone	7	4	3	10	18
Colleagues, friends, etc	6	4	3	16	8
Newspapers, magazines	5	7	1	8	4

Which is your most trusted source of information? :



SECTION 2: LIBRARIANS



SECTION OVERVIEW

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 Modernity rating
 Attributes association

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Information society and digital divide
 Education
 Economic development
 Health
 Communication
 Culture
 Social inclusion and community development
 Citizen empowerment, democracy and E-Government
 Librarian advocacy
 Relationship with media

Demographic characteristics (librarians)

	Ghana	Great Accra	Kumasi	Tamale	Takoradi
Base	67	36	17	9	5
Gender	%				
Male	57	47	76	56	60
Female	43	53	24	44	40
Age	%				
16 yrs - 20 yrs	3	6	-	-	-
21 yrs - 30 yrs	52	53	47	44	80
31 yrs - 40 yrs	18	22	12	22	-
41 yrs - 50 yrs	16	8	35	11	20
51 yrs - 60 yrs	7	8	6	11	-
61 yrs - 70 yrs	1	3	-	-	-
Not mentioned	1	-	-	11	-
Position in library	%				
Library director/manager	6	8	6	-	-
Deputy director/manager	4	6	6	-	-
Professional Librarian	7	-	29	-	-
Assistant librarian	42	39	53	33	40
Support staff	19	14	6	44	60
Senior library assistant	7	14	-	-	-
Library assistant 1	9	17	-	-	-
Don't Know/Refused	4	3	-	22	-
Education	%				
Master's degree in the library field	15	14	29	-	-
Bachelor's degree in the library field	3	6	-	-	-
Professional librarian's education	16	28	6	-	-
Master's degree in another field	1	3	-	-	-
Bachelor's degree in another field	18	17	29	-	20
Professional education in another field	9	8	12	-	20
Secondary education	33	19	24	89	60
Diploma in library science/Library information	3	6	-	-	-
Decision making	%				
I am ultimately responsible for the decision making	7	8	6	11	-
I am partly responsible for the decision making	67	72	71	44	60
I am not responsible for the decision making	24	19	24	33	40

A typical public librarian in Ghana is therefore likely to be male aged between 21 and 50 years and not necessarily a professionally trained librarian.

Library types and size

Number of libraries

	Ghana	Great Accra	Kumasi	Tamale	Takoradi
Base = Number of libraries	17	8	4	2	3

Status of library

	Ghana	Great Accra	Kumasi	Tamale	Takoradi
Base = Number of libraries	17	8	4	2	3
	%	%	%	%	%
National library					
District library	18	13		100	
Municipal library	12		25		33
Community based library	35	38	50		33
Provincial					
Metropolitan	6	13			
Regional	6				33
Public					
School	24	38	25		

Libraries visited were mainly located in urban areas and serve both adults and children

Urban vs. Rural libraries

Location of libraries	Ghana	Great Accra	Kumasi	Tamale	Takoradi
Base = Number of libraries	17	8	4	2	3
	%	%	%	%	%
City	88	100	100		100
Rural area	12			100	

Audience served by library

Audience	Ghana	Great Accra	Kumasi	Tamale	Takoradi
Base = Librarians	17	8	4	2	3
	%	%	%	%	%
Adults' library	18	38			
Adults' library with a children's department	65	38	75	100	100
Children's library	18	25	25		

*In which municipality is your library located
Is your library an adults' library, adults' with a children's department or a children's library [*

Library types and size

Close to 60% of the libraries surveyed in Ghana, do not charge for services

88% of all libraries surveyed in Accra are free and don't charge for their services

Payment for use of library

Type of payment/method	Ghana	Great Accra	Kumasi	Tamale	Takoradi
Base (libraries)	17	8	4	2	3
	%	%	%	%	%
Pay for library card	18			50	67
Pay annual fee	18	13	25	50	
Pay for certain services	6		25		
Free of charge	59	88	50		33

Average number of people served per day

Number of people served	Ghana	Great Accra	Kumasi	Tamale	Takoradi
Base = Number of libraries	17	8	4	2	3
	%	%	%	%	%
1 to 30	36	38	25	50	33
31 to 100	24	13		50	67
101 to 500	30	39	50		
Above 500	12	13	25		
Mean (Average number of people)	209.8	213.9	382.5	52.5	73.3

Kumasi with an average of 382 has the highest average number of people visiting libraries per day

Average library stocks

Materials	Ghana	Great Accra	Kumasi	Tamale	Takoradi
Base	17	8	4	2	3
	Average	Average	Average	Average	Average
Books	4423.0	4500.0	4000.0	4461.0	5000.0
Periodicals	462.3	94.6	1600.0	-	25.0
Sound & Video recording	41.3	81.5	1.0	-	1.0

Sound and video recordings are only available in Accra. All stock figures are unchecked as reported by librarians. Figures for periodicals are in volumes. Local stakeholders are best placed to evaluate the validity of the estimates.

Do people need to pay to use your library

How many people on average use your library each day it is open?

How big is your library's stock

Library types and size - Equipments

Equipments/materials owned by libraries

Materials		Ghana
Base		17
	Number	%
Computers in total	0	41
	1-10	24
	>10	24
Computers for users	0	76
	1-10	
	>10	24
Printers	0	71
	1	6
	>1	24
Scanners	0	71
	1	24
	>1	6
Copiers	0	76
	1	12
	>1	12
Telephone	0	65
	1	18
	>1	18
Fax	0	88
	1	6
	>1	6
TV or other audiovisual equipment	0	47
	1	29
	>1	24
Multifunctional equipment	0	88
	1	12
	>1	

48% have at least one computer but these are mainly for the operations of the library and not for users. Only 24% have computers for users .

Please indicate, how many such pieces of equipment you have in your library

Services rendered by libraries

Libraries surveyed in Ghana are offering many and similar traditional services.

Librarians perceptions of services provided in their libraries

Services provided	Total	Great Accra	Kumasi	Tamale	Takoradi
Base = Librarians	67	36	17	9	5
	%	%	%	%	%
Use of reference materials, like encyclopedias	99	100	94	100	100
Possibility to ask a librarian for help, advice or consultation	97	100	94	100	80
Reading newspapers or magazines	91	94	100	78	60
Take out/lend books for grown-ups	88	78	100	100	100
Opportunity to meet other people	88	89	94	89	60
A children's section	66	42	94	100	80
Take out/lend books for children	61	31	94	100	100
Use of public internet access	58	42	82	78	60
Opportunity to hire rooms/ spaces for study or meetings	55	33	88	78	60
Connection to the internet with your laptop	54	33	82	78	60
Opportunity to take a class or workshop	51	36	82	67	20
Use of computer software	36	22	82	-	40
Possibility to hear a speaker, see a movie or attend an event	19	25	24	-	-
Take out CDs or videos	18	22	6	11	40
Opportunity to learn languages	10	6	12	11	40

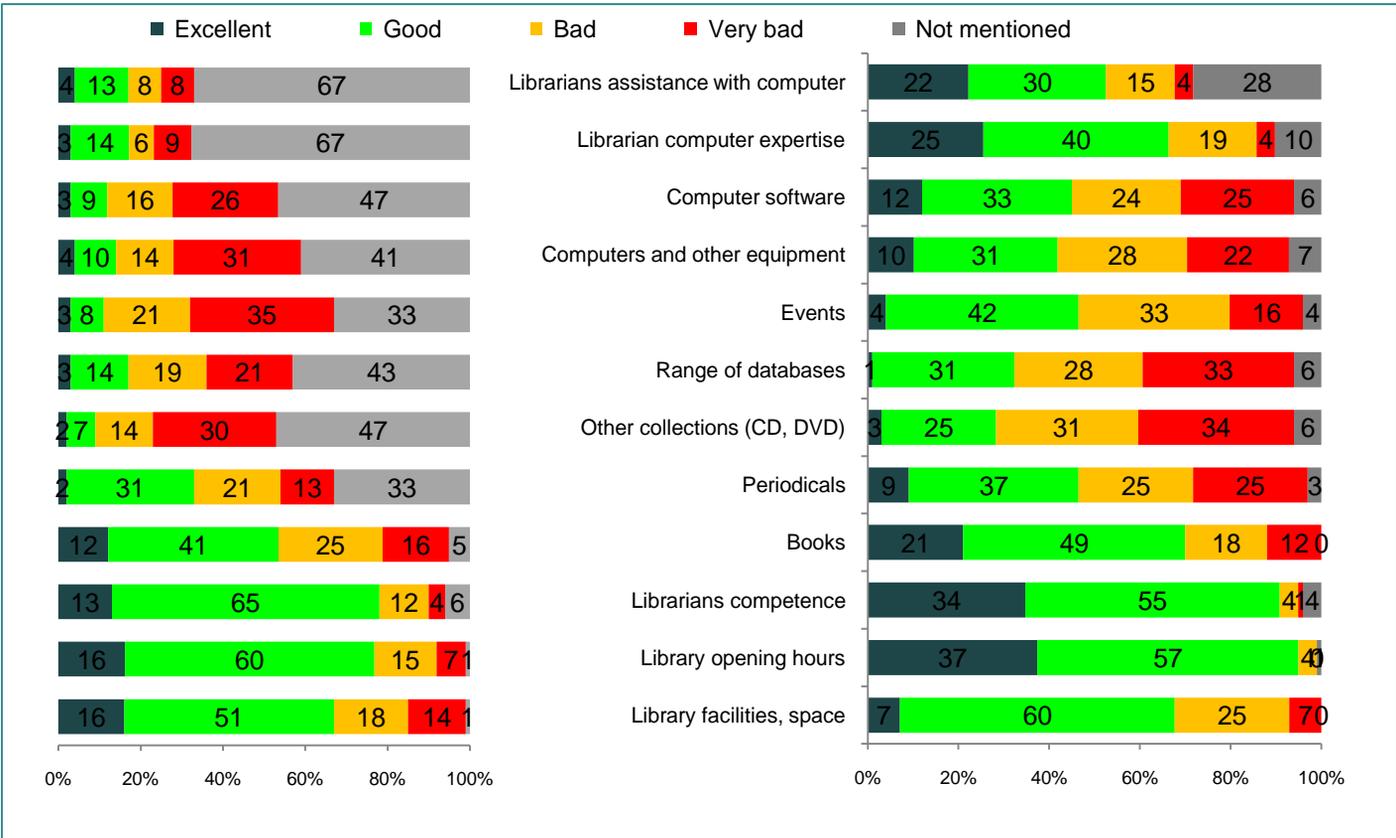
Internet availability is reportedly high in libraries in Ghana, and 82% librarians in Kumasi claim that users are able to connect to the internet using a laptop in their libraries. This forms an interesting contrast with users' views [slide 21] where about 20% of users say they are satisfied or very satisfied with the computers and other equipment.

Does your library provide the following services?

Comparative rating on some library aspects users vs. librarians;

Users

Librarians



Librarians rate most aspects better than users, with a very high proportion of users having no opinion on the computing aspects. The librarians also rate the computing aspects poorly especially computer software and Digital collections. User ratings are low and lower than those of the librarians except when it comes to rating the library space where the 2 groups agree.

How do you rate the following aspects of your library? Please make an assessment on a 4-point scale, where 1-very bad, 4-excellent.

Level of automation of libraries

Automation		Ghana	Great Accra	Kumasi	Tamale	Takoradi
Base = Libraries		17	8	4	2	3
		%	%	%	%	%
Computerized catalogue	Yes	18	25	25		
	No	82	75	75	100	100
	Partly					
		%	%	%	%	%
Computerized circulation system	Yes	39	18	25	25	
	No	60	82	75	75	100
	Partly					
		%	%	%	%	%
Own website	Yes	18	38			
	No	82	63	100	100	100

Overall, the level of automation in the public libraries in Ghana is low and automation is a clear opportunity area to modernize and improve library management, and perhaps spark innovation. Only 18% of libraries sampled have a website. The low number of library websites [and their limited functionality due to lack of back office automation] indicates a need for libraries to help their users reach out to resources and services on the web rather than looking inwards to their own often outdated information sources.

*Have you computerized your catalogue?
Have you computerized your circulation system?
Does your library have a website?*

Meeting user needs and benefits derived from libraries

Proportion of librarians who say that libraries address the following user needs

Purpose (users)	Total	Great Accra	Kumasi	Tamale	Takoradi
Base: Total Sample	67	36	17	9	5
	%	%	%	%	%
Educational purposes (for homework or to take a class)	100	100	100	100	100
National news or information	82	86	76	100	40
Information on health issue	70	69	71	89	40
International news or information	69	64	76	89	40
Local news or information	66	78	71	22	40
To look for information on starting or running a business	63	50	76	78	80
Information on agriculture	60	53	65	89	40
It is safe place for my child to spend time	60	39	71	100	100
Entertainment	57	36	82	89	60
To help my child do homework	55	28	82	89	100
Financial or investment news or information	54	58	59	33	40
To conduct a job search or write a cv	46	36	76	22	60
To communicate with distance friends or relatives	37	31	59	22	40
Information and use of electronic government services	13	11	12	11	40

Proportion of librarians who say that users benefit in the following ways from libraries

Benefits	Total	Great Accra	Kumasi	Tamale	Takoradi
Base: Total sample	67	36	17	9	5
	%	%	%	%	%
Develop new skills or learn something new	93	89	100	100	80
Obtain new ideas, new interests	90	86	100	100	60
Get helpful information for school/ learning	85	81	100	89	60
Get helpful information for health and well being	69	61	82	78	60
Get helpful information for their business and commerce	52	39	65	78	60
Get helpful information about their community	36	22	59	33	60
Save time by being well informed	34	19	59	33	60
Get information useful in their job	31	14	59	33	60
Enjoy spending time in the library	30	11	59	33	60
Use the library as a safe and quiet place for study and reading	30	11	59	33	60
Make contacts with other people in and through the library.	30	11	59	33	60

Librarians see libraries to be mainly addressing education oriented needs and similarly see users as benefiting more in acquisition of new skills as well as learning new things.

According to the librarians in Ghana, libraries also aim to address the need for general information, such as national and international news (mainly through newspapers and periodicals) and health and business information.

