



Perceptions of public libraries in Africa

Combined report presentation
prepared for EIFL by TNS RMS East Africa

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Background

ABOUT EIFL

EIFL is an international not-for-profit organization with a base in Europe and a global network of partners. EIFL works with libraries around the world to enable sustainable access to high quality digital information for people in developing and transition countries.

EIFL was founded in 1999, with a mission of enabling access to knowledge through libraries in developing and transition countries to contribute to sustainable economic and social development. It began by advocating for affordable access to commercial e-journals for academic and research libraries in Central and Eastern Europe.

EIFL partners with libraries and library consortia in over 45 developing and transition countries in Africa, Asia and Europe. Today their work includes a range of programmes and initiatives that increase access to knowledge.

STUDY BACKGROUND

EIFL commissioned TNS RMS to conduct a 6 country survey of public perceptions of libraries. Through this study, EIFL would like to understand the perception of different stakeholders on public libraries in Africa and in particular in Ghana, Kenya, Tanzania, Zimbabwe, Ethiopia and Uganda about the potential of public libraries so as to understand how these stakeholders could best be positively influenced to create/fund/support or use public libraries.

Background

OBJECTIVES

- To understand the general state of public libraries in Ghana, Kenya, Tanzania, Zimbabwe, Ethiopia and Uganda.
- To understand the current awareness, perceptions, attitudes and actions towards public libraries of both funders and library staff to ensure that any future communication campaign contains targeted messages that would shift those perceptions and attitudes to viewing libraries as centers of development.
- In the case of librarians, the objective is to understand what they believe their role is and the barriers they face.
- In the case of central government and local government officials the objective is to understand whether they think libraries and librarians can have an important role, what would convince them that libraries can make a difference and what are the top priorities of these officials.
- In the case of the media, the objective is to understand their perceptions of public libraries and where they get their information.
- To determine the most effective channels for reaching target groups
- To contribute to methodology and effectiveness of practical research on public perceptions of public libraries.

METHODOLOGY

The study covered 5 broad sample groupings:

- A survey of users of public libraries. A user was defined as anyone who has used the library, open to the public in last 12 months.
- A survey of non users of public libraries. A non user was defined as anyone who has NOT used a library in the past one year.
- A survey of public librarians and library officials. The following could answer the librarian survey: library director/manager, deputy director/manager, professional librarian, assistant librarian, support staff.
- A survey of local stakeholders. The target population was experts related to local authorities/municipalities. There was a sample for the officials of local authorities that operate libraries and the officials of local authorities that don't operate libraries.
- Detailed structured interviews with open ended questions, with the stakeholders from the ministries, national agencies and national media.



INTRODUCTION



Abbreviations and terms used in this document

- **Ke** - Kenya
- **Ug** - Uganda
- **Tz** - Tanzania
- **Gh** - Ghana
- **Zim** - Zimbabwe
- **Ethio** - Ethiopia
- **User** - Anyone who has used a library, open to the public, in the last 12 months
- **Non user** – Anyone who has not used a library, open to the public, in the last 12 months
- **LSM** – (Living standards measure) is a predictive classification tool that categorizes people according to their living standards using criteria such as degree of urbanization and ownership of cars and other household durables. The score used in this study is Pan African and ranges from 1 to 17 (where 1 is the lowest score and 17 is the highest score). Lower scores indicate low social economic status while Higher scores indicate higher socio economic status.

Data collection challenges

Challenges faced: Main challenge across the board was drawing a sample across all markets as information came in bits and pieces. In Zimbabwe for instance, it was not robust enough to sample while Ethiopia had a high concentration of the sample in Addis. A summary of issues in each country is provided below.

Kenya

- ‘There was a general problem of getting the officials of local authorities that operate libraries and the officials of local authorities that don’t operate libraries since their actual identification wasn’t very obvious.
- Some officials of local authorities that operate libraries and officials of local authorities that don’t operate libraries did not have formal offices leading to problems locating them.
- The list for national level officials was hard to implement because some names did not have contact details. We got some contacts from the directories and where not possible, respondents who had already agreed to participate in the survey recommended other officials as respondents and the TNS team evaluated such respondents for eligibility for the survey. Generally, this group of respondents was hard to get due to the government bureaucracy involved. For example, getting an interview with the former chairman of KNLS took a long time as it involved writing official letters of invitation from our office.
- The librarians requested us to get official clearance from the Kenya National Library Service (KNLS) in order to proceed with the users’ and librarian’ surveys. The KNLS was very helpful in getting us the letter which was provided to the sampled libraries.
- Some public libraries selected in our sample turned out not to be truly public. E.g. Waithaka Library is a public library but is open to the students and teachers of Waithaka technical only. Other libraries were found to be non operational. E.g. Nakuru and Buruburu were new and yet to be opened while Kayole library was under refurbishment. Substitutions were done for all affected libraries.

Uganda

- Public holidays interrupted the flow of fieldwork. General elections took place during the time of the study. We had to postpone the fieldwork start date by one week.
- Some libraries had fewer users visiting them on a daily basis. To achieve set samples per library, redistribution of the samples to other more active libraries was done.
- Most community libraries operate like bookstores where users pick books but read them elsewhere since such libraries do not have reading space. This slightly changed our user sample interviewing plans. Example of such a case was Iganga library in Iganga district. A sample of 20 users meant for Iganga library were administered in Mbale library and Tororo library respectively.
- Friends Children’s Library in Kampala was under renovation, thus the users sample was substituted for Gayaza Family Resource Centre Wakiso.
- Libraries like Tororo Municipal and Mbale Libraries cannot be easily located by newcomers hence need for a sign post or bill board showing their locations.

Data collection challenges

Challenges contd:

Ghana

We were unable to secure the cooperation of the Acting Director of the Ghana Library Board, who in spite of letters from EIFL and TNS RMS, The Ministry of Education and the Chairman of the Ghana Library Board, simply felt unable to co-operate. After asking for copies of the questionnaires for her study she told the research team to be checking frequently for a decision from her management team. That decision never came. The rest of the librarians under the Ghana Library Board refused to be interviewed.

- Despite this challenge, we managed to interview 15 out of 25 officials of local authorities that operate libraries.
- For users of public libraries we had the full cooperation of most librarians, especially in the community libraries, and conducted interviews within the reading rooms.
- The IDI [in depth interview] sample was most difficult to get for interviews. We replaced five listed persons with equally knowledgeable persons in the society based on recommendations from government ministries and stakeholders. We managed to interviewing the Chairman of the Ghana Library Board who was most co-operative.

Zimbabwe

- In-country sources did not have a comprehensive list to develop a sample for all the sample groupings. We therefore came up with our own list and developed a sample.

- There were no execution problems reported in Zimbabwe. Fieldwork progressed well.

Ethiopia

- In-country sources were unable to advise on councils for implementing the sample of officials of local authorities that operate libraries.
- Our contact people on the ground also found it very challenging to get the officials of local authorities that don't operate libraries hence we were only able to do the officials of local authorities that operate libraries.
- Government structure and logistics are not easy in Ethiopia.
- No major incidents were reported .

Tanzania

- We used our local knowledge to develop the final sample.
- Local authorities only get involved with public libraries as agents of the Tanzania Library Services Board (TLSB) which meant there is no sample of local authority officials that don't run libraries.

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 this extensive report.

The state of public libraries

Public libraries are widely available in most of the 6 countries studied 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 books to meet the needs of users.

Awareness, perceptions and attitudes

Users and non users were surveyed in Ghana, Kenya, Uganda and Tanzania. 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 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 technology related services.

Low skill levels on technology services result from lacking 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 recognize 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 than 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 but users seem to rely mostly on word of mouth for information about libraries.



SECTION 1: USERS AND NON USERS



SECTION OVERVIEW



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- I. Awareness.
- II. Sources of awareness.
- III. Associations with Libraries.
- IV. Usage frequency.
- V. Access method .

Services (purpose) **24**

- I. Services sought .
- II. Use of computers in library.
- III. Purposes of visiting libraries.
- IV. Benefits derived from using libraries.
- V. Alternative sources of similar information.

Library experience **28**

- I. Consultation with librarians.
- II. Satisfaction with librarians.
- III. Facilities in libraries.
- IV. Satisfaction and dissatisfaction rating with offer in libraries.
- V. Overall rating of libraries.
- VI. Attribute association for libraries.

Demographic characteristics (Users)

	Total	Kenya	Uganda	Tanzania	Ghana
	1990	499	498	499	494
Gender	%	%	%	%	%
Male	70	72	64	72	72
Female	30	28	36	28	28
Age	%	%	%	%	%
16 yrs - 20 yrs	39	26	26	45	58
21 yrs - 30 yrs	48	62	49	42	37
31 yrs - 40 yrs	9	7	17	9	4
41 yrs - 50 yrs	3	3	6	2	1
51 yrs - 60 yrs	1	1	1	1	-
61 yrs - 70 yrs	1	1	-	-	-
71 Yrs and above	-	-	-	-	-
Years of formal education	%	%	%	%	%
0-5 years	2	-	2	4	3
6-12 years	39	27	29	42	57
13-16 years	44	57	51	43	27
17+ years	14	16	17	10	13
Education level	%	%	%	%	%
Some elementary or less	1	-	-	-	2
Completed elementary	2	2	1	3	3
Some secondary	30	10	23	38	48
Completed secondary	17	13	13	21	20
Some post-secondary (university or technical)	30	55	27	22	16
Completed vocational/technical institute	7	11	14	2	2
Completed university or more	12	8	21	12	8
Don't Know/Refused	1	1	-	1	-
Marital status	%	%	%	%	%
Single	80	79	66	80	93
Married	16	16	30	15	5
Widow/Widower	-	-	-	-	-
Divorced/Separated	2	4	1	2	1
Don't Know/Refused	1	-	1	3	1

Demographic characteristics (Users)

	Total	Kenya	Uganda	Tanzania	Ghana
	1990	499	498	499	494
Occupation status	%	%	%	%	%
Work part time	8	8	14	6	2
Work full time	14	15	23	9	6
Self employed	6	4	10	7	4
Unemployed not looking for a job	1	1	2	-	-
Unemployed looking for a job	4	4	5	3	5
Retired	-	1	1	-	-
Student	64	64	41	71	80
Recently graduated from school (not employed)	2	2	1	3	2
Housewife	1	-	1	1	-
Don't Know/Refused	1	1	2	0	0
Monthly Household income	USD	USD	USD	USD	USD
50 or less	13	13	21	12	4
51 – 125	15	15	18	18	9
126 – 190	14	14	17	20	7
191 – 250	14	18	14	17	7
251 – 375	13	16	13	11	10
376 – 500	8	6	10	4	14
501 and above	17	16	6	4	44
LSM Group	%	%	%	%	%
1 to 3	1	1	2	2	1
4 to 6	10	6	20	14	4
7 to 9	31	31	30	42	20
10 to 14	46	51	41	34	52
15 to 17	12	10	5	6	22

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

Demographic characteristics (Non users)

	Total	Kenya	Uganda	Tanzania	Ghana
	1201	300	300	301	300
Gender	%	%	%	%	%
Male	48	38	49	48	57
Female	52	62	51	52	43
Age	%	%	%	%	%
16 yrs - 20 yrs	17	17	22	17	15
21 yrs - 30 yrs	54	61	54	49	51
31 yrs - 40 yrs	16	14	14	19	18
41 yrs - 50 yrs	8	6	7	11	7
51 yrs - 60 yrs	4	1	2	3	8
61 yrs - 70 yrs	1	1	-	1	1
71 Yrs and above	-	-	-	-	-
Years of formal education	%	%	%	%	%
0-5 years	7	3	12	7	4
6-12 years	55	55	44	74	48
13-16 years	30	33	36	16	34
17+ years	8	8	8	3	13
Education level	%	%	%	%	%
Some elementary or less	6	5	10	4	7
Completed elementary	18	11	8	33	19
Some secondary	19	12	30	19	17
Completed secondary	27	39	18	24	26
Some post-secondary (university or technical)	12	16	11	9	13
Completed vocational/technical institute	8	13	9	3	8
Completed university or more	8	3	14	5	10
Don't Know/Refused	1	1	1	3	0
Marital status	%	%	%	%	%
Single	51	48	52	41	65
Married	39	42	40	44	30
Widow/Widower	2	2	1	2	1
Divorced/Separated	6	6	5	10	4
Don't Know/Refused	2	2	2	3	-

Demographic characteristics (Non users)

	Total	Kenya	Uganda	Tanzania	Ghana
	1201	300	300	301	300
Occupation status	%	%	%	%	%
Work part time	11	14	11	14	4
Work full time	23	27	20	16	28
Self employed	26	25	22	28	30
Unemployed not looking for a job	3	2	4	2	3
Unemployed looking for a job	8	12	9	7	6
Retired	1	-	1	2	2
Student	17	8	23	18	20
Recently graduated from school (not employed)	2	2	1	3	2
Housewife	7	8	8	11	3
Not mentioned	1	1	1	-	-
Monthly Household income in USD	%	%	%	%	%
50 or less	17	11	27	24	6
51 - 125	21	27	22	22	13
126 - 190	18	23	18	20	11
191 - 250	15	18	16	13	12
251 - 375	10	7	10	10	11
376 - 500	8	5	3	4	21
501 and above	8	6	3	1	24
LSM Group	%	%	%	%	%
1 to 3	4	4	10	5	1
4 to 6	18	14	28	18	12
7 to 9	42	40	39	51	37
10 to 14	29	37	20	22	38
15 to 17	6	6	2	5	13

Non users are not demographically different from users except on gender, where almost equal numbers of male and female are seen and the fact that a slightly higher proportion of non users fall above the age of 30 years.

Perceptions of libraries

Books as well as places for storing and accessing knowledge/information are the top two spontaneous associations with libraries for both users and non-users.

5%

of library users and non users associate libraries with computers but more than 70% associate them with books.

Spontaneous associations with libraries

Spontaneous associations (Users)	Total	Kenya	Uganda	Tanzania	Ghana
Base:	1990	499	498	499	494
	%	%	%	%	%
Information/knowledge storage and acquisition.	74	75	80	64	77
Books.	67	61	69	73	64
Space: Quiet place/peaceful place for study, relaxation, etc)	54	48	43	72	51
Newspapers/ Current affairs/ Magazines.	9	9	13	10	4
Computers.	5	7	8	2	2
Educative videos.	5	2	8	6	3
Librarians.	1		1		2

Spontaneous associations (Non users)	Total	Kenya	Uganda	Tanzania	Ghana
Base	1201	300	300	301	300
	%	%	%	%	%
Books.	73	66	78	74	73
Information/knowledge storage and acquisition.	67	74	68	67	59
Space: Quiet place/peaceful place for study, relaxation, etc).	46	36	35	61	50
Newspapers/ Current affairs/ Magazines.	8	10	10	7	4
Educative videos.	7	2	21	5	2
Computers.	5	7	9	1	3
Librarians.	1	1		2	2

Approximately three quarters of public library users associate libraries with information and knowledge storage while a similar proportion of non users associate them with books. Computers generally have very low association with libraries although Kenya and Uganda have slightly higher association among both users and non users than Tanzania and Ghana.

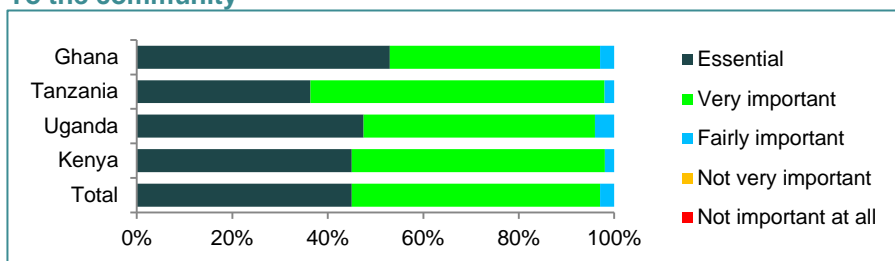
21%

Of non users in Uganda spontaneously associate libraries with videos.

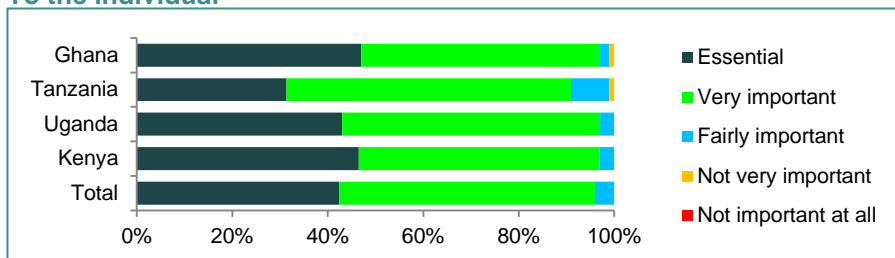
What words or images appear in your mind first when you hear the word "library"?

Importance of libraries to users

To the community



To the individual



Current residency amongst library users

	Total	Kenya	Uganda	Tanzania	Ghana
Base	1990	499	498	499	494
	%	%	%	%	%
Less than 1 year	12	17	6	13	10
1-5 years	40	48	41	43	30
6 years and more	47	35	52	43	60

Frequency of using library amongst users

	Total	Kenya	Uganda	Tanzania	Ghana
Base	1990	499	498	499	494
	%	%	%	%	%
Daily	27	33	18	27	29
Weekly	54	54	59	62	40
Monthly	12	10	16	7	14
Every other month	4	2	4	3	10
Once or twice a year	3	1	1	1	6
Don't know	1	-	2	0	1

Libraries are valued and are seen as important. Users appreciate the value of libraries to both the individual as well as the community.

Majority of people have lived in their current residential areas for more than 1 year and should therefore have had an opportunity to see or learn about the local library.

Most users visit the library on a weekly basis, and on average almost all users will visit the library at least once a month.

Most users, across all countries are accessing libraries in person. Less than 20% of users mention access to libraries via telephone or computer indicating a huge gap / opportunity for growth in this area.

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

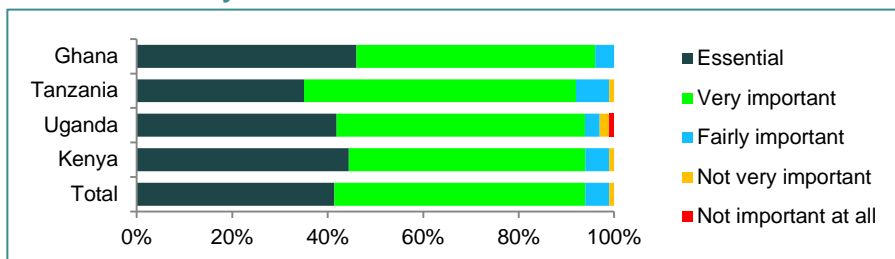
How important or unimportant are public libraries to you personally?

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

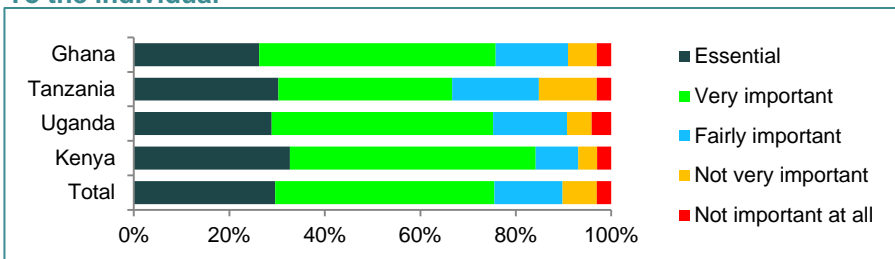
How often do you visit the public library (a community library that serves all residents of the area) during the last 12 months?

Importance of libraries to non users

To the community



To the individual



Non users see libraries as essential to the community. About 75% also consider them essential or very important to the individual.

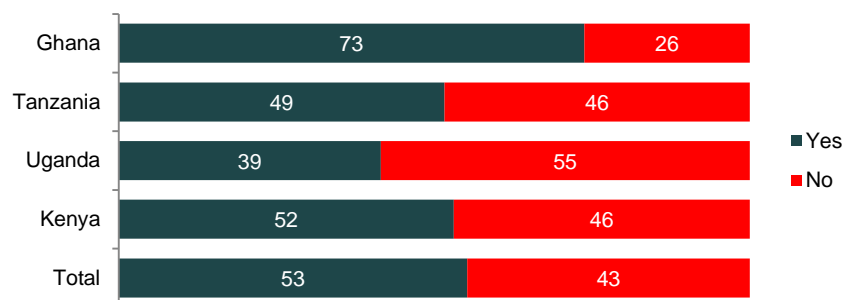
Around a half (53%) of library non users are aware of the presence of libraries in their localities.

In Ghana however, the proportion of non users who know that there is a library in their locality is much higher at 73% which is significantly a contrasting picture from Uganda which has the lowest proportion at 39%.

Current residency for non users

	Total	Kenya	Uganda	Tanzania	Ghana
Base	1201	300	300	301	300
	%	%	%	%	%
Less than 1 year	12	16	13	10	8
1-5 years	36	42	41	35	25
6 years and more	51	41	43	55	66

Awareness of presence of public libraries (non users)



The degree of library importance, whether to self or community, is slightly lower 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?

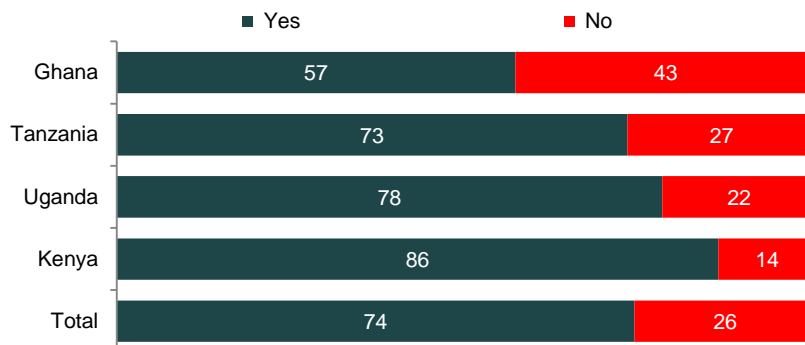
How important or unimportant are public libraries to you personally?

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 shares information and experiences about libraries



Groups of people with whom information is shared

	Total 1464	Kenya 431	Ugand 387	Tanzani 365	Ghana 281
Friends	84%	85%	80%	83%	88%
Adult family members	23%	24%	24%	35%	5%
Neighbors	17%	13%	15%	31%	9%
Co-workers	9%	10%	14%	7%	2%
Your child / Children	8%	5%	16%	9%	2%
Classmates & students	4%	6%	7%	2%	1%

There is significant amount of buzz about libraries (74% of users talk about their experiences). However this is not a dinner table/home setting discussion topic; the bulk of information and experience about libraries is circulating amongst friends.

The ambience of the libraries is important as most discussions focus on the serene and comfortable study environment that libraries are.

Few people are talking about libraries with children the highest being Uganda with 16%.

Libraries are also considered as ideal places to study and as such this is one of the top messages communicated amongst friends and other people about libraries.

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

Sources of awareness about libraries

Users sources of awareness

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1990	499	498	499	494
	%	%	%	%	%
Through friends.	63	64	58	75	56
It's in my neighborhood and I pass by it.	32	28	33	36	31
Through adult family members.	23	17	16	44	13
Through newspapers/ magazines.	8	3	6	22	1
Through radio.	8	1	6	21	2
Through TV.	4	1	1	12	1
Through the school of my child.	3	3	2	5	1
Through teachers .	3	5	6	1	2
sign post advertisement.	3	2	6	-	3
Through my children.	2	1	1	5	1
Through Church and/or Church newsletters.	2	1	2	4	-
Through the internet.	1	1	-	4	-

Non users sources of awareness

	Total	Kenya	Uganda	Tanzania	Ghana
Base: All who know there is a library in their area	641	156	117	148	220
	%	%	%	%	%
It's in my neighborhood and I pass by it.	57	52	36	59	69
Through friends.	49	49	74	56	32
Through adult family members.	21	22	27	34	7
Through my children.	12	11	13	20	8
Through newspapers/ magazines.	8	1	13	21	1
Through radio.	8	-	15	22	2
Through the school of my child.	7	6	9	14	2
Through Church and/or Church newsletters.	3	1	5	8	0
Through TV.	3	-	5	8	1
Through the internet.	2	-	4	4	-

Friends are a big influence in library usage. Amongst users friends are mentioned as the highest source of awareness. Although non users can see libraries within their localities it is possible that they are lacking a trigger such as relevance or awareness of services offered to initiate actual usage.

How did you find out about the public library in your area?

Usage of libraries among friends, family and colleagues

14%

of users have visited the library with a child, while on the other hand

20%

of non users have visited the library with a child.

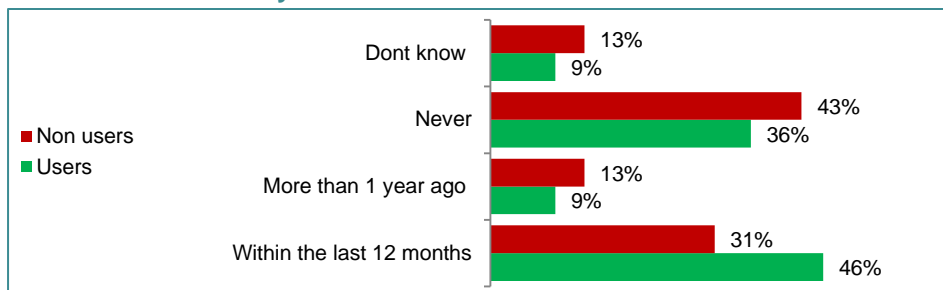
36%

Of users' family members have never visited a library, indicating a huge opportunity for immediate point of advocacy for usage.

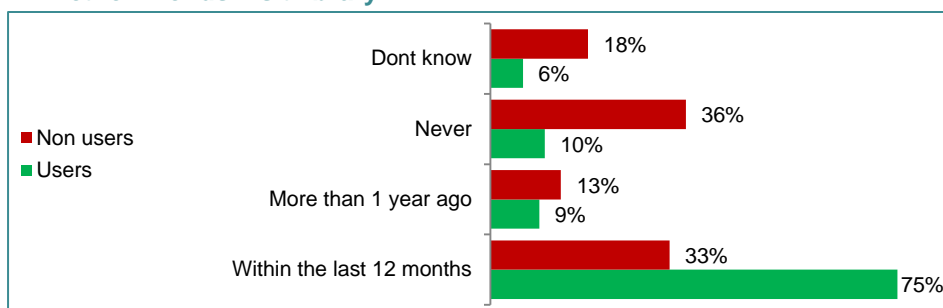
33%

Of non users claim that their friends have visited a library in the last 12 months, this is quite low compared to 75% of users who say that their friends have visited a library in the past 12 months. Perhaps non usage may be due to lack of positive influence.

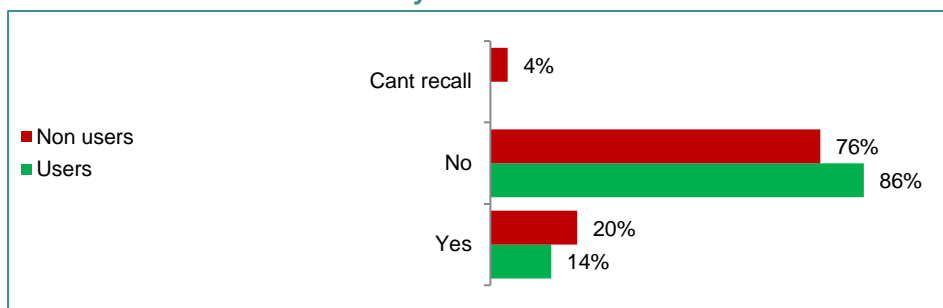
Whether other family members visit libraries



Whether friends visit library



Whether has ever visited library with a child



There is higher interaction and influence amongst friends for usage of libraries. Influence among family members is lower.

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)

64%

of non users mention “being busy” as a hindrance to using libraries. When asked to rate these barriers in terms of priority, 32% claim that **being too busy** is the **number one reason** why they are unable to go to libraries and 14% claim that **lack of knowledge** about the services rendered by the libraries and or not aware where the library is located is the **number one reasons** for not using libraries

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1201	300	300	301	300
	%	%	%	%	%
I'm too busy	64	77	58	69	54
I don't know what my local library does/where it is	30	22	53	33	12
My nearest library is too far away/not convenient	30	38	41	31	11
Nothing of interest to me at a library	24	21	24	30	20
I don't like reading	19	19	24	26	8
You can't borrow books for long enough to read them	18	17	21	30	4
The range/ quality of books isn't good enough	16	14	16	15	19
I prefer to buy books from a shop/ online	14	17	19	14	7
Prefer to go elsewhere e.g. coffee shops, bookshops	13	21	13	14	5
Difficulty accessing the building	13	13	10	27	1
I don't like the environment	13	4	17	21	8
Opening hours aren't long enough	12	13	6	22	8
I don't feel welcome there	11	12	13	15	4
Difficulty getting to the library (e.g. parking restrictions, poor public transport)	11	15	14	13	3
Not enough seats available	11	10	8	17	8
Not enough computers	11	6	15	14	9
Not enough activities or courses going on	10	8	17	16	1
I can't read	9	9	14	8	5
I prefer to buy DVDs from a shop/ online	9	11	17	7	1
The fines for late returns are too high	9	9	14	13	1
Nowhere to get refreshments	8	5	12	15	1
I don't like libraries	7	7	12	7	4
Not cool	7	6	10	8	3

The majority of non users across all countries claim that being busy is a key barrier to usage of libraries.

The fact that modern lifestyle will continue to be more demanding leaving little time for people to do other things, perhaps the best way to break this barrier is to bring the libraries close to these people via technology and other methods that do not require physical visit to the libraries.

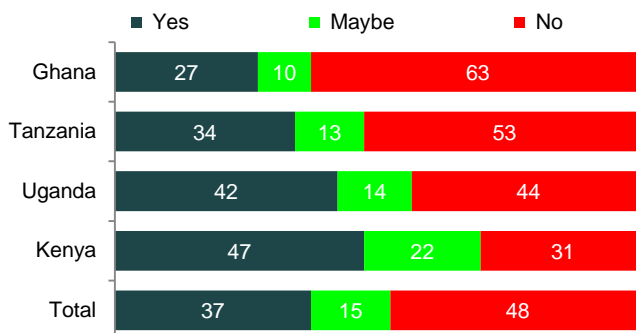
What are your main reasons, if any, for not using public libraries nowadays

There are more non users who do not intend to start using libraries in the next 12 months as compared to those who definitely intend to start using them.

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.

Whether non users intend to start using libraries



What would motivate non users to start using

Influencers	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1201	300	300	301	300
	%	%	%	%	%
More of the books I want.	45	62	49	40	31
More convenient to get to.	36	55	41	32	15
Open more hours.	35	53	30	36	20
More materials I could access online.	29	49	25	20	20
More computer stations.	24	31	29	18	17
More of the CDs, DVDs, and videos that I want.	23	36	28	15	14
More inviting library building.	21	31	23	17	15
Easier to use.	15	27	11	13	10
NONE	41	5	44	53	63

About a half of non users have no intention to start using libraries soon and lack the right motivators to start using them. There is however an equally significant proportion (37%) that have intention to start using but are not doing so due to the inhibitors mentioned e.g. lack of relevant books and convenience.

5%

of non users in Kenya say they nothing would motivate them to start using libraries whereas the average for all four countries is 41%.

45%

of non users across the countries interviewed cite availability of relevant books as the number one motivator that would get them to start using libraries but 29% mention on line materials and 24% more computers.

**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

Overall, most library services are related to the traditional services of issuing books and reference services, much of which is done for classroom work for pupils. They also provide forums where people meet to socialize.

Services utilized by users in past 12 months

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1990	499	498	499	494
	%	%	%	%	%
Ask a librarian for help, advice or consultation	68	73	69	71	58
Use references materials, like the encyclopedia	54	70	57	19	68
Take out books for grown-ups	49	58	53	67	16
Use quest rooms/ spaces for study	45	39	39	45	55
Meet other people	35	30	39	43	27
Take out books for children	19	13	24	29	10
Learn languages	18	10	15	39	6
Take a class or workshop	8	3	10	15	2
Use computer software	7	9	9	6	4
Attend an event	7	5	11	12	1
Use child section	6	4	7	7	5
Connect to the internet with your laptop	5	4	7	7	3
Take out CDs or videos	4		6	8	1
Hear a speaker, see a movie	3	3	3	4	1
Reading courses/books	1	1	2	3	

Use of reference materials ranks above borrowing which itself comes above using the library as a study space.

Services that non users perceive to be available at libraries

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1201	300	300	301	300
	%	%	%	%	%
Take out books for grown-ups	75	73	78	78	72
Take out books for children	74	70	74	70	82
Ask a librarian for help, advice or consultation	61	51	56	64	73
Use references materials, like the encyclopedia	58	70	59	28	76
Use spaces for study	47	34	47	46	61
Meet other people	44	35	42	56	44
Learn languages	28	23	29	43	18
Use child section	21	10	21	17	38
Take out CDs or videos	19	15	43	9	9
Take a class or workshop	16	17	20	15	11
Use computer software	13	14	20	9	7

Librarians are an important aspect of libraries and consulting them for help is one of the key activities users have done in the past 12 months.

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

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)

Use of computers as well as access to internet has low prevalence in public libraries. Where computers are available its is mainly at a fee.

14%

of users are using either **computers** or **internet** in the public libraries. Uganda has the highest number accessing both internet and computers in libraries while Ghana has the lowest.

56%

of those using computers in the public libraries are paying for them.

65%

of those using internet in the libraries pay for this service. In Ghana however, although fewer people are using internet in libraries 71% do so for free .

Use of computer in library

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1990	499	498	499	494
	%	%	%	%	%
Yes	14	15	21	11	10
No	86	85	79	89	90

Use of internet in library

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1201	300	300	301	300
	%	%	%	%	%
Yes	14	15	19	11	9
No	86	85	81	89	91

Payment for use of computer

	Total	Kenya	Uganda	Tanzania	Ghana
Base: All who use computer in library	285	76	107	54	48
	%	%	%	%	%
Pay	56	67	64	56	21
Free	44	33	36	44	79

Payment for use of internet

	Total	Kenya	Uganda	Tanzania	Ghana
Base: All who use internet in library	270	74	95	56	45
	%	%	%	%	%
Pay	65	82	72	61	29
Free	34	14	28	39	71
Not mentioned	1	4	-	-	-

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

Majority of users are visiting libraries for educational purposes and similarly non users perceive libraries to be meant for the same purpose.

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

Purpose of libraries by (users)	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1990	499	498	499	494
	%	%	%	%	%
Educational purposes (for homework or to take a class)	91	94	90	86	95
National news or information	34	37	36	32	30
Local news or information	28	33	34	28	15
Entertainment	26	16	19	29	38
Information on health issue	20	18	22	17	22
International news or information	15	14	9	22	12
To conduct a job search or write a CV	12	14	14	14	5
Borrow books	11	12	2	2	28
To look for information on starting or running a business	10	15	14	6	6

The key reason for using libraries is educational (school related) with about 90% of all users surveyed saying that they use libraries for this purpose. 20% say they use libraries for health issues and 10% in relation to business.

Non users' perceived purpose of libraries

Perceived purpose of libraries (non users)	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1201	300	300	301	300
	%	%	%	%	%
Educational purposes (for homework or to take a class)	97	98	94	97	98
Local news or information	56	46	65	71	41
Information on health issue	55	49	59	65	48
National news or information	55	47	57	69	48
To help children do homework	51	39	51	50	64
Information on agriculture	49	45	49	60	42
Entertainment	43	23	49	66	34
It is safe place for my child to spend time	41	26	37	52	49
To look for information on starting or running a business	38	30	35	55	30

For any given purpose of libraries, there are more non users who believe libraries to be delivering on that.

Besides educational purposes which is mentioned by equally large proportions of users and non users, there are some interesting differences between users and non users for other purposes which could be an indication of the difference between reality and expectation i.e. for any given purpose there are more non users who think it should be served by libraries compared to users who say that it is actually being done by libraries.

High percentages of non users would expect libraries to be able to provide health and agriculture information.

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?

Both users and non users agree that libraries are beneficial in the development of new skills and learning. Beyond that, there is a wide range of perceptions of libraries' benefits.

Benefits derived by users from using library

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1990	499	498	499	494
	%	%	%	%	%
Developed new skills or learned something new	89	90	93	92	84
Obtained new ideas, new interests	78	81	78	80	73
Got helpful information for school/ learning	73	67	71	80	72
Experienced the library as safe and quiet place for study and reading	67	63	64	67	73
Save time	55	52	44	71	55
Enjoyed the visits- have you felt comfortable in the library	52	52	58	51	48
Got helpful information for health and well being	36	31	41	47	26
Made contacts with other people	36	27	35	47	36
Got helpful information for business and commerce	31	38	32	43	10
Got helpful information about your community	31	26	30	59	9
Be better in your job	21	24	31	23	5

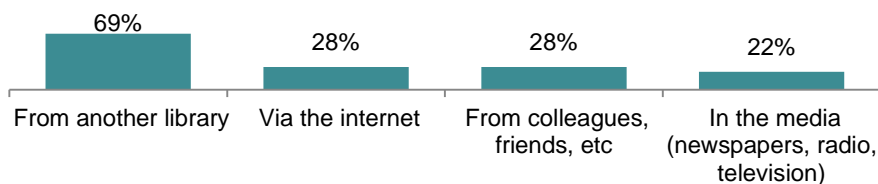
Asked if they would derive the same benefits offered by their current libraries from elsewhere if it didn't exist, **57%** of users said no, meaning that they wouldn't derive the same advantage elsewhere, while 43% said they would derive the same benefit elsewhere.

Perceived benefits by non users

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1201	300	300	301	300
	%	%	%	%	%
Develop new skills or learn something new	90	92	92	92	84
Get helpful information for school/ learning	78	64	79	82	86
Obtain new ideas, new interests	77	71	76	81	80
Library is a safe and quiet place for study and reading	63	46	59	70	75
Get helpful information for health and well being	51	33	48	70	52
People feel comfortable in the library	47	32	46	56	53
Get helpful information for business and commerce	44	30	49	58	40
Get helpful information about their community	40	26	34	69	29
Library helps to save time	40	26	37	60	34
Library helps to be better in their job	40	20	40	60	40
Helps to make contacts with other people	35	12	28	58	42

Amongst those who claim they can get the same benefit elsewhere, **'other libraries'** are still the main source of such an advantage, which is clear pointer to the importance of libraries among users.

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



The internet is seen as an alternative source of same advantage derived from libraries by 28%.

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

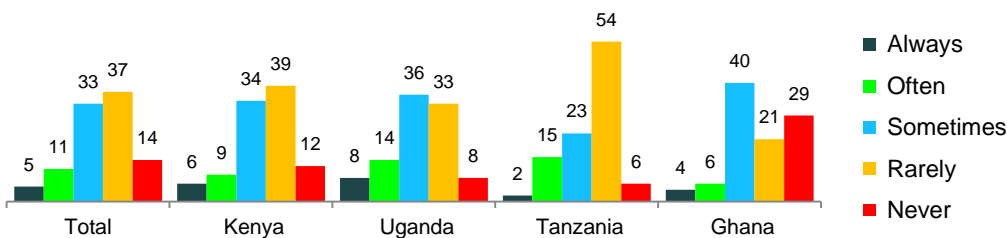
Have you benefited from visiting the library in the following areas?

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

Though rarely consulted, there is general satisfaction with the help given by the librarians.

Frequency of users seeking help from Librarian



Majority of users do seek help from the librarian but not very frequently.

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	1719	98	224	663	734
	%	%	%	%	%
Extremely satisfied	20	39	31	21	14
Very satisfied	44	42	44	46	43
Somewhat satisfied	29	17	20	26	36
Only a little satisfied	4	-	4	5	4
Not at all satisfied	1	1	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*

There is need to improve on computer related services. Books are also not faring well according to users.

Opening hours are considered good with

25%

rating opening hours as excellent .

The librarians' competence is not in doubt .

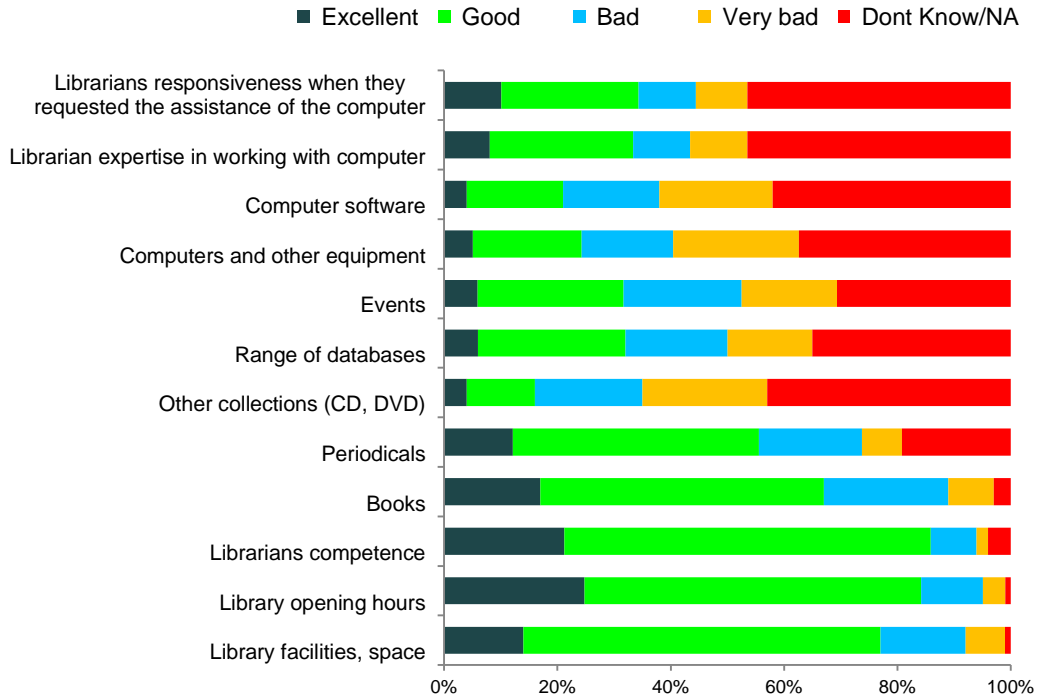
85%

rate librarians' competence as either good or excellent.

38%

Rate computers and other equipment as either bad or very bad.

How users rate different library aspects



Computing and technology related resources in libraries are rated lowest on excellence and this is further emphasized by the poor rating of librarians skills on the same .

Its also worth noting that there are significant levels of concern regarding books and periodicals with 30% citing dissatisfaction with books and 25% citing dissatisfaction with periodicals.

A high number of users claim not to know how to rate some aspects of libraries and this is mainly because these services do not exist in their libraries.

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 of libraries are satisfied with the current services rendered by their libraries, key drivers being the look and feel of the physical environment and helpful and friendly staff.

Users satisfaction with current services at their libraries

	Total 1990	Kenya 499	Uganda 498	Tanzania 499	Ghana 494
Very satisfied	33%	48%	23%	32%	30%
Fairly satisfied	50%	41%	58%	55%	44%
Neither satisfied or dissatisfied	6%	3%	10%	5%	6%
Fairly dissatisfied	7%	7%	7%	5%	9%
Very dissatisfied	4%	2%	2%	3%	10%

Users' satisfaction levels with the current library services are fairly high across countries surveyed.

Ghana has marginally higher dissatisfaction levels compared to other countries, with 10% claiming to be very dissatisfied.

Reasons for users' satisfaction

	Total	Kenya	Uganda	Tanzania	Ghana
Base: All who are satisfied	1649	442	405	434	368
	%	%	%	%	%
I like the environment	60	57	52	68	61
It's quiet	56	54	55	53	64
My library is close by/convenient	52	53	66	52	33
The staff are helpful	47	44	57	56	29
The staff are friendly	45	40	59	43	39
Long opening hours	44	47	44	51	33
Has the books I like	37	36	41	41	28
I feel welcome there	36	25	46	29	45
The range of books is good	35	44	30	43	22
Easy to enter the building (i.e. good disabled access)	34	27	29	54	24
Plenty of seats available	31	26	29	44	25
Easy getting to the library (e.g. good parking, good public transport)	29	24	29	42	18
It's a good place to relax	20	19	30	16	17
It's a good focal point for the community (e.g. for meetings and events)	17	14	20	26	5
Good place to take children/good activities for children	13	14	7	25	6
Plenty of activities or courses going on	13	6	6	37	1

And, how satisfied or dissatisfied are you with the current library service?

What makes you say this?

The key driver for dissatisfaction with libraries among users is relevance of materials available for users, but 37% say there are not enough computers.

Reasons for users' dissatisfaction

	Total	Kenya	Uganda	Tanzania	Ghana
Base: All who are dissatisfied	338	57	92	65	124
	%	%	%	%	%
The range of books isn't good enough	58	67	61	49	56
They don't have the books I like	48	39	53	18	64
Not enough seats available	38	23	41	52	35
Not enough computers	37	40	36	42	34
I don't like the environment	25	5	18	32	35
Opening hours aren't long enough	23	18	21	29	24
You can't borrow books for long enough to read them	22	14	30	38	11
Too noisy	18	7	20	6	28
Nowhere to get refreshments	17	11	16	22	19
My nearest library is too far away/not convenient	16	9	16	25	15
Not enough activities or courses going on	15	9	20	23	11
The area isn't safe	14	4	3	17	26
The staff aren't helpful	13	4	10	26	13
Not enough activities for children	12	7	11	18	10
Difficulty getting to the library (e.g. parking restrictions, poor public transport)	11	5	8	26	9
Problems entering the building (i.e. poor disabled access)	9	2	7	15	10

The look and feel of the physical space are the key drivers of satisfaction.

*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 sociable and welcoming environment for people seeking information. Libraries need to modernize and adopt new technology.

Attributes association (users)

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total sample	1990	499	498	499	494
	%	%	%	%	%
Friendly	86	96	93	69	87
Comfortable	72	89	82	40	77
Has highly-skilled librarians	72	76	75	72	66
Inclusive	67	75	62	74	59
Modern	59	70	52	71	44
Innovative	54	68	49	56	41
Dynamic	52	67	48	55	37
Up-to-date on technology	37	51	27	47	23
Offers different activities and entertainment	31	40	32	39	13

Attributes association (non users)

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total sample	1201	300	300	301	300
	%	%	%	%	%
Friendly	72	84	69	57	78
Has highly-skilled librarians	65	77	59	63	60
Comfortable	63	85	66	37	65
Inclusive	62	69	54	69	57
Modern	60	75	59	63	42
Innovative	52	66	54	53	35
Dynamic	48	67	47	43	37
Up-to-date on technology	44	65	44	52	18
Offers different activities and entertainment	39	55	40	40	22

Friendlyness, comfort and high skill levels of librarians are the three key measures that both users and non users say describe the public libraries well with over a two thirds mention by either group. Around 40% of users and non users consider libraries up to date on technology.

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

There is consensus among users and non users on the need to increase funding for libraries.