*In your opinion, what users needs does the library aim to satisfy the most
In your opinion, do people get these benefits from visiting your library*

Operations & management of libraries

Challenges faced by libraries and librarians

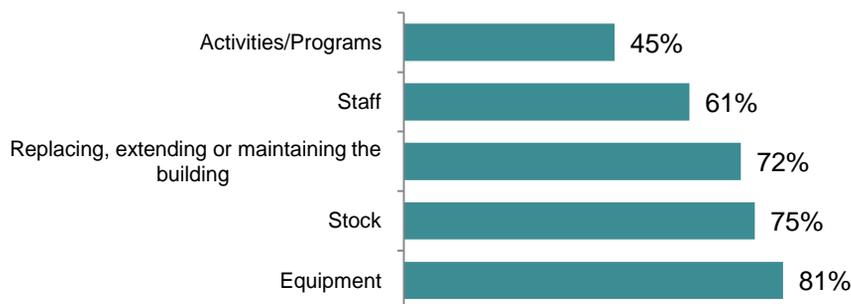
	Total	City	Rural area
Base: Total sample	67	65	2
	%	%	%
Equipment	81	82	50
Stock	75	74	100
Replacing, extending or maintaining the building	72	71	100
Staff	61	62	50
Activities/Programs	45	43	100

The main challenges facing libraries and librarians are financial. In more specific detail, equipment is the major challenge facing libraries and librarians in Ghana. In addition, libraries face the challenge of inadequate stocks which confirms what the users called 'lack of books that meet my needs'

What are the biggest challenges in your library work

Priority areas for librarians if funding was increased

Key priority areas



Specific actions

Base: Will prioritize Equipments	54
More computers, TVs faxes, phone and printers	70%
Modern technology equipments like projectors and scanner	19%
Modern furniture	11%
Photocopy machines to copy reference materials	9%
Base: Will prioritize Replacing, extending or maintaining the building	48
Add more space to accommodate large number of users	54%
Build a new library	21%
Renovate the building to avoid leakages	15%
Should have up to date technology	6%
Base: Will prioritize stock	50
More books required	48%
Stock should be updated to suit users needs	26%
Increase stock in diversity and improving on the existing stock	10%
Upgrade syllabus/ daily newspapers	6%
Base: Will prioritize staff	41
More technical staff	34%
Add librarians	17%
The available staff to be motivated by training and promotion	17%
The staff need a boost of their salary	15%
Base: Will prioritize Activities/Programs	30
Introduce outreach services	17%
More workshops on education, health and other issues	17%
A variety of activities and programmes to cater for all categories	17%
Reading clubs	7%

Prioritization of funds if available would very much be along the lines of current challenges i.e. equipment, stocks and physical improvements in that order.

The pressing need regarding equipment is computers while space requirements have to do with expansion rather than renovating existing space.

Only a few librarians mention activities to engage the community .

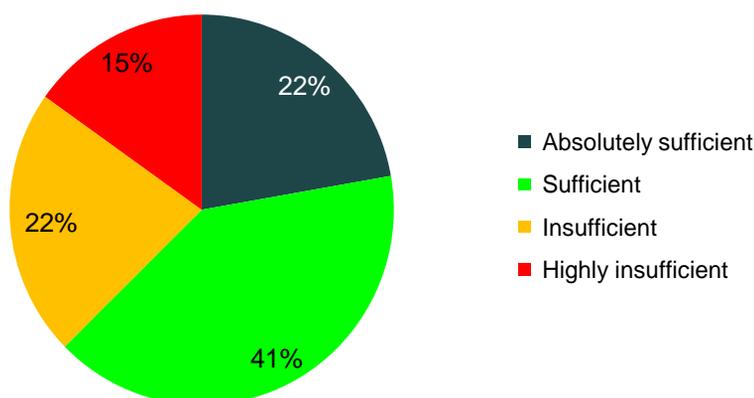
*If your library had more funding, to which of the following areas would you give your priority
Please elaborate each of the priorities marked, what needs to be done*

Ability to offer technology related services

Librarians who said they offer these technology related services

Technology service	Total
Base :Total sample	67
	%
The Internet	54
Computer based training materials	52
Online reference materials, dictionaries, etc	39
Printing	33
Electronic Library catalogs	31
Online inquiry service	30
Office software	24
Computer literacy training for public	24
Technology help or advice	24
Scanning	12
Technology aids for disabled people	1

Technology skills self assessment

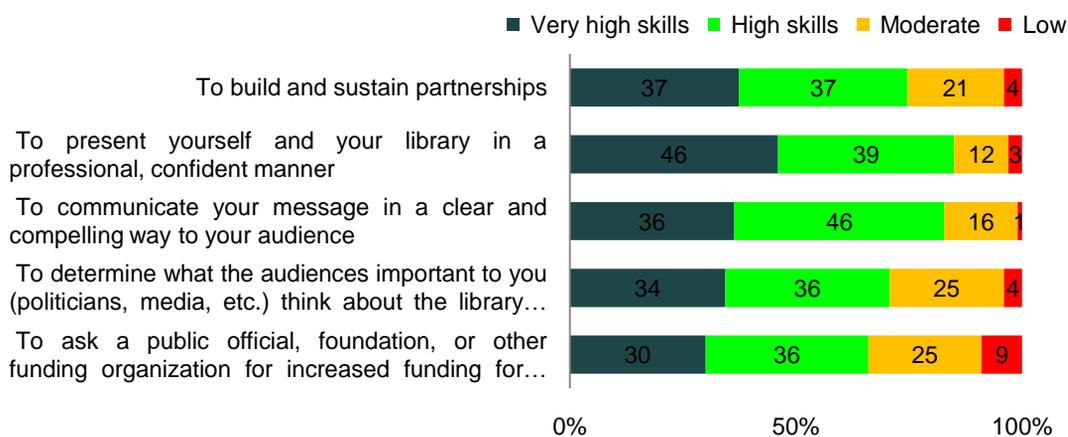


About half of librarians interviewed said that their libraries offer Internet service and computer based training materials. However there is a significant skill gap in rendering technology related services, as 37% of librarians feel they don't have sufficient skills to offer these services. Development of librarians' skills must be part of any technology related improvement interventions . Users' ratings of librarians' skills in these areas are markedly lower [see slide 21].

What technology related services are offered in your library
Please provide an assessment of your skills to provide technology related library services

Increasing support for the libraries

Librarians own skill assessment to increase support for their libraries



Tools used to promote libraries

Tools used	Total	Great Accra	Kumasi	Tamale	Takoradi
Base: Total sample	67	36	17	9	5
	%	%	%	%	%
Reading promotion activities	49	50	53	33	60
Forums (for example tradeshows or other events outside the library)	46	69	12	44	-
Community events	22	25	12	33	20
Marketing among non-library professionals (for example workshops for health workers)	19	22	24	-	20
Educations events like book fairs and book week/ spelling competition	6	-	24	-	-
Chatters/ posters	6	11	-	-	-
Word of mouth	3	-	12	-	-
Use of brochures	3	3	-	-	20
Use electronic media like TVs radios	3	-	6	-	20
Advertisements through posters/ bill boards	1	3	-	-	-
Reading tents to be introduced	1	-	6	-	-
Visitation to public schools	1	-	-	-	20

Own assessment by librarians in Ghana indicates relatively high confidence in their skill level for increasing support of their libraries. There is however lower confidence in the ability to raise funds.

Reading forums and reading promotion activities are the main methods used to promote their libraries currently.

*Please provide an assessment of your skills to increase support for your library
What tools and means do you use to promote your library services*

Librarian association of their libraries with user experience attributes

Proportion of librarians who associate libraries with these attributes

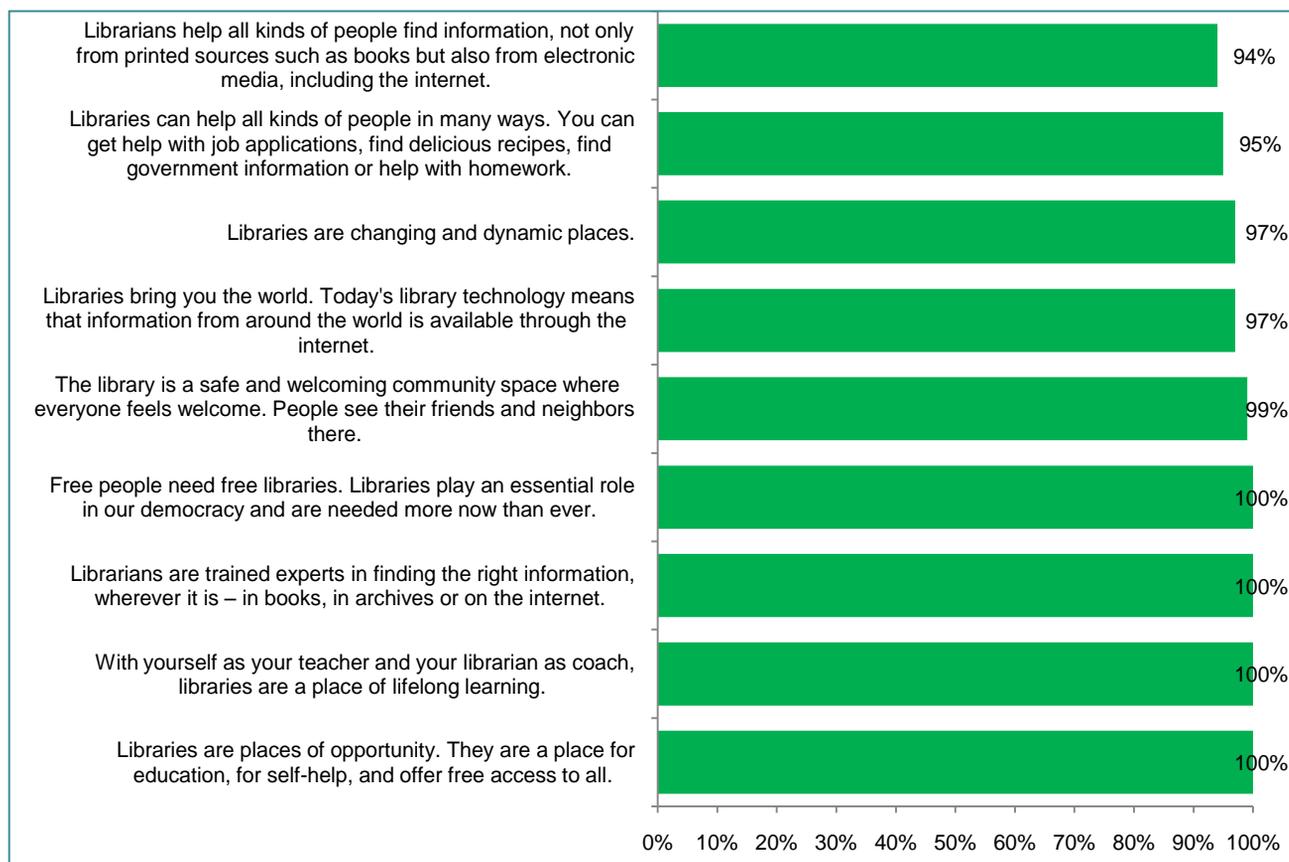
Attributes	Total	Great Accra	Kumasi	Tamale	Takoradi
Base: Total sample	67	36	17	9	5
	%	%	%	%	%
Modern	93	97	88	89	80
Has highly-skilled librarians	91	89	94	100	80
Dynamic	73	89	24	100	80
Innovative	69	67	65	89	60
Friendly	57	67	30	66	60
Offers different activities and entertainment	47	56	18	78	40
Inclusive	46	53	18	67	60
Up-to-date on technology	40	36	35	66	40
Comfortable	38	44	24	44	40

Librarians in Ghana feel highly skilled and consider their libraries to be generally modern which is a contradiction in view of the challenges that they are currently facing for instance they acknowledge lack of up to date technology and comfort. Local managers will also want to consider the disparity between librarians' and users' views.

Now thinking again about your library, please tell me how well you personally believe each of the following words or phrases

Statements in support of libraries and librarians

Proportion of librarians who find the statements very convincing (based on a 5 point scale where 1 is not convincing at all and 5 is very convincing)



A majority of the librarians find the statement very convincing an indication of very highly positive sentiments by librarians regarding their roles and libraries in general. This seems to be a positive and optimistic sign.

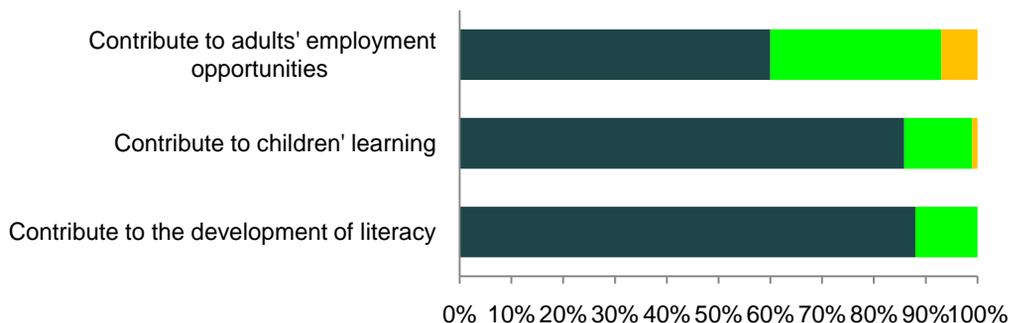
Let me read some statements in support of librarians and libraries. Please tell me whether each statement seems very convincing, somewhat convincing, not convincing to your own point of view

Impact of libraries

Librarians rating on agreement scale for potential areas where libraries can impact on users and communities

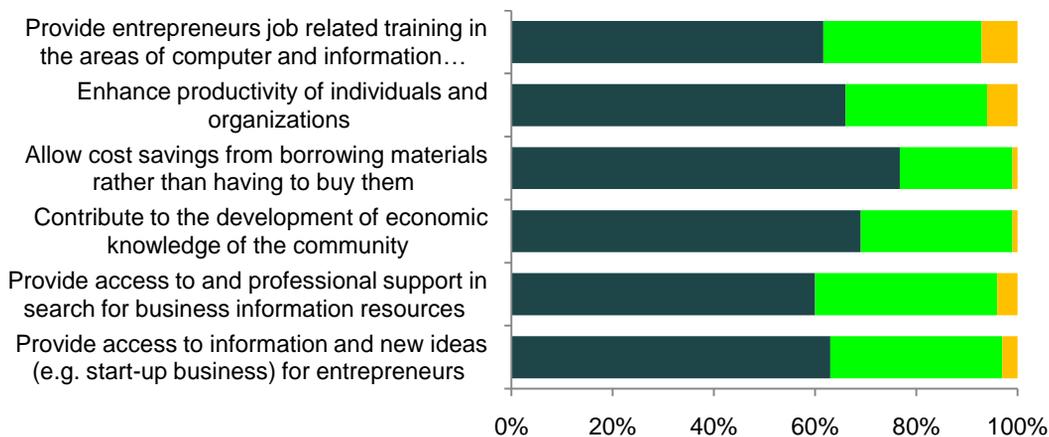
Education

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



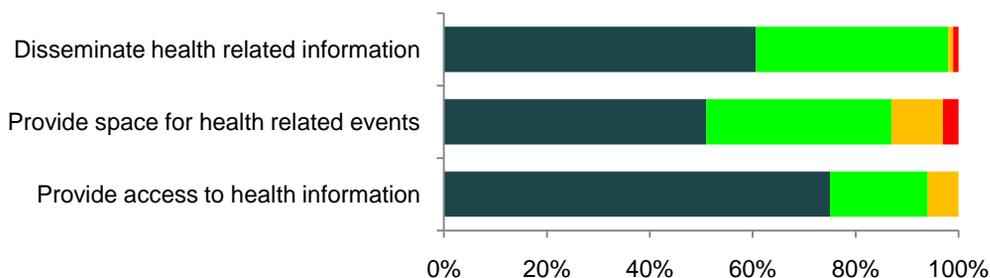
Librarians feel that libraries contribute to literacy and children's learning but a small minority have doubts about contributing to adult employment opportunities, an important policy issue in Ghana.