Users opinion on funding of libraries

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total sample	1990	499	498	499	494
	%	%	%	%	%
Deserve MORE financial support	90	92	93	82	94
Have an ADEQUATE amount of funding	4	4	1	10	1
Deserve LESS financial support	3	2	1	5	3

Non users opinion on funding of libraries

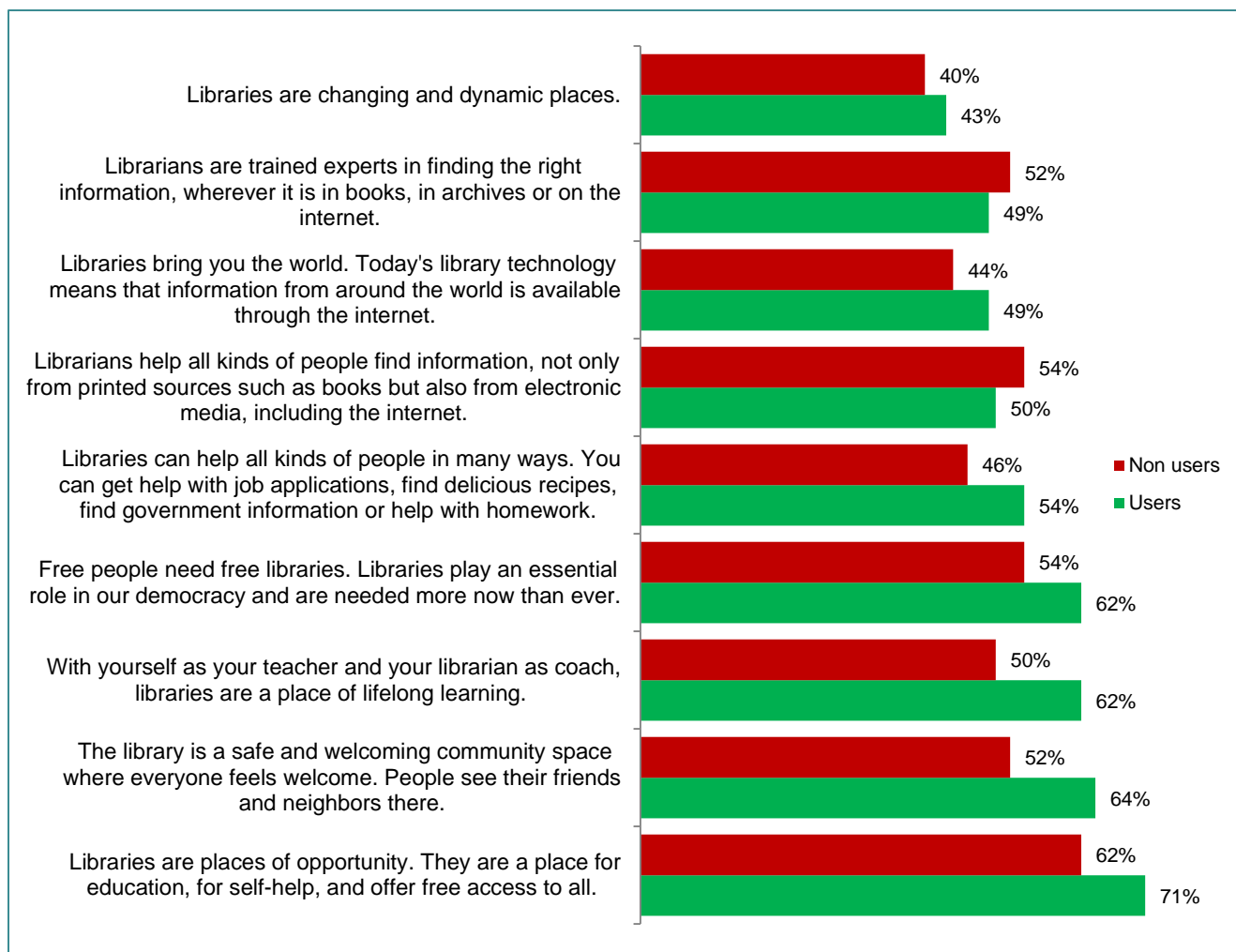
	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total sample	1201	300	300	301	300
	%	%	%	%	%
Deserve MORE financial support	87	88	89	76	96
Have an ADEQUATE amount of funding	5	4	2	12	2
Deserve LESS financial support	3	4	2	7	1

90% of users believe that libraries deserve more funding, perhaps echoing the current levels of services and facilities available. An almost similar proportion of non users (87%) also believe that libraries should get more funding.

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)



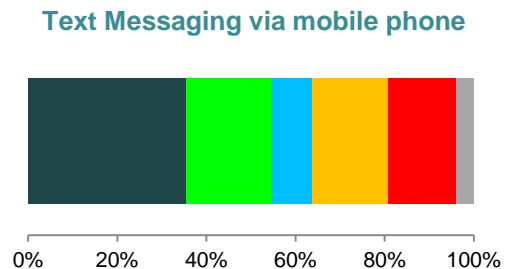
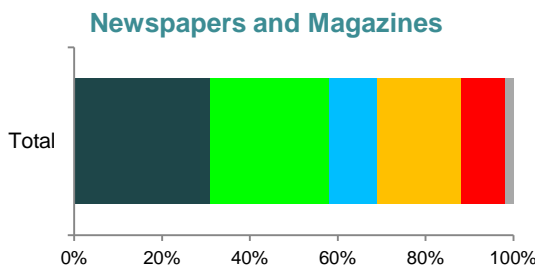
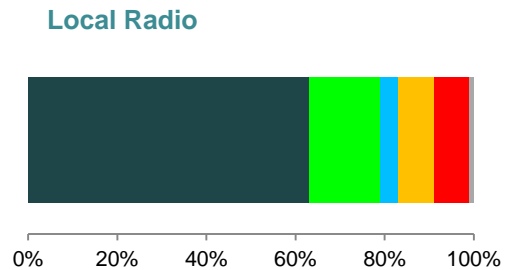
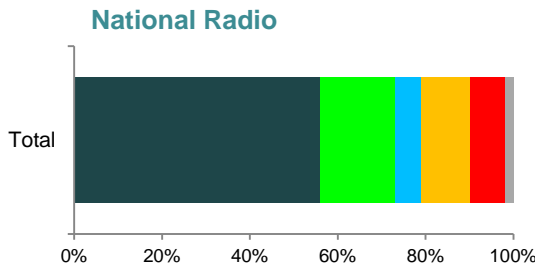
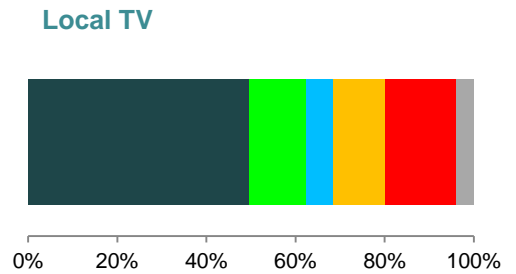
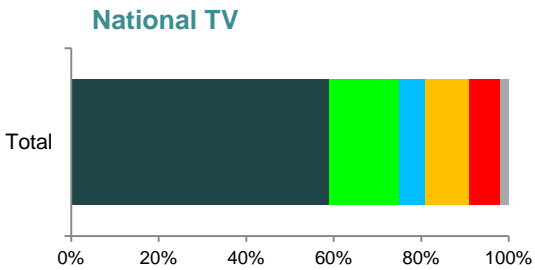
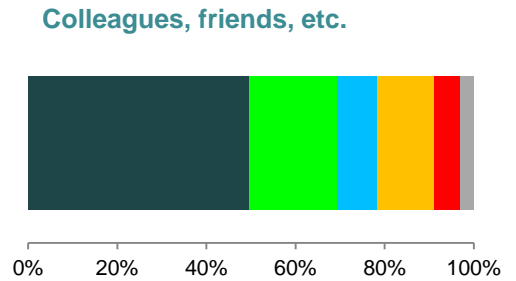
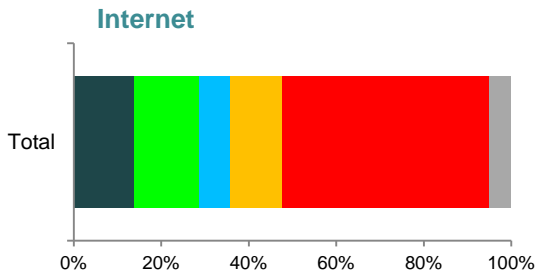
Users are generally more convinced by these statements than non users. Key statements that many users relate to are concerned with the role of libraries in education and information as well as the physical environment.

About 50% of respondents find libraries' role in relation to the internet convincing.

Media consumption among non users of libraries

Non users of libraries mainly get general information from radio, TV and through word of mouth from friends and colleagues. Amongst these popular sources, Local radio has the highest frequency of usage. Text messaging has a relatively high frequency of usage as a source of information. The least frequently used sources are the internet as well as print media, with over 50% of non users saying they have never used the internet.

■ 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

National TV is the most trusted source of information in most countries except in Uganda where local radio is the most trusted. The situation in Uganda could be explained by the highly fragmented media (radio) which means that people will trust more information that is locally relevant to them.

Proportions of non users of libraries who trust these sources

	Total	Kenya	Uganda	Tanzania	Ghana
Base: Total Sample	1201	300	300	301	300
	%	%	%	%	%
National TV	30	35	9	46	31
Local radio	18	7	34	16	15
Internet	16	21	16	6	20
National radio	13	12	9	20	10
Local TV	11	9	10	10	15
Newspapers, magazines	9	8	13	13	5
Mobile phone	8	11	6	7	7

Which is your most trusted source of information? :



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Librarians perceptions of media interaction with libraries 57

Demographic characteristics (Librarians)

	Total	Kenya	Uganda	Tanzania	Ghana	Zimbabwe	Ethiopia
Base	283	63	50	48	67	35	20
Gender	%	%	%	%	%	%	%
Male	57	38	66	71	57	66	40
Female	43	62	34	29	43	34	60
Age	%	%	%	%	%	%	%
16 yrs - 20 yrs	1	-	2	-	3	-	-
21 yrs - 30 yrs	29	2	32	33	52	23	35
31 yrs - 40 yrs	28	43	34	19	18	20	35
41 yrs - 50 yrs	25	32	20	31	16	26	30
51 yrs - 60 yrs	10	8	12	10	7	17	-
61 yrs - 70 yrs	2	-	-	-	1	11	-
71 Yrs and above	5	16	-	6	-	3	-
Not mentioned	-	-	-	-	1	-	-
Position in library	%	%	%	%	%	%	%
Library director/manager	10	5	18	6	6	20	10
Deputy director/manager	4	8	2	4	4	3	-
Professional Librarian	24	35	28	25	7	43	5
Assistant librarian	37	43	24	38	42	20	60
Support staff	12	5	20	13	19	-	10
Senior library assistant	3	2	2	2	7	-	-
Library assistant 1	3	-	4	-	9	-	-
Administrative assistant		2	-	-	-	-	-
Librarian in charge		2	-	-	-	-	-
Education	%	%	%	%	%	%	%
Master's degree in the library field	6	6	4	2	15	-	-
Bachelor's degree in the library field	7	13	12	10	3	-	-
Professional librarian's education	29	41	10	48	16	49	5
Master's degree in another field	4	-	6	2	1	11	5
Bachelor's degree in another field	10	3	12	4	18	11	5
Professional education in another field	18	13	26	25	9	11	35
Secondary education	15	11	6	8	33	11	15
Diploma in library science/Library information	5	8	10	-	3	3	-
Decision making	%	%	%	%	%	%	%
I am ultimately responsible for the decision making	24	22	40	35	7	17	35
I am partly responsible for the decision making	65	65	60	60	67	83	50
I am not responsible for the decision making	10	13	-	4	24	-	15

A typical public library librarian can therefore be described as follows: male (female in Kenya and Ethiopia) aged between 21 and 50 years of age, professionally trained, most likely in librarianship and only partially involved in decision making at the library.

Library sizes and types

Participating libraries were sampled from across more than 10 municipalities / local authorities in each country apart from Ethiopia which only have two.

Number of libraries

	Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethiopia
Base = Number of libraries	116	20	28	17	17	21	13

Status of library

Materials	Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethiopia
Base = Libraries	116	20	28	17	17	21	13
	%	%	%	%	%	%	%
National library	10	30		29		5	
District library	21	15	11	29	18	19	46
Municipal library	18	5	21	24	12	29	15
Community based library	42	40	64	12	35	48	38
Provincial	2	5		6			
Metropolitan	1				6		
Regional	1				6		
Public							

Ghana and Uganda have a high proportion of children's libraries compared to the other countries surveyed, with

18% & 14%

of librarians interviewed in Ghana and Uganda respectively saying that their libraries are children's libraries.

Urban vs. Rural libraries

Location of libraries	Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethiopia
Base = Libraries	116	20	28	17	17	21	13
	%	%	%	%	%	%	%
City	74	65	54	71	88	86	100
Rural area	26	35	46	29	12	14	

Audience served by library

Audience	Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethiopia
Base = Libraries	116	20	28	17	17	21	13
	%	%	%	%	%	%	%
Adults' library	9	5		12	18	10	15
Adults' library with a children's department	84	95	86	88	65	86	85
Children's library	7		14		18	5	

*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

Majority of the libraries charge for their services. Annual fee constitutes the most common type of fee charged by libraries.

Zimbabwe has the least number of public libraries that do not charge some kind of fee to users. All libraries visited in Ethiopia do not charge any kind of fees to their users.

Payment for use of library

Type of payment/method	Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethiopia
Base (libraries)	116	20	28	17	17	21	13
	%	%	%	%	%	%	%
Pay for library card	16	15	14	6	18	38	
Pay annual fee	36	90	25	53	18	24	
Pay for certain services	14	50	4	6	6	14	
Free of charge	51	40	57	35	59	29	100

Average number of people served per day

Number of people served	Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethiopia
Base = libraries	116	20	28	17	17	21	13
	%	%	%	%	%	%	%
1 to 30	36	10	48	36	36	54	32
31 to 100	29	20	30	30	24	40	32
101 to 500	28	55	24	18	30	10	39
Above 500	8	15		18	12		
Mean (Average number of people)	162.5	314	75.6	227.2	209.8	57.7	132.6

Average library stocks

Materials	Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethiopia
Base = Libraries	116	20	28	17	17	21	13
	Avg	Avg	Avg	Avg	Avg	Avg	Avg
Books	3680	4775	2564	4958	4423	3130	2704
Periodicals	6618	4724	179	21341*	462	4899	22
Sound & Video recording	456	775	23	843	41	19	
Others	1594	1674	89	2255	3232	2000	2

The Ghanaian libraries surveyed averaged the highest number of daily visits (352) while Zimbabwe has the smallest number (51).

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. Estimated numbers of books in stock fall into a narrow range.

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		Total	Kenya	Uganda	Tz	Ghana	Zim	Ethio
Base		116	20	28	17	17	21	13
	Number	%	%	%	%	%	%	%
Computers in total	0	36	5	46	41	41	62	8
	1-10	38	55	46	41	24	19	38
	>10	17	40	7	6	24	19	8
Computers for users	0	60	35	64	65	76	76	38
	1-10	22	50	36	12		14	8
	>10	9	15		12	24	10	
Printers	0	51	15	64	41	71	71	31
	1	31	70	29	35	6	24	15
	>1	10	15	7	12	24	5	
Scanners	0	75	75	82	82	71	86	38
	1	13	10	14	6	24	14	8
	>1	4	15	4		6		
Copiers	0	69	70	79	71	76	76	23
	1	19	25	21	6	12	24	23
	>1	4	5		12	12		
Telephone	0	47	15	68	47	65	48	31
	1	28	35	32	24	18	38	15
	>1	16	50		18	18	14	
Fax	0	82	80	100	76	88	86	38
	1	8	15		12	6	10	8
	>1	3	5			6	5	
TV or other audiovisual equipment	0	56	25	68	59	47	86	38
	1	23	50	32	12	29	5	
	>1	13	25		18	24	10	8
Multifunctional equipment	0	77	70	89	65	88	86	46
	1	12	25	11	12	12	10	
	>1	3	5		12		5	

Majority of libraries lack basic technology related equipment and materials for rendering services to users. Interestingly, libraries generally have more computers for staff than for users a trend that is replicated across all countries.

Note:

Where numbers don't add up to a hundred, the difference is as a result of no response or respondents who said they don't know.

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

Services rendered by libraries

According to the librarians, libraries provide many types of services. There are relatively small variations in percentages for each service provided across the six countries.

Librarians perceptions of services provided in their libraries

Services provided	Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethiopia
Base = Librarians	283	63	50	48	67	35	20
	%	%	%	%	%	%	%
Possibility to ask a librarian for help, advice or consultation	90	94	86	81	97	94	75
Take out/lend books for grown-ups	87	97	76	83	88	89	90
Reading newspapers or magazines	84	97	86	83	91	60	60
Use of reference materials, like encyclopedias	79	98	58	67	99	74	45
Opportunity to meet other people	78	87	78	69	88	60	70
Take out/lend books for children	75	97	78	79	61	71	40
A children's section	65	86	72	46	66	60	35
Opportunity to take a class or workshop	45	52	64	33	51	31	10
Opportunity to hire rooms/ spaces for study or meetings	40	35	52	29	55	17	35
Use of public internet access	36	60	18	13	58	20	10
Opportunity to learn languages	34	37	58	50	10	34	-
Possibility to hear a speaker, see a movie or attend an event	31	70	22	25	19	20	-
Take out CDs or videos	27	49	22	29	18	20	5
Use of computer software	27	41	18	25	36	11	5
Connection to internet with your laptop	25	38	16	4	54	3	5

Librarians' feedback indicates that the 'traditional' lending and reference services are still most commonly provided.

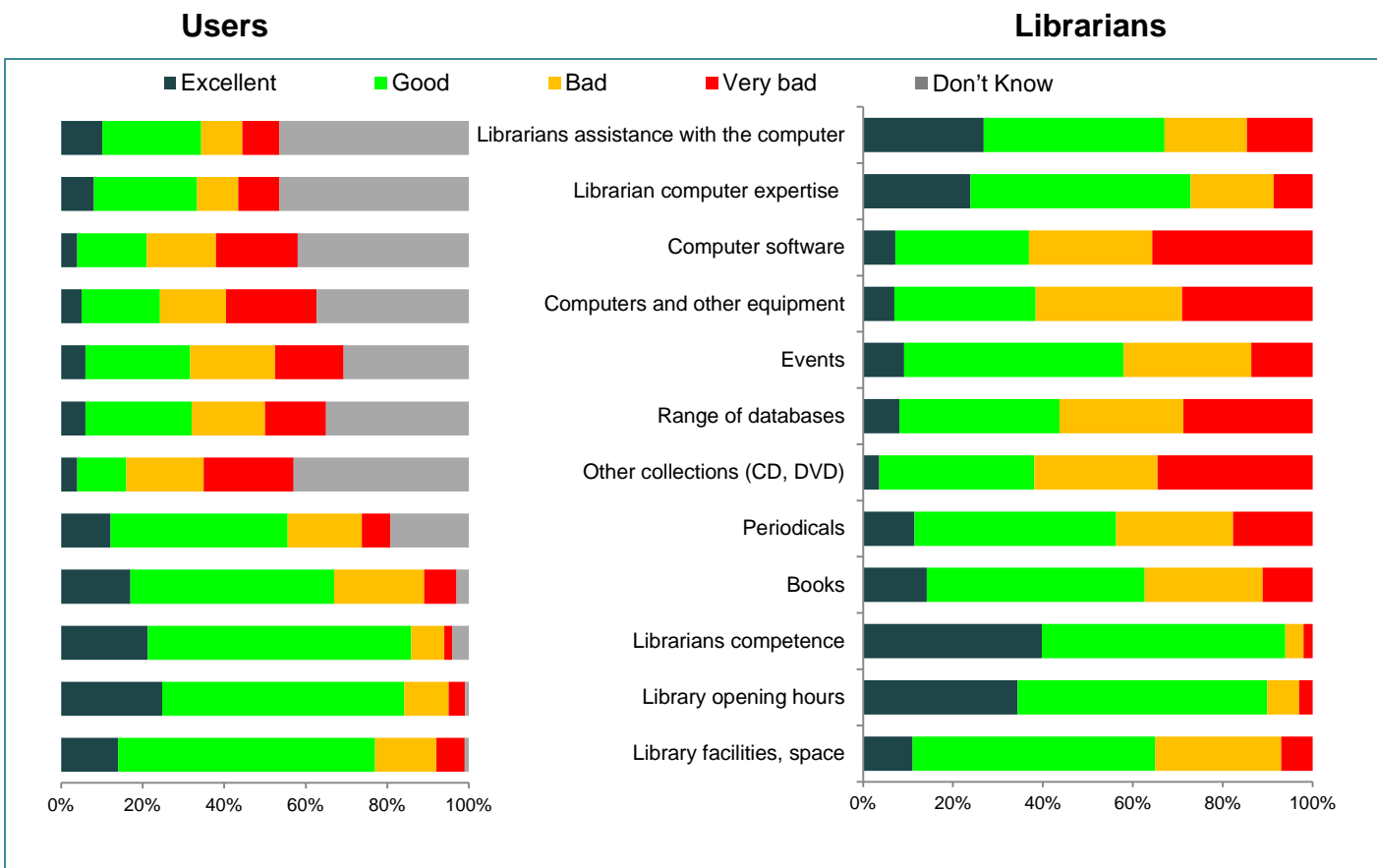
Nonetheless, 36% of librarians say they provide public internet access.

60%

of public librarians interviewed in Kenya said that their libraries provide internet access to the public, the highest proportion compared to other countries surveyed. Ghana also has a significantly high number with 58% of librarians claiming the same.

Does your library provide the following services?

Comparative rating on some library aspects users vs. librarians;



There is agreement between librarians and users on rating the competence of the librarians as well as the books available in the libraries. Librarians rate the other aspects better than users and many users claim not to know how to rate either the library or the librarians on technology related aspects.

Despite claims by librarians about their good expertise working with the computer, the 'technology based services are rated the poorest by users.

There are more librarians than users who think that the library facilities and space are bad.

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		Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethio
Base = Libraries		116	20	28	17	17	21	13
		%	%	%	%	%	%	%
Computerized catalogue	Yes	16	15	18	29	18	10	
	No	83	75	82	71	82	90	100
	Partly	2	10					
		%	%	%	%	%	%	%
Computerized circulation system	Yes	9	10	7	18	18	5	
	No	89	90	89	82	82	90	100
	Partly	2		4			5	
		%	%	%	%	%	%	%
Own website	Yes	16	40	7	18	18	10	
	No	84	60	93	82	82	90	100

Overall, the level of automation in the public libraries of countries surveyed is quite low. No more than 16% of the libraries have some kind of automation, the worst being computerized circulation which only 9% of the libraries surveyed claim to have.

In Ethiopia the situation is even worse as none of the librarians surveyed said they have a computerized catalogue, circulation system or ownership of a website though some libraries do have computers.