Economic development



Librarians are very positive about all aspects of libraries' potential contribution to economic development.

Health



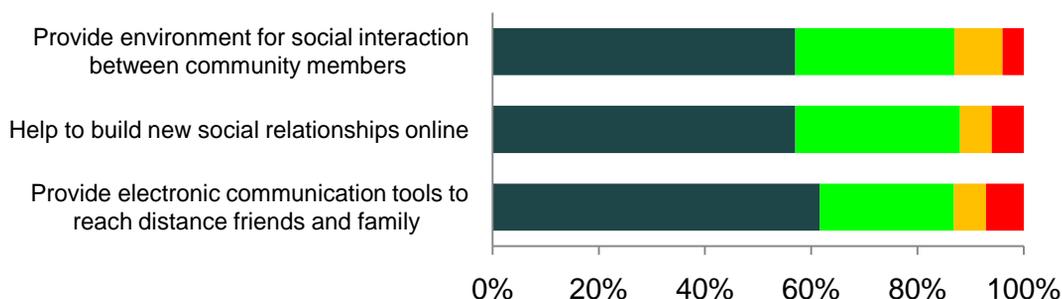
The need to provide access to health related information is not in doubt. A more proactive engagement with the health sector is seen as an opportunity area.

Next questions are about the areas in which libraries can impact their users and communities. Could you please say whether you agree with below listed statements. What is your opinion on each of these areas.

Librarians rating on agreement scale for potential areas where libraries can impact on users and communities

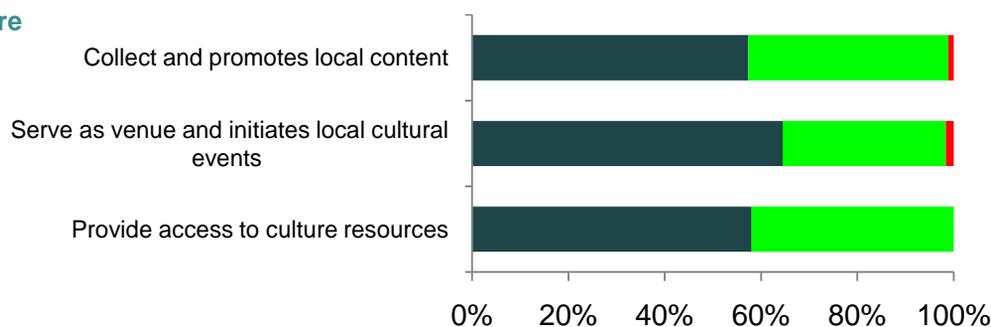
Communication

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



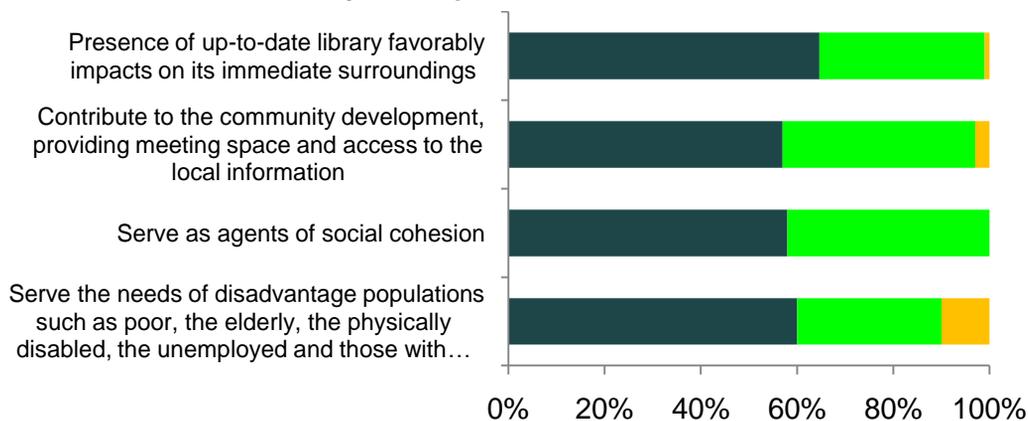
Librarians strongly support libraries' communication role within the community and in the virtual world.

Culture



The role of libraries in promoting culture is accepted.

Social Inclusion and Community Development

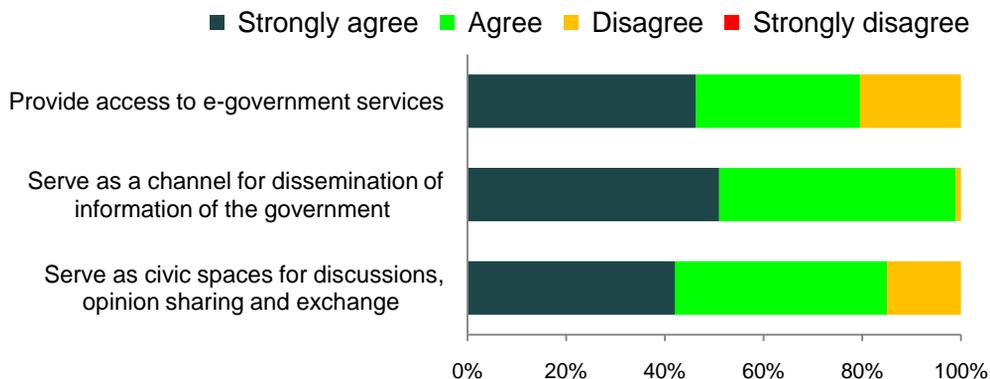


A substantial majority support the social role of libraries including their potential to act as agents for social cohesion.

Next questions are about the areas in which libraries can impact their users and communities. Could you please say whether you agree with below listed statements. What is your opinion on each of these areas.

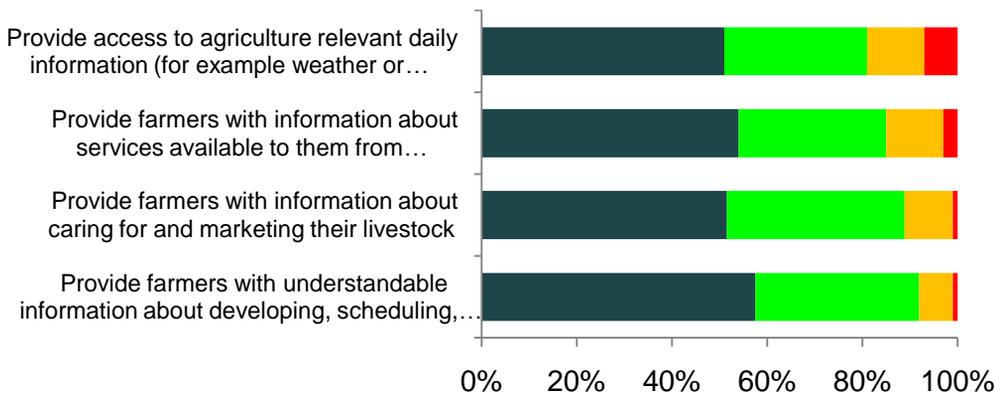
Librarians rating on agreement scale for potential areas where libraries can impact on users and communities

Citizen Empowerment, Democracy and E-Government



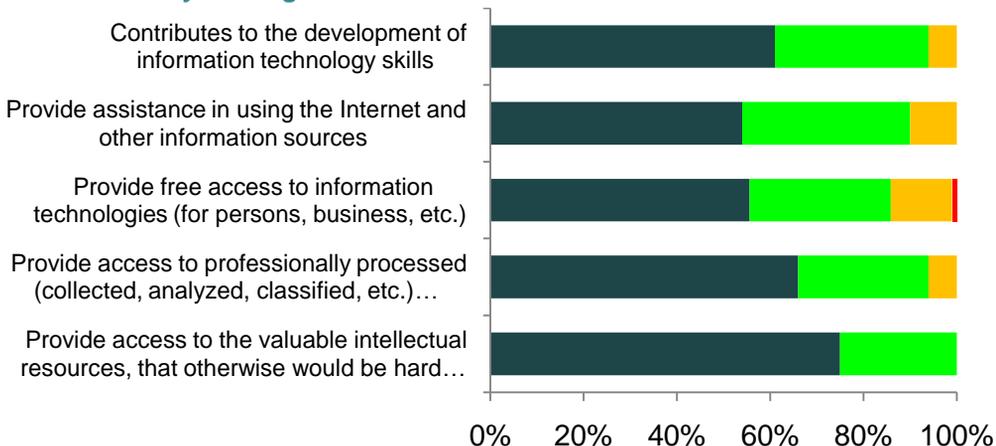
The great majority support the idea of a role for libraries in providing access to eGovernment and other government information .

Agriculture outcomes



Librarians agree that libraries can be impactful in all areas touching on agriculture. Doubts about information like weather /pricing arise perhaps from current service level inadequacies.

Information society and digital divide



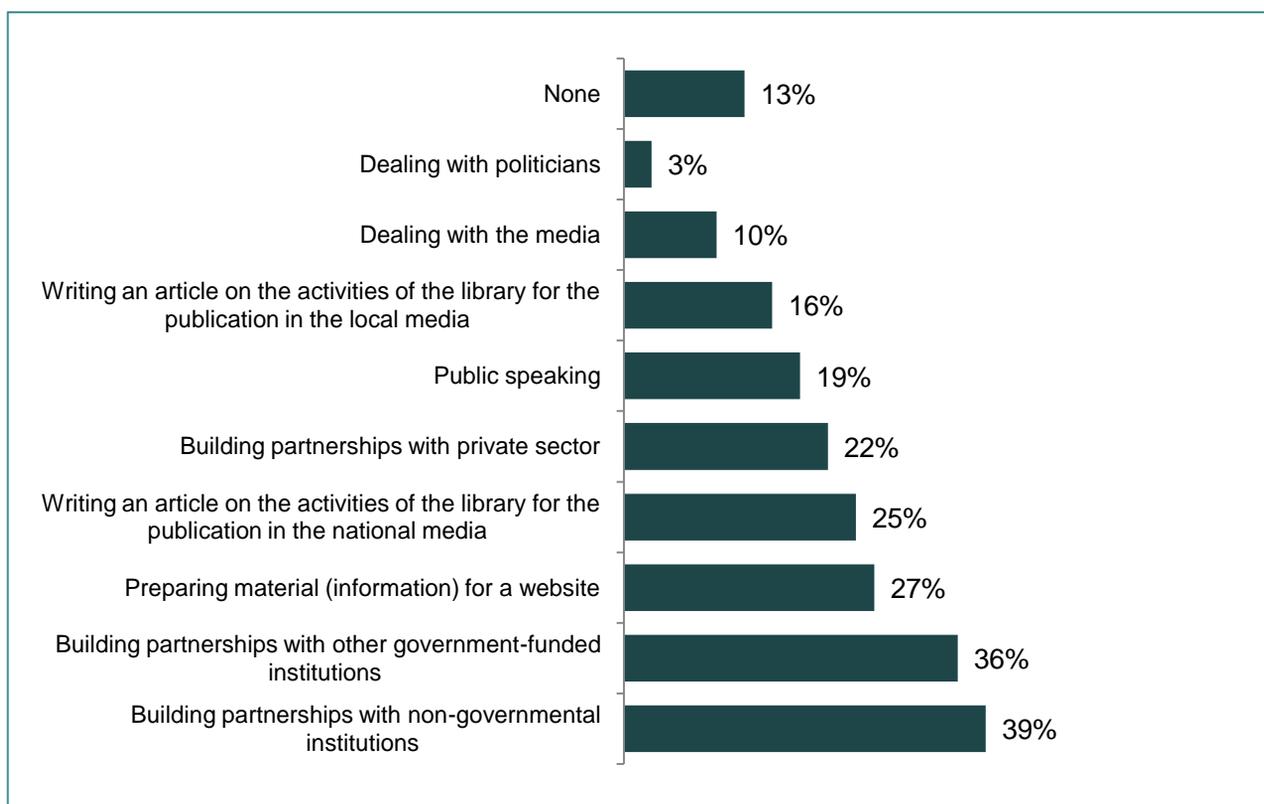
Engagement in all aspects of the information society receives overwhelming support despite current resource constraints.

Next questions are about the areas in which libraries can impact their users and communities. Could you please say whether you agree with below listed statements. What is your opinion on each of these areas.

Advocacy

What librarians are currently doing to promote and advocate for libraries

The percentages indicate the proportion of librarians who use these to promote their libraries



Building partnerships with donors as well as with the government are the two main ways of promoting libraries, suggesting that these two bodies still have a bigger role to play in promoting the growth of libraries in Ghana.

The media gets mentioned by only a few librarians.