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

Needs addressed	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base	283	63	50	48	67	35	20
	%	%	%	%	%	%	%
Educational purposes (for homework or to take a class)	96	98	100	81	100	97	100
National news or information	73	71	78	73	82	51	75
Information on health issue	67	65	82	65	70	60	50
Local news or information	64	76	70	65	66	43	35
International news or information	57	56	56	65	69	31	45
Information on agriculture	56	59	70	46	60	51	30
Entertainment	51	60	40	44	57	46	50
It is safe place for my child to spend time	49	19	74	52	60	37	60
To help my child do homework	47	24	66	38	55	60	50
To look for information on starting or running a business	45	37	46	56	63	29	10
Financial or investment news or information	44	63	38	27	54	31	25
To conduct a job search or write a CV	38	54	28	31	46	31	15
Information and use of electronic government services	30	60	14	29	13	29	35
To communicate with distant friends or relatives	28	6	36	50	37	6	35

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

Benefits derived	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base	283	63	50	48	67	35	20
	%	%	%	%	%	%	%
Develop new skills or learn something new	93	95	100	81	93	97	90
Obtain new ideas, new interests	90	95	100	73	90	97	75
Get helpful information for school/ learning	85	94	94	69	85	86	70
Get helpful information for health and well being	70	89	82	50	69	80	20
Get helpful information for their business and commerce	59	90	62	38	52	71	5
Get helpful information about their community	51	86	54	38	36	57	5
Save time by being well informed	49	87	52	31	34	54	5
Get information useful in their job	45	87	46	29	31	37	-
Use the library as a safe and quiet place for study and reading	43	92	42	27	30	31	-
Enjoy spending time in the library	41	79	44	27	30	34	-
Make contacts with other people in and through the library	32	75	26	21	30	-	-

Librarians see libraries to be mainly addressing education oriented needs and similarly see users as benefiting most in acquisition of new skills as well as learning new things. In addition according to the librarians, libraries also address the need for general information, such as national and international news and more specialized information for business or health. Health and agriculture rank highly. Only a few librarians see libraries to be addressing the need to communicate and interact with others.

*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

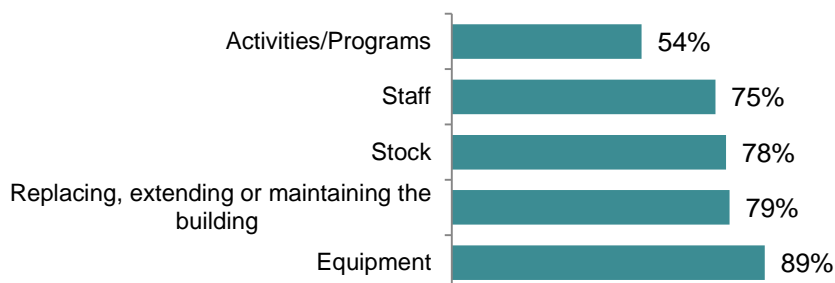
Challenges	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base	283	63	50	48	67	35	20
	%	%	%	%	%	%	%
Limitations with the physical space	57	68	78	46	39	43	85
Poor technological skills	42	49	38	56	30	43	35
Lack of current information	34	43	26	35	18	57	30
Lack of funding for recurrent improvements	31	25	36	27	25	43	40
Inadequate books	30	24	34	50	12	40	40
Few experienced staff	25	35	28	13	12	40	30
Vandalism and damage of materials by users	22	22	26	35	19	14	
Staff morale issues	17	19	18	15	22	9	15

“Space” is seen as the major challenge facing libraries by the librarians. Additionally, poor technological skills, limited number of books, few computers, lack of funding, inadequate staff, lack of current information and outdated books among others are some of the challenges that libraries have to deal with.

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 Equipment	253
More computers, TVs faxes, phone and printers	64%
Modern furniture	21%
Modern technology equipments like projectors and scanner	18%
Photocopy machines to copy reference materials	10%
Base: Will prioritize Replacing, extending or maintaining the building	224
Add more space to accommodate large number of users	43%
Renovate the building to avoid leakages	26%
Build a new library	24%
Base: Will prioritize stock	222
Buy more books	47%
Update stocks to suit users needs	30%
Increase stock diversity	14%
Base: Will prioritize staff	211
Add technical staff	29%
Add librarians	27%
The staff need a boost of their salary	16%
Training and promotion of staff	9%
Base: Will prioritize Activities/Programs	153
Introduce outreach services	16%
A variety of activities and programmes to cater for all categories of users	16%
Provide funds for holding open days to the members of the public	8%
Reading tents for outside services i.e. taking information to the people	6%

- Librarians express the need to have more computers and more space.
- In order to increase comfort there is need for renovations of the library buildings.
- There is need to increase the number of technical staff, introduce training programs for them and improve their remuneration.
- There is also need to get more updated books.
- Providing internet access to users and staff is also vital.

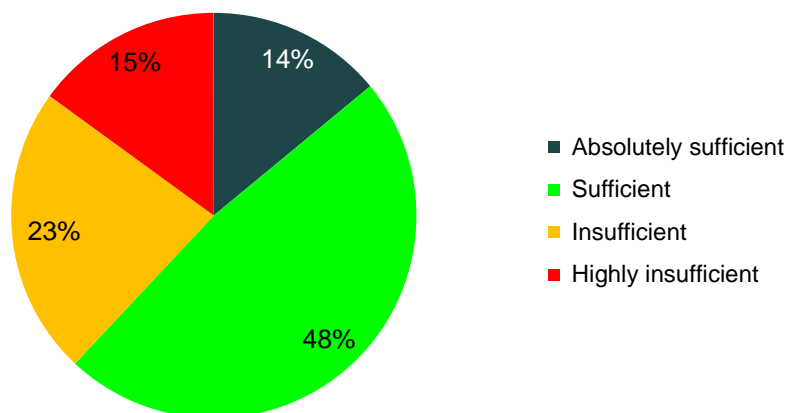
*If your library had more funding, to which of the following areas would you give your priority
Please elaborate each of the priorities marked, what needs to be done*

Ability to offer technology related services

Librarians who said they offer these technology related services

Technology service	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base	283	63	50	48	67	35	20
	%	%	%	%	%	%	%
The Internet	35	62	18	10	54	20	15
Computer based training materials	30	38	24	19	52	17	-
Printing	23	10	26	33	33	17	10
Online ref materials	21	30	16	2	39	14	-
Office software	21	32	18	23	24	9	5
Online inquiry	20	24	18	10	30	17	5
Electronic Library catalogs	17	10	14	23	31	6	-
Technology help or advice	17	16	24	13	24	9	5
Scanning	16	29	10	15	12	14	10
Technology aids for disabled	14	54	2	6	1	-	-
Computer literacy training	12	8	4	13	24	17	-
Binding and lamination	3	13	-	-	-	-	-
Photocopying	1	3	-	-	-	-	-
SMS telephone services for renewing books	-	2	-	-	-	-	-
Computer typing	-	2	-	-	-	-	-

Technology skills self assessment



Internet is the main technology related service offered. More librarians in Kenya and Ghana said they offer most of the technology related services compared to the other countries.

Overall, 38% of librarians feel they don't have sufficient skills to offer technology related services

An insignificant proportion of librarians said SMS and telephone related services are offered in their libraries. This could be a growth area in view of the growth of mobile telephony in Africa.

Based on self assessment, more than half of the librarians say that they have good/sufficient technology skills and when asked about challenges faced by libraries and librarians less than half of them mentions technology skills.

Users however tend to either disagree or are not familiar with these skills as half of them are unable to comment on this when rating various library aspects and only 30% rate them as good or excellent

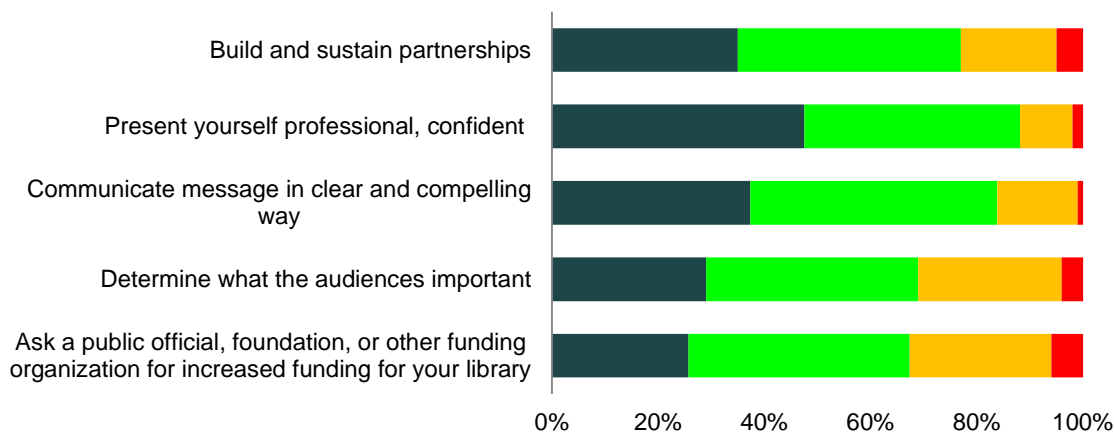
What technology related services are offered in your library

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

■ Very high skills ■ High skills ■ Moderate ■ Low



Tools used to promote libraries

Tools used	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base	283	63	50	48	67	35	20
	%	%	%	%	%	%	%
Reading promotion activities	59	83	72	23	49	54	80
Community events	52	81	68	48	22	31	65
Forums (e.g. tradeshows)	44	78	30	33	46	31	10
Marketing among non-library professionals	32	62	42	23	19	20	-
Visitation to public schools	6	-	6	8	1	29	-
Use electronic media like TVs	4	-	2	13	3	3	-

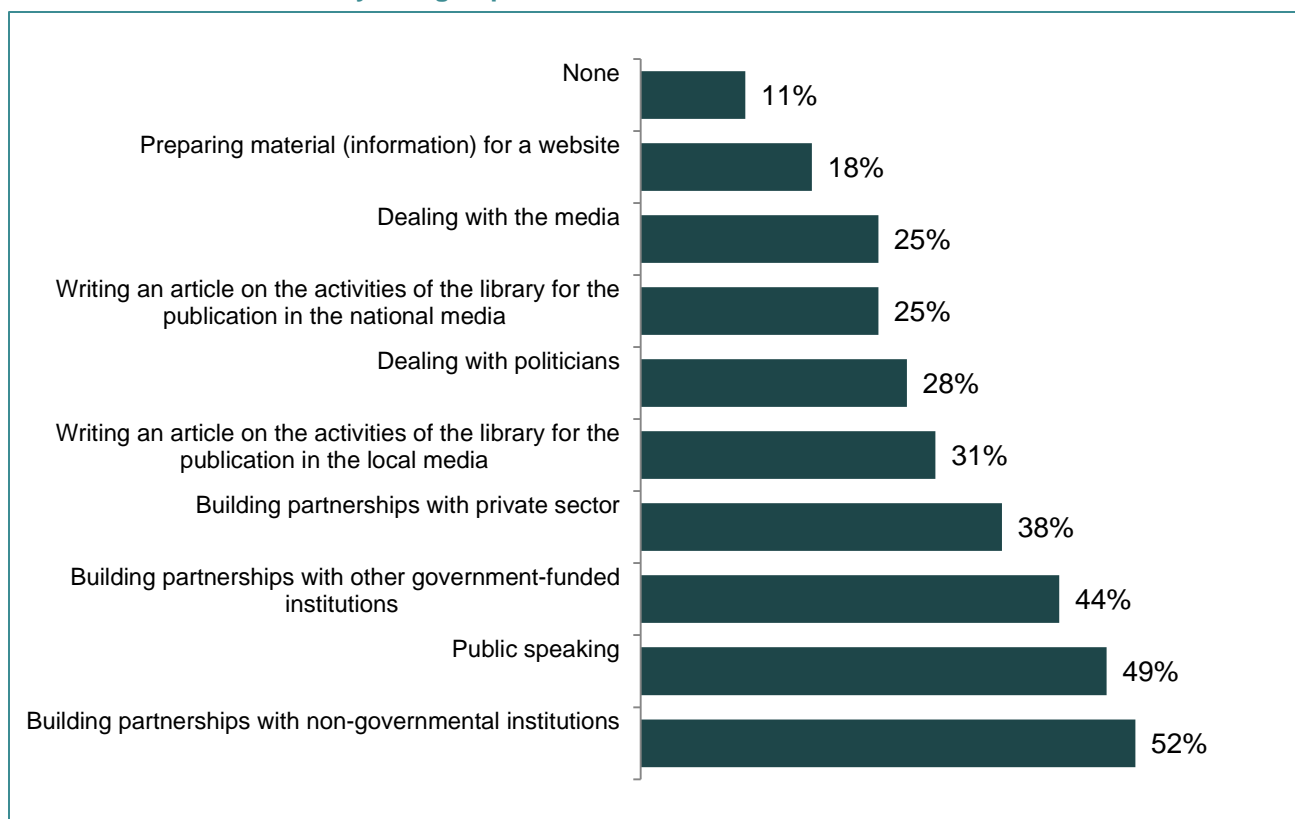
About two thirds or more of librarians rate their skills as very high or high in these areas. They are least confident about market research and fundraising.

They are utilizing a variety of tools to promote their library services key among them being reading and promotion activities but the internet is not mentioned.

*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*

Advocacy

What librarians are currently doing to promote and advocate for libraries



According to the librarians, non governmental organizations have a big role to play in advocating and promoting usage of libraries.

Networking through building of partnerships with a cross section of partners is the most widely used method of promoting library services by librarians.

The media was mentioned strongly in Kenya and Uganda by over two thirds of librarians as a method of advocacy . 18% of librarians said they prepare material for websites, presumably mainly external websites.

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

Librarians' association of their libraries with user experience attributes

Proportion of librarians who associate libraries with these attributes

User experience attributes	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base	283	63	50	48	67	35	20
	%	%	%	%	%	%	%
Friendly	59	73	58	31	70	69	30
Has highly-skilled librarians	42	52	38	33	51	51	-
Inclusive	35	51	36	27	40	26	-
Comfortable	25	37	30	2	30	31	10
Innovative	19	22	24	13	22	14	5
Offers different activities and entertainment	19	30	12	19	18	20	10
Dynamic	17	25	18	8	16	20	5
Modern	13	19	2	8	24	9	5
Up-to-date on technology	7	10	8	4	10	3	5

Librarians consider their libraries to be generally friendly, but lacking in technology and modernity.. Ghana and Kenya however have higher numbers of librarians who believe their libraries are up to date on technology and are modern.

Only about

7%

of the librarians overall believe libraries are up-to-date on technology.

With only

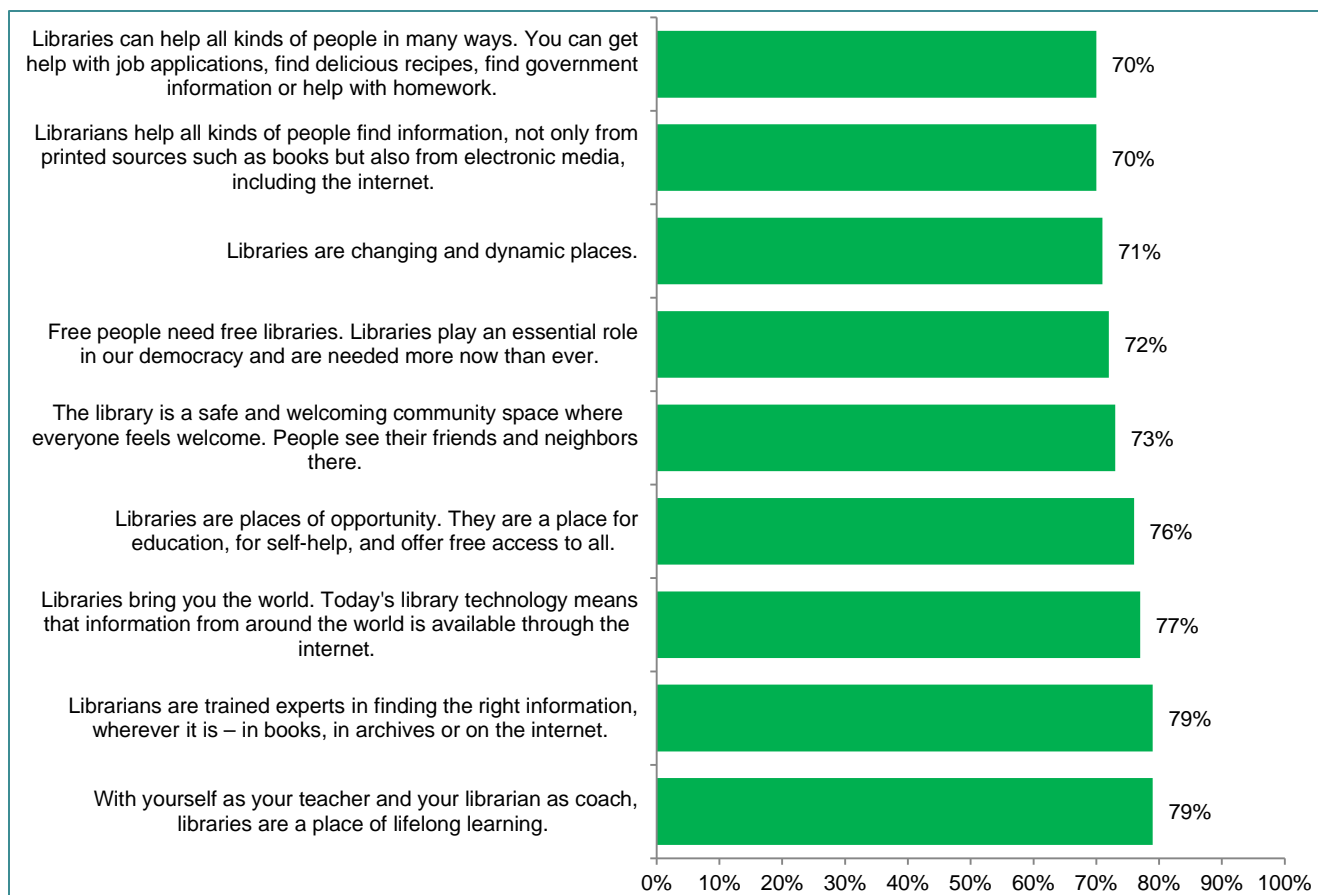
42%

of the librarians associating libraries with highly skilled librarians. It suggests there exists a skill gap for librarians that needs to be filled to improve service delivery.

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 4 is very convincing)



As expected, a majority of the librarians find the statements very convincing, an indication of very highly positive sentiments by librarians regarding library services. This is despite their present view on how modern or up to date on technology their libraries are, which is a good indication of optimism on libraries and willingness to improve services. It also indicates determination to sustain libraries and hence better opportunities in to the future .

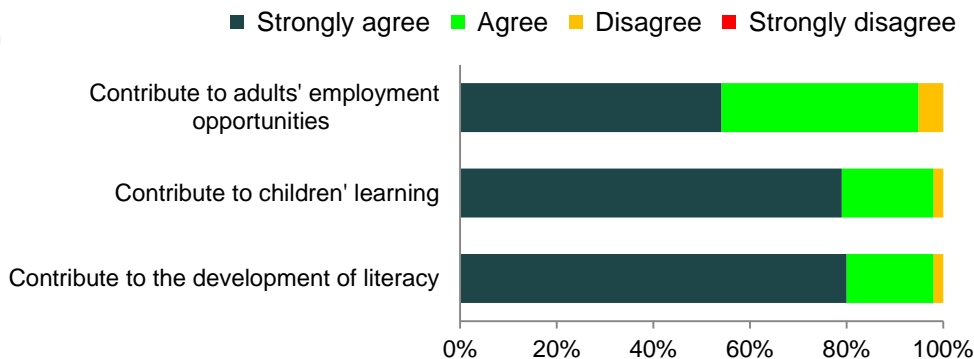
Overall, this view is slightly different from that of users and non users where fewer people find the statements very convincing.

Let me read t=ome 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

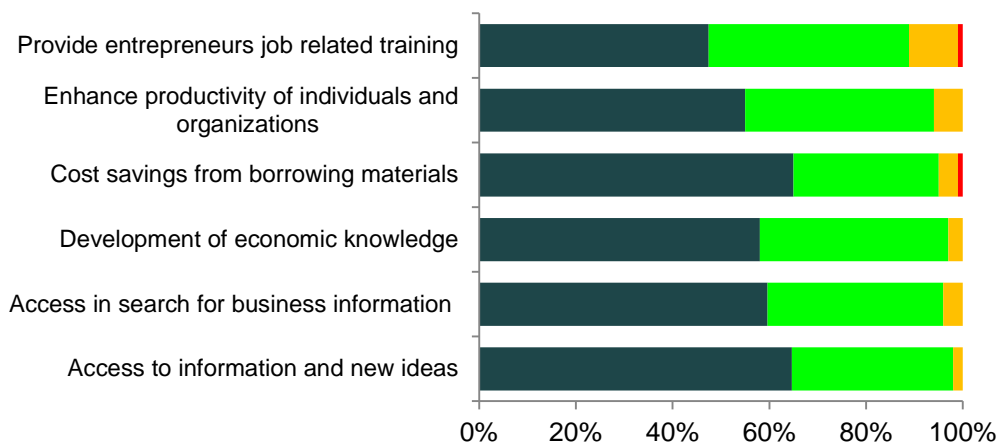
Librarians' rating on agreement scale for potential areas where libraries can impact on users and communities

Education



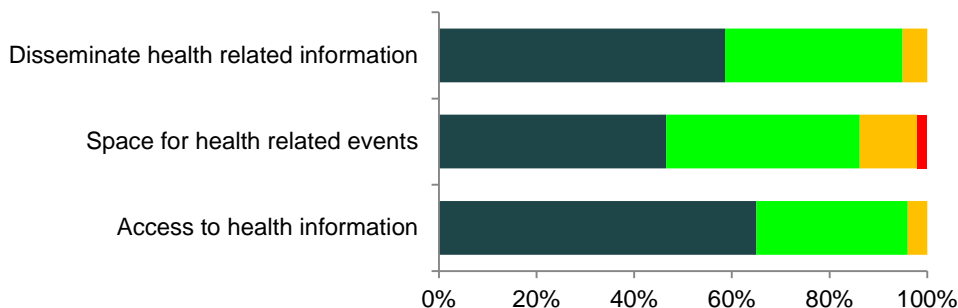
Librarians are convinced not only of libraries relevance to education and literacy, as one would expect, but also of their ability to help adults find employment.

Economic development



Librarians strongly support the concept of libraries' contribution to economic development.

Health



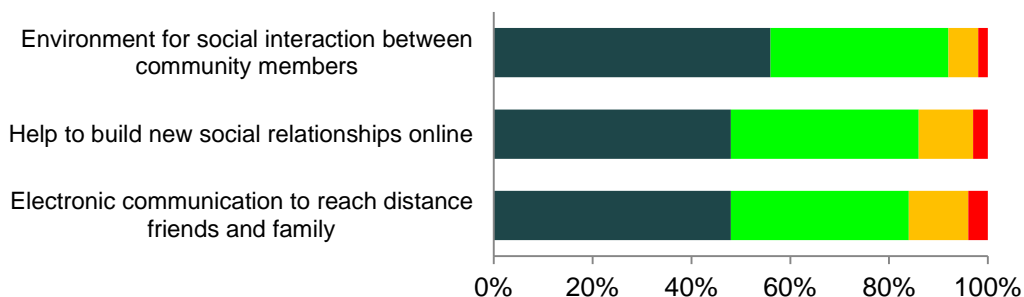
The vast majority of librarians believe that libraries can help improve the health of individuals and communities by providing access to health information. There are some doubts about providing space for events.

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

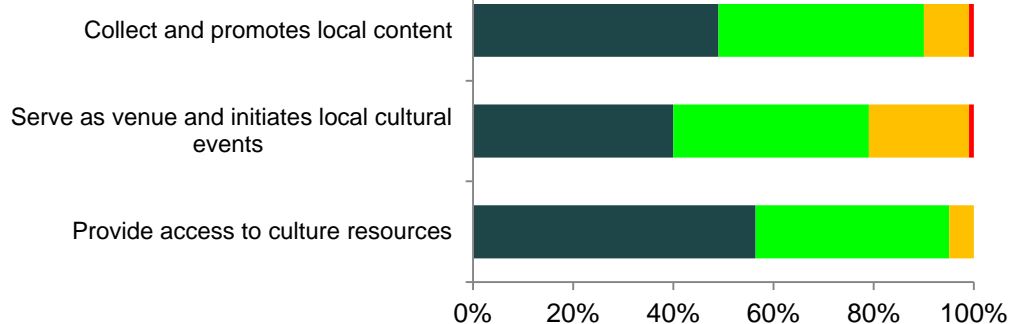
Communication

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



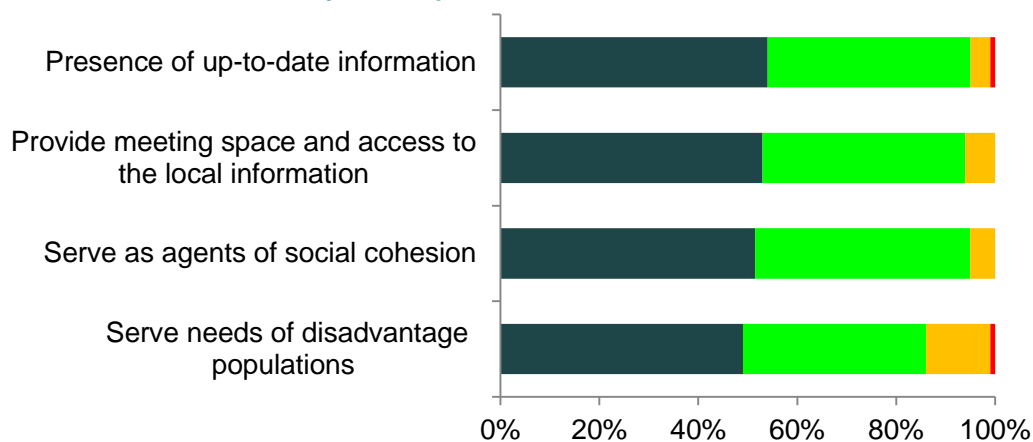
Librarians support the idea of a role for libraries in communication, including internet related activities.

Culture



Librarians overwhelmingly see a role for libraries in the cultural sphere though once again there is some doubt that they have space to act as venues for events.

Social Inclusion and Community Development



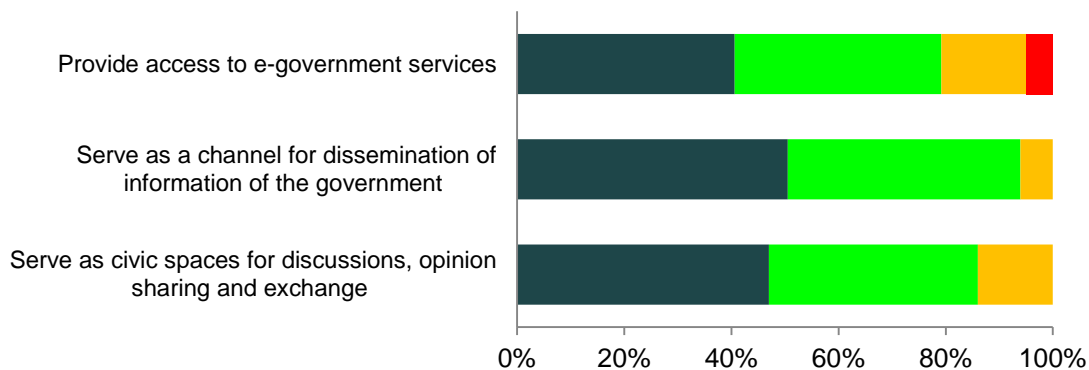
Librarians believe in libraries' potential in the field of social inclusion though a minority are skeptical about serving disadvantaged populations. A large majority think libraries act as agents of social cohesion.

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

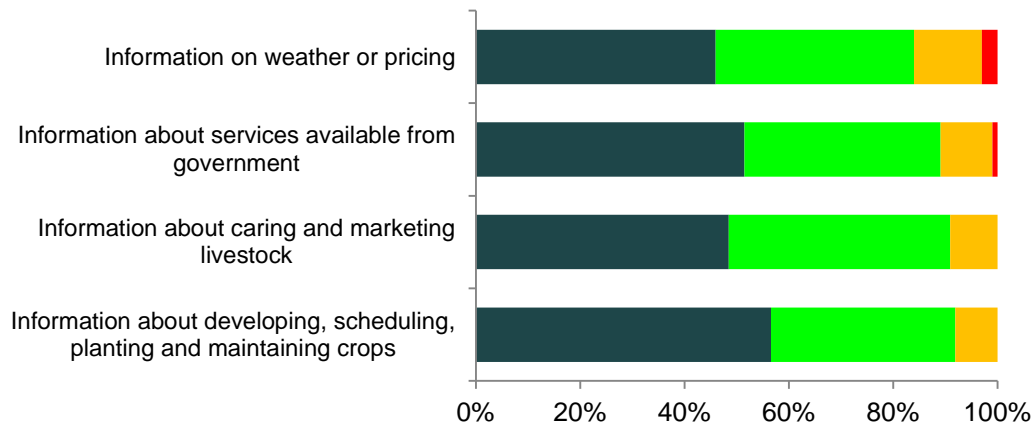
Citizen Empowerment, Democracy and E-Government

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



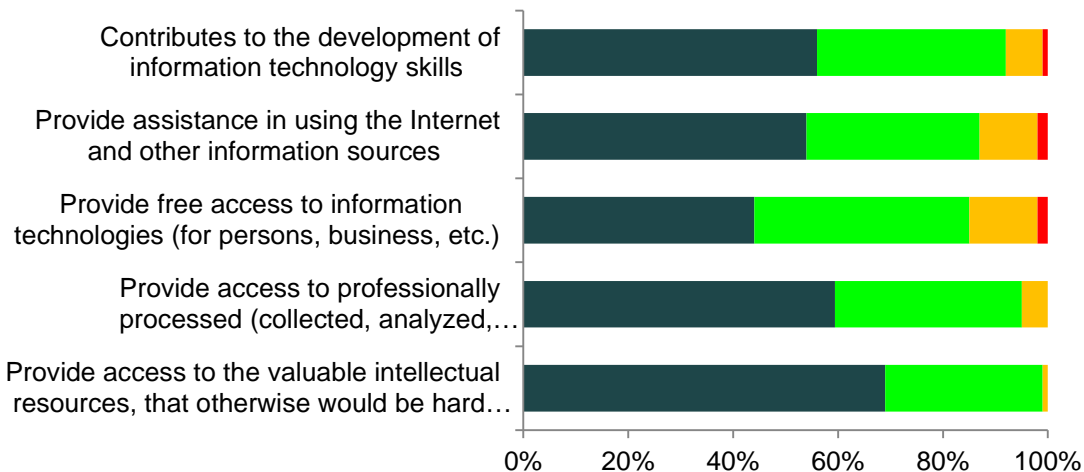
The great majority support the idea of a role for libraries in providing access to e-Government and other government information .

Agriculture outcomes



Librarians think that libraries are potentially able to make a contribution to supporting agriculture.

Information society and digital divide



Librarians think that libraries are potentially able to make a contribution to reducing the digital divide. The minority who are skeptical may be influenced by current actual service levels.

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' perceptions of media interaction with libraries

76%

Claim that newspapers and magazines are paying attention to libraries.

Librarians also see word of mouth between colleagues and friends as a strong avenue for advocating for libraries.

Mobile phone technology is yet to be fully utilized yet with the penetration of mobile phones in Africa this is an opportunity that could be tapped into.

Media that pay attention to libraries

Media type	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base	283	63	50	48	67	35	20
	%	%	%	%	%	%	%
Newspapers, magazines	76	75	94	90	51	91	60
Colleagues, friends, etc.	54	51	94	73	37	34	10
National TV	44	41	46	50	33	43	70
Internet	42	56	44	29	58	23	10
National radio	36	30	46	44	19	46	45
Local radio	33	24	60	60	16	6	30
Local TV	25	10	48	48	16	3	35
Mobile phone	17	16	26	40	9	3	-

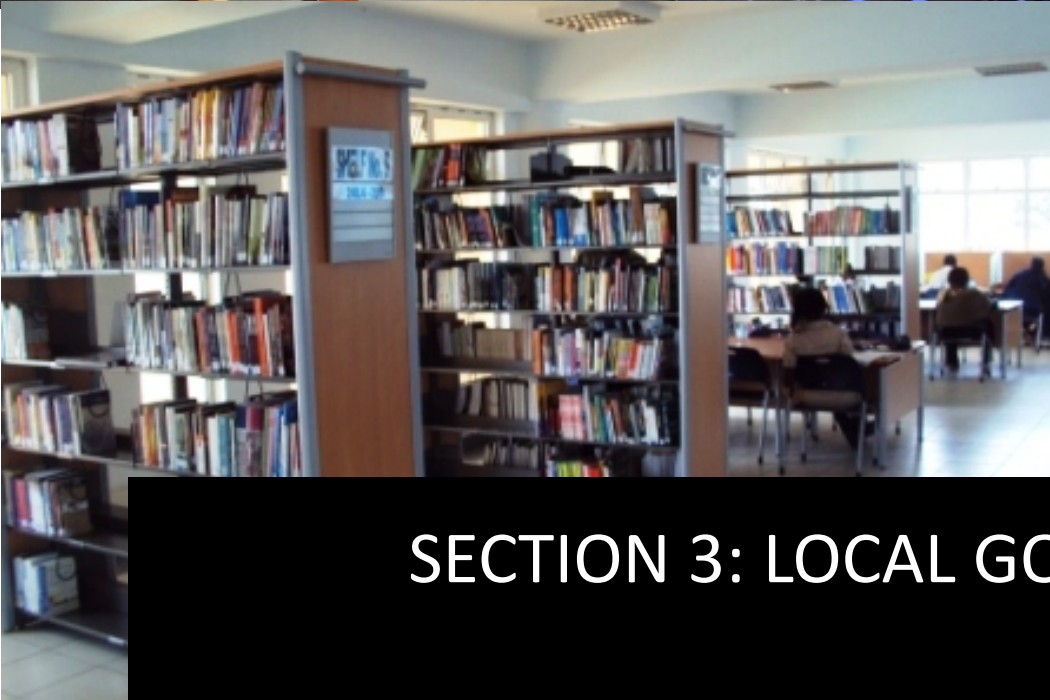
Type of buzz about libraries in the media

Media type	Very positive	Positive	Negative	Very negative
	%	%	%	%
Local radio	48	45	5	1
Newspapers, magazines	44	50	5	1
Internet	43	47	3	1
Mobile phone	43	47	3	1
Colleagues, friends, etc.	39	57	3	1
Local TV	33	60	4	3
National radio	33	64	3	-
National TV	32	63	5	-

Librarians feel that print media pay the most attention to libraries, however as noted earlier, non users trust and frequently use TV and radio, and therefore, librarians and other decision makers ought to direct attention to the media most in touch with non users in order to promote usage.

The general buzz about libraries in the media is positive.

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



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- VI. Health
- VII. Communication
- VIII. Culture
- IX. Social inclusion and community development
- X. Citizen empowerment, democracy and E-Government

Demographic characteristics (Officials of local authorities that operate libraries)

	Total	Kenya	Uganda	Tanzania	Ghana	Zimbabwe	Ethiopia
Base (n = officials in authorities that operate libraries)	202	30	31	38	14	40	49
Gender %	%	%	%	%	%	%	%
Male	76	73	77	55	79	80	88
Female	24	27	23	45	21	20	12
Age %	%	%	%	%	%	%	%
21 yrs - 30 yrs	16	3	16	13	7	15	29
31 yrs - 40 yrs	38	30	48	32	50	35	41
41 yrs - 50 yrs	27	43	23	34	36	15	22
51 yrs - 60 yrs	15	20	13	21	7	20	8
61 yrs - 70 yrs	3	3	-	-	-	13	-
Education %	%	%	%	%	%	%	%
Secondary education	18	7	13	29	21	33	8
Higher	82	93	87	71	79	68	92
Duration in position %	%	%	%	%	%	%	%
01-02 Yrs	17	13	3	34	36	3	22
03-05 Yrs	41	37	19	39	28	45	57
06+	26	30	51	19	21	34	12
Decision making %	%	%	%	%	%	%	%
Ultimately responsible	34	33	19	29	-	28	61
Partly responsible	51	57	55	47	71	60	35
Not responsible	15	10	26	24	29	13	4

Caution: Base sizes are quite small at country level and the data is best interpreted at the combined level

Demographic characteristics (Officials of local authorities that don't operate libraries)

	Total	Kenya	Uganda	Ghana	Zimbabwe
Base (n = officials in authorities that don't operate libraries)	76	21	19	26	10
Gender %					
Male	80	100	74	69	80
Female	20	-	26	31	20
Age %	%	%	%	%	%
21 yrs - 30 yrs	12	-	16	15	20
31 yrs - 40 yrs	20	10	16	19	50
41 yrs - 50 yrs	26	48	11	19	30
51 yrs - 60 yrs	20	43	16	12	-
61 yrs - 70 yrs	22	-	42	35	-
Education %	%	%	%	%	%
Secondary education	9	5	-	23	-
Higher	91	95	100	77	100
Duration in position %	%	%	%	%	%
01-02 Yrs	20	-	16	42	10
03-05 Yrs	24	33	32	12	20
06+	33	38	37	19	50
Decision making %	%	%	%	%	%
Ultimately responsible	30	48	37	12	30
Partly responsible	57	52	53	58	70
Not responsible	13	-	11	31	-

Caution: Base sizes are quite small at country level and the data is best interpreted at the combined level

Perceptions of libraries

Both the officials of local authorities that operate libraries and those that don't associate libraries with either knowledge and information or books.

•Both the officials of local authorities that operate libraries and those that don't, associate libraries with either knowledge and information or books.

•The physical space provided by libraries also has high spontaneous association with libraries among both the officials of local authorities that operate libraries and those that don't.

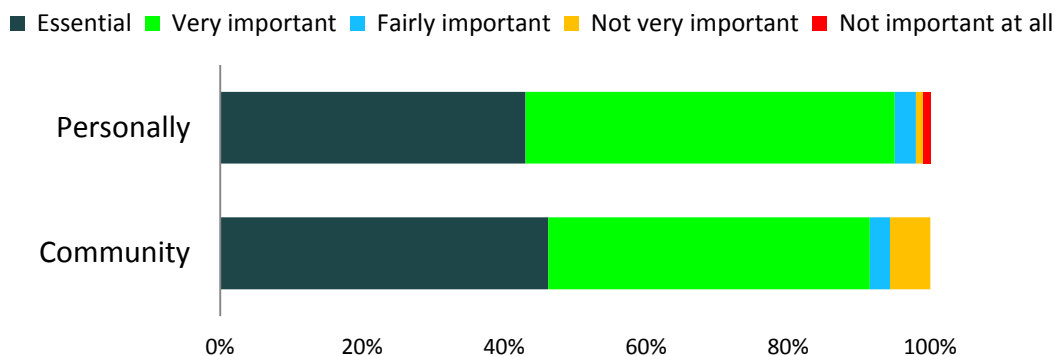
Associations (Officials of local authorities that operate libraries)	Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethio
Base	202	30	31	38	14	40	49
	%	%	%	%	%	%	%
Information/knowledge storage and acquisition	77	77	94	79	79	73	67
Books	71	63	74	74	93	68	69
Space: Quiet place/peaceful place for study, relaxation, etc)	42	47	26	68	36	28	41
Computers	6	-	13	-	7	20	
Newspapers/ Current affairs/ Magazines	6	3	-	3	7	8	12
Librarians	3	13	-	-	14	-	-
Educative videos	2	-	10	-	-	3	-

Associations (Officials of local authorities that don't operate libraries)	Total	Kenya	Uganda	Ghana	Zimbabwe
Base	76	21	19	26	10
	%	%	%	%	%
Books	79	67	89	85	70
Information/knowledge storage and acquisition	64	71	63	62	60
Space: Quiet place/peaceful place for study, relaxation, etc)	47	38	47	50	60
Computers	13	-	21	12	30
Newspapers/ Current affairs/ Magazines	4	10	-	4	-
Librarians	3	-	-	4	10
Educative videos	1	-	5	-	-

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)



67%

of officials of local authorities that operate libraries have used the library within the last year.

Frequency of using library

	Officials of local authorities that operate libraries (202)	Officials of local authorities that don't operate libraries (76)
	%	%
Over the last three months	44	16
Over the last six months	10	7
Over the last year	13	13
A year ago, but no more than two years ago	16	26
I have not been in the local library	9	7
In the past	-	32

65%

Of officials in local authorities that don't operate libraries have not visited the library in the last year, which shows the disconnect with what libraries are offering.

Libraries are considered essential or very important by officials of local authorities that operate libraries, both at the individual level and at the community level. Their frequency of visiting libraries is much higher compared to their counterparts in authorities that don't operate libraries. Due to lack of libraries in the vicinity, officials of local authorities that don't operate seem to have no motivation to visit and this may pose a challenge when advocating for introduction of libraries in their administrative areas.

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)

	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base = (officials of local authorities that operate libraries)	202	30	31	38	14	40	49
Level of knowledge	%	%	%	%	%	%	%
I am very well informed	32	27	10	32	14	43	45
I am generally informed	53	70	61	39	64	50	49
Not at all informed about library services	15	3	29	29	21	8	6

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

	Total	Kenya	Uganda	Ghana	Zimbabwe
Base = (officials of local authorities that don't operate libraries)	76	21	19	26	10
Level of knowledge	%	%	%	%	%
I am very well informed	18	5	16	23	40
I am generally informed	51	67	42	54	30
Not at all informed about library services	30	29	42	23	30

Generally, more officials in authorities that operate libraries say they are informed about what happens in the libraries compared to those in authorities that don't. 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

Friends are the main source of information about libraries ' situation among officials of local authorities that don't operate libraries, while officials of local authorities that operate libraries learn about the situation in their day to day work.

45%

Of officials of local authorities that don't operate libraries found out about the current library situation through friends. The internet and conventional media have not been properly exploited in spreading awareness.

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

Source of awareness (Officials of local authorities that operate libraries)	Total	Ke	Ug	Tz	Gh	Zim	Ethio
	202	30	31	38	14	40	49
	%	%	%	%	%	%	%
Through my official work for the local council	42	50	45	29	43	40	47
It's in my neighborhood and I pass by it	40	47	48	18	64	48	33
Through friends	35	37	39	34	14	18	51
Through my children	14	17	16	24	-	8	12
Through newspapers/ magazines	11	3	16	26	-	8	8
Through adult family members	10	10	19	11	-	10	6
Through radio	7	3	10	26	-	-	2
Through the school of my child	7	7	13	3	-	5	10
Through Church and/or Church newsletters	4	3	-	-	-	20	-
Through TV	3	-	-	16	-	-	-
Through the internet	1	-	-	-	-	5	2

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

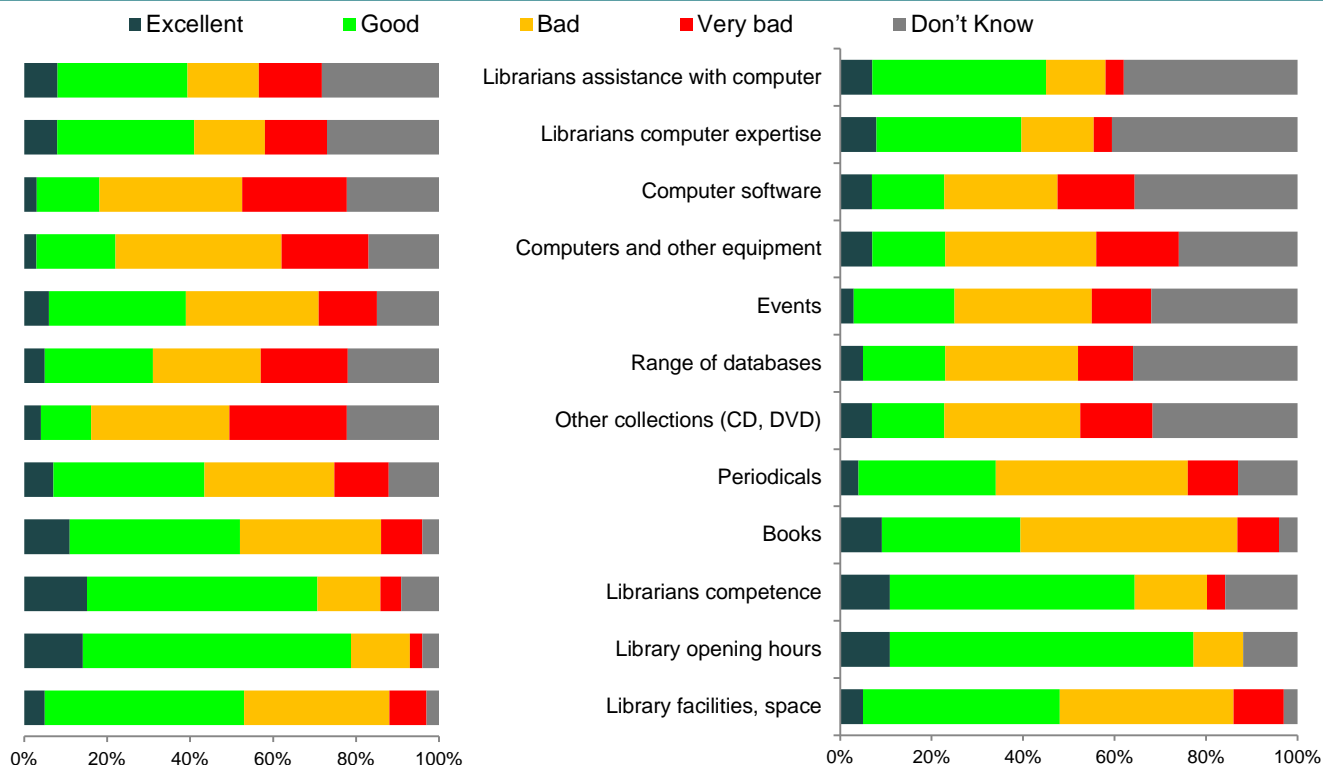
Source of awareness officials of local authorities that don't operate libraries	Total	Kenya	Uganda	Ghana	Zimbabwe
	76	21	19	26	10
	%	%	%	%	%
Through friends	45	53	45	35	57
It's in my neighborhood and I pass by it	32	13	9	60	29
Through newspapers/ magazines	15	13	27	10	14
Through my children	13	20	-	15	14
Through the school of my child	11	27	-	10	-
Through visiting friends in the library	9	20	9	5	-
Through adult family members	8	7	9	-	29
Through Church and/or Church newsletters	6	20	-	-	-
Through the internet	4	7	9	-	-
Through radio	4	-	-	10	-
District information officer	4	7	9	-	-

How you found out about the library situation

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

officials of local authorities that operate libraries

officials of local authorities that don't operate libraries



Both the officials of local authorities that operate libraries and the officials of local authorities that don't operate libraries feel that their libraries are not faring well in many areas, and less than 10% overall rate any of the aspects as excellent. There is a slightly bigger proportion of officials of local authorities that don't operate libraries who claim not to know how to rate these aspects compared to the officials of local authorities that operate libraries and this is clearly due to their lack of/less frequent interaction with libraries.