Which of the below do you use in your work as a means of promotion of library services and library advocacy

Librarians perceptions of media interaction with libraries

Media attention to libraries

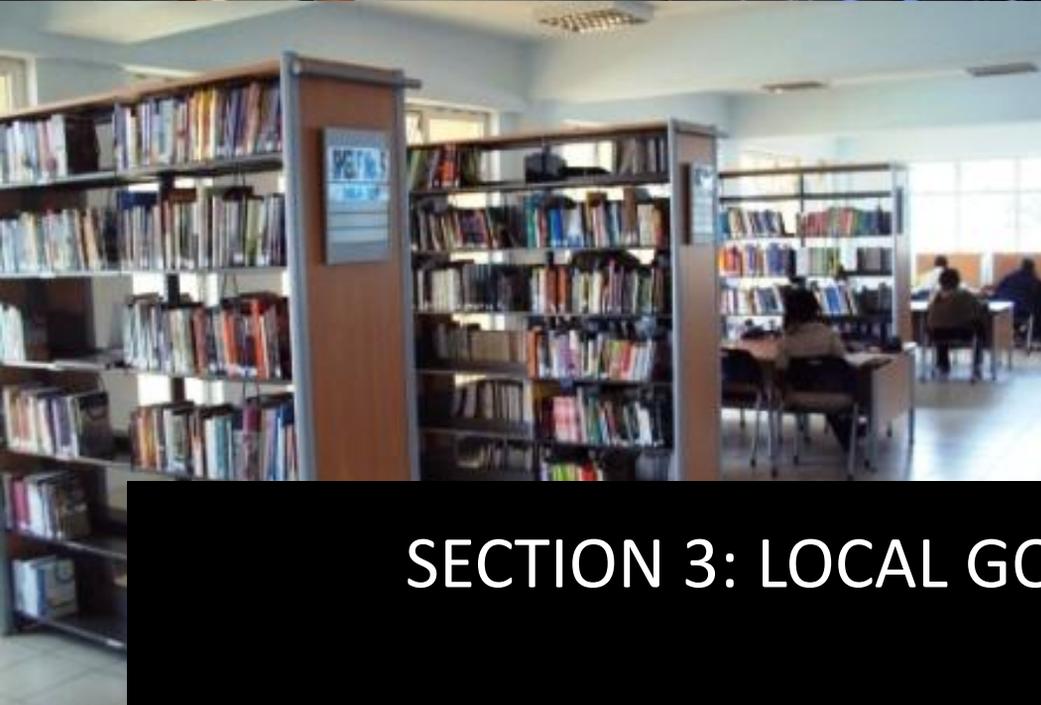
Media type	Total	Great accra	Kumasi	Tamale	Takoradi
Base : Total Sample	67	36	17	9	5
	%	%	%	%	%
Internet	58	53	76	44	60
Newspapers, magazines	51	67	12	89	-
Colleagues, friends, etc.	37	61	-	33	-
National TV	33	50	-	22	40
National radio	19	28	-	22	20
Local TV	16	25	-	-	40
Local radio	16	14	6	33	40
Mobile phone	9	14	6	-	-
None	9	3	18	-	40

Type of buzz about libraries in the media

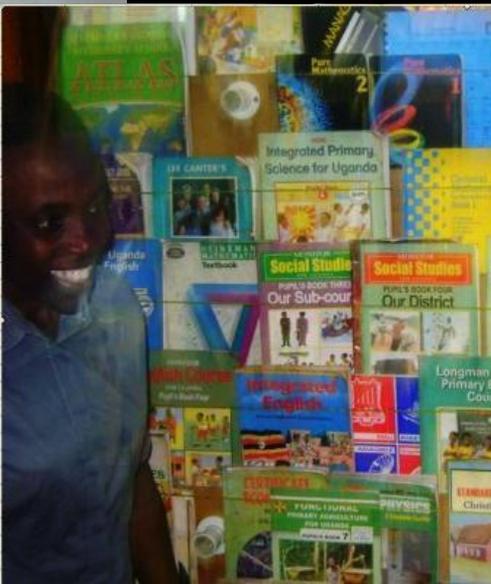
Media type	Very positive	Positive	Negative	Very negative
	%	%	%	%
Local radio	55	36	9	-
Newspapers, magazines	47	44	6	3
Internet	44	56	-	-
National radio	38	54	8	-
Colleagues, friends, etc.	36	60	4	-
National TV	18	68	14	-
Local TV	18	64	18	-
Mobile phone	17	83	-	-

Librarians feel that the internet provides more coverage of libraries than other media with print media second in importance. Currently the mobile phone has a low impact, but as the availability of cheaper smart phones increases, internet via mobile could be a big avenue for people to interact with libraries. Librarians in Ghana mention more negative coverage than those in other countries, especially on TV.

*What kind of media is mainly paying attention to libraries
Whether information provided about libraries by each media source is*



SECTION 3: LOCAL GOVERNMENT OFFICIALS



SECTION OVERVIEW

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Perceptions 53

Things that come to mind
 Importance rating
 Awareness
 Usage
 Evaluation of aspects
 Level of information about libraries
 Connection with libraries in past and in future

Services 59

Satisfaction levels
 Services rendered
 Benefits derived by users
 How libraries can promote themselves
 Relevant communication channels
 Alternatives to libraries
 Modernity rating

Management 64

Met local library manager
 Library funding (current, future and options)
 Attribute statements

Libraries and community /Impact 67

Met local library manager
 Community issues and role of libraries in solving them
 Information society and digital divide
 Education
 Economic development
 Health
 Communication
 Culture
 Social inclusion and community development
 Citizen empowerment, democracy and E-Government

Demographic characteristics (local level officials)

	Officials of local authorities that operate libraries	Officials of local authorities that don't operate libraries
Base (n =)	14	26
Gender %	%	
Male	79	69
Female	21	31
Age %	%	%
21 yrs - 30 yrs	7	15
31 yrs - 40 yrs	50	19
41 yrs - 50 yrs	36	19
51 yrs - 60 yrs	7	12
61 yrs - 70 yrs	-	35
Education %	%	%
Secondary education	21	23
Higher	79	77
Duration in position %	%	%
01-02 Yrs	36	42
03-05 Yrs	28	12
06+	21	19
Decision making %	%	%
Ultimately responsible	-	12
Partly responsible	71	58
Not responsible	29	31

Caution: Base sizes are quite small at country level

Perceptions of libraries

Libraries are considered essential by both the officials of local authorities that operate libraries and the officials of local authorities that don't operate libraries. It is however quite clear that libraries are still serving very traditional roles of lending books and providing an environment for school related studying.

Both groups of officials associate libraries with books and knowledge acquisition.

Associations (Officials of local authorities that operate libraries)	Total	Great Accra	Kumasi	Tamale	Takoradi
Base	14	4	1	3	6
	%	%	%	%	%
Books	93	100	100	100	75
Information/knowledge storage and acquisition	79	75	100	67	80
Space: Quiet place/peaceful place for study, relaxation, etc)	36	25	0	67	50
Librarians	14	25	0	35	0
Computers	7	25	0	0	0
Newspapers/ Current affairs/ Magazines	7	0	0	0	25
Educative videos	-				

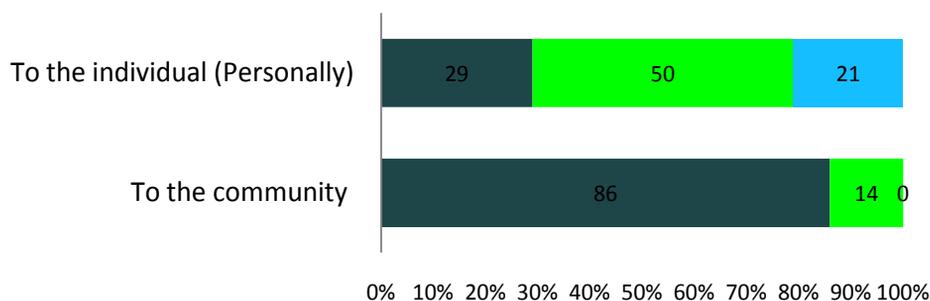
Associations (Officials of local authorities that don't operate libraries)	Total	Great Accra	Kumasi	Tamale	Takoradi
Base	26	9	6	4	7
	%	%	%	%	%
Books	85	83	88	75	90
Information/knowledge storage and acquisition	62	70	75	75	30
Space: Quiet place/peaceful place for study, relaxation, etc)	50	50	30	75	40
Computers	12	18	25	0	8
Newspapers/ Current affairs/ Magazines	4	15	0	0	0
Librarians	4	0	16	0	0
Educative videos	-				

Words or images that appear in mind first when you hear the word library

How important are libraries to the local level officials?

Importance rating (Officials of local authorities that operate libraries)

■ Essential ■ Very important ■ Fairly important ■ Not very important ■ Not important at all



92%

of officials in local authorities that don't operate libraries have visited a library with 36% having done so within the last year.

Frequency of using/visit to the library (among those who operate and those who don't)

	officials of local authorities that operate libraries (14)	officials of local authorities that don't operate libraries (26)
	%	%
Over the last three months	21	12
Over the last six months	14	12
Over the last year	43	12
A year ago, but no more than two years ago	14	35
Over the last 2 years	0	23
I have not been in the local library	8	8

Libraries are considered very important by officials of local authorities that operate libraries, more so at the community level. Their frequency of visiting libraries is higher compared to their counterparts in authorities that don't operate libraries.

*Generally speaking, how important or unimportant do you think public libraries are as a service to the community?
How important or unimportant are public libraries to you personally?
When did you last visit your local library?*

Awareness of the local library situation

Extent of knowledge about local library situation (officials of local authorities that operate libraries)

	Level of decision making		
	Total	Partly responsible	Not responsible
Base = (officials of local authorities that operate libraries)	14	10	4
Level of knowledge	%	%	%
I am very well informed	14	10	25
I am generally informed	64	80	25
Not at all informed about library services	21	10	50

Extent of knowledge about local library situation (officials of local authorities that don't operate libraries)

	Level of decision making			
	Total	Ultimately responsible	Partly responsible	Not responsible
Base = (officials of local authorities that don't operate libraries)	26	3	15	8
Level of knowledge	%	%	%	%
I am very well informed	23	33	20	25
I am generally informed	54	33	47	75
Not at all informed about library services	23	33	33	-

Ironically, more officials in authorities that do not operate libraries claim to be very well informed about what happens with libraries compared to those in authorities that do. Majority however don't have a lot of details and seem to only have general information

Overall, to which extent are you informed of the public libraries situation, services and events?

Awareness of the local library situation

Proximity to libraries is not a big hindrance to most officials in Ghana and most of them claim to have learnt about the local library situation because its near where they stay. Friends are equally important in passing information and librarians need to establish links with these officials for ease of advocacy

Sources of awareness about local library situation (officials of local authorities that operate libraries)

Source of awareness	Total	Great Accra	Kumasi	Tamale	Takoradi
	14	4	1	3	6
	%	%	%	%	%
It's in my neighborhood and I pass by it	64	75	100	33	67
Through my official work for the local council	43	50	-	-	67
Through friends	14	25	-	33	-

Sources of awareness about local library situation (officials of local authorities that don't operate libraries)

Source of awareness	Total	Great Accra	Kumasi	Tamale	Takoradi
	26	9	6	4	7
	%	%	%	%	%
It's in my neighborhood and I pass by it	60	60	88	40	-
Through friends	35	35	63	20	33
Through my children	15	15	38	-	-
Through newspapers/ magazines	10	10	-	-	33
Through radio	10	10	13	-	-
Through the school of my child	10	10	13	-	-
Through visiting friends in the library	5	5	-	-	-
Visiting Library frequently	5	5	-	20	-
Through teachers	5	5	-	20	-

How you found out about the library situation

Relevant channels for information on libraries

Relevant channels (officials of local authorities that operate libraries)

	Total	Great Accra	Kumasi	Tamale	Takoradi
Base = (officials of local authorities that operate libraries)	14	4	1	3	6
Level of knowledge	%	%	%	%	%
Internet	71	75	100	33	83
National TV	57	75	-	67	50
National radio	57	75	100	67	33
Newspapers, magazines	43	75	100	67	-
Local TV	29	75	-	-	17
Local radio	29	75	-	-	17
Colleagues, friends, etc	21	50	-	33	-
Mobile phone	7	25	-	-	-

Relevant channels (officials of local authorities that don't operate libraries)

	Total	Great Accra	Kumasi	Tamale	Takoradi
Base = (officials of local authorities that don't operate libraries)	26	9	6	4	7
Level of knowledge	%	%	%	%	%
Internet	31	22	17	25	57
Newspapers/ magazines	27	33	17	25	29
Friends	23	33	33	25	-
TV	23	22	33	25	14
Radio	23	33	50	-	-
Church and/or Church newsletters	12	-	33	-	14
School of my child	12	22	-	25	-
No comment	12	-	17	-	29
Not mentioned\Don't know	4	11	-	-	-

Digital media is the preferred channel for disseminating information about libraries. A significant number (close to three quarters) of the officials of the local authorities that operate libraries feel that the internet could be an ideal channel for disseminating information about libraries to them.

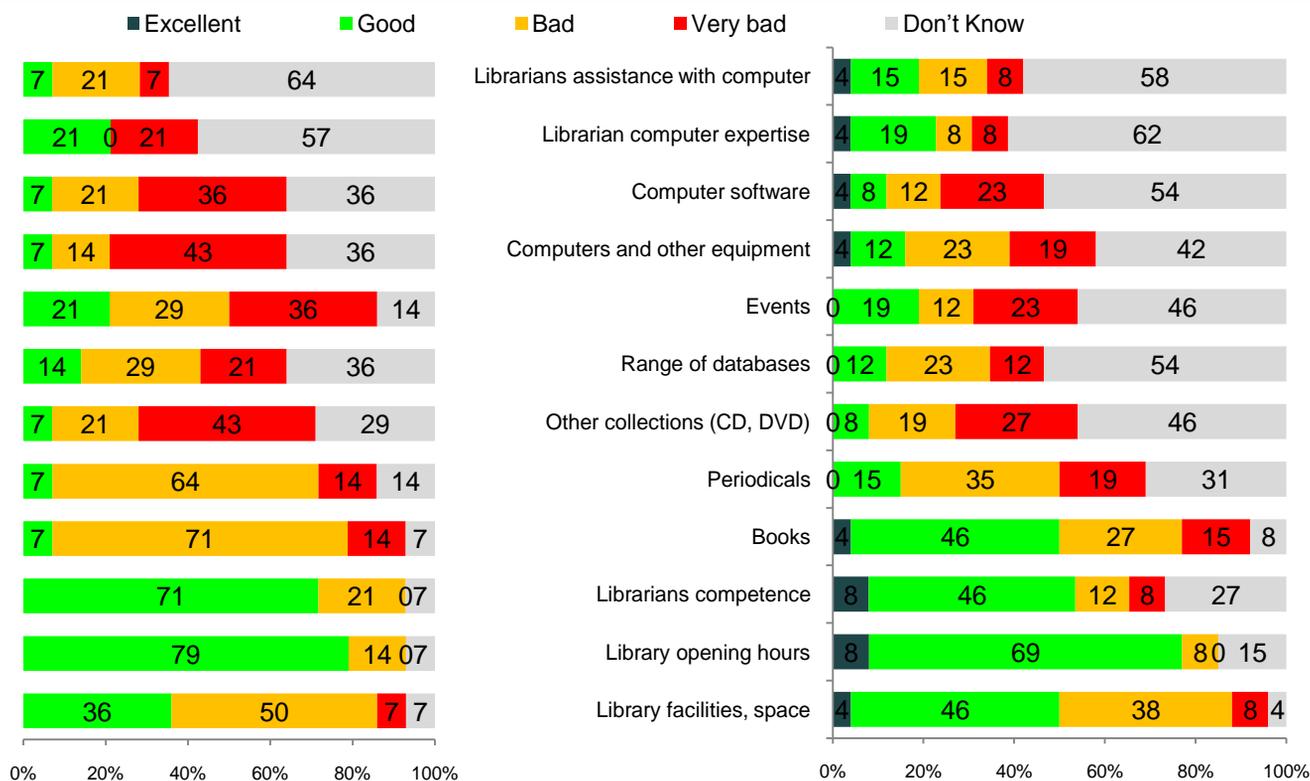
How you found out about the library situation

Most relevant channels for information on library issues

Comparative rating on some library aspects officials of local authorities that operate libraries vs. officials of local authorities that don't operate libraries

officials of local authorities that operate libraries

officials of local authorities that don't operate libraries



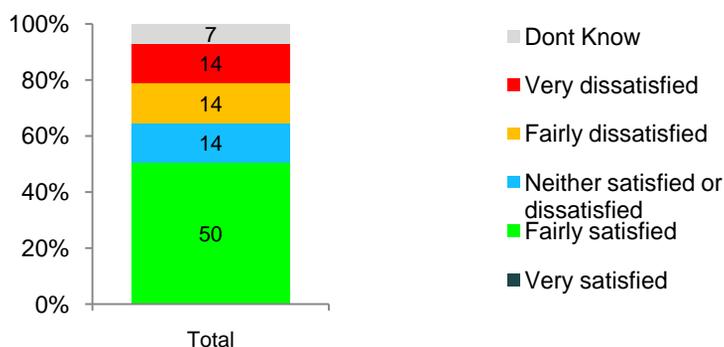
It is evident that according to the local level officials, libraries are not faring well in many areas. This realization could be an advantage because it makes it easier to engage their assistance in raising funds and support for libraries. Those who operate libraries do not feel that any of the aspects could be rated as excellent. There is a significant level of “bad” and “very bad” ratings.