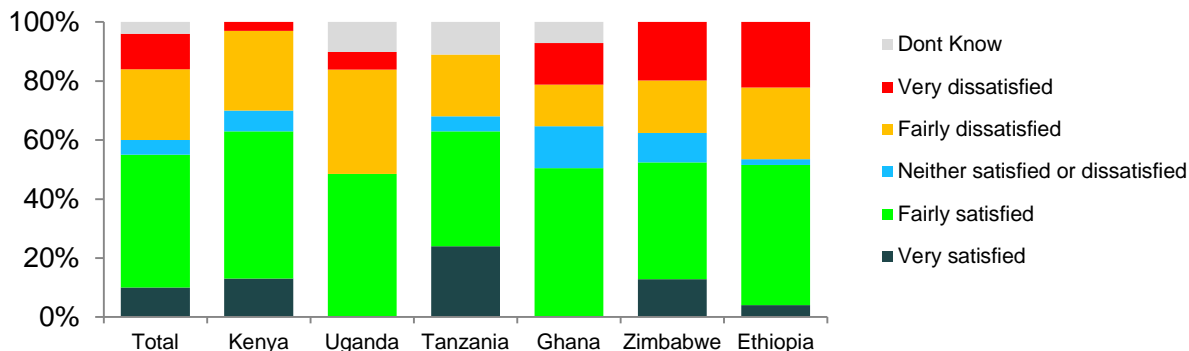
Both the officials of local authorities that operate libraries and the officials of local authorities that don't operate libraries ratings are an indication of their agreement with the fact that libraries require a lot more support than is currently provided, hence advocacy with this group for improvement and funding would not be a big challenge.

Aspects that deal with computing or electronic services receive the poorest rating overall.

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 with library services among official of authorities that operate libraries



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

	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base those satisfied	111	19	15	24	7	21	25
	%	%	%	%	%	%	%
It's quiet	53	53	67	54	57	33	60
My library is close by/convenient	50	42	80	46	71	43	40
The staff are helpful	41	37	73	42	57	57	8
The staff are friendly	37	16	73	4	71	33	56
Long opening hours	36	26	47	38	29	29	44
I like the environment	33	32	40	21	57	48	24
Easy getting to the library (e.g. good parking, good public transport)	32	21	60	25	14	33	32
The range of books is good	30	32	27	21	-	43	36
Easy to enter the building (i.e. good disabled access)	29	21	33	29	57	19	32
Has the books I like	25	16	27	17	14	29	40
It's a good place to relax	19	11	27	21	43	19	12
Good place to take children/good activities for children	19	21	20	17	43	19	12
I feel welcome there	18	11	27	8	57	19	16
It's a good focal point for the community (e.g. for meetings and events)	14	11	40	13	29	10	4
Plenty of seats available	13	16	7	-	29	19	16
Plenty of activities or courses going on	8	-	-	25	-	10	4

Satisfaction with the current library services is not very high with only 55% overall saying they are satisfied. The main reasons for satisfaction are related to the physical library environment i.e. ambience and convenience. The staff are also an important driver of satisfaction.

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	Kenya	Uganda	Tanzania	Ghana	Zim	Ethio
Base = (officials of local authorities that operate libraries)	202	30	31	38	14	40	49
Attribute	%	%	%	%	%	%	%
The range of books isn't good enough	64	64	92	50	50	68	54
Not enough computers	53	55	69	20	33	58	58
Not enough seats available	47	64	62	30	17	26	63
They don't have the books I like	33	36	77	10	33	21	25
I don't like the environment	28	36	31	-	-	11	54
Too noisy	25	9	46	-	-	26	38
Nowhere to get refreshments	20	9	31	-	-	-	50
Problems entering the building (i.e. poor disabled access)	19	9	15	10	-	5	46
Not enough activities for children	18	27	23	-	17	5	29
Opening hours aren't long enough	17	-	23	-	17	5	38
My nearest library is too far away/not convenient	14	-	15	20	17	5	25
You can't borrow books for long enough to read them	14	9	54	10	-	-	13
Not enough activities or courses going on	14	27	31	10	-	5	13
The area isn't safe	13	9	31	-	-	16	13
Difficulty getting to the library (e.g. parking restrictions, poor public transport)	10	9	23	10	-	5	8

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

	Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethio
Base = (officials of local authorities that operate libraries)	202	30	31	38	14	40	49
Focus areas	%	%	%	%	%	%	%
Provision of Computer services	28	23	32	13	43	60	10
Equip the library with relevant books, CDs and DVDs	23	20	29	11	7	35	27
Introduce a cyber cafe for the users/internet services	16	20	6	5	43	15	22
Increase the variety of new edition books and materials	16	17	29	5	14	28	8
Expand space to meet the increased number of readers	11	17	23	18	14	3	-
Provide advanced technologies	9	17	10	5	29	3	6
Provide books for college students and relevant to the current curriculum	8	10	10	11	-	10	6
Have updated materials for all matters pertaining to education of all relevant fields	7	13	3	3	-	8	12

Relevance of materials in libraries is the main reason for dissatisfaction in addition to lack of computers and other facilities as well as limited space. Focus for improvement should be on introduction of ICT.

Reasons for dissatisfaction

Services that the local library should pay more attention to

Benefits derived from visiting library

	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base = (officials of local authorities that operate libraries)	202	30	31	38	14	40	49
Benefits (spontaneous mention)	%	%	%	%	%	%	%
Develop new skills or learn something new	80	80	84	74	64	75	92
Get helpful information for school/ learning	57	63	61	42	79	73	45
Obtain new ideas, new interests	50	23	74	45	21	55	61
Library is a safe and quiet place for study and reading	39	37	71	39	36	35	22
Library helps to save time	23	10	23	47	14	15	22
People feel comfortable in the library	17	17	35	24	7	13	8
Library helps to be better in their job	15	10	29	26	-	13	8
Get helpful information for health and well being	14	7	23	24	-	18	6
Get helpful information about their community	14	3	39	16	-	18	6
Get helpful information for business and commerce	10	3	29	18	-	5	2
Helps to make contacts with other people	10	3	10	24	-	3	12

Officials of local authorities that operate libraries feel that that libraries are beneficial in equipping people with new knowledge and skills. More than a half of them also feel that students benefit with learning information from libraries.

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

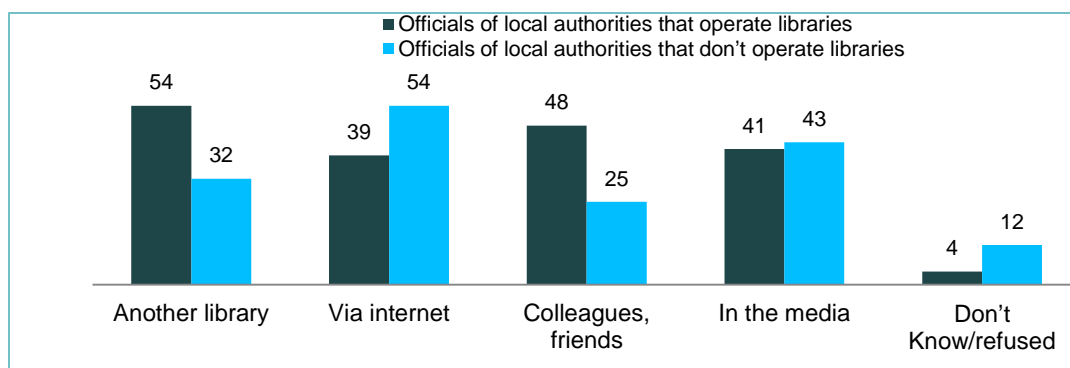
Overall, to what extent are you informed of the local library situation, services and events?

The purpose of libraries

Local level officials view of the purposes served by libraries

Purpose (officials of local authorities that operate libraries)	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base = (officials of local authorities that operate libraries)	202	30	31	38	14	40	49
	%	%	%	%	%	%	%
Educational purposes (for homework or to take a class)	87	90	97	53	100	98	94
Local news or information	31	27	52	50	7	20	22
Information on health issue	27	13	29	55	-	18	27
To help my child do homework	27	27	45	18	29	48	6
National news or information	24	27	48	26	14	13	16
It is safe place for my child to spend time	18	13	13	24	29	20	14
Entertainment	17	10	16	29	14	23	8
Information on agriculture	15	17	19	26	7	13	6
International news or information	14	7	29	21	14	5	10
To look for information on starting or running a business	10	7	23	21	-	10	-
Information and use of electronic government services	9	3	16	16	-	8	6
To communicate with distance friends or relatives	8	3	3	21	7	15	-
Financial or investment news or information	6	3	19	5	-	10	-
To conduct a job search or write a CV	5	7	10	11	7	3	-

Alternative sources of advantage [%]



The officials of local authorities that operate libraries [runners] think that libraries are primarily for educational purposes (linked to school work). Issues that are known to be a big challenge for most African countries such as agriculture, health, financial investment and entrepreneurship are recognized as potential service areas by a substantial minority.

Officials of local authorities that operate libraries still see another library as the main alternative source of information to the already existing ones indicating the usefulness they find from the present situation.

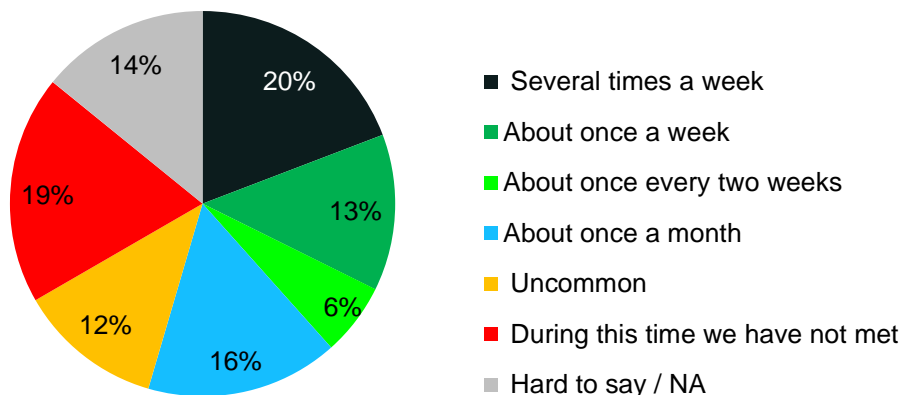
A majority of officials of local authorities that don't operate libraries on the other hand see the internet as the alternative source.

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

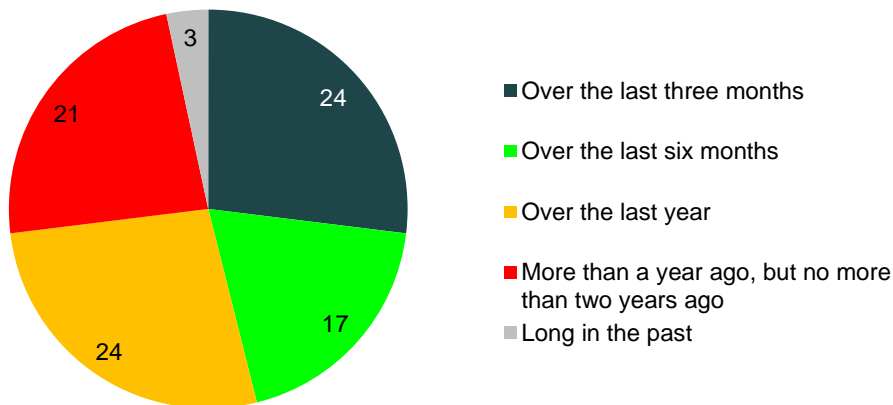
Management & operations of libraries

When last met with library managers

Officials of local authorities that operate libraries



Officials of local authorities that don't operate libraries



Although not all the officials of local authorities that operate libraries are meeting with the library managers frequently, more than half of the officials of local authorities that operate libraries meet with the library managers at least once every month which means they have sufficient interaction to understand the needs and challenges facing librarians.

The frequency for the officials of local authorities that don't operate libraries is much lower, as one would expect.

31%

Of the officials of local authorities that operate libraries claim that it is not a common thing to meet with a librarian or library manager.

38%

of the officials of local authorities that operate libraries, meet with a public library manager or librarian at least once in every two weeks.

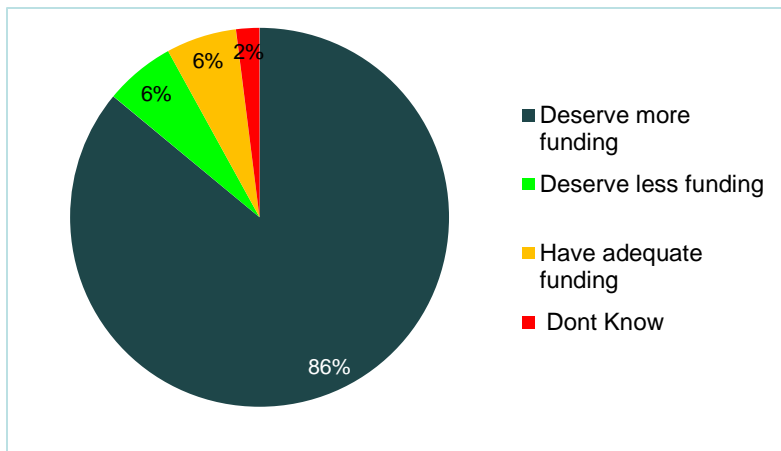
24%

Of the officials of local authorities that don't operate libraries have at least met with a public library manager or librarian in the past 3 months.

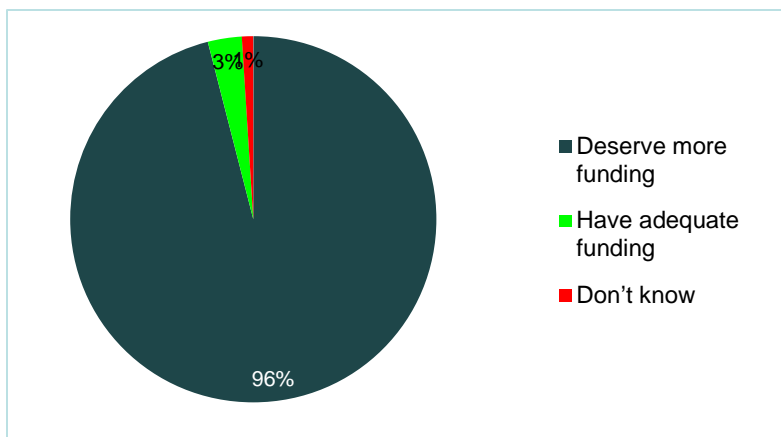
*During the last 6 months, how often have you met with local library manager or librarian?
When did you meet with public library manager or librarian?*

Opinion on funding of public libraries

Officials of local authorities that operate libraries



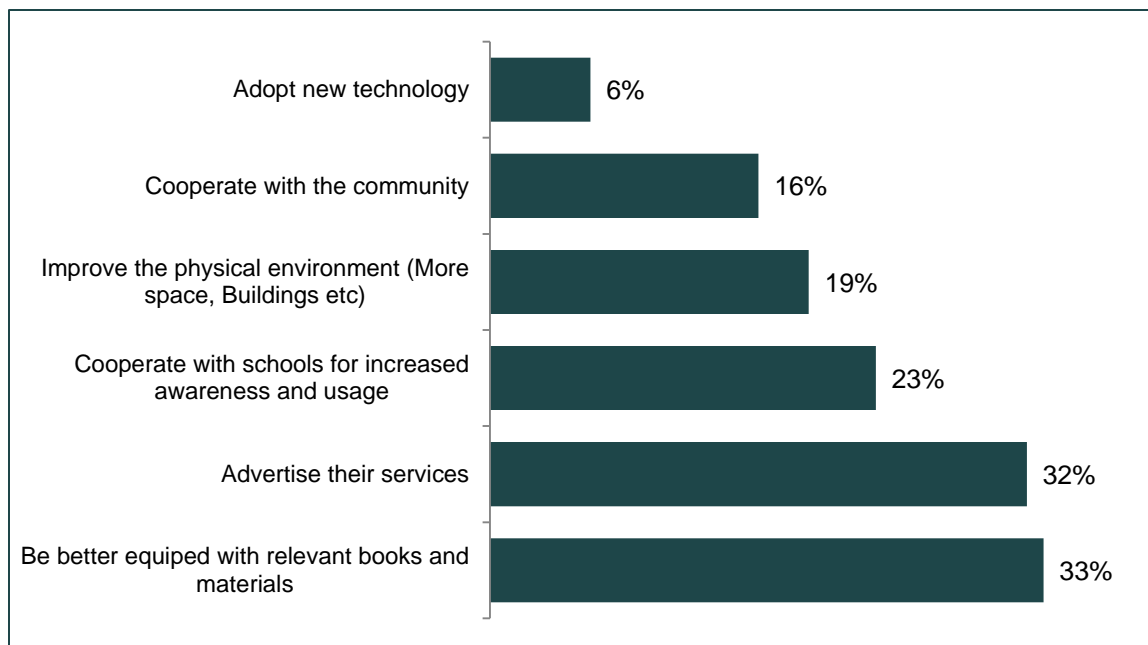
Officials of local authorities that don't operate libraries



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 among 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?

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 better equipping of the libraries with books and advertising of their services. Surprisingly few mention new technology.

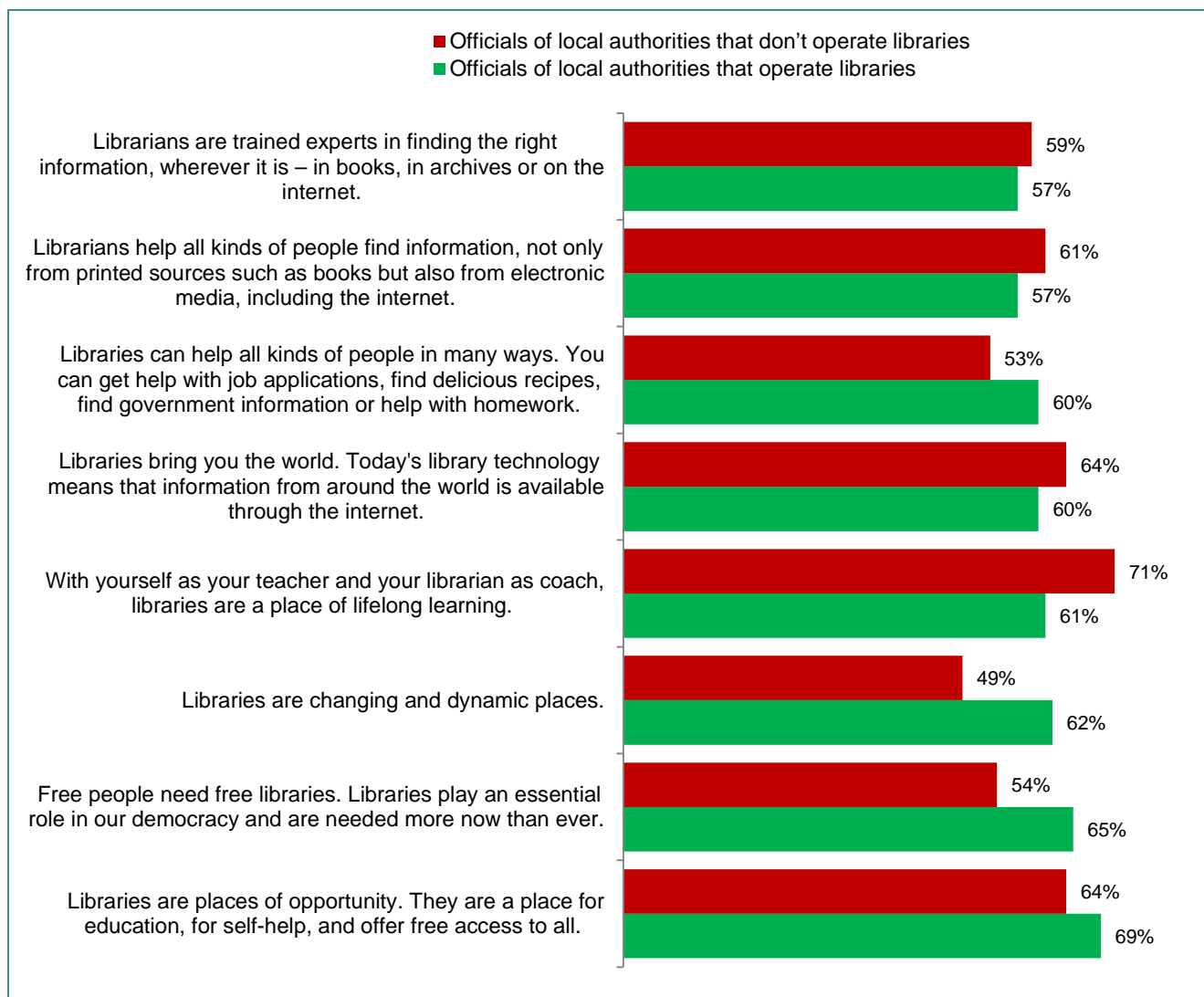
How people benefit from visiting the library – Spontaneous

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?

Statements in support of libraries and librarians

The officials of local authorities (both who operate and those who don't) who find the statements very convincing (based on a 4 point scale where 1 is not convincing at all and 4 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 over 50% agreeing with all the statements. Those who don't operate libraries however overwhelmingly agree with libraries providing individuals with lifelong learning and development.

Relevant channels for information on libraries

Relevant channels (the officials of local authorities that operate libraries)

	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base = (officials of local authorities that operate libraries)	202	30	31	38	14	40	49
Level of knowledge	%	%	%	%	%	%	%
Newspapers, magazines	55	80	45	58	43	73	35
Internet	48	53	52	29	71	73	29
Colleagues, friends, etc	38	40	45	47	21	38	29
National TV	35	40	10	42	57	35	37
National radio	31	30	3	55	57	28	27
Local radio	28	23	39	18	29	13	45
Local TV	19	20	13	11	29	13	33
Mobile phone	17	10	10	53	7	20	

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

	Total	Kenya	Uganda	Ghana	Zimbabwe
Base = (officials of local authorities that don't operate libraries)	76	21	19	26	10
Level of knowledge	%	%	%	%	%
Newspapers/ magazines	45	48	47	27	80
Radio	33	48	32	23	30
Internet	28	19	32	31	30
Friends	24	24	21	23	30
TV	24	38	11	23	20
Church and/or Church newsletters	18	24	16	12	30
School of my child	13	19	5	12	20

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

Most relevant channels for information on library issues

Libraries & community/impact

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

Main issues	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base = (officials of local authorities that operate libraries)	202	30	31	38	14	40	49
	%	%	%	%	%	%	%
Poverty in the community	17	23	32	13	-	10	16
In adequate books	12	-	16	32	-	20	-
Poor infrastructure	10	-	19	5	14	13	12
Sanitation	9	-	6	-	36	8	16
Unemployment	9	17	6	-	-	10	14
Books in the library are mostly old edition	8	7	10	8	-	18	2
Expansion of the library i.e. need more space	7	7	19	-	-	10	6
Other reference materials people need are not available in the library	7	13	10	5	-	10	4
Insecurity	7	3	10	8	14	8	4
Illiteracy	6	10	10	13	14	-	-
No computers and internet services	6	-	-	3	-	28	2
Lack of clean water	6	3	10	8	14	3	4
Education poor performance	5	7	16	-	14	-	2

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

Main issues	Total	Kenya	Uganda	Ghana	Zimbabwe
Base = (officials of local authorities that don't operate libraries)	76	21	19	26	10
	%	%	%	%	%
Poverty in the community	29	33	47	15	20
Illiteracy	17	14	26	19	-
Sanitation	17	-	5	46	-
Poor infrastructure	16	14	21	8	30
Lack of clean water	14	14	21	8	20
Unemployment	13	5	21	12	20
Insecurity	9	14	11	8	-
Food shortage	9	5	32	-	-
School dropouts	8	5	5	15	-
Poor power system	8	5	5	12	10
Lack of libraries in some schools	8	10	5	8	10
Lack of historical sites	8	10	-	15	-
Health issues	8	-	26	-	10

Poverty is the main issue facing communities, and therefore the focus of these local authorities is dealing with poverty thus relegating libraries to lower prioritization. Other challenges facing local authorities include poor infrastructure, unemployment, security and sanitation. Libraries can get more attention from the local authorities if they find ways of engaging with these issues as part of their service offerings.

What are the main issues of your local community?

Libraries & community

How libraries could be involved in addressing issues facing community– (officials of local authorities that operate libraries)

	Total	Ke	Ug	Tz	Gh	Zim	Ethio
Base = (officials of local authorities that operate libraries)	202	30	31	38	14	40	49
	%	%	%	%	%	%	%
Liaising with organizations for funding	10	3	23	5	-	25	-
Seek help from the government and people who have interest and could chip in something	8	10	19	13	-	5	-
Have open forums and sensitize community on importance of reading and research	6	13	16	-	7	3	4
Increase books that meet current curriculum	6	10	10	11	-	3	4
Providing materials which help people form a reading culture	6	13	6	5	7	5	2
People can read and solve issues on cases affecting community	6	10	19	3	7	3	-
Buying new books	6	10	6	8	-	3	6
Forming certain community groups with their staff, readers and volunteers to teach public on proper management of available resources and start income generating projects	5	3	-	-	7	8	12
Encourage children study in library to improve performance	5	10	-	11	21	-	2
Encourage youth to use library to make them busy and avoid drug abuse	3	7	-	3	14	5	-

How libraries could be involved in addressing issues facing community– (officials of local authorities that don't operate libraries)

	Total	Kenya	Uganda	Ghana	Zimbabwe
Base = (officials of local authorities that don't operate libraries)	76	21	19	26	10
	%	%	%	%	%
People can read and solve issues on cases affecting community	30	26	53	29	-
Providing materials which help people form a reading culture	11	21	6	6	10
Have open forums and sensitize community on importance of reading and research	10	11	-	24	-
Encourage children study in library to improve performance	10	16	6	12	-
Guide on income generating activities	10	-	29	-	10
Encourage youth to use library to make them busy and avoid drug abuse	8	11	6	6	10
Improves literacy level of a society	8	5	12	-	20
Seek help from the government and people who have interest and could chip in something	6	5	6	-	20
Encourage the community in continuous use of library services	6	5	6	12	-
Acts as a source of reference	6	5	6	6	10
Forming certain community groups with their staff, users and volunteers to teach public on proper management of available resources and start income generating projects	5	5	-	6	10
Increase books that meet current curriculum	5	5	-	-	20
Liaising with organizations for funding	5	11	6	-	-

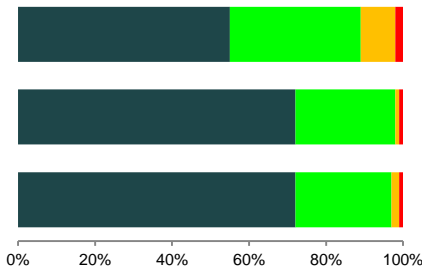
The willingness to be involved in solving local community issues is there, mainly through dissemination of relevant information, resources are however a constraint especially finances which limits the extent of the involvement.

How could your local library be more involved into solving these issues?

Impact areas

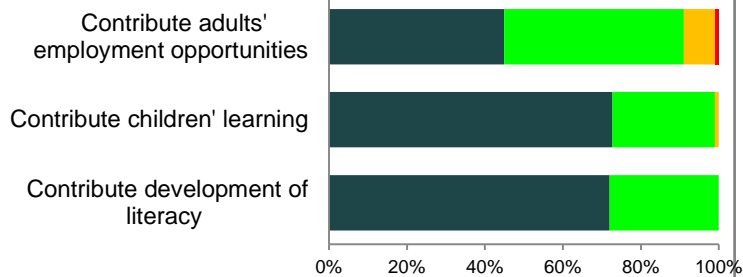
Officials of local authorities that operate libraries

Education



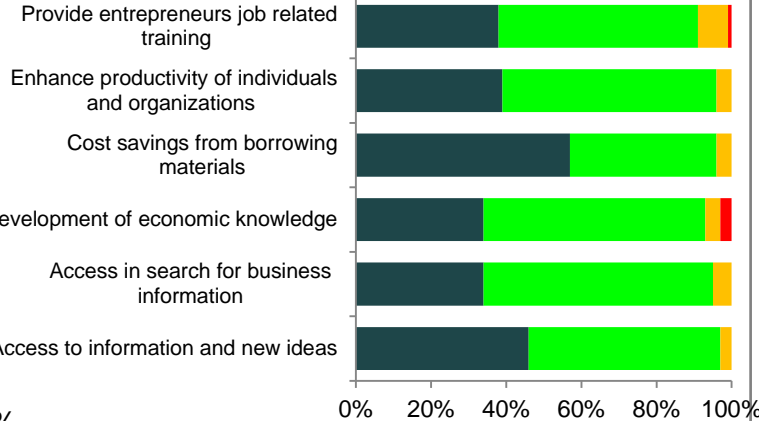
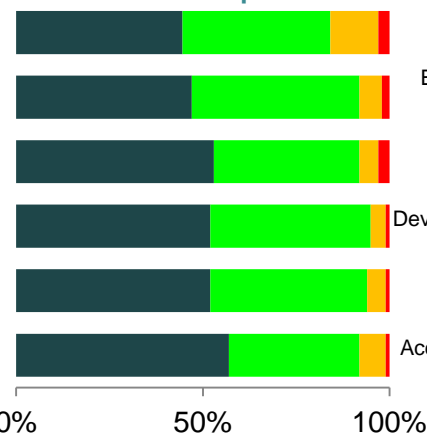
Officials of local authorities that don't operate libraries

Strongly agree Agree Disagree Strongly disagree



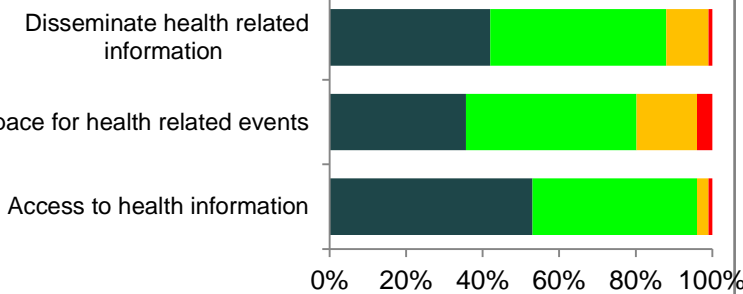
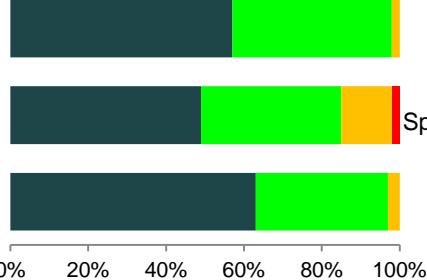
Libraries' potential contribution to learning, literacy and employment is almost universally accepted.

Economic development



Libraries' potential contributions to various aspects of economic development are recognized by the vast majority.

Health



Libraries' potential contributions to various aspects of health improvement are recognized by the vast majority but there are some doubts about their ability to act as venues for health related events.

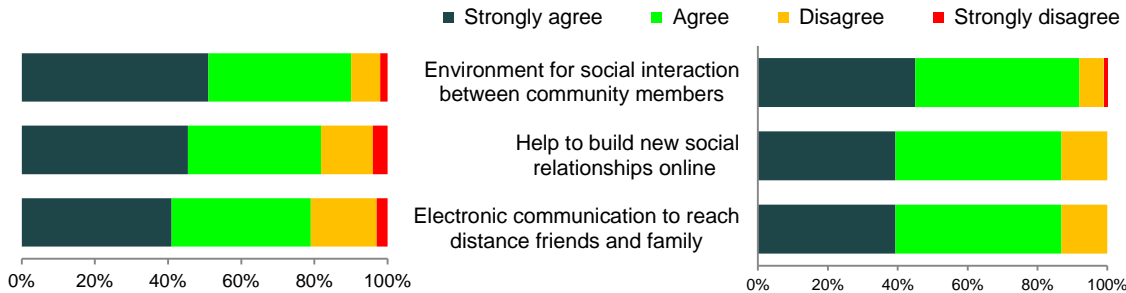
Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

Impact areas

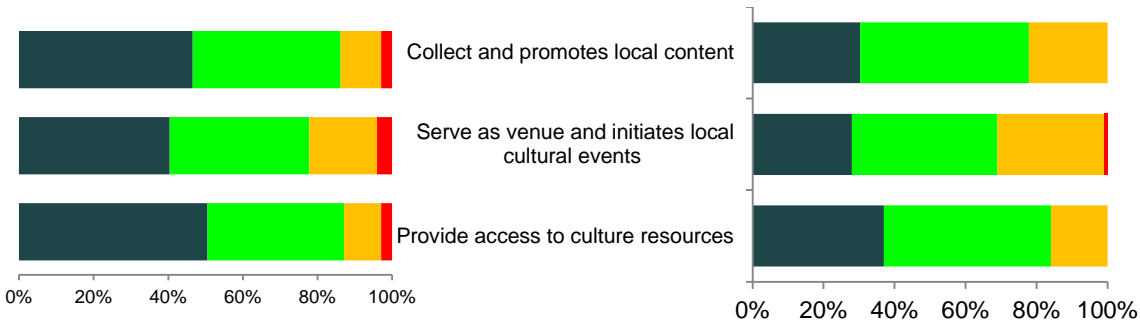
Officials of local authorities that operate libraries

Officials of local authorities that don't operate libraries

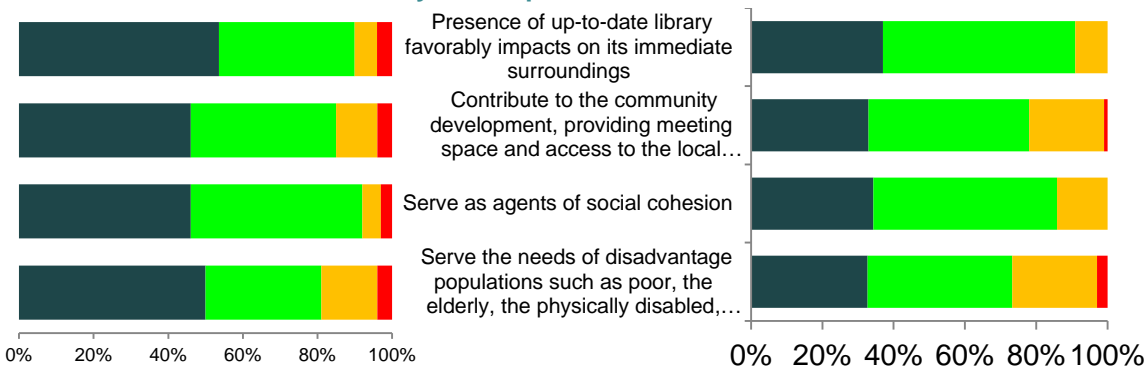
Communication



Culture



Social Inclusion and Community Development



It is widely recognized that libraries provide a forum for meeting and building relationships even online.

Whilst libraries' contribution to culture is widely recognized, there is skepticism about their potential to act as a venue for local cultural events.

Libraries potential to contribute to social inclusion and community development is recognized but some skepticism meets the concepts of them providing event venues and helping the disadvantaged.

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?:

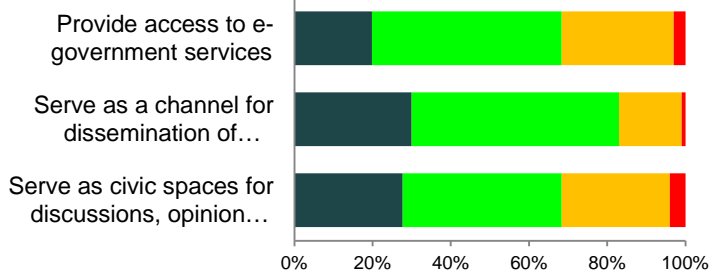
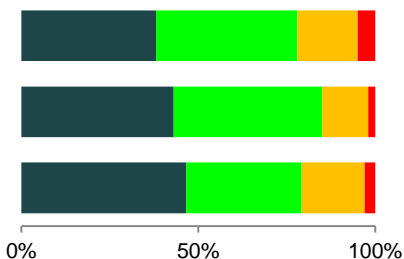
Impact areas

Officials of local authorities that operate libraries

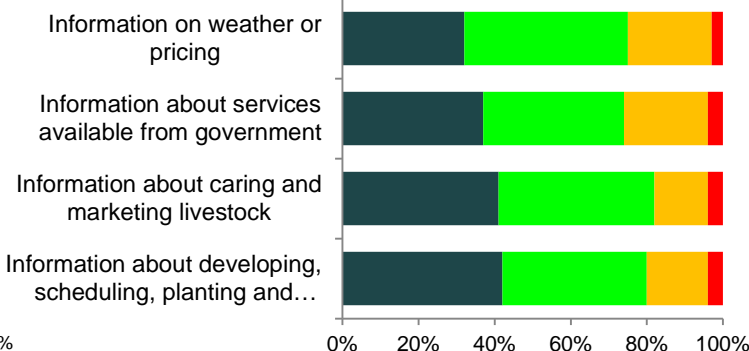
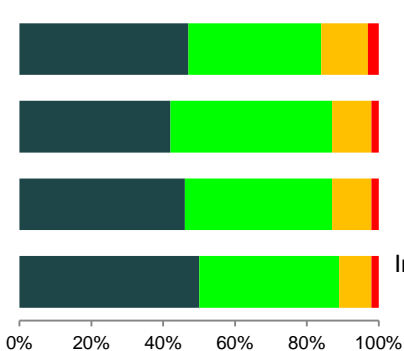
Officials of local authorities that don't operate libraries

Citizen Empowerment, Democracy and E-Government

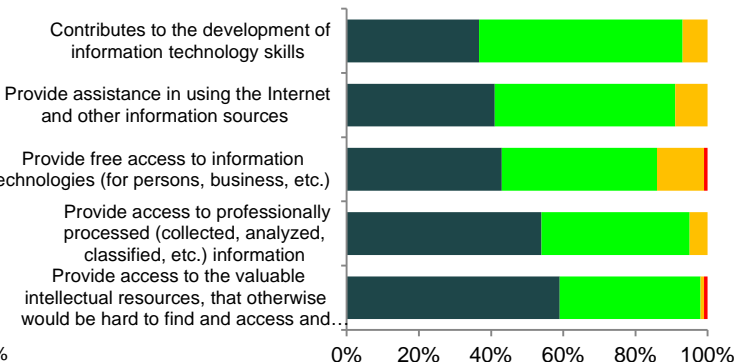
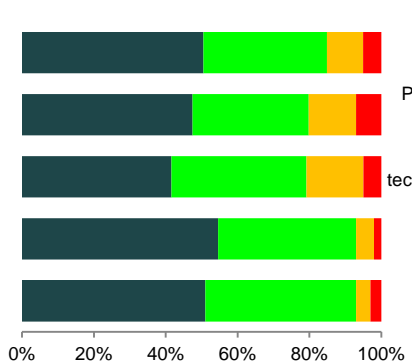
■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



Agriculture outcomes



Information society and Digital Divide



The minority disagreement expressed regarding the potential role of libraries in E-government services could be an indication that the some governments don't have such services . The idea that libraries could disseminate government information is accepted.

About three quarters of respondents can see a potential role for libraries in supporting agriculture.

Overall, the officials agree that libraries should provide access to ICT knowledge but those that operate libraries have some slight disagreement

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 – summary (local government officials)

It is encouraging that local level officials, whether they run libraries or not, can see libraries' potential to support policy strands outside what are perceived to be their core competences of education, literacy and culture. The officials readily accept the notion that libraries could contribute in the areas of economic development, employment, health, agriculture and the digital divide gives librarians a good foundation to build on if they wish to move towards getting support to provide more innovative services which will be seen as relevant to the solution of major policy problems.



SECTION 4: NATIONAL LEVEL OFFICIALS



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- I. Things that come to mind
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- I. Challenges in country
- II. Priorities for institution
- III. Education
- IV. Economic development
- V. Health
- VI. Communication
- VII. Culture
- VIII. Social inclusion and community development
- IX. Citizen empowerment, democracy and E-Government
- X. Agriculture

Demographic Characteristics (National Level officials)

	Total	Kenya	Uganda	Tanzania	Ghana	Zimbabwe	Ethiopia
Base (n =National level officials)	112	18	20	14	20	20	20
Gender %	%	%	%	%	%	%	%
Male	67	67	55	50	75	65	85
Female	33	33	45	50	25	35	15
Age %	%						
21 yrs - 30 yrs	15	6	15	14	15	25	15
31 yrs - 40 yrs	23	22	10	43	20	20	30
41 yrs - 50 yrs	33	61	20	21	15	35	45
51 yrs - 60 yrs	24	11	45	21	45	10	10
61 yrs - 70 yrs	4	-	10	-	5	10	-
Education %	%						
Higher	98	100	100	93	95	100	100
Basic education	2	-	-	7	5	-	-
Occupation	%						
Duration in position %	%						
01-02 Yrs	29	28	15	14	15	50	50
03-05 Yrs	29	33	30	50	25	20	20
06-10 Yrs	29	22	40	14	40	30	20
10+ Yrs	10	11	15	-	20	-	10
Decision making %	%						
Ultimately responsible	44	44	35	71	15	35	70
Partly responsible	53	56	65	29	75	55	30
Not responsible	4	-	-	-	10	10	-

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

Perceptions of libraries

Libraries are primarily associated with information, knowledge and books and most look at them as places for extending classroom learning.

Associations (National level officials)	Total	Kenya	Uganda	Tanzania	Ghana	Zimbabwe	Ethiopia
Base (n=112)	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Information/knowledge storage and acquisition	67	67	50	64	85	65	70
Books	51	39	40	57	30	70	70
Space: Quiet place/peaceful place for study, relaxation, etc)	24	33	30	14	15	15	35
Computers	12	11	15		10	30	
Newspapers/ Current affairs/ Magazines	4	11	5			10	
Educative videos	3	6				5	5
Librarians	1	6					

There is a significant number (12%) of the national level stakeholders interviewed, who associate libraries with computers, which positively indicates the growing awareness of the importance of modern technology in the libraries.

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

Interaction with libraries

About a third (28%) of national level officials claim to have very good knowledge about the local library situations.

Those who work for institutions that are directly involved with libraries have more information.

A significant number of the officials however seem not to have success stories about libraries except the challenges that the libraries go through in their day to day operations:

- ✓ This includes libraries having outdated information
- ✓ Inadequate allocation of budgets for libraries from the national governments
- ✓ That most libraries are not modern

The national level officials seem to be aware of the challenges facing libraries in these countries but also don't seem to have immediate solutions.

About three quarters (73%) of national level officials have visited a library in the past 12 months, indicating a fairly reasonable level of engagement with library issues.

Ethiopia has the highest proportion (90%) of national level officials who claim to have visited a library in the past 12 months. On the other hand Uganda has the lowest proportion at 60%.

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 official is limited and exists at varied touch points across different countries.

Key among them however and common across countries is visits in person to conduct some form of research with a 10% mention across countries.

A significant number of officials across all countries have had no connections with libraries in the past 12 months, 17% on average.

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

Extent of future connection

Desired connection with libraries is centered around personal usage with 14% overall expressing desire to joining for purposes of information and technology needs.

11% across all markets would like to be connected through participation to read and gather information about certain issues or areas of interest.

In Kenya one third (32%) are satisfied with the current level of connection with libraries and do not desire to change the current level of connection, while a significant number would like to be involved at policy making level or direct involvement in the running of the 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

Services offered by libraries

Main services offered are perceived to be lending of books to adults and children and reference service but 24% mention public internet access.

65%

Overall mention books lending for adults; lending of books is considered the primary service of libraries across the board except in Uganda and Ghana where reference services come first.

Services rendered by libraries (Spontaneous)

	Total	Kenya	Uganda	Tanzania	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Take out books for grown-ups	65	78	55	86	45	70	65
Use references materials, like the encyclopedia	58	61	65	57	65	55	45
Take out books for children	51	39	50	50	45	70	50
Ask a librarian for help, advice or consultation	31	11	55	43	10	45	25
read newspaper or magazine	24	17	35	43	15	30	10
Use public internet access	16	17	10	57	5	10	10
Use quest rooms/ spaces for study	12	39	-	-	5	10	15
Take out CDs or videos	10	-	-	-	-	15	40
Meet other people	8	-	20	14	5	10	-
Connect to the internet with your laptop	7	-	-	14	5	25	-
Learn languages	7	11	5	-	-	25	-
Use child section	6	6	15	-	5	5	5
Attend an event	4	-	-	21	10	-	-
Use computer software	4	6	15	-	-	5	-
Take a class or workshop							

51% mention taking out books for children.

There is a feeling amongst a few of the national level officials that the books in the libraries are not relevant to some people and do not meet their needs hence the non usage.

Librarians are also seen as very useful when it comes to guiding users on selection of relevant materials, especially in view of the vast range of materials available in libraries.

24% mention public internet access.

Which services have you heard about in the public libraries?

Purposes served by libraries (Spontaneous)

	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Educational purposes (for homework or to take a class)	89	89	85	100	80	95	90
Information on health issue	29	28	20	29	25	50	20
Local news or information	29	28	20	43	20	30	35
National news or information	29	22	25	21	20	45	40
Entertainment	28	39	35	-	15	35	35
Information on agriculture	23	22	15	29	30	35	10
International news or information	23	11	10	36	15	35	35
Information and use of electronic government services	16	22	-	21	25	20	10
To help my child do homework	16	11	10	7	-	50	15
Financial or investment news or information	8	6	-	7	15	20	-
To communicate with distance friends or relatives	7	17	5	7	-	10	5

Benefits derived from visiting library (Spontaneous)

	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Develop new skills or learn something new	82	89	80	86	70	85	85
Obtain new ideas, new interests	68	67	75	64	75	55	70
Get helpful information for school/ learning	49	50	35	21	45	55	80
Library is a safe and quiet place for study and reading	36	28	35	64	20	35	40
Get helpful information for health and well being	21	28	25	14	20	20	20
Get helpful information for business and commerce	21	39	15	21	15	25	15
Library helps to save time	19	11	15	36	-	15	40
Get helpful information about their community	14	22	5	21	15	15	10
People feel comfortable in the library	13	17	5	21	-	20	15
Library helps to be better in their job	11	-	15	29	-	20	5
Helps to make contacts with other people	10	6	5	7	-	20	20

Although the main purpose perceived is school related work, the end result in terms of benefits extends beyond school work, with issues like business and health being mentioned.

*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*

Libraries are seen to be serving school work needs more than anything else but a solid minority mentions other policy impacts such as health and agriculture.

On average, 7% of national level officials claim not to know what purposes are served by libraries. Zimbabwe and Ghana have the highest proportion of disengaged national officials.

There is an appreciation of libraries improving general knowledge levels of communities be it for academic or other reasons. Main benefit mentioned by 80% of policy level officials is learning new things and development of new skills others include getting new ideas and aiding in schools learning. A significant percentage also mention health and business.

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

Top 2 Box net	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Inclusive	84	60	50	50	45	35	
Friendly	67	77	70	78	55	65	60
Has highly-skilled librarians	59	84	60	78	50	85	5
Comfortable	46	67	35	43	40	70	20
Offers different activities and entertainment	34	78	35	64	15	20	5
Innovative	33	55	30	57	20	35	10
Dynamic	31	61	10	50	25	35	15
Modern	21	50	15	50	15		10
Up-to-date on technology	15	50	5	21	10		5

Though inclusive, friendly and having skilled managers, libraries need modernization and adoption of new technology

Public libraries compared to other tax funded serviced

	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
I would rank benefits of other tax supporters services before benefits of public/library	36	17	25	50	70	25	30
Public libraries benefits services are underfunded compared to other tax support services benefits	16	11	35	21	-	20	10
I would rank benefits of public library first since everybody gets information from there	15	17	15	7	15	20	15
None is more beneficial than the other	14	44	5	7	-	15	15
Public libraries have information that can service school, health, information while the tax support service cannot compare them directly	6	-	-	7	5	10	15
The benefits of a public library are not measurable	4	11	5	-	-	-	10
Public libraries benefit output are more and of stable value than other tax supported service	4	-	10	-	-	10	-
Public libraries benefit but these are not tangible	3	-	-	-	5	-	10
Public libraries benefit come first because people cannot develop without knowledge	3	6	-	-	10	-	-

Attitudes to priorities for public library funding versus other government services vary widely between countries. Stakeholders in each country need to understand why and work out what to do as a result.