Despite a good number of officials claiming to be well informed about the library situation, a significant proportion of both groups claims not to know how to rate these aspects, perhaps in some cases because the services are not offered or they themselves have not used them.

How do you rate the following aspects of your library? Please make an assessment on a 4-point scale, where 1-very bad, 4-excellent.

Services rendered by libraries

Satisfaction levels among official of authorities that operate libraries



Reasons for satisfaction among the officials of local authorities that operate libraries

	Total
Base those satisfied	7
	%
My library is close by/convenient	71
The staff are friendly	71
Easy to enter the building (i.e. good disabled access)	57
I like the environment	57
The staff are helpful	57
It's quiet	57
I feel welcome there	57
It's a good place to relax	43
Good place to take children/good activities for children	43
Plenty of seats available	29
Long opening hours	29
It's a good focal point for the community (e.g. for meetings and events)	29
Easy getting to the library (e.g. good parking, good public transport)	14
Has the books I like	14
Plenty of computers	14

Satisfaction with the current library services is fairly modest, with only 50% overall saying they are satisfied with the current situation. Not a single official said they were 'very satisfied'.

Level of satisfaction with the current library service
Reasons for satisfaction

Satisfaction with services rendered by libraries

Reasons for dissatisfaction among the officials of local authorities that operate libraries

	Total
Base = (officials of local authorities that operate libraries)	6
Attribute	%
The range of books isn't good enough	50
They don't have the books I like	33
Not enough computers	33
My nearest library is too far away/not convenient	17
Not enough seats available	17
Opening hours aren't long enough	17
Not enough activities for children	17

Proportion of local officials who feel that libraries need to pay attention to these areas

	Total
Base = (officials of local authorities that operate libraries)	14
Focus areas	%
provision of Computer services	43
Introduce a cybercafe for the users/internet services	43
Provide advanced technologies	29
Increase the variety of new edition books and materials	14
Expand space to meet the increased number of readers	14
Organize writing and essay competitions for students	14
Publicity of library activities	7
Provide literature books	7
They should provide and extend reading hours	7
Equip the library with relevant books, CDs and DVDs	7
Educational purposes	7
Marketing their library and services they offer/publicity of library activities	7

Scarcity and lack of relevance of materials in libraries is the main reason for dissatisfaction in addition to lack of computers.

Focus for improvement should be on provision of internet related services as called for by the officials. The contrast between the librarians' views and those of the officials and users are an area of importance for local stakeholders.

Reasons for dissatisfaction

Services that the local library should pay more attention to

Benefits derived from visiting library

	Total	Great Accra	Kumasi	Tamale	Takoradi
Base = (officials of local authorities that operate libraries)	14	4	1	3	6
Benefits (spontaneous mention)	%	%	%	%	%
Get helpful information for school/ learning	79	75	100	33	100
Develop new skills or learn something new	64	100	-	100	33
Library is a safe and quiet place for study and reading	36	50	-	100	-
Obtain new ideas, new interests	21	75	-	-	-
Library helps to save time	14	-	-	33	17
People feel comfortable in the library	7	-	-	33	-

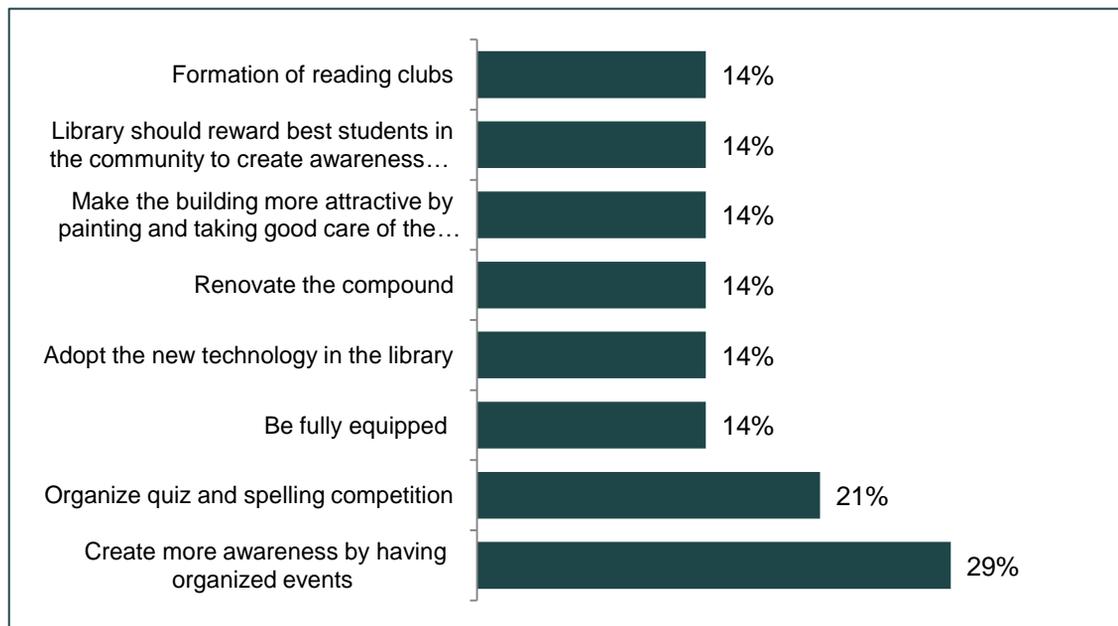
According to the local level officials, the main benefit accruing from libraries is educational. In general, libraries equip people with new knowledge and skills.

How people benefit from visiting the library – Spontaneous

Steps or activities that the library should take in order to promote its greater visibility and prestige in the local community

Overall, to what extent are you informed of the local library situation, services and events?

Local authorities officials' perception of how libraries can promote visibility



Officials of local authorities which operate libraries feel that libraries can achieve greater visibility and prestige mainly through events as well as competitions

How people benefit from visiting the library – Spontaneous

Steps or activities that the library should take in order to promote its greater visibility and prestige in the local community

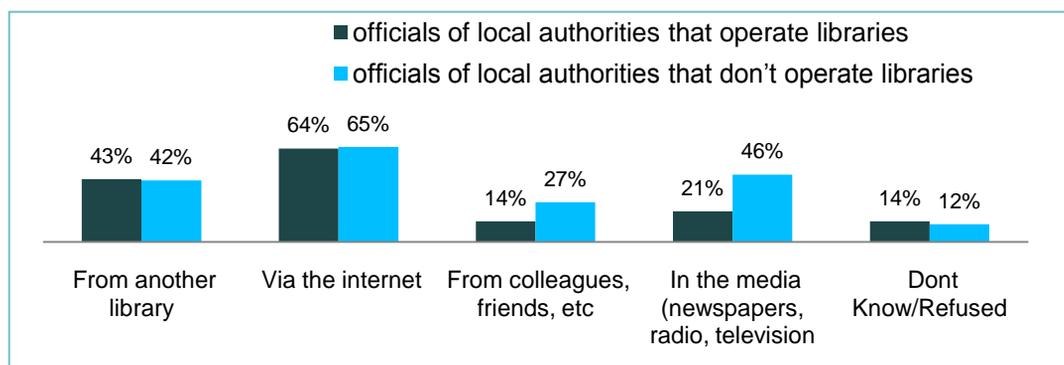
Overall, to what extent are you informed of the local library situation, services and events?

The purpose of libraries

Local level officials view of the purposes served by libraries

Purpose (officials of local authorities that operate libraries)	Total	Great accra	Kumasi	Tamale	Takoradi
Base	14	4	1	3	6
	%	%	%	%	%
Educational purposes (for homework or to take a class)	100	100	100	100	100
To help my child do homework	29	75	-	-	17
It is safe place for my child to spend time	29	50	-	67	-
Entertainment	14	-	-	67	-
National news or information	14	50	-	-	-
International news or information	14	50	-	-	-
Information on agriculture	7	25	-	-	-
Local news or information	7	25	-	-	-
To conduct a job search or write a cv	7	-	-	-	17
To communicate with distance friends or relatives	7	-	-	33	-

Alternative sources of advantage



The officials of local authorities that operate libraries in Ghana think that libraries are primarily for educational purposes (linked to school work). Other issues such as agriculture are recognized as potential service areas by a minority.

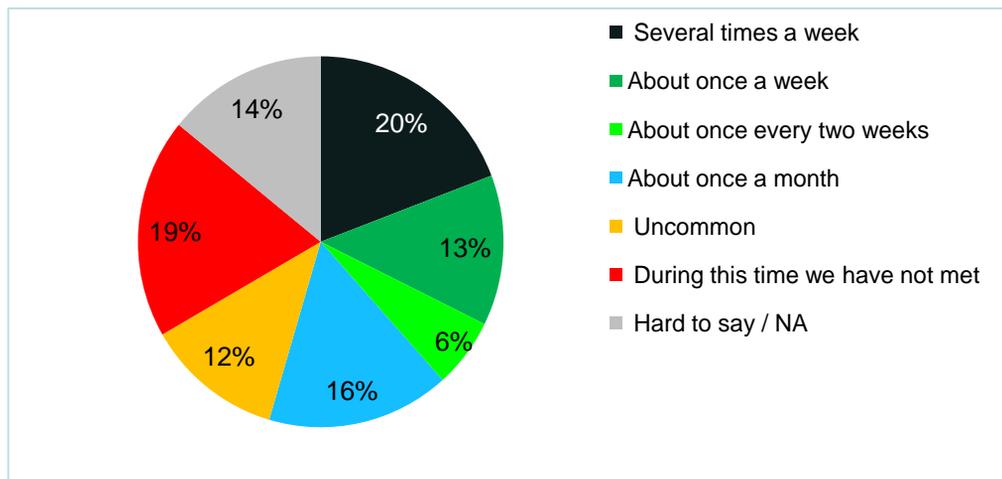
The internet is seen as a viable alternative source of the advantage afforded by libraries currently, to a much greater extent than generally seen in other countries studied.

*To which purposes libraries do serve the most
 If the local library does not exist, where people could get the same Advantages*

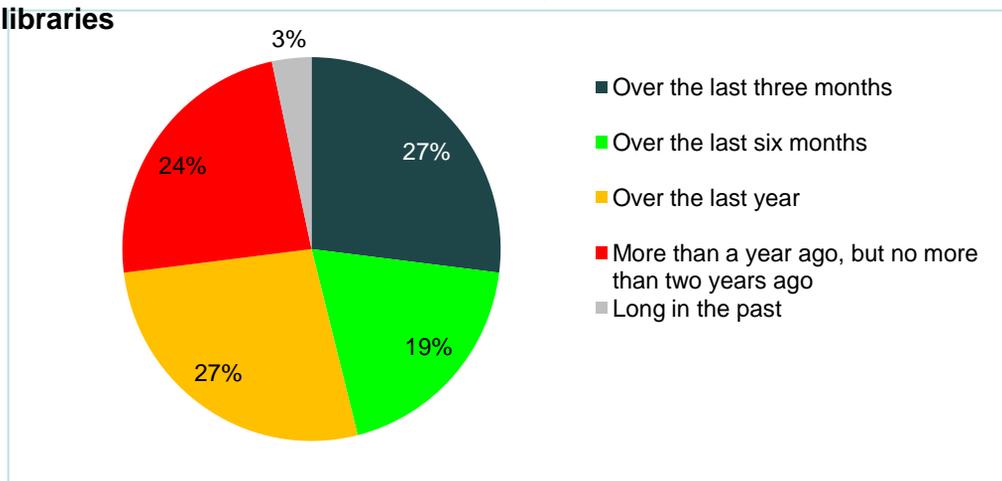
Management & operations of libraries

When last met with library managers

officials of local authorities that operate libraries



officials of local authorities that don't operate libraries

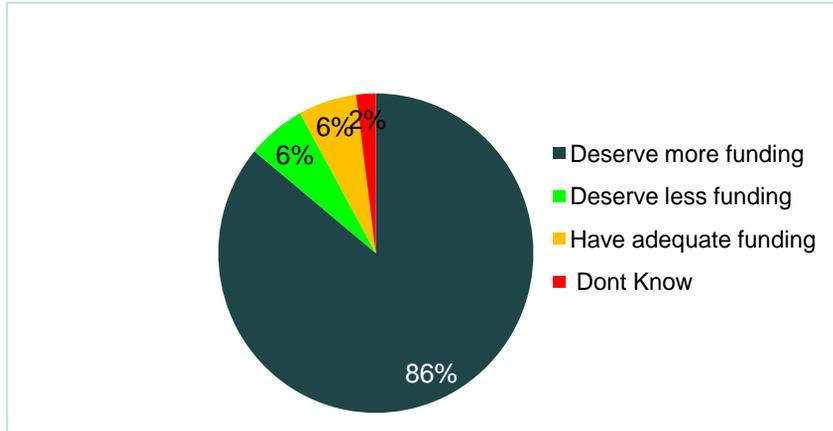


45% of the officials of local authorities that operate libraries do not regularly meet with the library managers, a figure which is fairly similar to that of the officials of local authorities that don't operate libraries who last met a library manager over year ago.

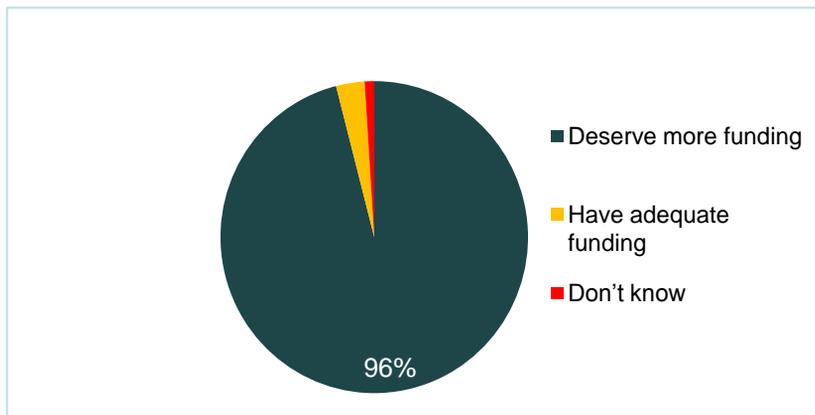
*During the last 6 months, how often have you met with local library manager or librarian?
When did you meet with public library manager or librarian?*

Opinion on funding of public libraries

officials of local authorities that operate libraries



officials of local authorities that don't operate libraries

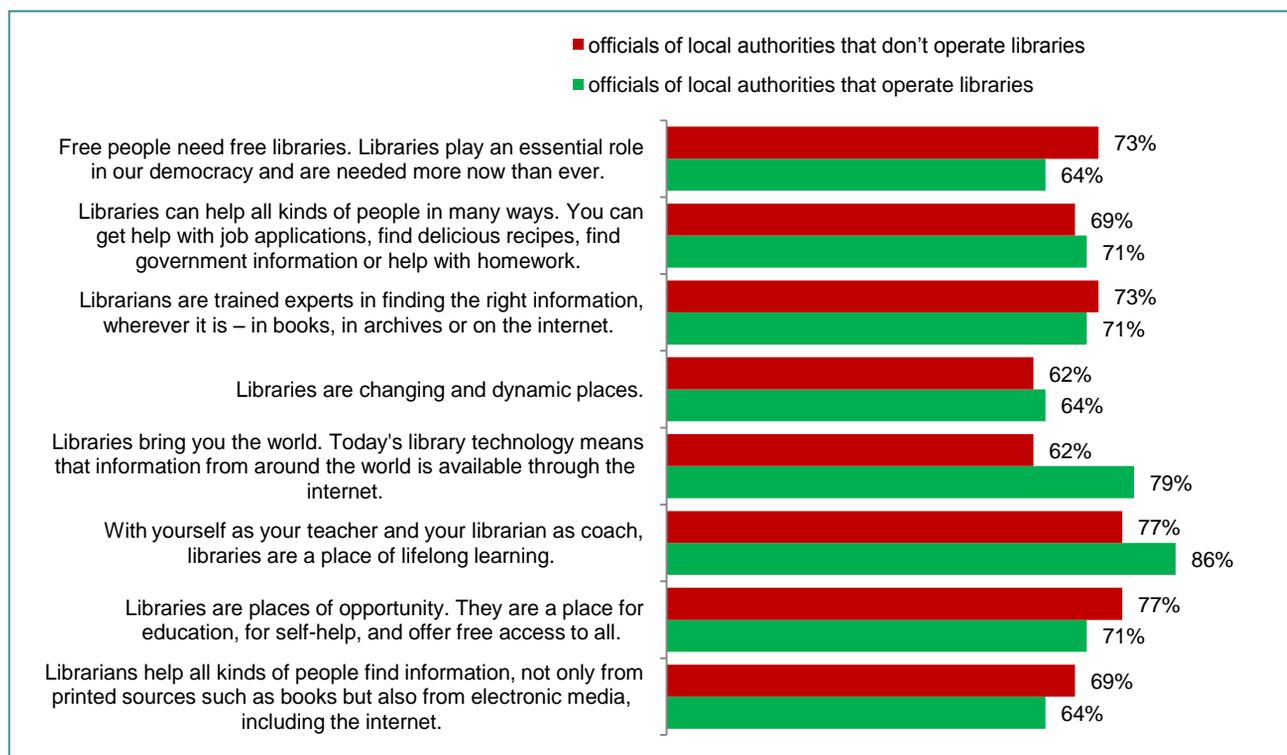


There is agreement among many officials in local authorities which operate as well as those which don't run libraries that libraries deserve more funding. Interestingly, some officials in authorities which operate libraries feel that libraries deserve less funding.

Which statement most closely represents your opinion regarding the current funding for public libraries?

Statements in support of libraries and librarians

Local level officials who find the statements very convincing (based on a 5 point scale where 1 is not convincing at all and 5 is very convincing)



Officials of local authorities that operate libraries as well as those who don't generally have very positive sentiments about libraries with well over 50% agreeing with all the statements. The ones who operate libraries are strongly convinced about the lifelong learning benefits of libraries and also the fact that a modern library brings the world closer. Libraries' essential role in democracy is widely recognised.

Libraries & community

Main issues facing community (officials of local authorities that operate libraries)

Main issues	Ghana	Great Accra	Kumasi	Tamale	Takoradi
Base (number of officials)	14	4	1	3	6
	%	%	%	%	%
Sanitation	36	25	-	33	50
Education poor performance	14	-	100	-	17
Illiteracy	14	25	-	-	17
Insecurity	14	-	-	-	33
Lack of clean water	14	-	-	33	17
Poor infrastructure	14	25	-	33	-
Teenage pregnancy	14	-	-	-	33
People don't have a reading habit	7	-	-	33	-
School dropouts	7	-	-	-	17
Environmental degradation	7	-	-	-	17
Poor power system	7	25	-	-	-
Accessibility to public institutions	7	-	-	33	-
Noise pollution/Environmental pollution	7	25	-	-	-

Main issues facing community (officials of local authorities that don't operate libraries)

Main issues	Ghana	Great Accra	Kumasi	Tamale	Takoradi
Base (number of officials)	26	9	6	4	7
	%	%	%	%	%
Sanitation	46	78	33	25	29
Illiteracy	19	33	17	25	-
School dropouts	15	11	33	25	-
Poverty in the community	15	11	17	25	14
Lack of historical sites	15	-	-	-	57
Unemployment	12	22	17	-	-
Poor power system	12	11	33	-	-
Books in the library are mostly old edition	8	-	-	25	14
Insecurity	8	11	17	-	-
Lack of clean water	8	11	17	-	-
Poor infrastructure	8	-	33	-	-

Sanitation is the main issue facing as mentioned by both groups of officials. Sanitation among other pressing issues like basic education and reduction of illiteracy could be taking priority over libraries leaving libraries with the task to explain more clearly their contribution to literacy and economic development.

What are the main issues of your local community??

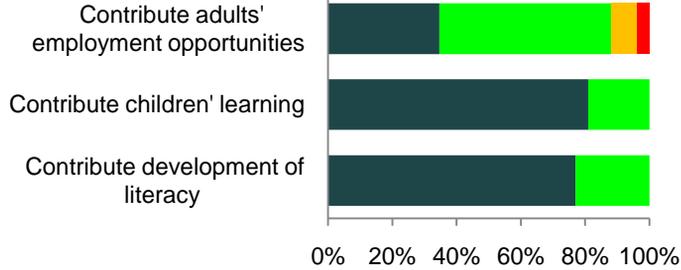
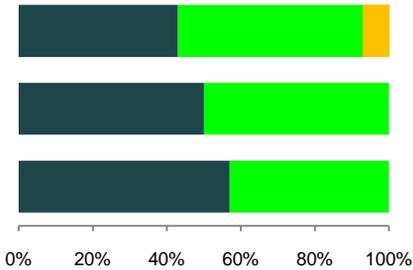
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officials of local authorities that operate libraries

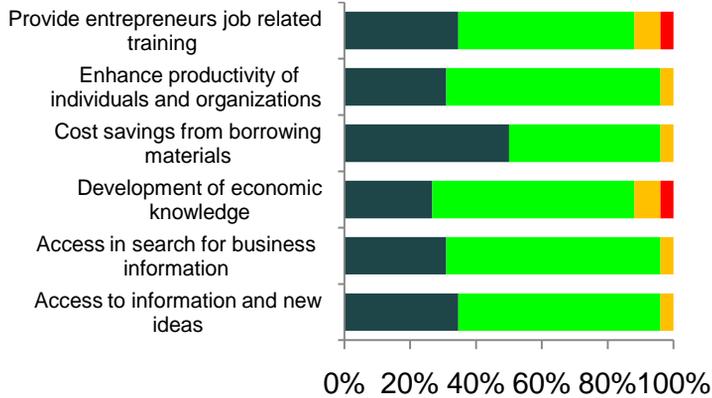
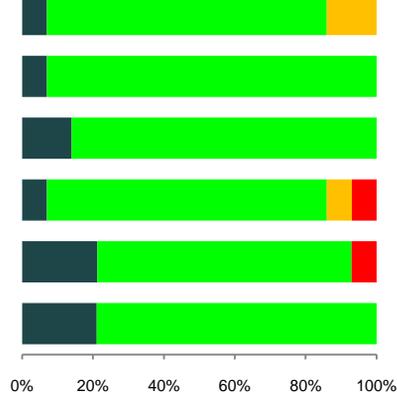
officials of local authorities that don't operate libraries

Strongly agree Agree Disagree Strongly disagree

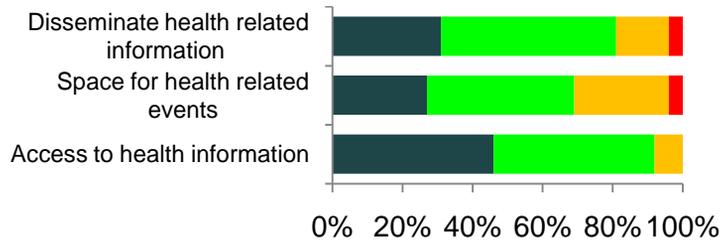
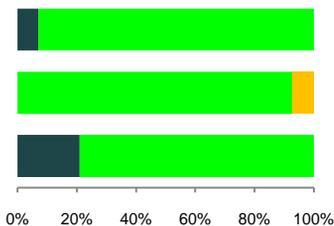
Education



Economic development



Health



Though the contribution to normal school learning and general improvement of literacy are unanimously accepted, a small minority has doubts about libraries contribution to adults' employment opportunities.

Both sets of officials recognise potential library contribution in a number of economic development areas.

There is overwhelming support for the idea of a role for libraries in providing health information but a minority is skeptical about promoting health through facilitating health related events in libraries.

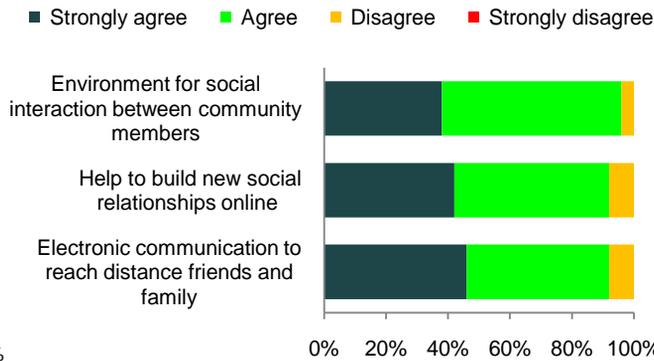
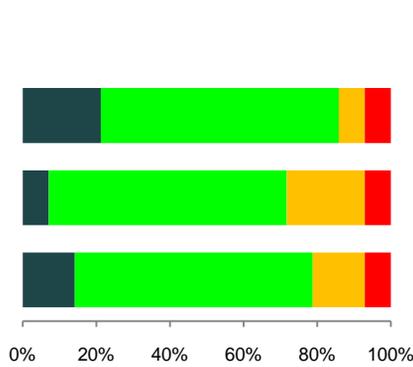
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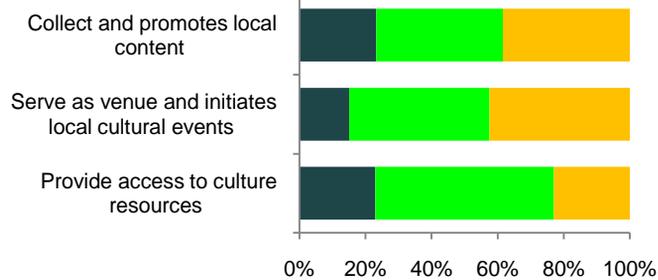
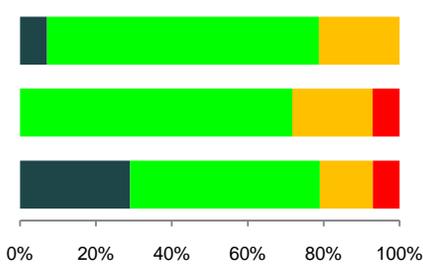
officials of local authorities that operate libraries

officials of local authorities that don't operate libraries

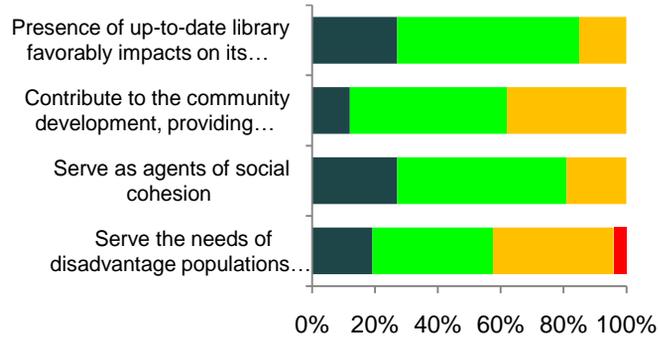
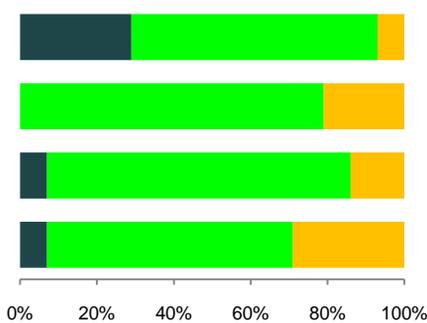
Communication



Culture



Social Inclusion and Community Development



That libraries enable linkages through communication is widely acknowledged but a minority of officials responsible for libraries disagree.

Whilst libraries' cultural role widely is accepted, a substantial minority do not think they have potential as venues for cultural events or disagrees generally.

A substantial majority understand the social role of libraries, including their ability to strengthen social cohesion. Substantial skepticism about their potential to help disadvantaged people.

Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

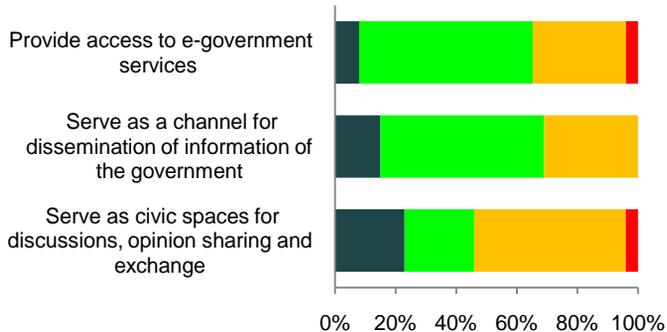
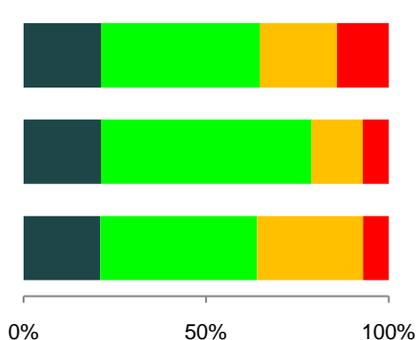
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officials of local authorities that operate libraries

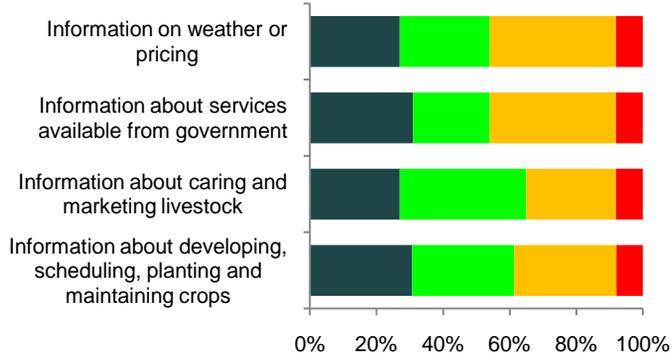
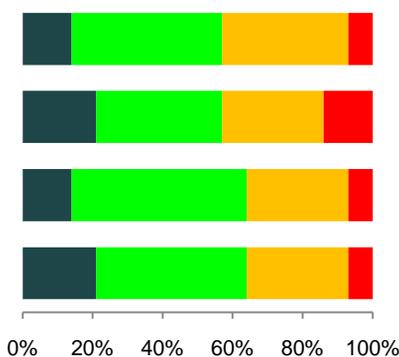
officials of local authorities that don't operate libraries

Citizen Empowerment, Democracy and E-Government

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



Agriculture outcomes



A majority support the idea of a role for libraries in providing access to eGovernment and other government information. The E-government role is obviously a challenge due to practicalities. More dissent in Ghana than elsewhere on these issues.

Whilst a majority can see libraries' potential for supporting agriculture, there is far more skepticism about this in Ghana than in other countries. Local stakeholders will want to ensure they understand the reasons.

Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:



SECTION 4: NATIONAL LEVEL OFFICIALS



SECTION OVERVIEW

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Perceptions **74**

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Level of information about libraries
Connection with libraries in past and in future

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Challenges in country
Priorities for institution
Education
Economic development
Health
Communication
Culture
Social inclusion and community development
Citizen empowerment, democracy and E-Government
Agriculture

Demographic Characteristics (National Level officials)

	Ghana
Base (n =20)	20
Gender %	%
Male	75
Female	25
Age %	%
21 yrs - 30 yrs	15
31 yrs - 40 yrs	20
41 yrs - 50 yrs	15
51 yrs - 60 yrs	45
61 yrs - 70 yrs	5
Education %	%
Higher	95
Basic education	5
Occupation	%
Director	5
Deputy director	30
Chief librarian	5
General worker	20
Others	40
Duration in position %	%
01-02 Yrs	15
03-05 Yrs	25
06-10 Yrs	40
10+ Yrs	20
Decision making %	%
Ultimately responsible	15
Partly responsible	75
Not responsible	10

Caution: Base sizes for national level officials are quite small at country level

Perceptions of libraries

Libraries are primarily associated with information and knowledge acquisition and books.

Associations (National level officials)	Total	Male	Female
Base	20	15	5
	%	%	%
Information/knowledge storage and acquisition	85	87	80
Books	30	33	20
Space: Quiet place/peaceful place for study, relaxation, etc)	15	13	20
Computers	10	7	20
Newspapers/ Current affairs/ Magazines			
Librarians			
Educative videos			

10% of the national level stake holders interviewed associate libraries with computers.

What word or image appears to your mind first when you hear a word "library"?

Interaction with libraries

Although two thirds of the national level stakeholders interviewed in Ghana said they have visited a library in the last one year, majority of them further mentioned that they are not very well informed about local libraries situation, services and events.

Those who are directly involved , (in departments, ministries or organizations dealing with running or management of the libraries, either directly or indirectly) are informed on local libraries' services, services and events. This group constitutes about a third of the officials and the key thing they all mention is that libraries need to update their current stocks of materials (books) to those with relevant updated information.

Other key areas of knowledge about library situations include

- General need for improvement in all areas of public libraries
- The fact that most libraries depend on donated materials and therefore have little choice in determining content of such donated materials
- That libraries are underequipped in terms of assets
- Low or non availability of computing and internet resources
- Need for modernizing to meet changing needs of users

Much of the information seems to be about challenges that the libraries are facing but they don't seem to have immediate solutions.

Overall, to which extent are you informed of the local library situation, services and events?

Attitudes towards libraries

Extent of current connection

Connection with libraries among national level officials is limited and exists at varied touch points.

Key among them is personal visits to conduct some form of research and interaction through forums that bring together library professionals. Those who work in institutions directly connected with libraries are connected through their day to day work.

National level officials in Ghana have the least number of touch points for connecting with libraries.

Half of the national level officials in Ghana are currently not connected with a public library.

Extent of future connection

Desired connection with libraries in future is both personal and at policy level. Many respondents (60%) expressing desire to be able to access reference materials that are current and relevant for their work

- Other areas for connecting with libraries include
- Policy making for development and general running of public libraries
- Provide information to donors on library situations in Ghana (Advocacy)
- Facilitate cooperation between libraries and other resource centers for sharing of materials
- Direct involvement in the management of libraries

*In what manner have you been connected with the library/libraries during the last year
In what manner you would like to be connected with the library/libraries over the next year*

50%

Of the officials in Ghana are not currently connected with libraries in any way.

40%

Of the officials do not wish to get connected beyond their current level of interaction with libraries.

Services offered by libraries

Reference work and book lending are considered the main services rendered by libraries, indicating that library services are still viewed in the very traditional way

Services rendered by libraries (Spontaneous)

	Total	Male	Female
Base: Total Sample	20	15	5
	%	%	%
Use reference materials, like the encyclopedias	65	60	80
Take out books for children	45	47	40
Take out books for grown-ups	45	53	20
Use public internet access	15	20	-
Ask a librarian for help, advice or consultation	10	7	20
Use computer software	10	13	-
Take out CDs or videos	5	7	-
Connect to the internet with your laptop	5	7	-
Attend an event	5	7	-
Learn languages	5	7	-
Use quest rooms/ spaces for study	5	7	-

65%

of officials in Ghana associate library services with reference materials,

45%

Think of library services in terms of books lending either for children or adults.

Reference and book lending are considered the main services rendered by libraries.

Key areas that do not receive high mentions and would perhaps be ideal avenues for growth and improvement include computing, internet access and proactive engagement with the community through events.

Which services have you heard about in the public libraries?

Purposes served by libraries (Spontaneous)

	Total	Male	Female
Base: Total Sample	20	15	5
	%	%	%
Educational purposes (for homework or to take a class)	80	80	80
Information on agriculture	30	27	40
Information on health issues	25	20	40
Information and use of electronic government services	25	20	40
Local news or information	20	20	20
National news or information	20	20	20
Entertainment	15	20	-
Financial or investment news or information	15	13	20
International news or information	15	13	20
To conduct a job search or write a CV	5	7	-
To look for information on starting or running a business	5	7	-

A big proportion (80%) of the national level officials say that libraries serve educational purposes.

Besides general information, other issues of concern to the community such as health and agriculture information are also mentioned as areas where libraries add value to users.

Benefits derived from visiting library (Spontaneous)

	Total	Male	Female
Base: Total Sample	20	15	5
	%	%	%
Obtain new ideas, new interests	75	67	100
Develop new skills or learn something new	70	67	80
Get helpful information for school/ learning	45	47	40
Get helpful information for health and well being	20	13	40
Library is a safe and quiet place for study and reading	20	27	-
Get helpful information for business and commerce	15	13	20
Get helpful information about their community	15	20	-
Don't Know	10	13	-

There is an appreciation of libraries improving general knowledge levels of communities be it for academic or other reasons. Main benefits mentioned by over 70% of policy level officials include learning new things and development of new skills. Commerce and community knowledge are also mentioned although by only a few.

*To which purposes, in your opinion, do libraries serve the most
In your opinion, do people benefit from visiting the library in the following areas*

Proportion of users who believe the phrases are well associated with public libraries

	Total
Base: Total sample	20
	%
Modern	60
Friendly	55
Inclusive	50
Has highly-skilled librarians	50
Comfortable	40
Dynamic	25
Innovative	20
Offers different activities and entertainment	15
Up-to-date on technology	10

Public libraries compared to other tax funded serviced

	Total
Base: Total Sample	20
	%
I would rank benefits of other tax supporters services before benefits of public/library	70
I would rank benefits of public library first since everybody gets information from there	15
Public libraries have information that can service school, health, information while the tax support service cannot compare them directly	10
Public libraries benefit but these are not tangible	5
Public libraries benefit come first because people cannot develop without knowledge	5
Public libraries don't market themselves to be given full attention	5

Library services are not top priority and more advocacy is required at that level especially if library benefits can be linked to addressing pressing issues in the community.

A majority of national level stakeholders consider the libraries in Ghana to be modern and friendly but they also need to adopt new technology and engage in events and entertainment more.

Majority of the officials in Ghana feel that other tax supported services are more beneficial than library services perhaps because of the pressing issues in society e.g. poverty, infrastructure, health etc which relegate libraries further down the priorities.

how well you personally believe each of the following words or phrases describe public libraries

how would you rank the benefits of public library compared to the benefits of other tax-supported services such as schools, health services :

Management of libraries

The officials acknowledge that libraries are underfunded and primarily because of scarcity of funds from the government.

Funding

	Total
Base: Total Sample	20
	%
Libraries are not getting enough funds	60
Government does not have enough funds to support libraries	25
Public libraries have high resources limitations	15

The internet is the preferred method of accessing information about libraries. This means that most officials can access internet and email which makes it easy for the libraries to reach them in a convenient manner. When targeting the national level officials, use of the internet (email) is a more targeted and personalized approach which could be more impactful

Preferred communication channels

	Total
Base: Total Sample	20
	%
Internet	55
TV	30
Radios	20
Bronchures	20
Newspapers	15
Printed materials	15
Libraries information providers	10
None	10
Flyers	5
Soccer matches	5
Posters	5

It is widely acknowledged by the majority of officials that libraries are not getting enough funds from the government, those who are directly involved with institutions that manage libraries further clarify that it is not the desired position of government not to fund libraries, the situation is due to government's lack of funds. Only a small number acknowledge that libraries are as a result of the underfunding, facing resource constraints, which could be an indication that majority have resigned to living with libraries as they are and do not see a solution.

*What do you think of the current funding of public libraries in your country?
Which channels would you prefer for information on public libraries?*

Attribute association

Help in finding information

	Total
Base: Total Sample	20
	%
Most librarians are well trained and have the capability to assist mainly on printed sources	45
They are trained professionals/competent	5
Most librarians do not have internet/computers	15
Not everyone in society benefits from librarians	5
Some librarians have skill shortage	5
The impact of librarians is not felt strongly	5

Opportunity

	Total
Base: Total Sample	20
	%
Everyone who wants to learn is free to use libraries and as a result open new opportunities for themselves	30
Libraries offer education which is essential to human life	10
You can get current or past information e.g past newspapers	5
The conducive atmosphere is good for education	5
Access is not free for all	15

Life long learning

	Total
Base: Total Sample	20
	%
Your learn something new every time you visit the library	20
You get information that you cant get anywhere else	10
They help to grow literacy levels	5
Accessibility and availability at anytime makes people learn continuously	5
The librarians help people save time and make it easy to learn	5

About a half agree with librarians' ability to help people accessing information but some minimal concern is raised about the availability of resources to do this as well as skills .

One third of the national level officials agree that libraries provide opportunities and education. Free access to all is however questioned and not all agree with this.

Libraries are said to have not only huge amounts of information but also unique information that may not be found anywhere else and therefore cannot be dissociated with learning.

Let me read you some statements in support of libraries and librarians'. Please comment on them :

Attribute association comments

Brings you to the world

	Total
Base: Total Sample	20
	%
Those that have internet access are making it easy for people who would otherwise not access	25
Yes because we have people getting e-journals, e-books	5
Today's libraries have been digitalized to bring the world closer.	5
Some librarians are well equipped with the latest technology	5
Not relevant currently as most libraries are not computerized in many ways	35
There is no internet in our libraries	15
Libraries don't have computers	5
Some materials are not found in the internet. Internet is used for communication rather than research	5

Bringing users to the world is all about technology and internet, but it is felt that there are still many limitations that libraries are currently facing and this statement is not necessarily true at the moment.

Change and dynamism

	Total
Base: Total Sample	20
	%
Libraries are now trying to change but are not there yet	5
Due to modern and new technology we can learn a lot from libraries	5
Librarians help to keep the children entertained and use computer.	5
Libraries are not very dynamic in our country	30
Public libraries have no internet connection.	15
Libraries keep children busy but it is not the right place for them to learn to use the internet, they will access wrong materials.	10
Most libraries lack ICT services and facilities	10
Not currently the case, but it should be	5
Having outdated materials/books is not dynamic	5

It's obvious that a majority do not think libraries are changing and dynamic. Libraries in Ghana are still offering basic services. Dynamism of libraries is a future expectation not a current reality.

Librarians training and expertise

	Total
Base: Total Sample	20
	%
Most are well trained on how to organise information	10
Librarians are professionals and always know how to get the right information.	5
Librarians are always readily available to assist the users find the information they want.	5
Librarians should be well trained	25
Some librarians are not well informed	15
They lack resources to do their jobs right	5

About a quarter of the officials interviewed believe that public librarians in Ghana are well trained, contrasting with librarians' own self assessment. However resource and skill constraints limit their ability to offer internet related services.

Let me read you some statements in support of libraries and librarians'. Please comment on them :

Attribute association comments

Helping all kinds of people

	Total
Base: Total Sample	20
	%
Libraries have a lot of information from different sources which are current and of use to anyone interested	25
Libraries are the only places you will find information on anything	5
For now its not true maybe in future as they improve technology.	5
They do not do all these things but they should.	20
For now its not maybe in future due to improvement of technology.	5

Because libraries keep information, a quarter of the national level officials feel its true that libraries can help all kinds of people in search of any information. An equal number feel that this is not currently happening.

Free for free

	Total
Base: Total Sample	20
	%
They are not necessarily free because service are paid for	10
They enlighten the people on politics and democracy and are needed now more than ever	5
Yes through giving information on current affairs, development and research.	5
Libraries are resource centres thus needed by all not only for free people alone.	5
Most people don't go to libraries to search for democracy information	10
They don't have funding at the moment and mainly focus on keeping going rather than politics	5

The role of libraries in governance seems to be limited to information, although there is a feeling that democracy and governance issues are not normally sought for in libraries.

Safe and welcoming community space

	Total
Base: Total Sample	20
	%
Libraries do not discriminate against anyone, all people are welcome	30
Libraries belong to the community and people sometimes meet there	15
Not only meeting new people but to read and access information.	5
Its conducive place for everyone	5
The library is not a welcoming place	5
Libraries are congested and is not a place you can have a meeting	5

Access to libraries is not limited to certain groups of people only and the fact that they belong to the community means access is open to all. The congestion however means that sometimes people who want to access cannot do so.

Let me read you some statements in support of libraries and librarians'. Please comment on them :

Libraries impact

Main issues facing country

	Total
Base: Total Sample	20
	%
Insufficient resources especially financial resources	30
Lack of modern facilities	30
Reading as a necessity not a culture	25
Poor reading materials	25
There is a lot of imbalance in the distribution of educational resources	20
Unemployment	15
Public libraries are few	15
Inadequate information resources	10
Space and affordability and quality	10
Poor infrastructure	10
Manpower	10

Financial inadequacy is a major concern for Ghana, which affects not only provision of library services, but also infrastructure and modern facilities across board.

Main priorities of institution

	Total
Base: Total Sample	20
	%
Don't know/Refused/None	35
Provide relevant materials for user to conduct research successful	25
Digitization of our information resources	10
Education studies, research and training	10
To ensure that everybody is computer literate, have accessibility to internet and other specialized database	5
To provide materials which are standard updated depending with the competitive market for better satisfaction	5
Expand the avenues to enter the ICT section	5
To ensure more rural libraries are established	5
Funding libraries in order to run its services	5
Enhance security for workers	5

35% of the officials did not wish to comment on this issue, but among those who did, priority is on modernizing operations especially through the ICT avenue in order to achieve efficiency.

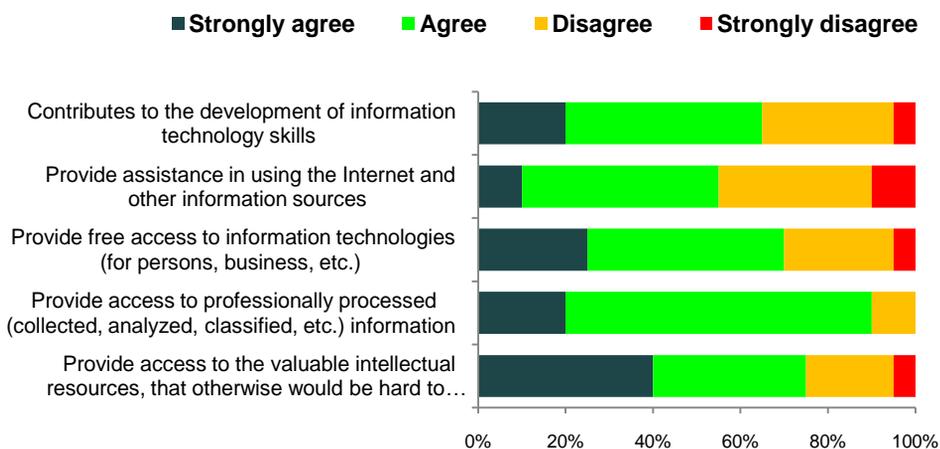
The need for improved information access, storage and delivery seems to be a key priority for most institutions. Overall, the challenges and priorities in Ghana just like in most other African countries sampled have to do with provision of basic services.

What do you see as the main challenges of the country?

What do you see as the main priorities of your institution?

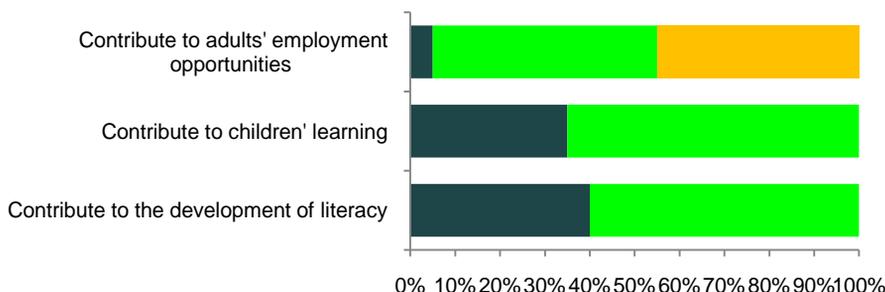
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Information society and digital divide



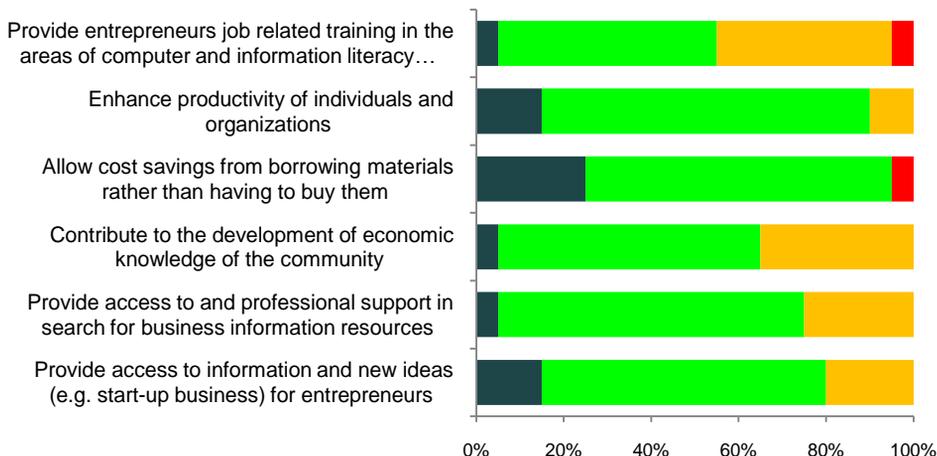
The officials agree that libraries should provide access to knowledge and use of ICT services as well as access to professionally processed information but opinion in Ghana seems more divided than elsewhere.

Education



Contributions to learning and eradication of illiteracy are not in doubt, but access to employment opportunities for adults is questioned.

Economic development

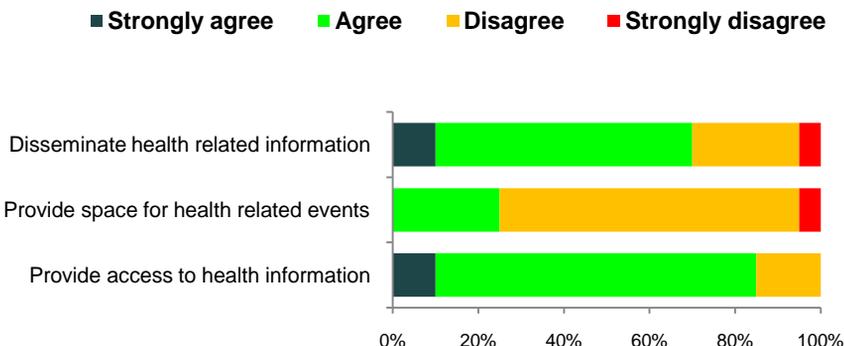


The idea of a role for libraries in economic development is well supported. But less well than in some other countries.

Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

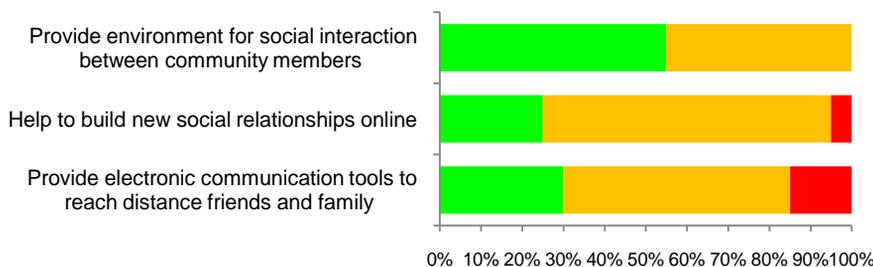
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Health



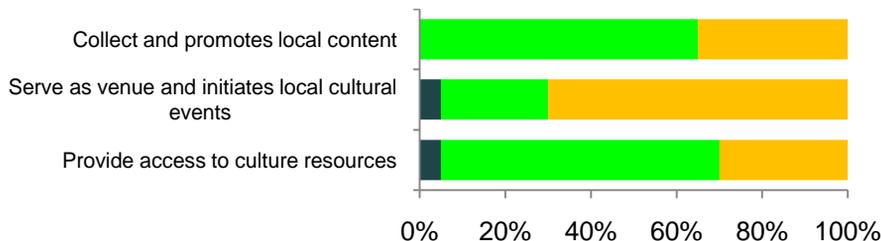
The national level officials agree that libraries have a role to play in providing health related information. A big majority disagree with a role for libraries in providing space for health related events .

Communication



There are significant levels of disagreement regarding the role of libraries in communication and social interaction especially online on a scale not seen in other countries.

Culture

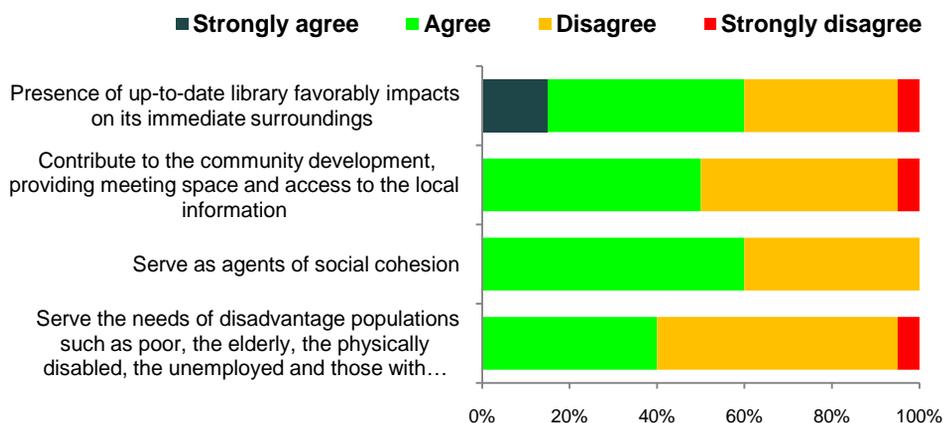


Whilst a majority acknowledge a potential cultural role for libraries, a large majority on a scale not seen elsewhere doubt their potential to act as cultural venues.

Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?

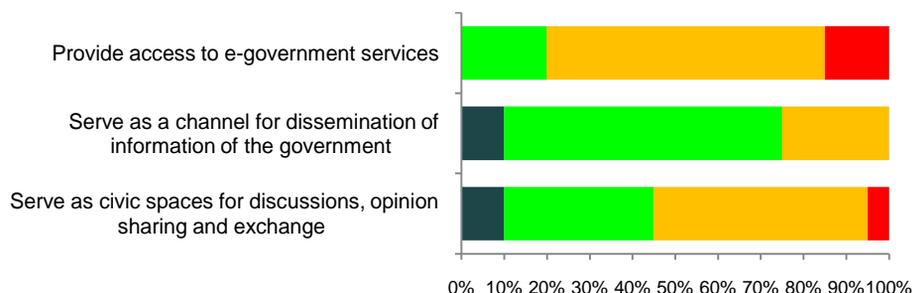
Impact areas

Social and community development



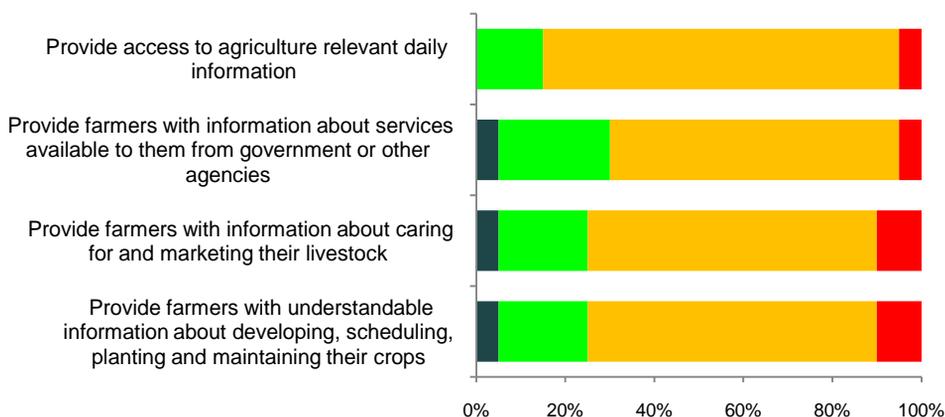
Unlike anywhere else, the potential roles of libraries are questioned by about half the officials in Ghana. As usual, there is most skepticism about their potential to help the disadvantaged.

Citizen Empowerment, Democracy and E-Government



Whilst libraries' potential role in providing government information is acknowledged, a big majority disagrees about its potential role relating to E-government services

Agriculture



A majority do not see libraries as having a potential to support agriculture, a result seen nowhere else.

Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

Conclusion

The results of the work in Ghana are interesting for the differing ways in which libraries are viewed by users, non users, officials and librarians. Views in Ghana are far less homogeneous than elsewhere and views on libraries' potential are less wide-ranging than those seen elsewhere. Local stakeholders will be best placed to debate what it means and what actions need to be taken. Non-users have a more positive view of libraries than users and the views of local and national officials are more divided than elsewhere.