It is quite evident that most policy level officials place library services secondary to other tax funded services, which clearly indicates the need for advocacy at that level. In Both

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

Across all countries, there is a general acknowledgement of poor/insufficient funding of public libraries

Funding

	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Libraries are not getting enough funds	73	100	85	28	60	100	55
Public libraries needs additional funds from other sources	11	-	-	7	-	15	40
Government does not have enough funds to support libraries	10	-	5	21	25	-	10
Public libraries have high resources limitations	4	-	-	-	15	5	5

There is a strong feeling in Ethiopia about the need for other sources of funding perhaps an indication that the government is not doing much to support the growth of public libraries.

Preferred communication channels

	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Internet	54	83	55	43	55	35	55
TV	42	28	35	36	30	50	70
Radios	38	22	45	21	20	55	60
Newspapers	35	28	60	29	15	60	15
Magazines	14	6	55	-	-	-	20
Discussion with people	10	33	15	7	-	-	5
Libraries information providers	6	-	-	21	10	-	10
Bronchures	4	6	-	-	20	-	-
Bill boards	4	-	-	-	-	25	-
Printed materials	4	-	-	-	15	5	5
Flyers	4	6	-	-	5	10	-
Pamphlets	4	6	-	-	-	15	-
Churches/Mosques/ Schools	4	6	5	-	-	10	-

Unlike other countries, the officials in Zimbabwe and Uganda (60%) prefer to get their information through newspapers and magazines.

Electronic and digital access are the most preferred ways of getting information about libraries. The internet is most prominent across most countries which points to the growing penetration of internet as well as the need for libraries to go digital and electronic in rendering services.

Questions:

Attribute association comments

Help in finding information

Librarians help all kinds of people find information, not only from printed sources such as books but also from electronic media, including the internet.

	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Most librarians are well trained and have the capability to assist mainly on printed sources	38	17	70	50	45	15	35
They are good at helping people to find information from all sources	12	22	5	29	-	15	5
They are trained professionals/competent	9	28	5	-	5	5	10
They do not discriminate, they help all people	4	11	-	-	-	5	5
Most librarians do not have internet/computers	13	6	10	-	15	35	10
People can access information from the internet they don't need a librarian to help	4	11	-	-	-	5	5
Not everyone in society benefits from librarians	4	-	-	-	5	10	5

There is an appreciation of the role and skill level of librarians although it is felt that they lack some facilities.

Opportunity

Libraries are places of opportunity. They are a place for education, for self-help, and offer free access to all.

	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Everyone who wants to learn is free to use libraries and as a result open new opportunities for themselves	45	28	75	36	30	25	70
Libraries offer education which is essential to human life	12	17	10	7	10	20	5
They create awareness which empower people and utilise their opportunities	5	11	5	7	-	5	5
Allow easy access to expensive books	5	17	5	-	-	10	-
They have materials and resources in many fields of human interest	5	6	-	14	-	5	10
Access is not free for all	16	-	10	7	15	50	-

Besides free access, the knowledge acquired from libraries is considered essential for day to day life issues.

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

Attribute association comments

Life long learning

With yourself as your teacher and your librarian as coach, libraries are a place of lifelong learning.	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
They help to grow literacy levels	19	-	50	7	5	20	25
Your learn something new everytime you visit the library	18	22	10	29	20	20	10
You get information that you cant get anywhere else	10	6	-	14	10	20	10
The advantage is that you don't really need anyone to help you learn	10	6	10	14	-	-	30
Accessibility and availability at anytime makes people learn continuously	7	6	15	7	5	10	-
They are supervised by the government	2	-	5	-	-	5	-
They don't have enough time because they are unsatisfied	1	-	-	-	-	5	-

There is concurrence across board on the fact that libraries improve literacy and provide an opportunity to acquire knowledge.

Brings you to the world

Libraries bring you the world. Today's library technology means that information from around the world is available through the internet.	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Those that have internet access are making it easy for people who would otherwise not access	28	33	25	50	25	5	35
Yes because we have people getting e-journals, e-books	13	22	25	-	5	-	20
Todays libraries have been digitalized to bring the world closer.	6	11	5	-	5	10	5
Not relevant currently as most libraries are not computerized in many ways	8	6	5	-	35	-	-
Libraries need to upgrade so that they can provide information using modern technology	7	-	30	-	-	10	-
There is no internet in our libraries	7	-	-	7	15	20	-
Libraries don't have computers	5	-	-	-	5	25	-

Bringing users to the world is all about internet access and computing, however there is a significant shortfall in this area. In Ghana for instance, a significant number consider this statement irrelevant in their current circumstances.

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

Attribute association comments

Change and dynamism

Libraries are changing and dynamic places. In a typical library, children can be listening to a storyteller, first-time computer users can be learning to navigate the internet, users can get a wide range of books and students get information to help their studies.

	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Libraries are now trying to change but are not there yet	17	6	40	21	5	10	20
Due to modern and new technology we can learn a lot from libraries	13	39	-	14	5	-	20
Librarians help to keep the children entertained and use computer.	9	22	25	-	5	-	-
Libraries are not very dynamic in our country	22	22	20	36	30	30	-
Libraries keep children busy but it is not the right place for them to learn to use the internet, they will access wrong materials.	11	6	5	7	10	5	30
Public libraries have no internet connection.	5	6	5	-	15	-	5
Most libraries lack ICT services and facilities	4	6	-	-	10	5	5

There is some significant level of disagreement regarding change and dynamism, and perhaps this is seen as more aspirational and ideal rather than a current situation.

Librarians' training and expertise

Librarians are trained experts in finding the right information, wherever it is – in books, in archives or on the internet.

	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Most are well trained on how to organise information	21	39	10	21	10	25	25
Librarians are professionals and always know how to get the right information.	13	28	25	7	5	10	5
Librarians are always readily available to assist the users find the information they want.	9	11	5	14	5	5	15
Librarians give guidelines to users.	6	-	-	29	-	5	10
Some librarians aren't competent i.e. cant use a computer	7	6	10	-	-	5	20
Some librarians are not well informed	7	-	15	-	15	5	5
Librarians should be well trained	7	-	5	-	25	5	5

The need to have well trained librarians is emphasized especially because people seeking knowledge and information need assurance that they are dealing with people who have it already.

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

Attribute association comments

Helping all kinds of people

Libraries can help all kinds of people in many ways. You can get help with job applications, find delicious recipes, find government information or help with homework. The library does all these things.	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Libraries are the only places you will find information on anything	26	-	50	29	5	30	40
Libraries have a lot of information from different sources which are current and of use to anyone interested	15	11	10	7	25	20	15
Periodicals like newspapers have job adverts.	11	44	5	7	-	5	5
They help people get government information	5	6	10	7	-	10	-
They do not do all these things but they should.	10	6	-	14	20	15	5
Only a few offer all the above mentioned advantages	5	11	-	7	-	-	15

There are mixed reactions on helping all kinds of people between countries .

In kenya, newspapers for job adverts are considered a key help.

Free for free

Free people need free libraries. Libraries play an essential role in our democracy and are needed more now than ever.	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
They are not necessarily free because service are paid for	11	17	5	21	10	15	-
They enlighten the people on politicsand democracy and are needed now more than ever	10	11	5	14	5	5	25
Yes thruu giving information on current affairs, development and research.	5	17	-	-	5	5	5
Libraries are resource centre thus needed by all not only for free people alone.	4	6	-	7	5	-	10
They don't have funding at the moment and mainly focus on keeping going rather than politics	4	-	-	-	5	15	-
Most people don't go to libraries to search for democracy information	4	-	10	-	10	-	-
People do not value free things.	3	11	-	-	-	-	5

Although libraries can play a big role in propagating freedom and democracy, the fact that access is not always free could be a limitation to this role.

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

Attribute association comments

Safe and welcoming community space

The library is a safe and welcoming community space where everyone feels welcome. People see their friends and neighbours there.

	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Libraries do not discriminate anyone, all people are welcome	29	6	20	64	30	5	55
Libraries belong to the community and people sometimes meet there	22	17	55	-	15	35	5
Not only meeting new people but to read and access information.	9	28	15	-	5	-	5
Its conducive place for everyone	7	6	15	7	5	5	5
Public libraries are for all to access	5	17	5	-	-	10	-
It's a safe place for kids to be.	5	28	-	7	-	-	-
Is a quiet place for studies not meetings	11	17	-	29	-	30	5
It is not a social place for meeting friends and neighbours	7	-	-	-	-	20	15
The library is not a welcoming place	3	-	5	7	5	-	-

The serene environment that most libraries provide, especially for undisturbed learning is well appreciated by the national level officials.

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

Libraries impact

Main issues facing country

	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Insufficient resources especially financial resources	30	11	55	29	30	50	5
Unemployment	18	33	5	29	15	15	15
Inadequate information resources	13	11	25	-	10	25	5
Reading as a necessity not a culture	13	11	20	14	25	5	5
Poor reading materials	13	11	30	-	25	-	10
Public libraries are few	13	-	30	7	15	15	10
Poverty	12	-	10	14	-	10	35
Poor infrastructure	11	17	15	-	10	5	15
Lack of modern facilities	10	6	-	-	30	10	10
Manpower	9	11	10	14	10	-	10

Financial inadequacy is a major concern for most countries, more so in Uganda and Zimbabwe where 55% and 50% respectively raise it as a major concern. Kenya and Tanzania have high unemployment concerns .

Main priorities of institution

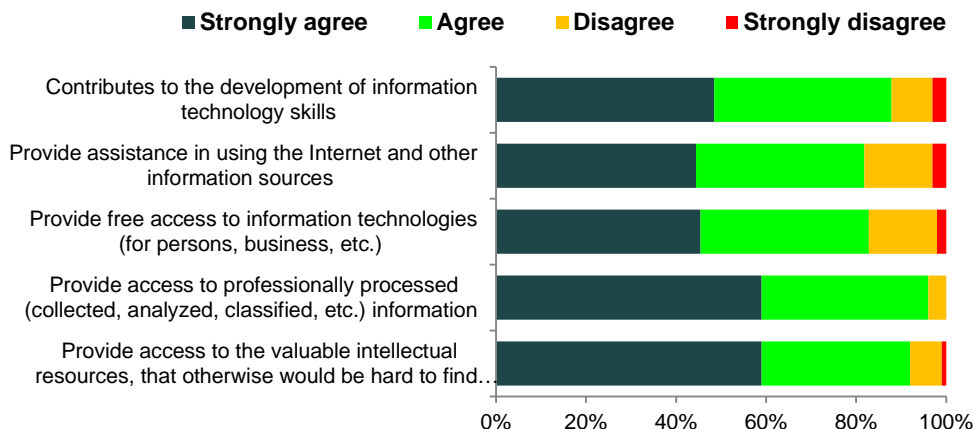
	Total	Kenya	Uganda	TZ	Ghana	Zim	Ethiopia
Base: Total Sample	112	18	20	14	20	20	20
	%	%	%	%	%	%	%
Provide relevant materials for user to conduct research successful	15	6	15	21	25	10	15
To provide materials which are standard updated depending with the competitive market for better satisfaction	11	6	15	14	5	20	5
Education studies, research and training	10	11	15	7	10	5	10
Digitization of our information resources	8	11	15	7	10	5	-
Disseminate information to society	7	11	10	7	-	10	5
Funding libraries to run its services	7	11	15	7	5	5	-
Facilitate law reforms conducted to social economic, political development	6	-	5	-	-	20	10
To ensure that everybody is computer literate, have access to internet and other specialized database	5	6	5	-	5	-	15
Assist the society get helpful information on health and development	4	-	-	14	-	-	15
Expand the avenues to enter the ICT sector	4	6	5	-	5	5	-
Improved image of a library	4	-	15	-	-	-	5

Institutions interviewed seem to have focus on making access to information and knowledge easier.

African governments are constrained financially and coupled with this, information related concerns prominently feature in the list of issues. The institutions seem to have clear priorities on filling the informational gaps . This might be difficult due to the inadequacies mentioned earlier. The priorities are at the basic provision level rather than improvement of what is existing.

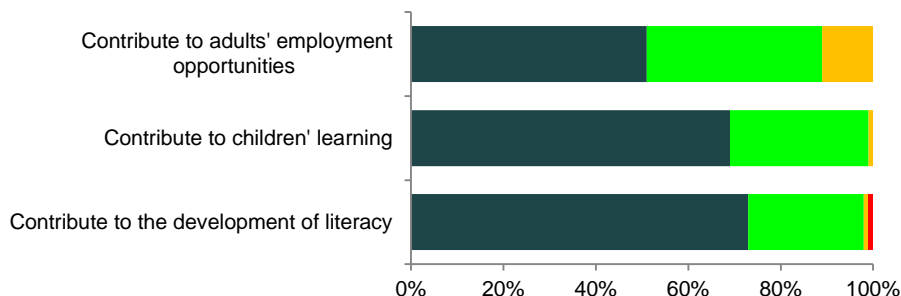
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Information society and digital divide



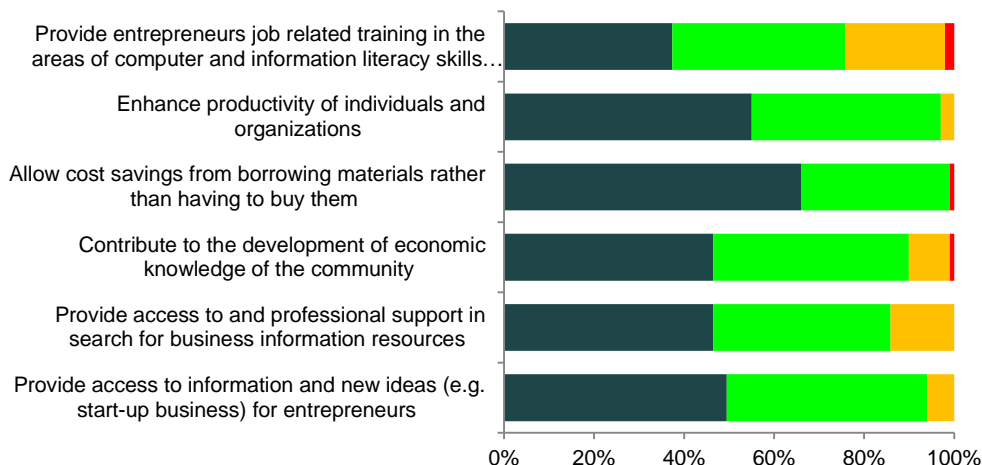
The officials agree that libraries should provide access to knowledge and use of ICT services as well as access to professionally processed information. Strong support for activities to reduce the digital divide.

Education



Strongly seen aiding children's learning and contributing to the improvement of literacy and adults' employment opportunities.

Economic development

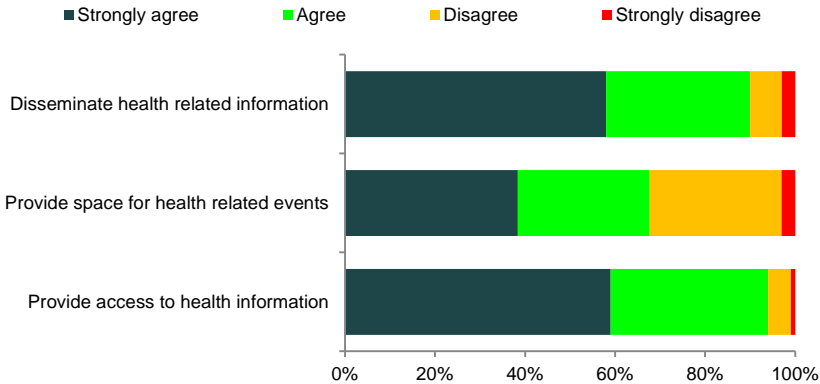


The idea of a role for libraries in economic development is very well supported. Some skepticism about their potential to help entrepreneurs.

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?:

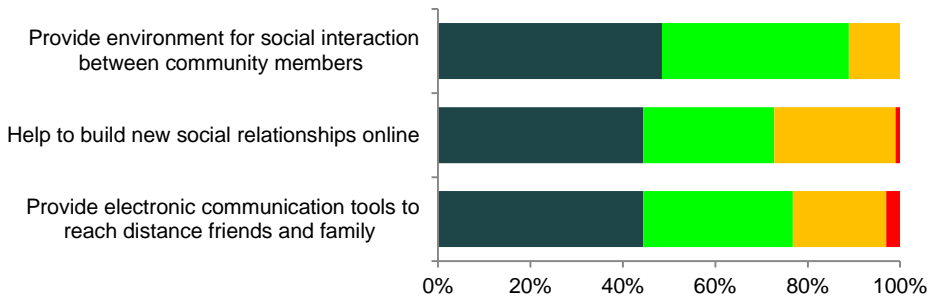
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Health



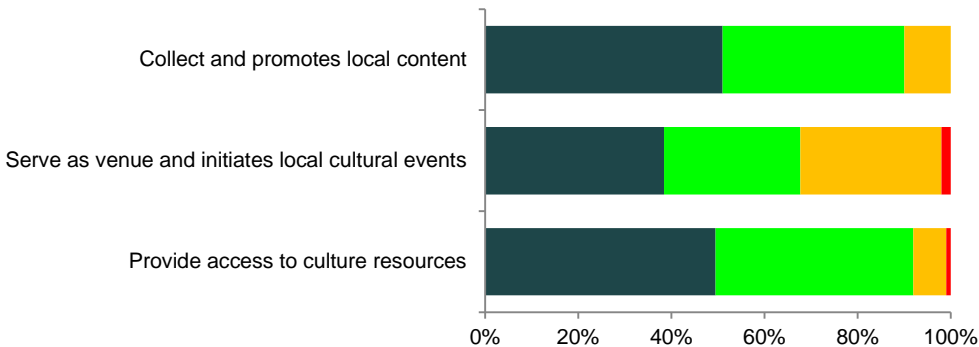
There is overwhelming support for the idea of a role for libraries in providing health information but some doubts about their potential as venues for events.

Communication



That libraries enable linkages through communication one on one is almost universally acknowledged. More than 75% also see their potential to use ICT for this.

Culture

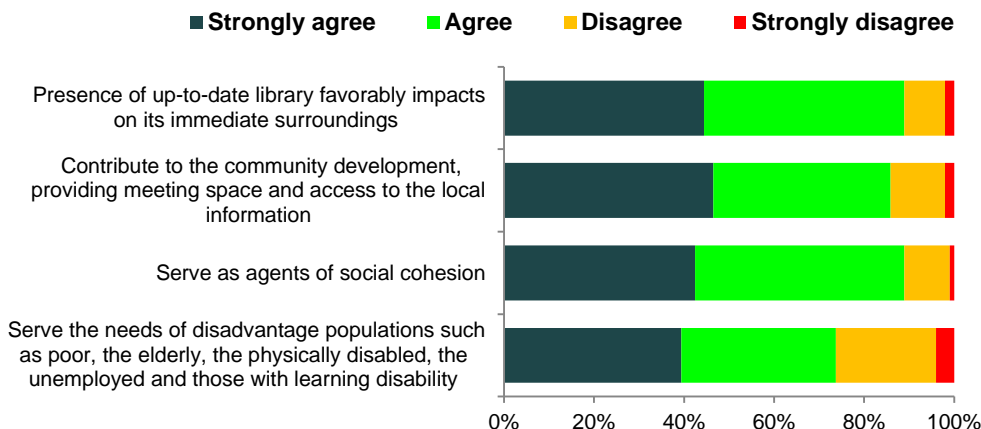


Whilst libraries' cultural role is accepted, a substantial minority do not think they have potential as venues for cultural events.

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?

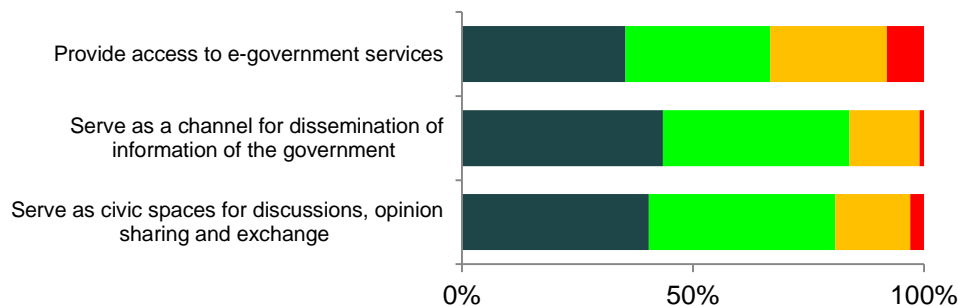
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Social and community development



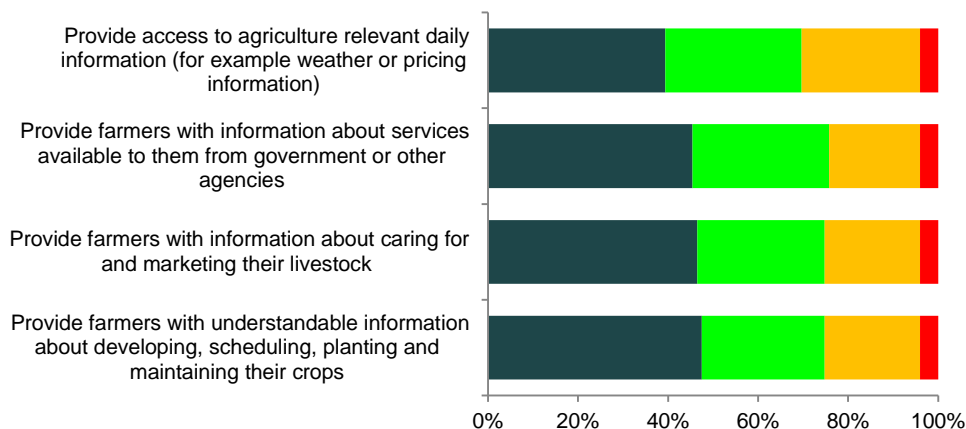
Whilst a substantial majority understand the social role of libraries, the idea that they could help disadvantaged people is rejected by about one quarter of respondents. Idea of libraries serving social cohesion is well supported.

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. Some skepticism about eGovernment may stem from its limited current state of development.

Agriculture



A substantial majority recognises a potential role for public libraries in supporting agriculture.

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 - summary

73%

Strongly agree that libraries contribute to development of literacy.

26%

On average disagree with libraries' potential to have a positive impact on agriculture.

The national officials appear to have been expressing progressive and supportive attitudes to public libraries' potential.

Like the local officials, they seem to recognize libraries' potential to support policy strands outside what are perceived to be their core competences of education, literacy and culture. The officials readily accept the notion that libraries could contribute in the areas of economic development, employment, health, agriculture and the digital divide gives librarians a good foundation to build on if they wish to move towards getting support to provide more innovative services .

The challenge will be building on the apparent goodwill to turn it into tangible progress and valuable impact on society's pressing problems. 73% of them say that libraries are underfunded, so the door is at least ajar. Can library stakeholders in these countries mobilize to push it open? In each country they will wish to assess and understand fully what this report is saying to them and learn any valid lessons. There is plenty of food for thought.

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?: