

Perceptions of public libraries in Africa
Uganda Report
prepared for EIFL by TNS RMS East Africa
July 2011

REPORT CONTENTS

EXECUTIVE SUMMARY	3
MAIN FINDINGS (Combined country level data)	
Section 1: Users and non users.....	4
Section 2: Librarians.....	29
Section 3: Local government.....	50
Section 4: National level stakeholders.....	71

EXECUTIVE SUMMARY

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

The state of public libraries

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

Awareness, perceptions and attitudes

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

Libraries are perceived as offering academic related information and therefore an extension of the academic study. Children exposure to libraries is limited and a lot more could be done to improve usage.

Role of librarians

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

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

Importance of libraries

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

Information about libraries

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

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

Reaching the target groups

Electronic media is the best way to reach influential people with the library message. Users are mainly drawn in through word of mouth. TV and Radio are the most frequently used sources of information and also the most trusted ones.



SECTION 1: USERS AND NON USERS



SECTION OVERVIEW



Demographic characteristics **6**

Perceptions of libraries **8**

Awareness,
Sources of awareness
Associations with Libraries
Usage frequency
Access method

Services(purpose) **16**

Services sought
Use of computers in library
Purposes of visiting libraries
Benefits derived from using libraries
Alternative sources of similar information

Library experience **20**

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

Demographic characteristics (Users and non users)

	Users	Non users
	498	300
Gender	%	%
Male	64	49
Female	36	51
Age	%	%
16 yrs - 20 yrs	26	22
21 yrs - 30 yrs	49	54
31 yrs - 40 yrs	17	14
41 yrs - 50 yrs	6	7
51 yrs - 60 yrs	1	2
61 yrs - 70 yrs	-	-
71 Yrs and above	-	-
Years of formal education	%	%
0-5 years	2	12
6-12 years	29	44
13-16 years	51	36
17+ years	17	8
Education level	%	%
Some elementary or less	-	10
Completed elementary	1	8
Some secondary	23	30
Completed secondary	13	18
Some post-secondary (university or technical)	27	11
Completed vocational/technical institute	14	9
Completed university or more	21	14
Don't Know/Refused	-	1
Marital status	%	%
Single	66	52
Married	30	40
Widow/Widower	-	1
Divorced/Separated	1	5
Don't Know/Refused	1	2

Demographic characteristics (Users and non users)

	Users	Non users
	498	300
Occupation status	%	%
Work part time	14	11
Work full time	23	20
Self employed	10	22
Unemployed not looking for a job	2	4
Unemployed looking for a job	5	9
Retired	1	1
Student	41	23
Recently graduated from school (not employed)	1	1
Housewife	1	8
Don't Know/Refused	2	1
Monthly Household income	USD	%
50 or less	21	27
51 – 125	18	22
126 – 190	17	18
191 – 250	14	16
251 – 375	13	10
376 – 500	10	3
501 and above	6	3
LSM Group	%	%
1 to 3	2	10
4 to 6	20	28
7 to 9	30	39
10 to 14	41	20
15 to 17	5	2

Based on the demographic profile achieved in this study, a typical user of a public library in Uganda is therefore likely to be, young single male from a middle class background, aged between 21 and 30, and currently in school.

Perception of libraries

Libraries are all about information storage and retrieval, primarily through books

Spontaneous associations with libraries

Spontaneous associations (Users)	Total	Kampala	Mbale	Masaka	Lira
Base:	498	200	140	58	100
	%	%	%	%	%
Information/knowledge storage and acquisition	71	70	72	88	64
Space: Quiet place/peaceful place for study, relaxation, etc)	71	68	79	56	74
Books	69	70	74	62	66
Newspapers/ Current affairs/ Magazines	13	10	12	19	15

71%

of users in Uganda associate libraries with information/knowledge storage as well as the physical space and books are close behind at 69%.

Spontaneous associations (Non users)	Total	Kampala	Mbale	Masaka	Lira
Base	300	146	70	34	50
	%	%	%	%	%
Information/knowledge storage and acquisition	69	63	94	53	60
Space: Quiet place/peaceful place for study, relaxation, etc)	59	58	59	64	56
Books	56	62	47	51	50
Educative videos	20	25	6	26	20
Newspapers/ Current affairs/ Magazines	10	8	13	9	16

69%

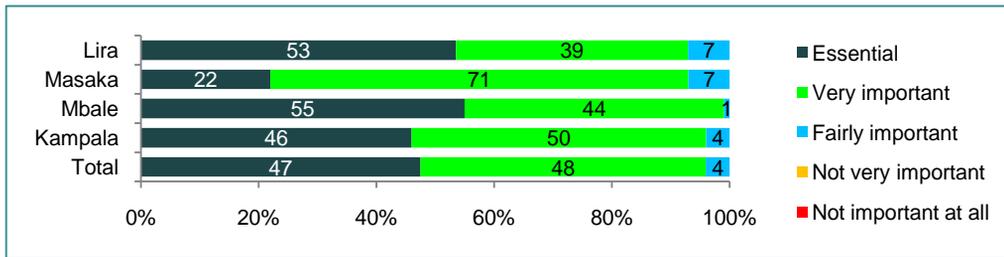
of non users in Uganda associate libraries with information and knowledge.

Spontaneous associations for both users and non users in Uganda is very similar. Information, knowledge and space have the highest association followed by the physical space. Periodicals receive the lowest mentions for both users and non users. There is no stated association with IT.

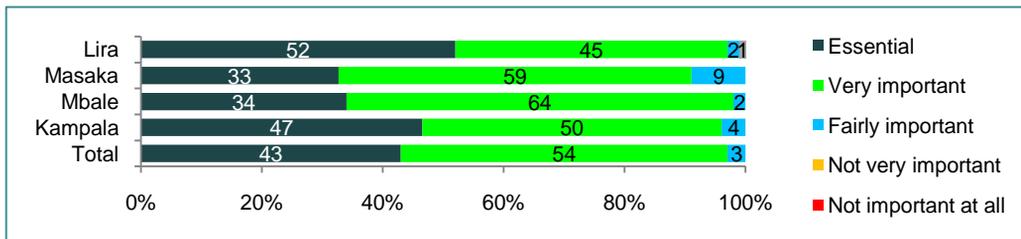
What words or images appear in your mind first when you hear the word „library“?

Importance of libraries to users

To the community



To the individual



Library users in Uganda appreciate the value of libraries to both the individual and the community.

More than 90% of the users 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 in Uganda visit the library on a weekly basis, and on average almost all users will visit the library at least once a month.

Current residency amongst library users

	Total	Kampala	Mbale	Masaka	Lira
Base	498	200	140	58	100
	%	%	%	%	%
Less than 1 year	6	5	7	-	11
1-5 years	41	43	41	48	32
6 years and more	52	53	52	52	53

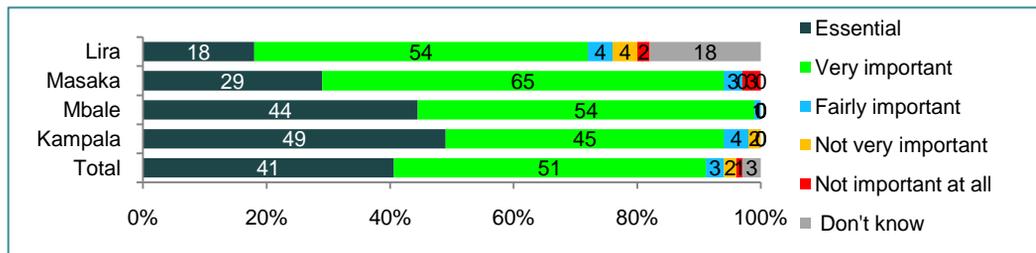
Frequency of using library amongst users

	Total	Kampala	Mbale	Masaka	Lira
Base	498	200	140	58	100
	%	%	%	%	%
Daily	18	24	19	14	7
Weekly	59	55	64	62	57
Monthly	16	18	16	10	17
Every other month	4	3	1	9	6
Once or twice a year	1	1	-	3	3
Don't know	2	-	-	2	10

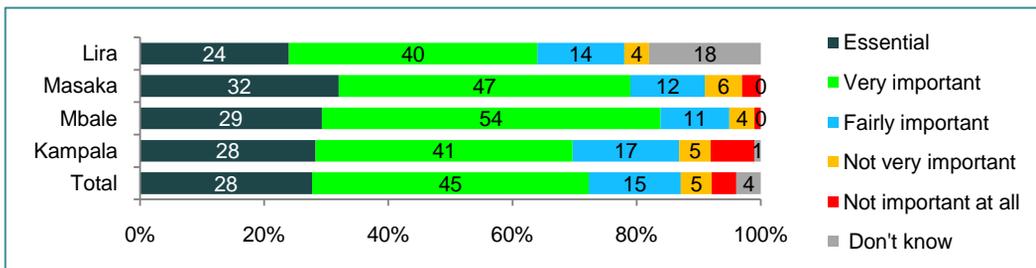
Generally speaking, how important or unimportant do you think public libraries are as a service to the community?
 How important or unimportant are public libraries to you personally?
 How long have you lived in your current area of residence?
 How often do you visit the public library (a community library 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 in Uganda see libraries as essential to the community but less so to themselves.

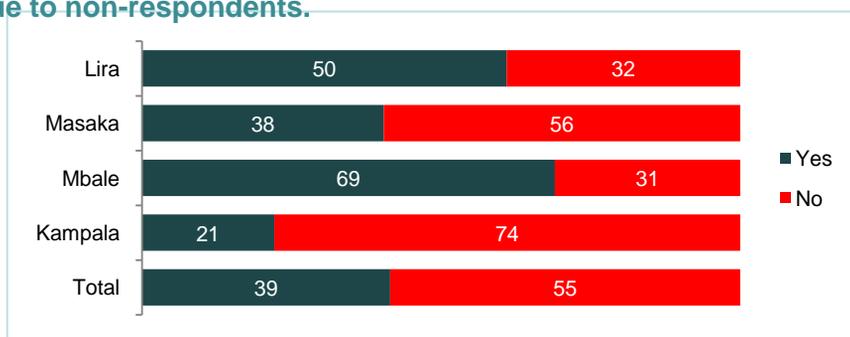
Current residency for non users

	Total	Kampala	Mbale	Masaka	Lira
Base	300	146	70	34	50
	%	%	%	%	%
Less than 1 year	13	18	9	-	14
1-5 years	41	42	49	44	26
6 years and more	43	37	43	56	52

Slightly above a half (55%) of library non users in Uganda are not aware of the presence of libraries in their localities.

Non users in Mbale region are more aware of public libraries in their locality while those in Kampala have the lowest awareness levels.

Awareness of presence of public libraries (non users). Shortfall from 100% due to non-respondents.



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

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

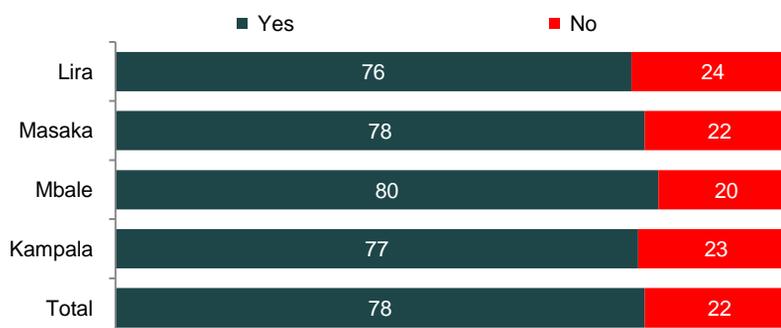
How important or unimportant are public libraries to you personally?

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

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

User level advocacy and sharing of experiences

Whether shares information and experiences about libraries



Groups of people with whom information is shared

	Total 387	Kampala 154	Mbale 112	Masaka 45	Lira 76
Friends	80%	68%	94%	71%	89%
Adult family members	23%	24%	24%	35%	5%
Neighbors	15%	18%	13%	13%	14%
Co-workers	14%	15%	12%	16%	14%
Your child / Children	12%	23%	8%	18%	13%
Classmates & students	7%	15%	12%	16%	14%

There is significant amount of buzz about libraries (78% 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 (12%) are talking about libraries with children in Uganda. The proportion doing the same in Kampala is considerably higher at 23%.

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

Sources of awareness about libraries

Users sources of awareness

	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	498	200	140	58	100
	%	%	%	%	%
Through friends	58	39	79	34	79
It's in my neighborhood and I pass by it	33	35	38	43	17
Through adult family members	16	8	24	12	24
Through newspapers/ magazines	6	8	5	5	3
Through radio	6	5	6	2	10
Through teachers	6	5	2	7	12
sign post advertisement	6	8	8	2	1
By myself	3	5	1	3	2
None	3	6	1	3	1
Through Church and/or Church newsletters	2	4	1	-	2
Through the school of my child	2	2	-	9	2
Workers of the library	2	5	1	-	-
School programmes	2	3	1	7	-

Non users sources of awareness

	Total	Kampala	Mbale	Masaka	Lira
Base: All who know there is a library in their area	300	146	70	34	50
	%	%	%	%	%
Through friends	74	58	83	77	72
It's in my neighborhood and I pass by it	36	65	15	85	16
Through adult family members	27	32	21	38	28
Through radio	15	3	13	31	24
Through my children	13	6	10	38	12
Through newspapers/ magazines	13	29	4	31	-
Through the school of my child	9	10	2	38	8
Through teachers	6	-	4	-	20
Through Church and/or Church newsletters	5	-	-	15	16
Through TV	5	13	-	15	-
Through the internet	4	16	-	-	-
Walking about passingby	2	3	2	-	-
sign post advertisement	1	-	2	-	-
School programmes	1	3	-	-	-

Friends are a big influence in library usage among users and non users in Uganda. More than a half of the users and almost three quarters of the non users mentioned friends as the highest source of awareness.

Non users in Kampala and Masaka areas got to know about the public library in their locality when they pass by it in the neighborhood.

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

33%

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

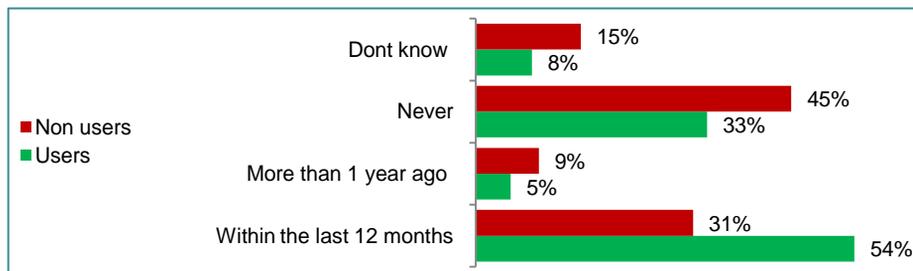
31%

Of non users claim that their friends have visited a library in the last 12 months, this is quite low compared to 83% of users who say so. Perhaps non usage may be due to lack of positive influence.

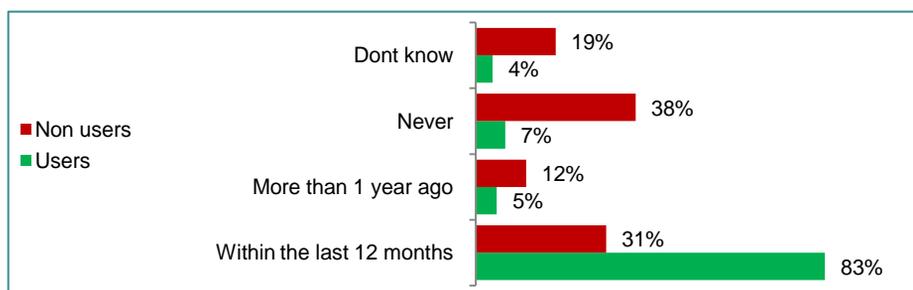
16%

of both users and non users in Uganda have visited the library with a child. Some of them do not use the facility themselves.

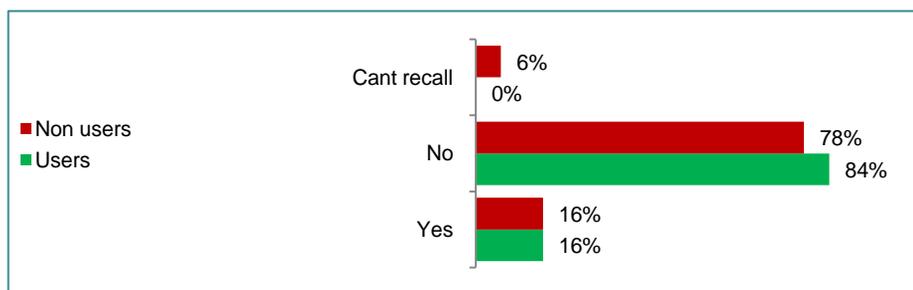
Whether other family members visit libraries



Whether friends visit library



Whether has ever visited library with a child



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

For non users there are no significant differences in interaction and influence amongst friends and family members within the last 12 months.

Have any of your family members apart from yourself visited the public library in your area?

Have any of your friends visited the public library in your area?

Have you ever visited the library with child/children?

Barriers to usage (non users)

	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	300	146	70	34	50
	%	%	%	%	%
I'm too busy	58	61	54	56	54
I don't know what my local library does/where it is	53	70	30	47	38
My nearest library is too far away/not convenient	41	35	46	41	50
I don't like reading	24	23	26	38	14
Nothing of interest to me at a library	24	17	29	38	28
You can't borrow books for long enough to read them	21	20	27	21	14
I prefer to buy books from a shop/ online	19	22	21	18	8
I don't like the environment	17	12	40	18	2
I prefer to buy DVDs from a shop/ online	17	21	16	18	8
Not enough activities or courses going on	17	22	16	21	-
The range/ quality of books isn't good enough	16	16	20	18	8
Not enough computers	15	12	24	24	4
I can't read	14	15	10	24	8
Difficulty getting to the library (e.g. parking restrictions, poor public transport)	14	17	9	12	16
The fines for late returns are too high	14	16	13	12	10
I don't feel welcome there	13	16	11	12	4
Prefer to go elsewhere e.g. coffee shops, bookshops	13	10	23	6	12
I don't like libraries	12	9	21	-	16
Nowhere to get refreshments	12	9	17	21	6
Not cool	10	6	14	18	8
Difficulty accessing the building	10	13	9	12	4
Not enough seats available	8	8	6	12	10
Too noisy	8	7	14	12	-

The majority of non users across the four regions of Uganda 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 visits to the libraries.

58%

of non users in Uganda mention being busy as a hindrance to using libraries. When asked to rate these barriers in terms of priority, 22% claim that **lack of knowledge** about the services rendered and or not knowing where the library is the is located as the **number one reason** why they are unable to go to libraries and 20% claim that **being too busy** is the **number one reasons** for not using libraries.

Kampala has the highest proportion (61%) of busy non users even though a much higher proportion (70%) in Kampala still, claim that they do not know where the local library is located.

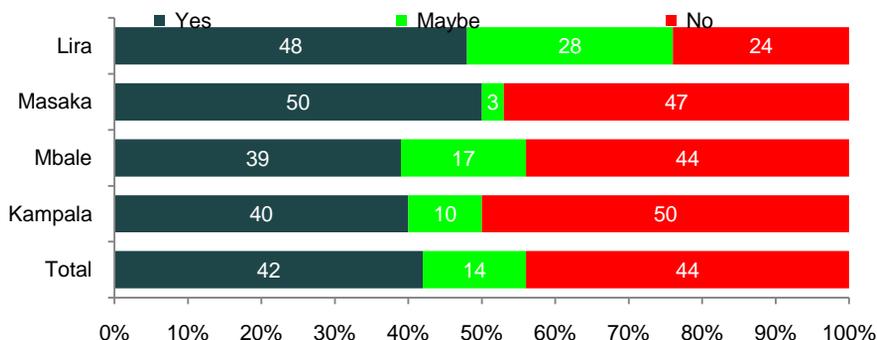
What are your main reasons, if any, for not using public libraries nowadays

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

50%

of non users interviewed in Kampala have no intention to start using libraries anytime soon and a similar proportion would not be motivated by anything to start using libraries. Suggesting that it would be a big challenge to get non users to start using libraries in Kampala and Masaka region .

Whether non users intend to start using libraries



What would motivate non users to start using

Influencers	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	300	146	70	34	50
	%	%	%	%	%
I would use my public library more if the library had more of the books I want.	49	45	50	44	62
None	44	49	44	47	24
I would use my public library more if it were more convenient to get to.	41	38	41	44	46
I would use my public library more if it were open more hours.	30	26	23	35	46
I would use my public library more if the library had more computer stations.	29	25	40	29	28
I would use my public library more if the library had more of the CDs, DVDs, and videos that I want.	28	30	19	32	30
I would use my public library more if the library had more materials I could access online.	25	20	29	26	34
I would use my public library more if the library building were more inviting.	23	23	23	29	20
I would use the library's website more if it was easier to use.	11	9	13	12	16

44%

of non users in Uganda say they have no specific things that would motivate them to start using.

49%

of non users cite availability of relevant books as the number one motivator that would get them to start using libraries.

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 (42%) that have intention to start using but are not doing so due to the inhibitors mentioned i.e. lack of relevant books and convenience, hence libraries need to make themselves relevant to the users. 29% would use the library if it had more computers.

Masaka area have the highest proportion of non users intending to start using libraries while Mbale has the lowest proportion.

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 referencing, much of which is done for classroom work for pupils. Interestingly, they also provide forums where people meet to socialize, which is an untapped opportunity for engaging people while they meet to socialize.

Services utilized by users in past 12 months

Very few users in Uganda will learn a language, attend an event or a class in the library. This is because less than 20% have used these services in the past 12 months. This however may indicate non availability of such services for users or outright lack of interest by library users.

	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	498	200	140	58	100
	%	%	%	%	%
Ask a librarian for help, advice or consultation	69	72	76	74	50
Use references materials, like the encyclopedia	57	56	60	62	51
Take out books for grown-ups	53	60	49	55	44
Meet other people	39	45	42	33	27
Use quest rooms/ spaces for study	39	40	29	57	40
Take out books for children	24	42	9	28	8
Learn languages	15	18	16	17	6
Attend an event	11	16	7	7	11
Take a class or workshop	10	15	6	17	4
Use computer software	9	13	13	3	1
Connect to the internet with your laptop	7	15	4	3	
Use child section	7	11	8	3	2
Take out CDs or videos	6	10	4	5	1
Hear a speaker, see a movie	3	6	2	3	
Reading courses/books	2		6		2

Only 9% of the users in Uganda mentioned having used computer services in the past 12 months. Yet 20% non users expect to access use of computer software in the libraries.

Reality could be that such services are extremely rare and this could be a stumbling block in case non users start using the libraries and have their expectations unmet.

Services that non users perceive to be available at libraries

	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	300	146	70	34	50
	%	%	%	%	%
take out books for grown-ups	78	84	83	88	50
take out books for children	74	83	73	62	60
use references materials, like the encyclopedia	59	62	63	68	38
ask a librarian for help, advice or consultation	56	54	70	41	50
use quest rooms/ spaces for study	47	53	43	50	30
take out CDs or videos	43	45	39	53	36
meet other people	42	47	49	35	26
learn languages	29	32	30	29	16
use child section	21	24	21	32	4
use computer software	20	20	30	26	2
take a class or workshop	20	18	16	24	26

The librarian is 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 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 available its is mainly at a fee.

21%

of users are using either **computers** or **internet** in the public libraries. While 37% and 34% access computer and internet services respectively in Kampala. Only 1% can access the same in Lira.

64%

of those using computers in the public libraries in Uganda are paying for them. Those using computers in Masaka access the service for free .

72%

of those using internet in the libraries pay for this service.

Use of computer in library

	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	498	200	140	58	100
	%	%	%	%	%
Yes	21	37	19	10	1
No	79	64	81	90	99

Use of internet in library

	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	498	200	140	58	100
	%	%	%	%	%
Yes	19	34	19	2	1
No	81	67	81	98	99

Payment for use of computer

	Total	Kampala	Mbale	Masaka	Lira
Base: All who use computer in library	107	73	27	6	1
	%	%	%	%	%
Pay	64	64	74	-	100
Free	36	36	26	100	-

Payment for use of internet

	Total	Kampala	Mbale	Masaka	Lira
Base: All who use internet in library	95	67	26	1	1
	%	%	%	%	%
Pay	72	66	85	100	100
Free	28	34	15	-	-

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

A 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 visits to libraries in past 12 months (user needs)

Purpose of libraries by (users)	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	498	200	140	58	100
	%	%	%	%	%
Educational purposes (for homework or to take a class)	90	90	96	76	90
National news or information	36	30	38	43	43
Local news or information	34	30	38	43	32
Information on health issue	22	24	29	21	10
Entertainment	19	25	17	14	16
To conduct a job search or write a cv	14	14	8	12	23
To look for information on starting or running a business	14	17	7	22	13
Information on agriculture	10	11	11	9	7
International news or information	9	7	9	7	17
To communicate with distance friends or relatives	9	7	8	3	16
It is safe place for my child to spend time	9	12	6	14	3

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 across all sampled regions.

Non users' perceived purpose of libraries

Perceived purpose of libraries (non users)	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	300	146	70	34	50
	%	%	%	%	%
Educational purposes (for homework or to take a class)	91	95	96	85	78
Local news or information	44	52	54	15	26
National news or information	40	39	59	15	32
Entertainment	34	40	31	44	14
Information on health issue	33	34	43	26	22
To help children do homework	29	38	13	21	32
Information on agriculture	25	27	34	12	12
It is safe place for my child to spend time	22	27	23	12	12
To look for information on starting or running a business	21	24	24	21	6

Usage of libraries for children is mentioned more by non users than users. This correlates with the higher claim by non users of visiting the library with a child which did not get much mention by users.

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. A significant minority of non-users would expect the library to have information on health or agriculture.

This means that libraries in Uganda may not necessarily be meeting expectations of new users and as a result not attracting repeat usage.

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. Users see the library as a safe place to study.

Benefits derived by users from using library

	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	498	200	140	58	100
	%	%	%	%	%
Have you developed new skills or learned something new	93	95	95	90	87
Have you obtained new ideas, new interests	78	80	91	81	55
Have you got helpful information for school/ learning	71	71	84	62	61
Have you experienced the library as safe and quiet place for study and reading	64	64	63	47	76
Have you enjoyed the visits- have you felt comfortable in the library	58	62	61	41	56
Has the library helped you to save time	44	48	57	41	19
Have you got helpful information for health and well being	41	47	42	38	27
Have you made contacts with other people	35	33	34	45	34
Have you got helpful information for business and commerce	32	36	31	36	24
Has the library helped you to be better in your job	31	39	25	33	21
Have you got helpful information about your community	30	36	24	40	19

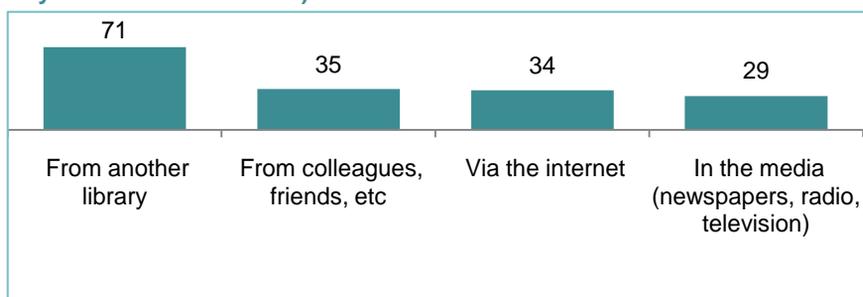
Asked if they would derive the same benefits offered by their current libraries from elsewhere if libraries did not exist, **56%** of users in Uganda thought that such benefits are not available elsewhere.

Perceived benefits by non users

	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	300	146	70	34	50
	%	%	%	%	%
take out books for grown-ups	78	84	83	88	50
take out books for children	74	83	73	62	60
use references materials, like the encyclopedia	59	62	63	68	38
ask a librarian for help, advice or consultation read newspaper or magazine	56	54	70	41	50
use quest rooms/ spaces for study	47	53	43	50	30
take out CDs or videos	43	45	39	53	36
meet other people	42	47	49	35	26
learn languages	29	32	30	29	16
use child section	21	24	21	32	4
use computer software	20	20	30	26	2
take a class or workshop	20	18	16	24	26

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 (% of 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 about 35% of people.

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

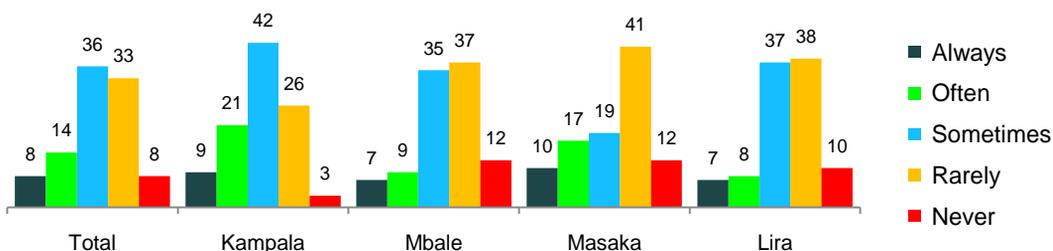
Have you benefited from visiting the library in the following areas?

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? 15b

Library experience

Though consulted only sometimes, there is general satisfaction with the help given by the librarians for those who consult them.

Frequency of users seeking help from Librarian



Majority of users in all 5 regions of Uganda do not seek help from the librarian 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	459	41	71	181	166
	%	%	%	%	%
Extremely satisfied	19	32	31	19	9
Very satisfied	45	51	45	43	43
Somewhat satisfied	31	15	18	30	41
Only a little satisfied	4	-	6	6	3
Not at all satisfied	1	-	-	2	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

18%

rating opening hours as excellent .

The librarians' competence is not in doubt.

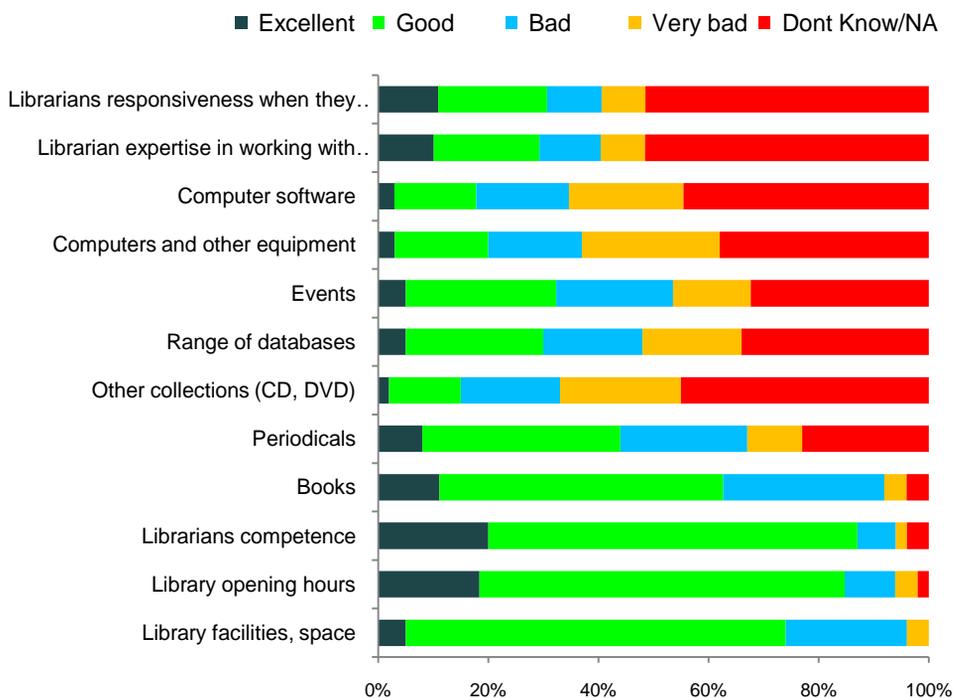
87%

rate librarians' competence as either good or excellent.

63%

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

How users rate different library aspects



In Uganda, 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 33% citing dissatisfaction with books and 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 in Uganda are satisfied with the current services rendered by their libraries, key drivers being the look and feel of the physical environment.

Users satisfaction with current services at their libraries

	Total 498	Kampala 200	Mbale 140	Masaka 58	Lira 100
Very satisfied	23%	31%	14%	14%	29%
Fairly satisfied	58%	54%	63%	64%	53%
Neither satisfied or dissatisfied	10%	8%	9%	12%	14%
Fairly dissatisfied	7%	5%	13%	5%	2%
Very dissatisfied	2%	2%	1%	5%	2%

Users' satisfaction levels with the current library services are fairly high across the three towns of Uganda.

Reasons for users' satisfaction

	Total	Kampala	Mbale	Masaka	Lira
Base: All who are satisfied	405	171	108	45	81
	%	%	%	%	%
My library is close by/convenient	66	74	53	60	73
The staff are friendly	59	63	54	42	65
The staff are helpful	57	64	40	67	59
It's quiet	55	44	72	40	60
I like the environment	52	53	59	47	46
I feel welcome there	46	51	23	62	57
Long opening hours	44	48	32	36	56
Has the books I like	41	44	39	42	38
The range of books is good	30	32	20	22	43
It's a good place to relax	30	29	30	31	31
Easy to enter the building (i.e. good disabled access)	29	25	39	22	28
Easy getting to the library (e.g. good parking, good public transport)	29	30	25	16	41
Plenty of seats available	29	18	37	13	49
It's a good focal point for the community (e.g. for meetings and events)	20	19	3	27	43
You can get refreshments there	7	3	19	2	2
Plenty of computers	7	8	6	11	4
Good place to take children/good activities for children	7	12	2	9	4

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 in Uganda is relevance of materials available for users, library environment and lack of technologies. 36% of users mention lack of sufficient computers as a driver.

Reasons for users' dissatisfaction

	Total	Kampala	Mbale	Masaka	Lira
Base: All who are dissatisfied	92	29	32	13	18
	%	%	%	%	%
The range of books isn't good enough	61	69	56	77	44
They don't have the books I like	53	48	66	62	33
Not enough seats available	41	62	34	38	22
Not enough computers	36	45	47	23	11
You can't borrow books for long enough to read them	30	34	25	8	50
Opening hours aren't long enough	21	21	19	8	33
Too noisy	20	14	16	54	11
Not enough activities or courses going on	20	24	16	8	28
I don't like the environment	18	17	22	23	11
My nearest library is too far away/not convenient	16	24	9	8	22
Nowhere to get refreshments	16	21	19	8	11
Not enough activities for children	12	7	11	18	10
The staff aren't helpful	10	7	9	-	22
The fines for late returns are too high	9	21	-	8	6
Difficulty getting to the library (e.g. parking restrictions, poor public transport)	8	14	9	-	-

*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 however need to modernize and adopt technology.

Attributes association (users)

	Total	Kampala	Mbale	Masaka	Lira
Base: Total sample	498	200	140	58	100
	%	%	%	%	%
Comfortable	93	95	94	90	92
Modern	82	87	76	80	82
Up-to-date on technology	75	82	68	61	80
Dynamic	62	75	60	56	46
Friendly	52	62	46	36	50
Innovative	49	65	33	37	47
Has highly-skilled librarians	48	61	39	42	42
Offers different activities and entertainment	32	42	31	19	23
Inclusive	27	41	23	18	14

Attributes association (non users)

	Total	Kampala	Mbale	Masaka	Lira
Base: Total sample	300	146	70	34	50
	%	%	%	%	%
Has highly-skilled librarians	69	75	59	73	64
Modern	66	81	43	70	50
Friendly	59	65	56	50	52
Up-to-date on technology	59	71	47	56	40
Innovative	54	60	50	50	46
Dynamic	54	63	43	65	34
Comfortable	47	52	41	56	34
Inclusive	44	51	39	38	36
Offers different activities and entertainment	40	50	33	50	18

While users associate libraries with comfort , modernity and up –to-date technology , non users associate them with high skill levels for librarians and modernity and also to a significant extent friendliness and 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	Kampala	Mbale	Masaka	Lira
Base: Total sample	498	200	140	58	100
	%	%	%	%	%
Public libraries deserve MORE financial support	94	95	97	96	82
Public libraries deserve LESS financial support	1	3	-	2	1
Public libraries have an ADEQUATE amount of funding	1	1	3	-	1
Dont Know	4	2	-	2	16

Non users opinion on funding of libraries

	Total	Kampala	Mbale	Masaka	Lira
Base: Total sample	300	146	70	34	50
	%	%	%	%	%
Public libraries deserve MORE financial support	89	94	98	92	64
Public libraries deserve LESS financial support	2	1	1	6	2
Public libraries have an ADEQUATE amount of funding	2	2	-	3	2
Don't Know	7	3	1	-	32

93% of users in Uganda believe that libraries deserve more funding, perhaps echoing the current levels of services and facilities available. The proportion is also very high across the 4 regions surveyed though Lira had the lowest at 82%.

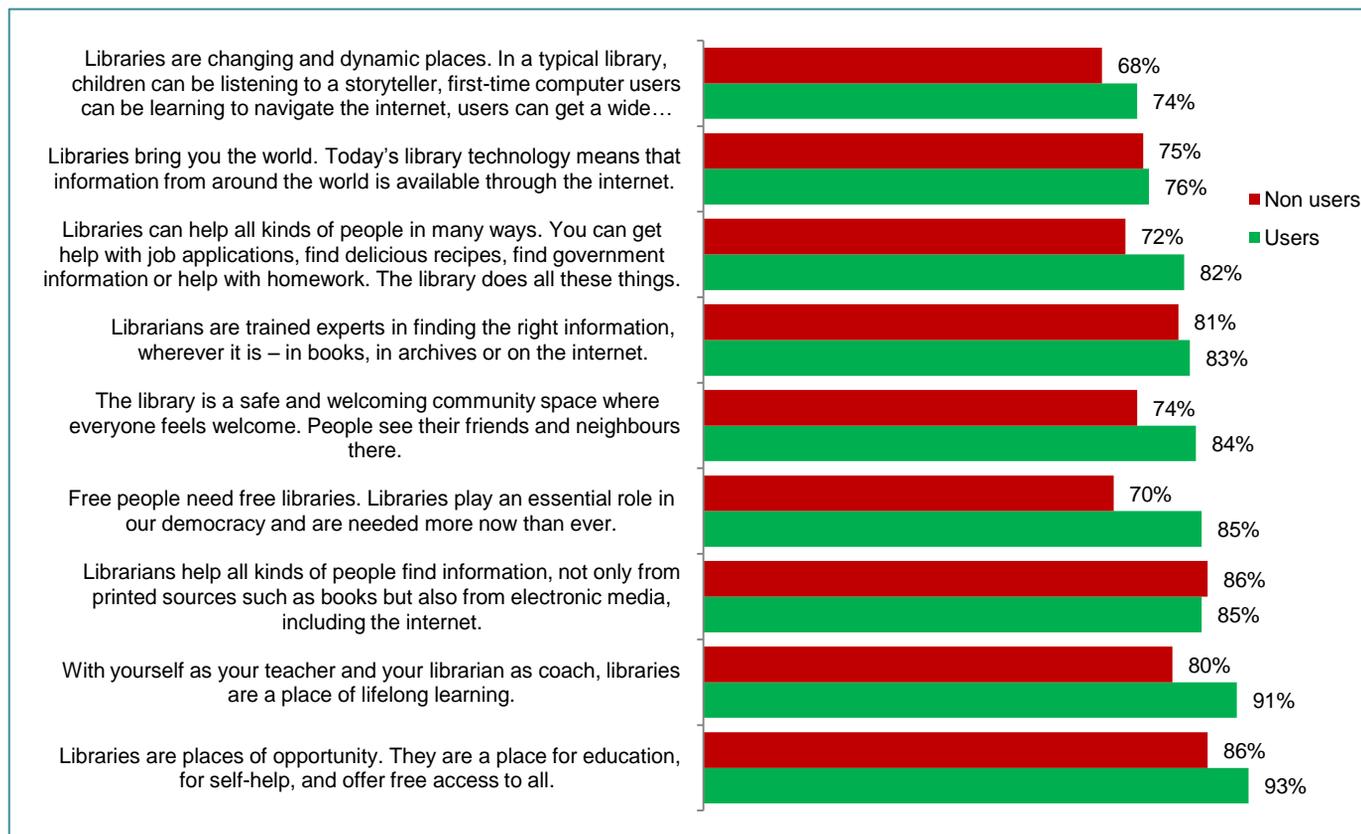
An almost similar proportion of non users (89%) also believe that libraries should get more funding.

A significant proportion for both users and non users in Lira are not sure whether libraries really need more funding or not with 16% and 32% respectively.

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)

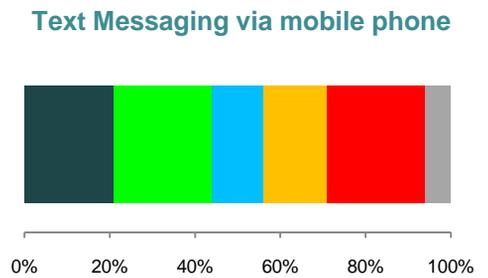
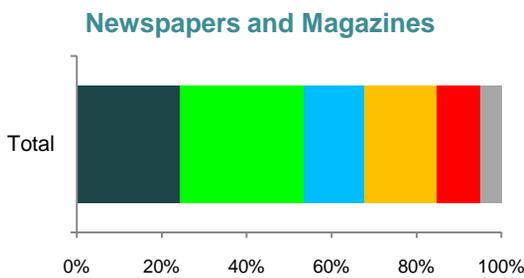
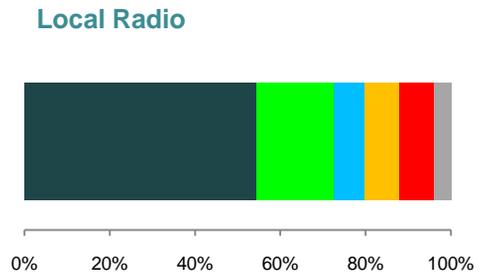
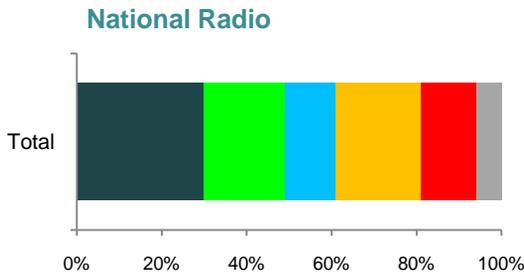
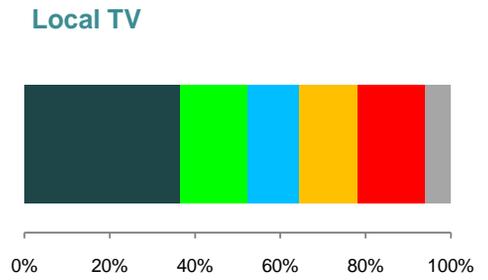
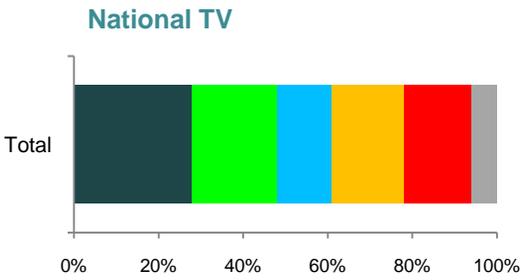
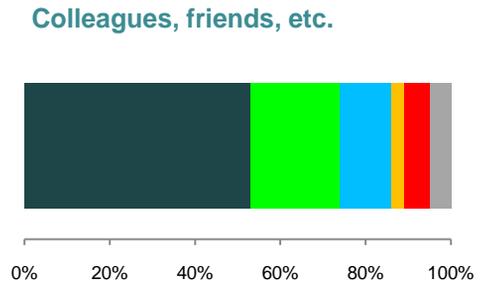
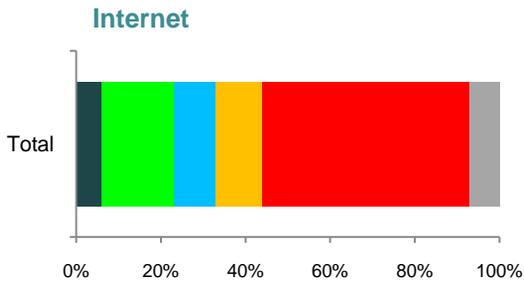


Users are generally more convinced by these statements compared to non users. Key statements that many users relate to are concerned with the role of libraries in education and information as well as the physical environment.

Media consumption among non users of libraries

Non users of libraries mainly get general information from radio, both national and local, through word of mouth from friends and colleagues and TV. Amongst these popular sources, local radio has the highest frequency of usage. The least frequently used source is 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

Local radio is the most trusted source of information in Uganda, especially in Lira a situation that can be explained by the highly fragmented media (radio) which means that people will trust more information that is locally relevant to them in their own local languages. The internet at 16% mentions also enjoys a significant level of trust and libraries should consider using it as a avenue for communicating about libraries.

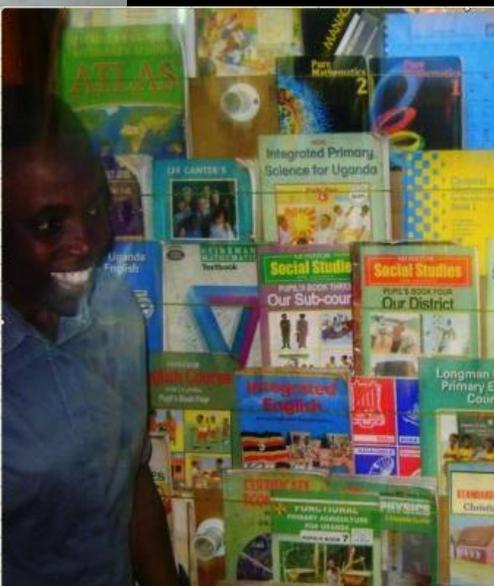
Proportions of non users of libraries who trust these sources

	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	300	146	70	34	50
	%	%	%	%	%
Local radio	34	29	27	24	64
Internet	16	15	26	18	2
Newspapers, magazines	13	14	13	12	10
Colleagues, friends, etc	11	8	13	21	10
Local TV	10	12	7	15	2
National TV	9	13	7	3	2
National radio	9	9	11	3	8
Mobile phone	6	2	7	6	14
Not mentioned	0	-	1	-	-

Which is your most trusted source of information? :



SECTION 2: LIBRARIANS



SECTION OVERVIEW

Demographic Characteristics 31

Library types 32

City vs. rural
 National vs. others
 Age served
 Payment vs. non payment
 Stock size
 Number of users
 Stocks of equipments

Services 34

Services rendered
 Aspects rating
 Computerization and websites
 User needs aim to satisfy
 Benefits derived by users

Operations and management 38

Challenges
 Prioritization of funds if more is made available
 Technology related services (ability and self rating)
 Self efficacy – skill level assessment in management
 Current management tools
 Modernity rating
 Attributes association

Impact 45

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

Demographic characteristics (librarians)

	Total
Base	50
Gender	%
Male	66
Female	34
Age	%
16 yrs - 20 yrs	2
21 yrs - 30 yrs	32
31 yrs - 40 yrs	34
41 yrs - 50 yrs	20
51 yrs - 60 yrs	12
61 yrs - 70 yrs	-
71 Yrs and above	-
Not mentioned	-
Position in library	%
Library director/manager	18
Deputy director/manager	2
Professional Librarian	28
Assistant librarian	24
Support staff	20
Senior library assistant	2
Library assistant 1	4
Administrative assistant	-
Librarian in charge	-
Education	%
Master's degree in the library field	4
Bachelor's degree in the library field	12
Professional librarian's education	10
Master's degree in another field	6
Bachelor's degree in another field	12
Professional education in another field	26
Secondary education	6
Diploma in library science/Library information	10
Decision making	%
I am ultimately responsible for the decision making	40
I am partly responsible for the decision making	60
I am not responsible for the decision making	-

A typical public library librarian can therefore be described as: Male 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 types and size

16%

of public librarians interviewed in Uganda mentioned that their libraries are exclusively children's libraries.

None of the libraries visited for the survey serve more than 500 people per day

Number of libraries

	Total	Kampala	Mbale	Masaka	Lira
Base = Number of libraries	28	10	9	6	3

Status of library

Materials	Total	Kampala	Mbale	Masaka	Lira
Base = Number of libraries	28	10	9	6	3
	%	%	%	%	%
National library branches	-	10	11	-	33
District library	11	10	33	17	33
Municipal library	21	80	56	67	33
Community based library	64	-	-	-	-
School	4	-	-	17	-

Urban vs. Rural libraries

Location of libraries	Total	Kampala	Mbale	Masaka	Lira
Base = Number of libraries	28	10	9	6	3
	%	%	%	%	%
City	54	80	33	33	67
Rural area	46	20	67	67	33

Audience served by library

Audience	Total	Kampala	Mbale	Masaka	Lira
Base = Number of libraries	28	10	9	6	3
	%	%	%	%	%
Adults' library		-	-	-	-
Adults' library with a children's department	84	90	67	100	100
Children's library	16	10	33	-	-

Number of people served per day

Number of people served	Total	Kampala	Mbale	Masaka	Lira
Base = Number of libraries	28	10	9	6	3
	%	%	%	%	%
1 to 30	47	80	22	33	33
31 to 100	29	10	11	67	66
101 to 500	24	10	55	0	0
Above 500	0	0	0	0	0
Mean (Average number of people)	75.6	43.0	154.4	40.0	45.0

*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 sizes and types

Payment for use of library

Type of payment/method	Total	Kampala	Mbale	Masaka	Lira
Base = Number of libraries	28	10	9	6	3
	%	%	%	%	%
Yes, for library card	14	10	11	33	
Yes, they must pay annual fee	25	20	33	17	33
Yes, they must pay for certain services (e.g. internet access, printing, scanning, etc.)	4	10			
No, it's free of charge	57	60	56	50	67

About 60% of libraries in Uganda don't charge fees for their services

Average library stocks

Materials	Total	Kampala	Mbale	Masaka	Lira
Base = Number of libraries	28	10	9	6	3
	Average	Average	Average	Average	Average
Books	2564.1	2564.0	2580.0	2075.0	3500.0
Periodicals	178.5	128.6	82.5	310.6	60.0
Sound & Video recording	23.0	92.0	6.4	37.0	-

The bulk of the stocks held by libraries are books. All stock figures are unchecked as reported by librarians. Figures for periodicals are in volumes. Local stakeholders are best placed to evaluate the validity of the estimates.

Do people need to pay to use your library

How big is your library's stock

How many days per week is your library open to visitors

Library types and size - Equipments

Equipments/materials owned by libraries

Materials		Uganda
Base		28
	Number	%
Computers in total	0	46
	1-10	46
	>10	7
Computers for users	0	64
	1-10	36
	>10	
Printers	0	64
	1	29
	>1	7
Scanners	0	82
	1	14
	>1	4
Copiers	0	79
	1	21
	>1	
Telephone	0	68
	1	32
	>1	
Fax	0	100
	1	
	>1	
TV or other audiovisual equipment	0	68
	1	32
	>1	
Multifunctional equipment	0	89
	1	11
	>1	

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 surveyed in this study.

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 minimal variations in percentages for each service provided across the six countries.

Librarians perceptions of services provided in their libraries

Services provided	Total	City	Rural area
Base = Librarians	50	27	23
	%	%	%
Possibility to ask a librarian for help, advice or consultation	86	100	70
Reading newspapers or magazines	86	100	70
Take out/lend books for children	78	81	74
Opportunity to meet other people	78	85	70
Take out/lend books for grown-ups	76	85	65
A children's section	72	70	74
Opportunity to take a class or workshop	64	78	48
Use of reference materials, like encyclopedias	58	85	26
Opportunity to learn languages	58	44	74
Opportunity to hire rooms/ spaces for study or meetings	52	48	57
Take out CDs or videos	22	30	13
Possibility to hear a speaker, see a movie or attend an event	22	22	22
Use of public internet access	18	22	13
Use of computer software	18	30	4
Connection to the internet with your laptop	16	19	13

Only 18% of public librarians interviewed in Uganda said that their libraries provide internet access and computer software to the public.

The proportion is much lower in libraries located in rural areas at only 4%.

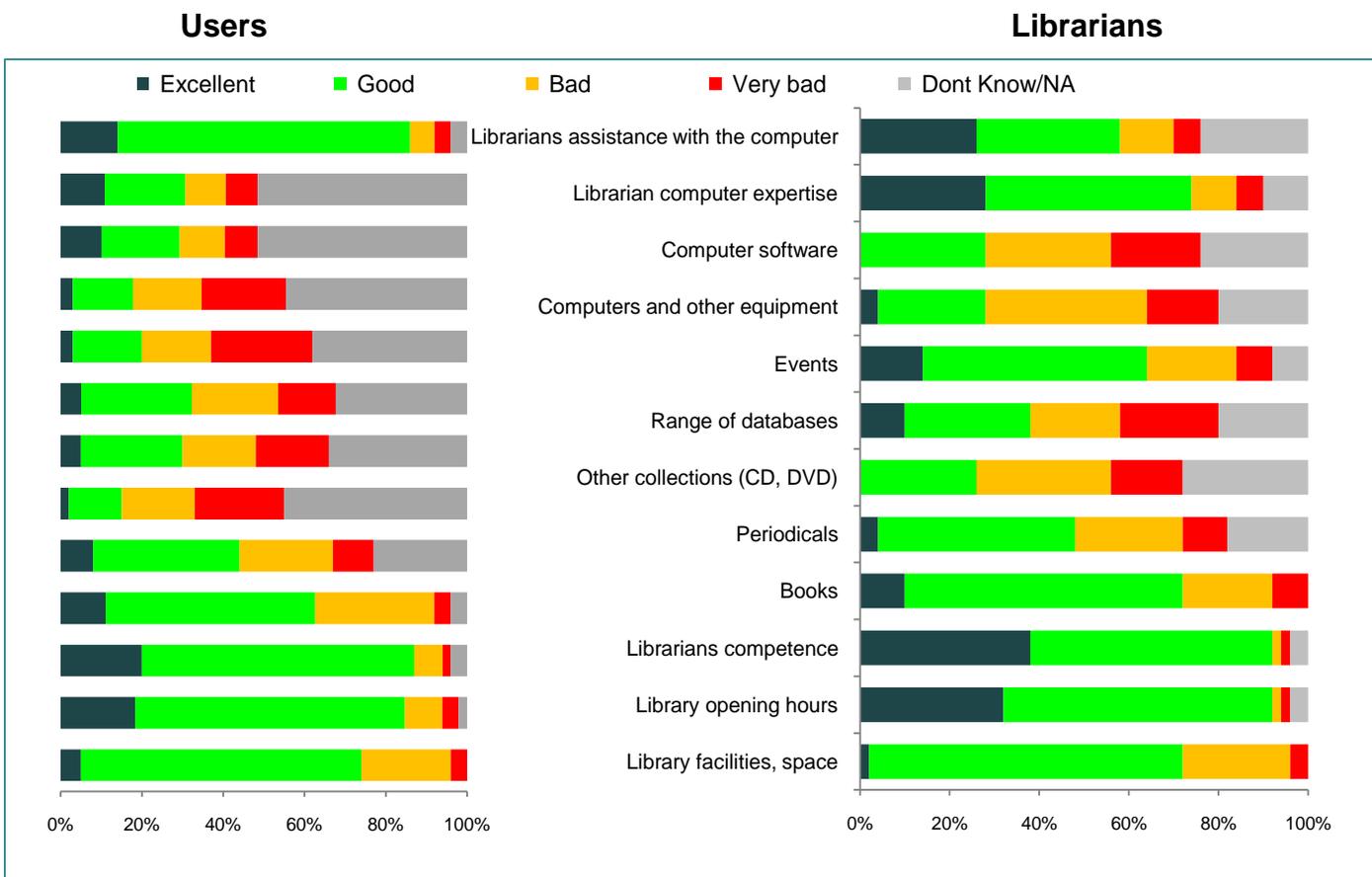
Librarians' feedback indicates that the 'traditional' definition and use of libraries for borrowing and lending of books is still a major part of the services offered by libraries.

The librarians see their role as central and a majority of them see the role of consultation for users as the core service offered in their libraries.

Digital services such as lending out CDs or videos and use of computer /internet services are generally not readily available as only a few of the librarians mention these as offered in their libraries.

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

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	National library	District library	Municipal library	Community based library	School
Base = Libraries		28	1	3	6	17	1
		%	%	%	%	%	%
Computerized catalogue	Yes	18	100	17	25	10	-
	No	82	-	83	75	90	100
	Partly	-	-	-	-	-	-
		%	%	%	%	%	%
Computerized circulation system	Yes	12	100	-	-	13	-
	No	86	-	100	100	84	100
	Partly	-	-	-	-	-	-
		%	%	%	%	%	%
Own website	Yes	10	100	-	-	6	-
	No	90	-	100	100	94	100

Overall, the level of automation in the public libraries in Uganda is quite low. However, automation is highest in National Libraries with all of them having a computerized catalogue and a website while a good number have a computerized circulation system.

For the district, municipal and community libraries the automation level is very low.

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

Libraries aim to address user needs and derived benefits

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

Purpose (users)	Total	National library	District library	Municipal library	Community based library	School
Base	50	3	6	8	31	2
	%	%	%	%	%	%
Educational purposes (for homework or to take a class)	100	100	100	100	100	100
Information on health issue	82	67	100	88	81	50
National news or information	78	100	83	100	71	50
It is safe place for my child to spend time	74	33	83	75	77	50
Information on agriculture	70	67	83	88	68	-
Local news or information	70	67	83	100	61	50
To help my child do homework	66	-	33	63	81	50
International news or information	56	67	100	63	48	-
To look for information on starting or running a business	46	67	83	75	32	-
Entertainment	40	67	50	38	35	50
Financial or investment news or information	38	67	67	75	23	-
To communicate with distance friends or relatives	36	33	-	50	42	-
To conduct a job search or write a cv	28	33	67	25	23	-
Information and use of electronic government services	14	33	33	38	3	-

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

Benefit	Total	National library	District library	Municipal library	Community based library	School
Base	50	3	6	8	31	2
	%	%	%	%	%	%
Develop new skills or learn something new	100	100	100	100	100	100
Obtain new ideas, new interests	100	100	100	100	100	100
Get helpful information for school/ learning	94	100	100	88	97	50
Get helpful information for health and well being	82	100	100	75	81	50
Get helpful information for their business and commerce	62	100	67	75	58	-
Get helpful information about their community	54	100	67	75	45	-
Save time by being well informed	52	100	67	63	45	-
Get information useful in their job	46	100	67	63	35	-
Enjoy spending time in the library	44	100	67	50	35	-
Use the library as a safe and quiet place for study and reading	42	100	67	50	32	-
Make contacts with other people in and through the library.	26	-	33	50	23	-

Librarians in Uganda see libraries to be mainly addressing education oriented needs and similarly see users as benefiting more in acquisition of new skills as well as learning new things. A very high percentage also recognize a role for libraries in specialized information such as for health or agriculture.

According to the librarians in the National libraries, libraries also address a wider variety of users' needs including general information, helping users to save time as well as recreation services. However, they doubt if libraries can facilitate communication with people especially if far away.

*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

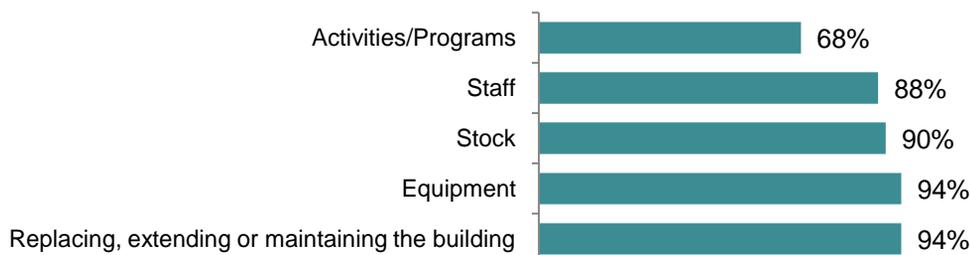
Challenges	Total	National library	District library	Municipal library	Community based library	School
Base	50	3	6	8	31	2
	%	%	%	%	%	%
Minimal reading space	32	67	50	25	29	-
Inadequate books	26	67	33	13	26	-
Lack enough funds	26	-	33	25	29	-
Lack facilities/ lack washrooms	20	-	50	13	19	-
Inadequate computers	20	-	50	13	19	-
Inadequate staff	16	-	17	13	13	100
Lack of basics e.g. water	10	-	-	13	13	-
Outdated books	8	-	-	25	6	-
They have limited resources	8	-	-	13	10	-
Training level of staff are not very high	6	-	-	25	3	-
Remuneration/ low salaries allowances	6	-	-	-	10	-
Poor library infrastructure	6	-	17	13	3	-
Lack of current information and materials	6	-	17	25	-	-
People borrowing books and failing to return	6	-	17	-	6	-
Looking for borrowed books in schools that are far/ tracking system	6	-	-	13	3	50

In general, space is seen as the major challenge facing libraries as seen from the librarians' perspective in Uganda. With shortages of books and money following close behind.

What are the biggest challenges in your library work

Priority areas for librarians if funding was increased

Key priority areas



Librarians in Uganda express the need to have more computers,

Library users require more spaces in libraries and more comfortable sitting spaces.

To satisfactorily serve the users there is a 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.

Specific actions

Base: Will prioritize Equipment	47
More computers, TVs faxes, phone and printers	64%
Modern furniture	17%
Modern technology equipments like projectors and scanner	11%
Photocopy machines to copy reference materials	11%
Base: Will prioritize Replacing, extending or maintaining the building	47
Build a new library	51%
Add more space to accommodate large number of users	32%
Renovate the building to avoid leakages	23%
Base: Will prioritize stock	45
More books required	44%
Stock should be updated to suit users needs	38%
Increase stock in diversity and improving on the existing st	16%
Base: Will prioritize staff	44
More technical staff	39%
Add librarians	36%
The staff need a boost of their salary	18%
Base: Will prioritize Activities/Programs	34
Introduce outreach services	26%
A variety of activities and programmes to cater for all categories	21%
Provide funds for holding open days to the members of the public	12%
More workshops on education, health and other issues	9%

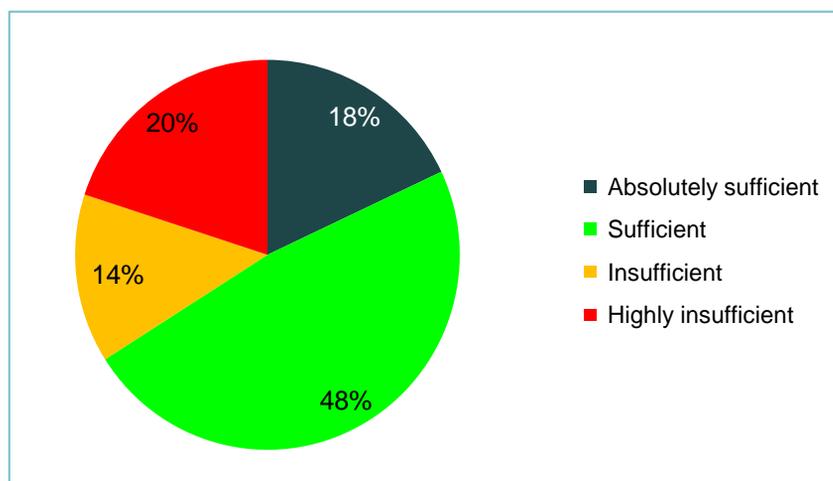
*If your library had more funding, to which of the following areas would you give your priority
Please elaborate each of the priorities marked, what needs to be done*

Ability to offer technology related services

Librarians who said they offer these technology related services

Technology service	Total	National library	District library	Municipal library	Community based library	School
Base	50	3	6	8	31	2
	%	%	%	%	%	%
Printing	26	67	33	38	19	-
Computer based training materials	24	67	-	38	23	-
Technology help or advice	24	100	50	38	10	-
The Internet	18	100	17	38	6	-
Online inquiry service	18	100	33	38	3	-
Office software	18	67	17	25	13	-
Online reference materials, dictionaries, etc	16	100	17	38	3	-
Electronic Library catalogs	14	100	-	50	-	-
Scanning	10	33	-	-	13	-
Computer literacy training for public	4	-	-	-	6	-
Technology aids for disabled people	2	-	-	13	-	-
Not mentioned	58	-	33	50	68	100

Technology skills self assessment



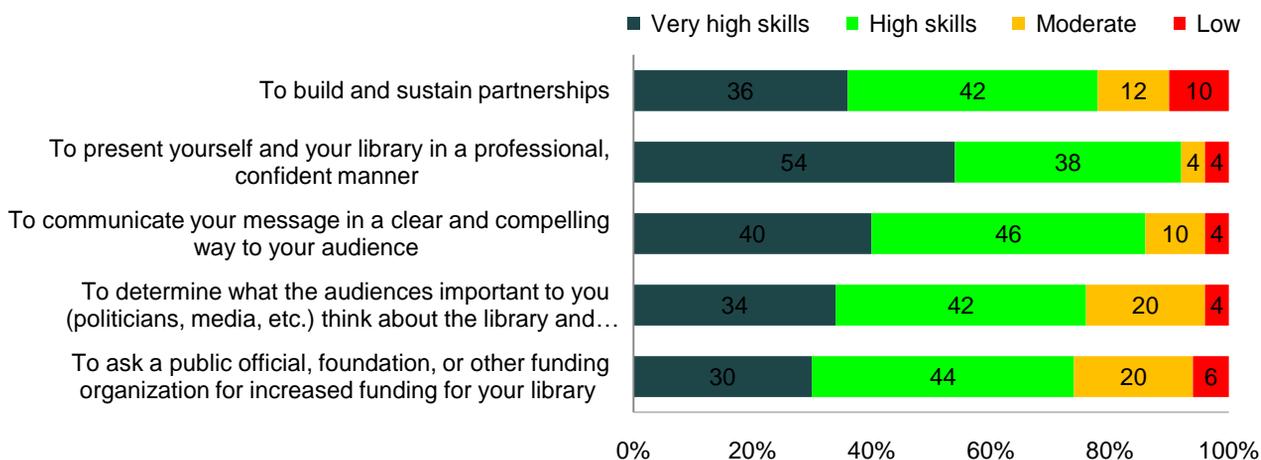
Printing services is the main technology related service offered by libraries in Uganda. A significant proportion (58%) did not mention any technology related service offered an indication that there is a technology gap existing in libraries in Uganda.

Overall, 34% of librarians in Uganda feel they don't have sufficient skills to offer technology related services indicating a training need since technology is here with us.

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

Increasing support for the libraries

Librarians own skill assessment to increase support for their libraries



Tools used to promote libraries

Tools used	Total	National library	District library	Municipal library	Community based library	School
Base	50	3	6	8	31	2
	%	%	%	%	%	%
Reading promotion activities	72	100	100	63	65	100
Community events	68	100	67	50	74	-
Marketing among non-library professionals (for example workshops for health workers)	42	100	50	50	35	-
Forums (for example tradeshows or other events outside the library)	30	100	67	13	23	-
Advertisements through posters/ bill boards	8	33	17	-	6	-
Use of brochures	6	-	50	-	-	-
Visitation to public schools	6	-	17	-	6	-
Door to door campaigns	4	-	-	-	6	-

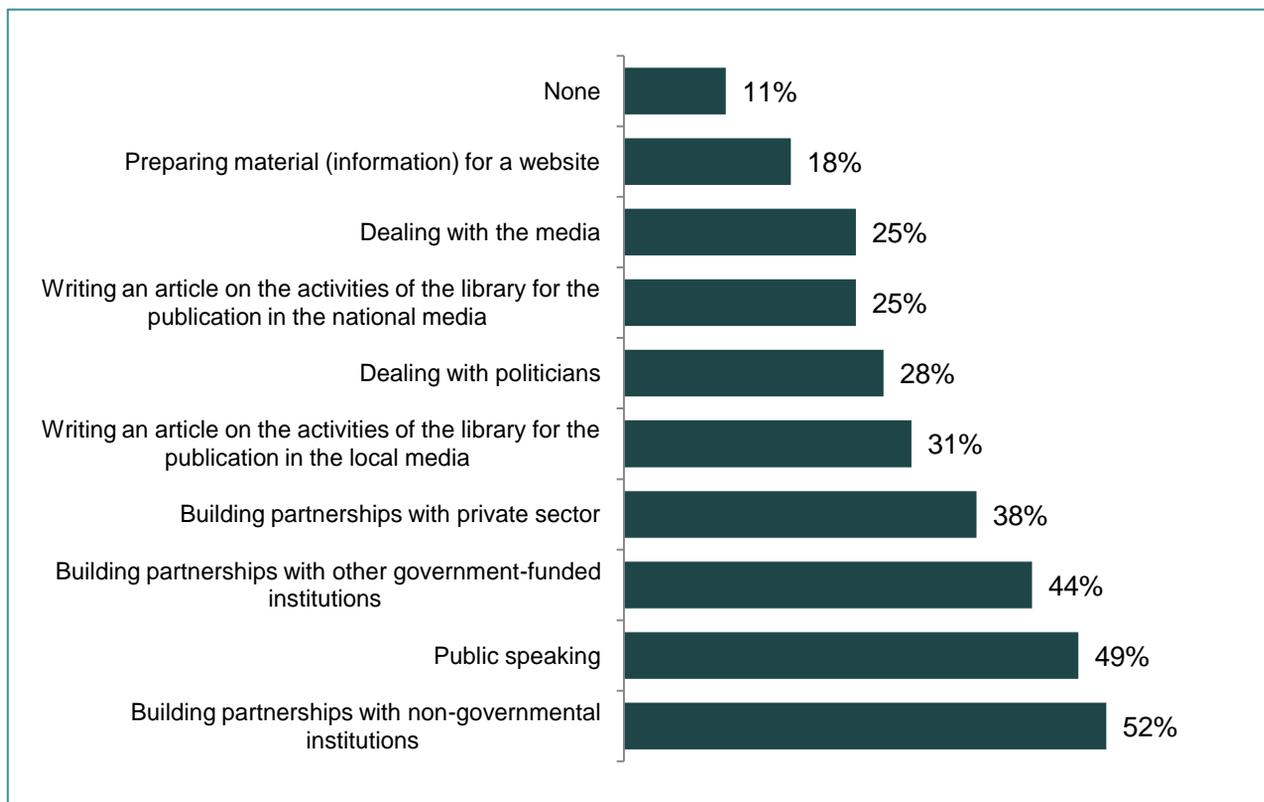
Own assessment by librarians indicates high confidence in their skill level for increasing support of their libraries, and many librarians feel confident about their level of professionalism as a way of promoting libraries. There is however some admission of deficiency in building sustainable partnerships and seeking funds from public officials.

Librarians are utilizing a variety of tools to promote their library services key among them being reading and promotion activities. While the school librarians admit the use of reading promotion activity as the only tool in use to promote libraries, librarians in other libraries use quite a wide range of tools.

*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 in Uganda, non governmental organizations have a big role to play in advocating and promoting usage of libraries.

With close to 50% mention, public speaking is a widely used method of promoting library services by librarians.

The media was mentioned strongly in Uganda by over two thirds of librarians as a method of advocacy. Ugandan libraries have not yet mastered the art of presenting their libraries via their own websites.

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

Librarian association of their libraries with user experience attributes

Proportion of librarians who associate libraries with these attributes

Attributes	Total	Kampala	Mbale	Masaka	Lira
Base	50	19	16	8	7
	%	%	%	%	%
Friendly	86	94	76	101	71
Has highly-skilled librarians	80	79	81	63	100
Comfortable	72	79	69	76	57
Innovative	72	79	81	50	58
Inclusive	72	90	69	51	57
Dynamic	70	89	56	63	58
Offers different activities and entertainment	40	53	50	26	0
Modern	38	37	44	38	29
Up-to-date on technology	26	37	12	38	14

Librarians consider their libraries to be generally friendly, but lacking in technology and modernity.

Librarians in Lira mentioned that their library does not offer any recreation (entertainment) services.

26%

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

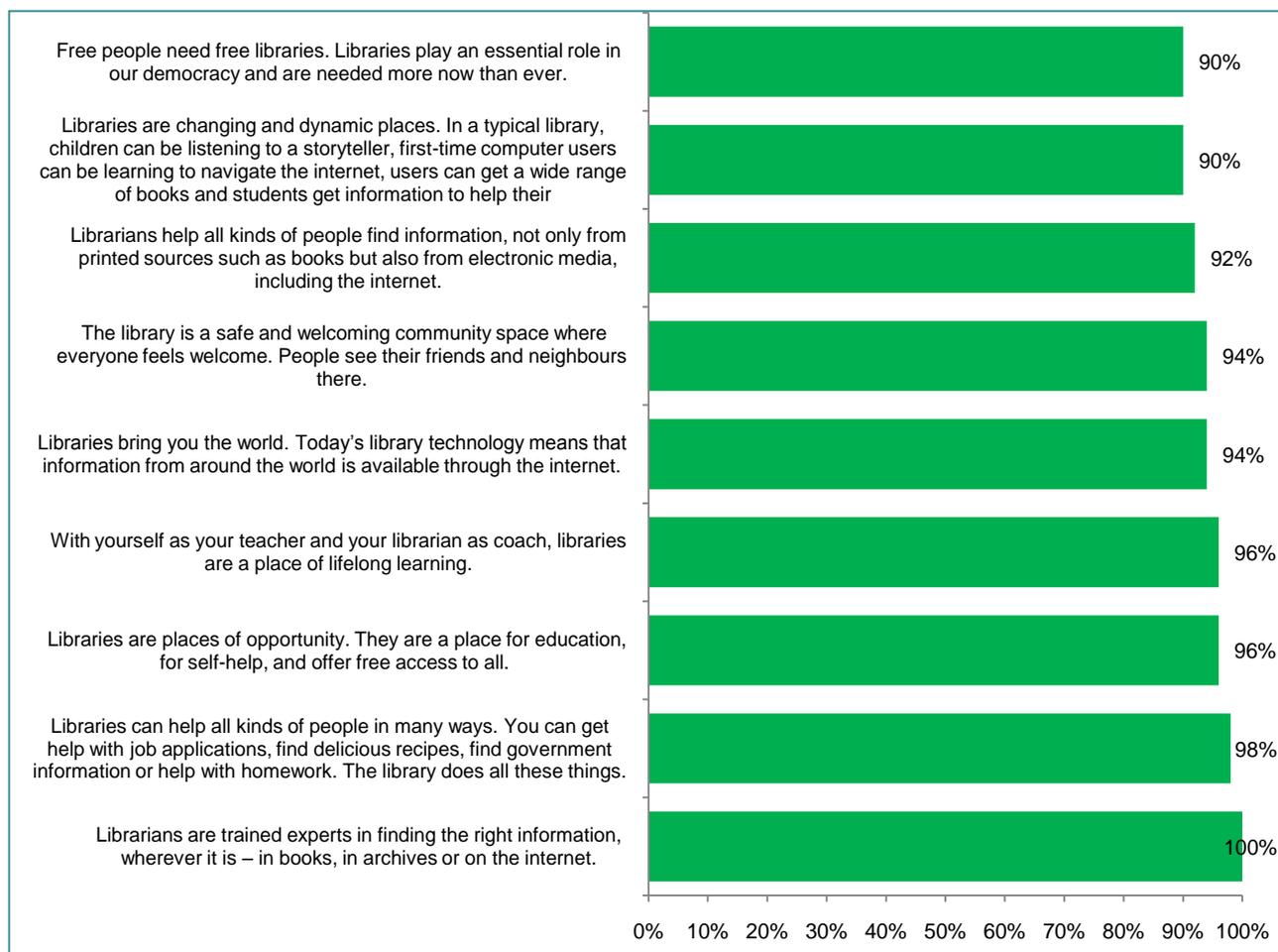
80%

of the librarians associating libraries with highly skilled librarians, 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 5 is very convincing)



As expected, majority of the librarians find the statement 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 .

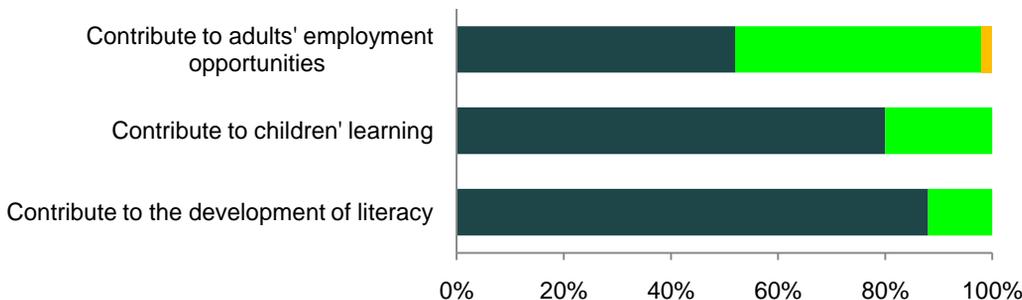
Let me read t= some statements in support of librarians and libraries. Please tell me whether each statement seems very convincing, somewhat convincing, not convincing to your own point of view

Impact of libraries

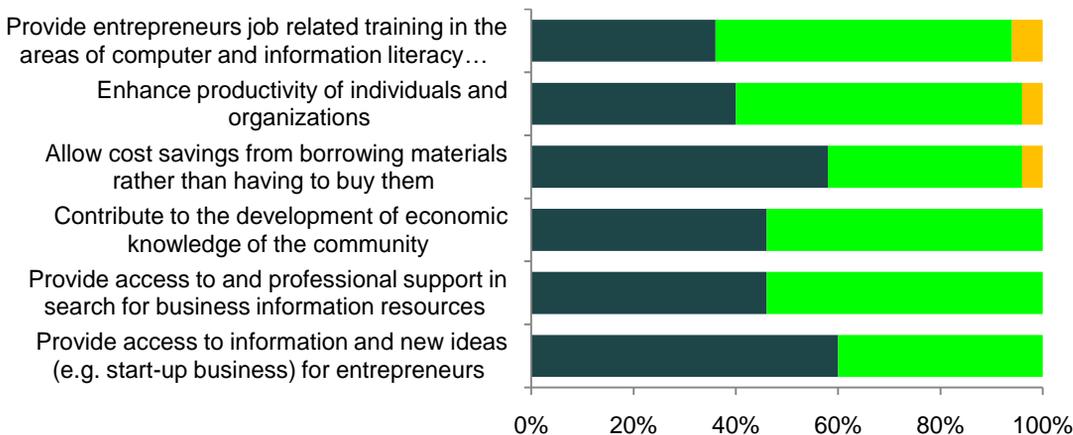
Librarians' rating on agreement scale for potential areas where libraries can impact on users and communities

Education

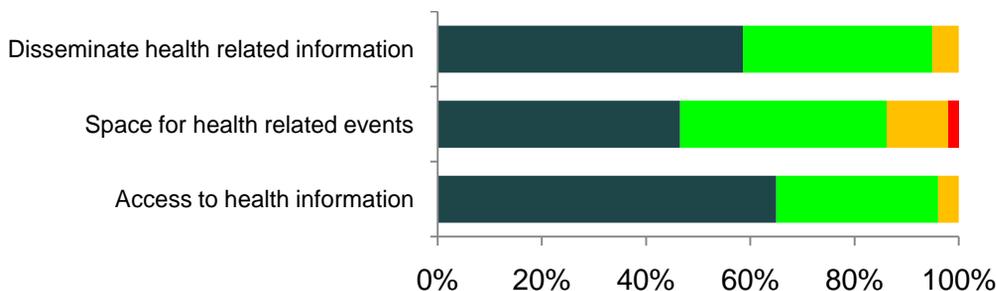
Strongly agree Agree Disagree Strongly disagree



Economic development



Health



Librarians feel that libraries can contribute not only to literacy and children's learning but also to adult employment opportunities.

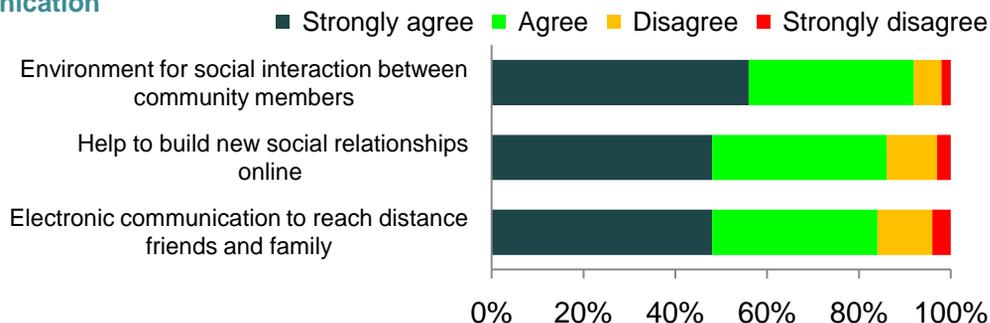
Libraries are potentially a key driver to the community's and individuals' economic development.

The need to provide access to health related information is not in doubt.

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.

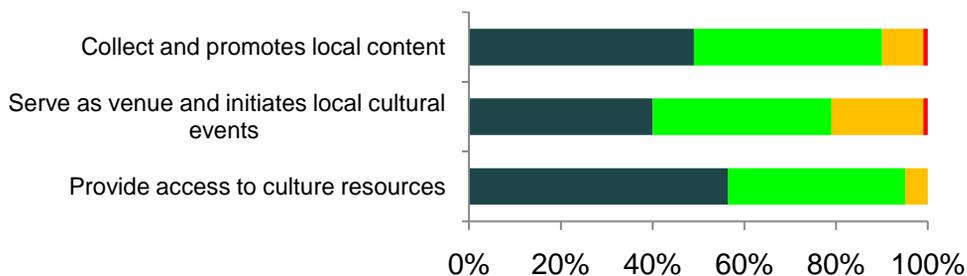
Librarians' rating on agreement scale for potential areas where libraries can impact on users and communities

Communication



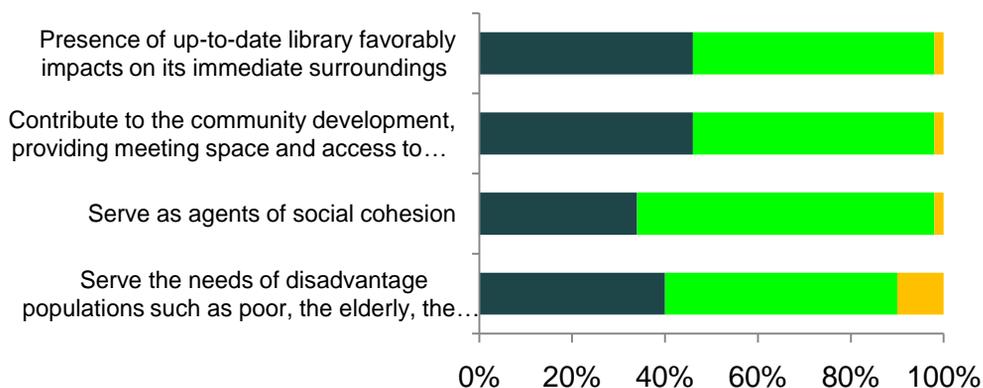
Librarians strongly support the idea of the library's role in communications but a small minority have doubts about using electronic means for this.

Culture



Libraries' cultural role is supported by all but a small minority. Doubts about using libraries as event venues may arise from currently inadequate buildings.

Social Inclusion and Community Development

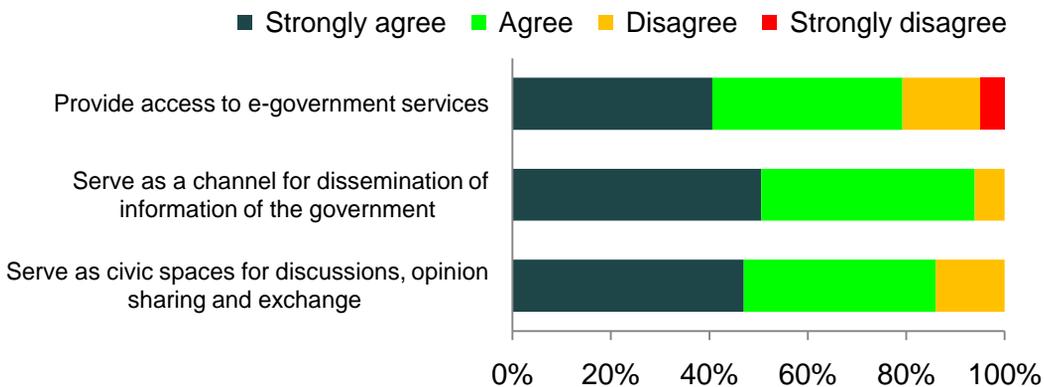


Ugandan librarians agree that libraries impact on social inclusion and community development although 21% disagree with the potential of libraries to impact on the needs of disadvantaged populations.

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.

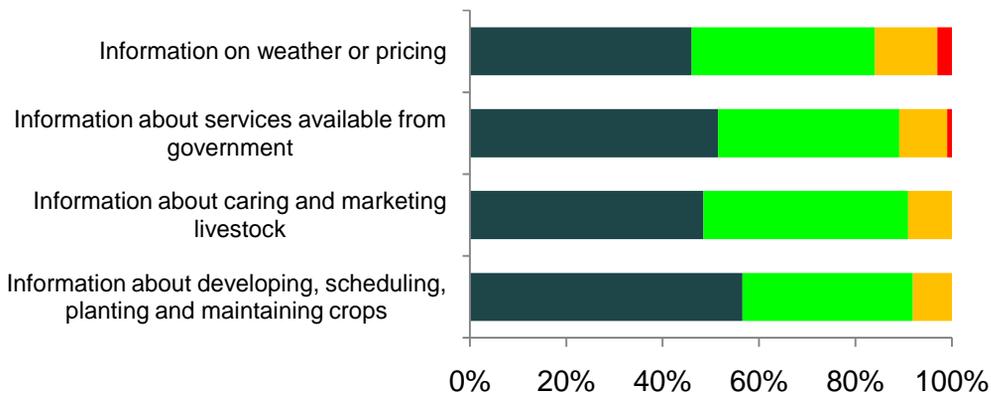
Librarians rating on agreement scale for potential areas where libraries can impact on users and communities

Citizen Empowerment, Democracy and E-Government



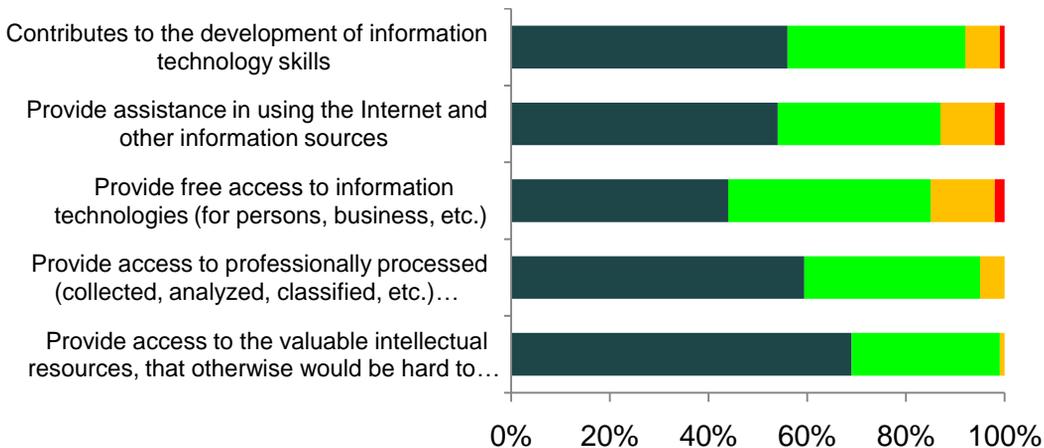
Libraries are seen as having potential to serve as a channel for dissemination of information of the government and for access to e-government services.

Agriculture outcomes



Librarians believe that libraries can be impactful in most areas touching on agriculture. Fewer see potential in the area of providing weather and pricing update and linking the farmers to the government.

Information society and digital divide



Librarians strongly support libraries' role in the information society but a minority have doubts about providing free access.

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

94%

Of the librarians claim that print media is paying he most attention to them. Interestingly friends and colleagues are also mentioned by an equally high number of librarians.

Mobile phone technology is yet to be fully utilized yet the growth of mobile phone penetration in Uganda and Africa as a whole is an opportunity that could be tapped into.

Media attention to libraries

Media type	Total	Kampala	Mbale	Masaka	Lira
Base	50	19	16	8	7
	%	%	%	%	%
Colleagues, friends, etc.	94	95	94	88	100
Newspapers, magazines	94	89	100	88	100
Local radio	60	42	81	88	29
Local TV	48	37	75	63	-
National TV	46	53	50	63	-
National radio	46	47	63	50	-
Internet	44	42	44	63	29
Mobile phone	26	21	44	13	14

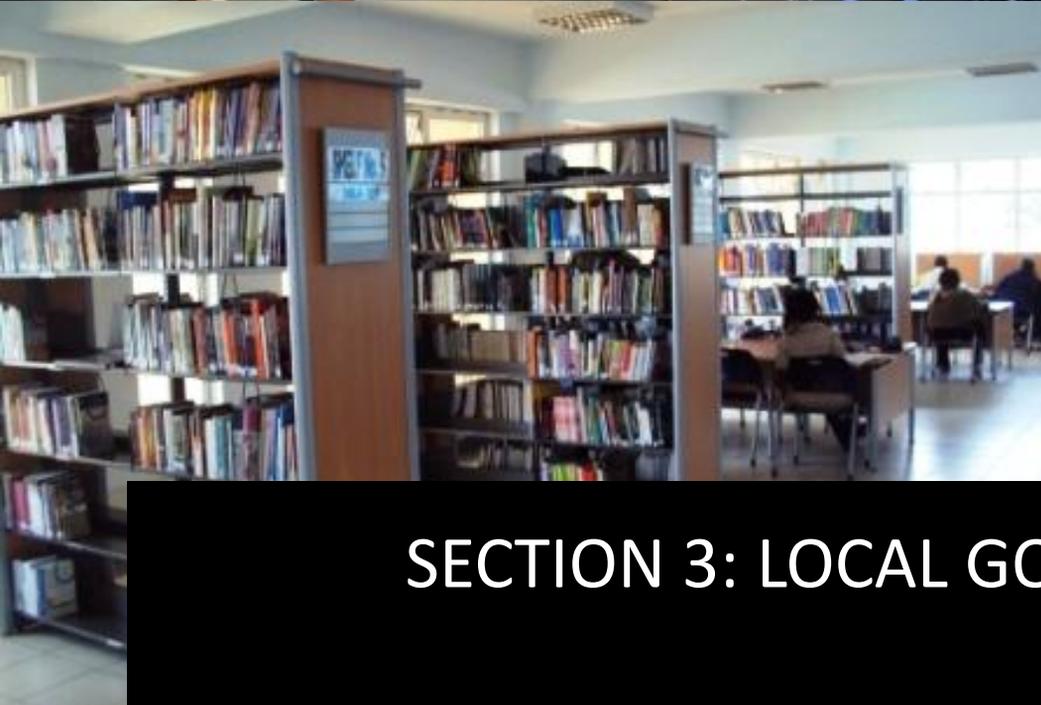
Type of buzz about libraries in the media

Media type	Very positive	Positive	Negative	Very negative
	%	%	%	%
Internet	55	32	14	-
Colleagues, friends, etc.	43	55	2	-
National TV	30	65	4	-
Local TV	21	79	-	-
National radio	35	61	4	-
Local radio	53	40	7	-
Newspapers, magazines	64	36	-	-
Mobile phone	31	69	-	-

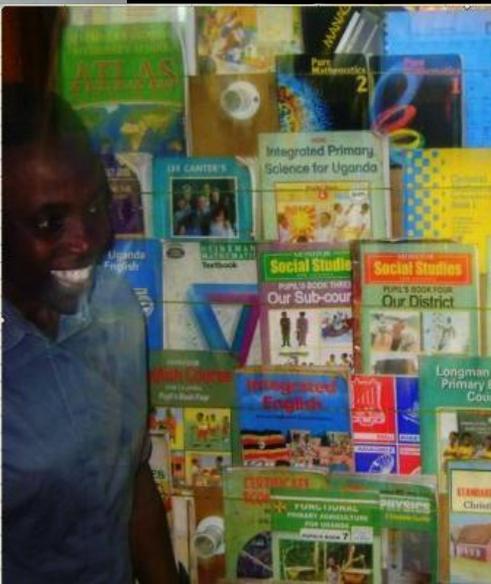
Librarians feel that print media and word of mouth pay the most attention to Libraries, however as noted earlier, non users trust and frequently use TV and radio, and therefore, librarians and other decision makers ought to direct attention to the media most in touch with non users in order to promote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



SECTION OVERVIEW

Demographic characteristics 51

Perceptions 52

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

Services 58

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

Management 62

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

Libraries and community /Impact 66

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

Demographic characteristics

	officials of local authorities that operate libraries	officials of local authorities that don't operate libraries
Base (n =)	31	19
Gender %	%	%
Male	77	74
Female	23	26
Age %	%	%
21 yrs - 30 yrs	16	16
31 yrs - 40 yrs	48	16
41 yrs - 50 yrs	23	11
51 yrs - 60 yrs	13	16
61 yrs - 70 yrs	-	42
Education %	%	%
Secondary education	13	-
Higher	87	100
Duration in position %	%	%
01-02 Yrs	3	16
03-05 Yrs	19	32
06+	51	37
Decision making %	%	%
Ultimately responsible	19	37
Partly responsible	55	53
Not responsible	26	11

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

Perceptions of libraries

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

Associations (Officials of local authorities that operate libraries)	Total
Base	31
	%
Information/knowledge storage and acquisition	94
Books	74
Space: Quiet place/peaceful place for study, relaxation, etc)	26
Computers	13
Educative videos	10

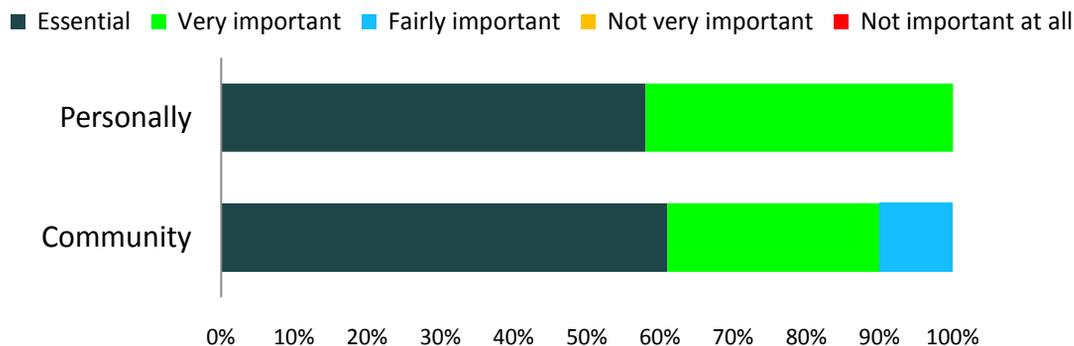
Associations (Officials of local authorities that don't operate libraries)	Total
Base	19
	%
Books	89
Information/knowledge storage and acquisition	63
Space: Quiet place/peaceful place for study, relaxation, etc)	47
Computers	21
Newspapers/ Current affairs/ Magazines	-
Librarians	-
Educative videos	5

Officials of local authorities that operate libraries associate a library with information, knowledge and books while the officials of local authorities that don't operate libraries associate it mainly with books.

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)



39%

of officials in local authorities that operate libraries in Uganda have used the library within the last 3 months.

Frequency of using library

	officials of local authorities that operate libraries (31)	officials of local authorities that don't operate libraries
	%	%
Over the last three months	39	26
Over the last six months	3	11
Over the last year	13	5
A year ago, but no more than two years ago	26	21
Over the last 2 years	0	16
I have not been in the local library	19	16
Don't know	0	5

58%

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 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, the officials of local authorities that don't operate libraries 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	Kampala	Mbale	Masaka	Lira
Base = (officials of local authorities that operate libraries)	31	12	10	3	6
Level of knowledge	%	%	%	%	%
I am very well informed	10	8	10	-	17
I am generally informed	61	42	90	-	83
Not at all informed about library services	29	50	-	100	-

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

	Total	Kampala	Masaka
Base = (officials of local authorities that don't operate libraries)	19	17	2
Level of knowledge	%	%	%
I am very well informed	16	16	18
I am generally informed	42	42	41
Not at all informed about library services	42	42	41

Generally, more officials in authorities that operate libraries are informed about what happens with 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.

Ironically 16% of the officials in the municipalities that do not run libraries are very well informed of the situation of the public libraries in Uganda as compared to only 10% officials from municipalities running libraries. This indicates that there is already a good number of individuals to pursue the library agenda in municipalities that do not run libraries.

All of the officials of local authorities that operate libraries interviewed in Masaka do not have any information about the situation of public libraries in their municipality.

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

Awareness of the local library situation

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	Kampala	Mbale	Masaka	Lira
Base: All who are informed about library situation	31	12	10	3	6
	%	%	%	%	%
It's in my neighborhood and I pass by it	48	58	50	67	17
Through my official work for the local council	45	25	50	67	67
Through friends	39	25	60	33	33
Through adult family members	19	17	20	67	-
Through my children	16	17	10	67	-
Through newspapers/ magazines	16	17	-	67	17
Through the school of my child	13	17	10	33	-
Through radio	10	8	-	33	17
Don't know	10	17	-	33	-

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

Source of awareness the officials of local authorities that don't operate libraries	Total	Kampala	Masaka
Base: All who are informed about library situation	11	10	1
	%	%	%
Through friends	45	50	-
Through newspapers/ magazines	27	20	100
It's in my neighborhood and I pass by it	9	-	100
Through adult family members	9	-	100
Through the internet	9	-	100
Through visiting friends in the library	9	10	-
District information officer	9	10	-
Don't know/Refused	9	10	-

While majority of officials of local authorities that operate libraries learnt about the library in their area just by coincidence, 45% among them learnt about the libraries while on duty.

45%

of the 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.

How you found out about the library situation

Relevant channels for information on libraries

Relevant channels (officials of local authorities that operate libraries)

	Total	Kampala	Mbale	Masaka	Lira
Base = (officials of local authorities that operate libraries)	31	12	10	3	6
Level of knowledge	%	%	%	%	%
Internet	52	58	60	100	-
Colleagues, friends, etc	45	33	50	33	67
Newspapers, magazines	45	50	20	100	50
Local radio	39	25	30	33	83
Local TV	13	8	20	33	-
National TV	10	17	10	-	-
Mobile phone	10	8	10	-	17
National radio	3	8	-	-	-

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

	Total	Kampala	Masaka
Base = (officials of local authorities that don't operate libraries)	19	17	2
	%	%	%
Newspapers/ magazines	47	41	100
Internet	32	35	-
Radio	32	24	100
Friends	21	18	50
Church and/or Church newsletters	16	12	50
TV	11	6	50
School of my child	5	6	-
No comment	5	6	-

While the officials of local authorities that operate libraries prefer digital media as a channel for disseminating information about libraries to themselves, officials of local authorities that don't operate libraries prefer print media.

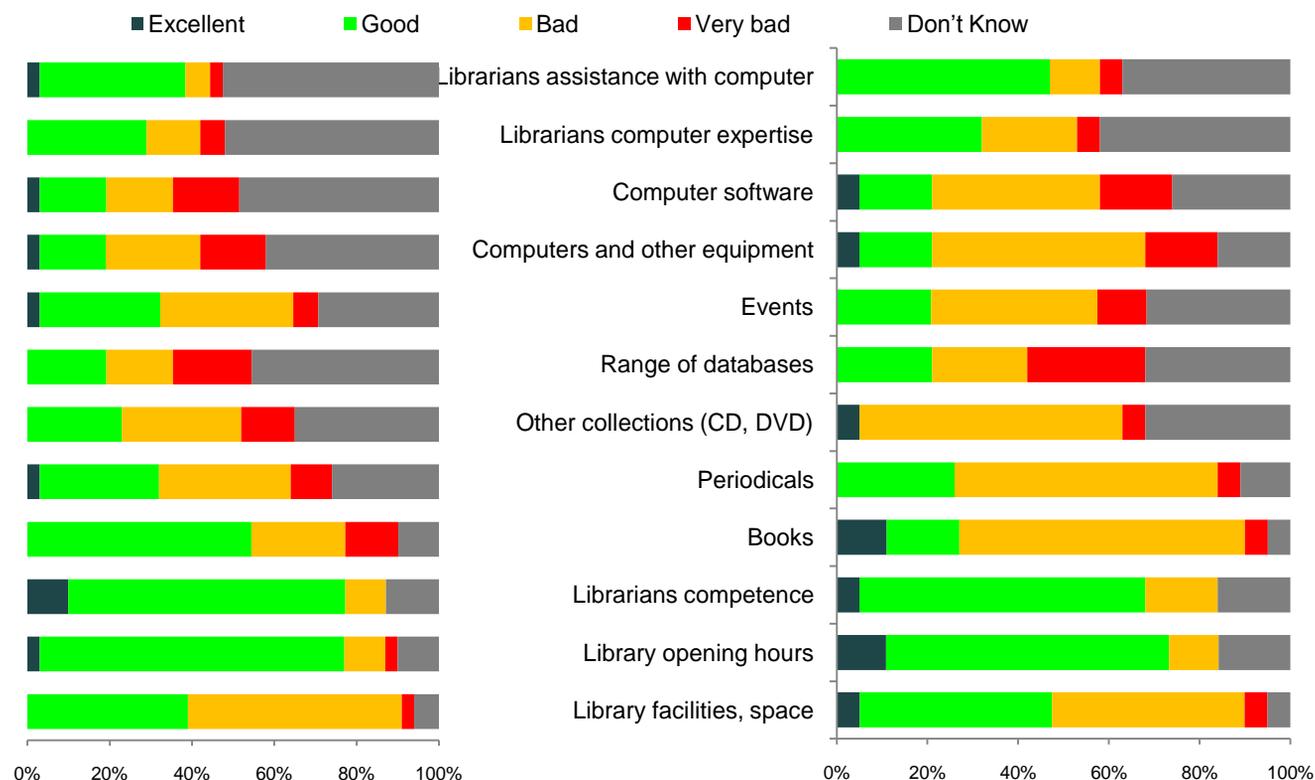
Generally, digital, print and electronic media are the top three most preferred channels .

How you found out about the library situation
Most relevant channels for information on library issues

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

officials of local authorities that operate libraries

officials of local authorities that don't operate libraries



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 15% overall rate any of the aspects as excellent.

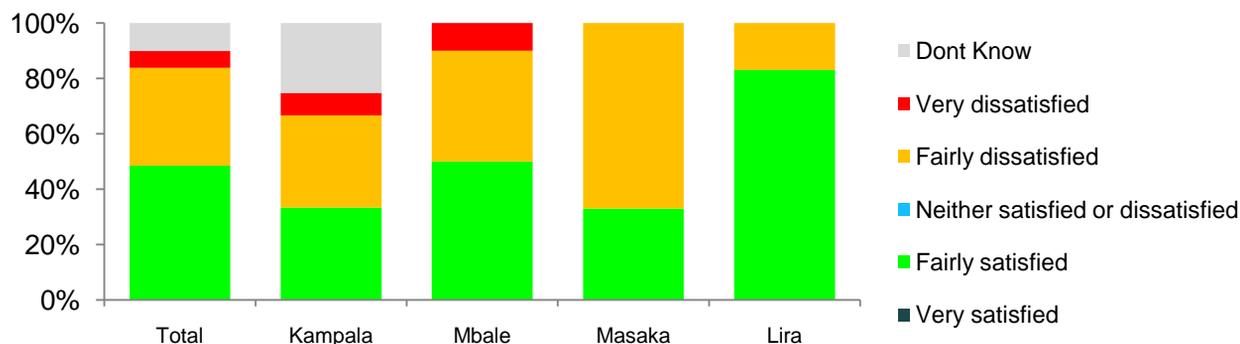
Both groups' ratings are an indication of their agreement with the fact that libraries require a lot more support that is currently provided, hence advocacy with this group for improvement and funding would not be a big challenge.

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 among official of authorities that operate libraries



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

	Total	Kampala	Mbale	Masaka	Lira
Base those satisfied	15	4	5	1	5
	%	%	%	%	%
My library is close by/convenient	80	50	100	100	80
The staff are helpful	73	50	80	-	100
The staff are friendly	73	50	80	-	100
It's quiet	67	50	60	100	80
Easy getting to the library (e.g. good parking, good public transport)	60	75	60	100	40
Long opening hours	47	50	-	-	100
I like the environment	40	50	40	-	40
It's a good focal point for the community (e.g. for meetings and events)	40	75	-	-	60
Easy to enter the building (i.e. good disabled access)	33	25	80	-	-
The range of books is good	27	-	20	-	60
Has the books I like	27	25	-	100	40
It's a good place to relax	27	50	20	100	-
I feel welcome there	27	25	-	-	60
Good place to take children/good activities for children	20	25	40	-	-
You can get refreshments there	13	-	20	-	20
Plenty of seats available	7	25	-	-	-
Plenty of computers	7	-	20	-	-

Satisfaction with the current library services is not very high with only 48% overall saying they are satisfied and none of the officials said they were very satisfied with the services. Satisfaction is higher in Lira than any other region.

The main reasons for satisfaction are related to the library location, staff and the physical library environment i.e. ambience and convenience.

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	Kampala	Mbale	Masaka	Lira
Base = (officials of local authorities that operate libraries)	13	5	5	2	1
Attribute	%	%	%	%	%
The range of books isn't good enough	92	80	100	100	100
They don't have the books I like	77	100	40	100	100
Not enough computers	69	60	100	-	100
Not enough seats available	62	60	60	100	-
You can't borrow books for long enough to read them	54	40	80	50	-
Too noisy	46	40	60	50	-
I don't like the environment	31	60	20	-	-
The area isn't safe	31	40	40	-	-
Nowhere to get refreshments	31	-	60	50	-
Not enough activities or courses going on	31	40	20	50	-
Difficulty getting to the library (e.g. parking restrictions, poor public transport)	23	40	-	50	-
Opening hours aren't long enough	23	20	20	50	-
Not enough activities for children	23	-	40	-	100
My nearest library is too far away/not convenient	15	-	20	50	-
Problems entering the building (i.e. poor disabled access)	15	40	-	-	-
The fines for late returns are too high	15	20	20	-	-

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

	Total	Kampala	Mbale	Masaka	Lira
Base = (officials of local authorities that operate libraries)	31	12	10	3	6
Focus areas	%				
provision of Computer services	32	25	40	-	50
Equip the library with relevant books, CDs and DVDs	29	-	50	-	67
Increase the variety of new edition books and materials	29	17	40	67	17
Expand space to meet the increased number of readers	23	8	20	67	33
Provision of work force staff who are qualified	19	8	50	-	-
Provide books for college students and relevant to the current curriculum	10	25	-	-	-
Extend lending services	10	-	20	-	17
Publicity of library activities	10	17	-	33	-
Easy access to the library	10	17	-	-	17
Provide advanced technologies	10	8	20	-	-
To motivate the staff	10	-	30	-	-

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 provision of ICT.

Reasons for dissatisfaction

Services that the local library should pay more attention to

Benefits derived from visiting library

	Total	Kampala	Mbale	Masaka	Lira
Base = (officials of local authorities that operate libraries)	31	12	10	3	6
Benefits (spontaneous mention)	%	%	%	%	%
Develop new skills or learn something new	84	83	90	100	67
Obtain new ideas, new interests	74	67	100	100	33
Library is a safe and quiet place for study and reading	71	58	80	100	67
Get helpful information for school/ learning	61	58	90	33	33
Get helpful information about their community	39	42	30	100	17
People feel comfortable in the library	35	17	50	67	33
Get helpful information for business and commerce	29	25	40	33	17
Library helps to be better in their job	29	42	30	-	17
Get helpful information for health and well being	23	8	50	33	-
Library helps to save time	23	8	50	33	-
Helps to make contacts with other people	10	8	-	-	33

Officials of local authorities that operate libraries in Uganda feel that that libraries are beneficial in equipping people with new knowledge and skills and regard it as a good place to study. Whilst 80% of users expect health information from the library, fewer officials mention it.

More than a half of them overall feel that students do benefit from 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

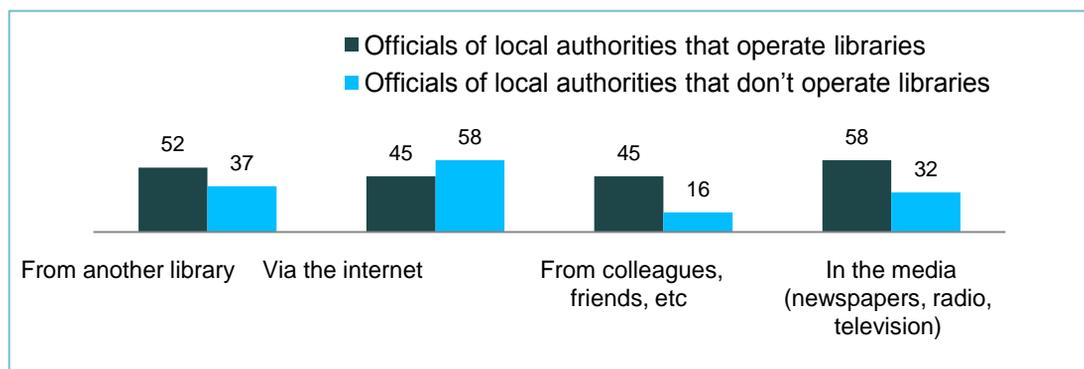
Overall, to what extent are you informed of the local library situation, services and events?

The purpose of libraries

Local level officials view of the purposes served by libraries

Purpose (officials of local authorities that operate libraries)	Total	Kampala	Mbale	Masaka	Lira
Base = (officials of local authorities that operate libraries)	31	12	10	3	6
	%	%	%	%	%
Educational purposes (for homework or to take a class)	97	100	100	100	83
Local news or information	52	33	90	67	17
National news or information	48	33	70	33	50
To help my child do homework	45	42	60	67	17
Information on health issue	29	8	50	100	-
International news or information	29	25	40	33	17
To look for information on starting or running a business	23	33	10	67	-
Information on agriculture	19	-	30	67	17
Financial or investment news or information	19	17	20	67	-
Entertainment	16	25	10	33	-
Information and use of electronic government services	16	8	40	-	-
It is safe place for my child to spend time	13	17	20	-	-
To conduct a job search or write a cv	10	-	10	-	33
To communicate with distance friends or relatives	3	-	10	-	-

Alternative sources of advantage [%]



The officials of local authorities that operate libraries think that libraries are primarily for educational purposes but also recognize a range of information roles. A substantial minority mention health or agriculture.

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

A big percentage of officials see the internet or other media as alternatives.

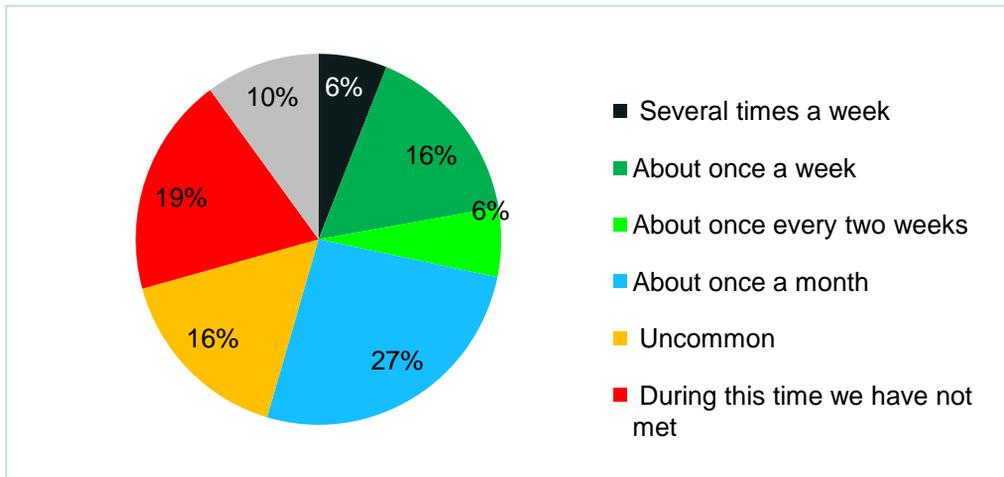
To which purposes libraries do serve the most

If the local library does not exist, where people could get the same Advantages

Management & operations of libraries

When last met with library managers

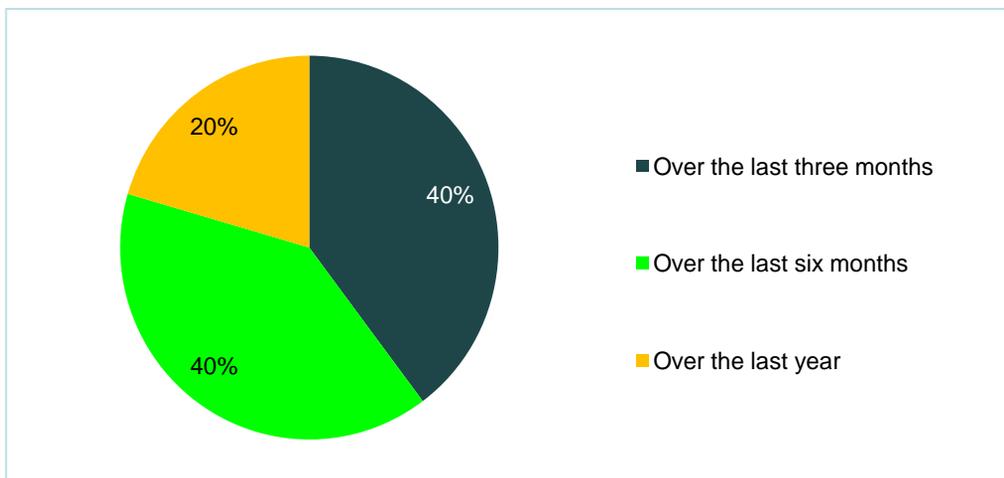
Officials of local authorities that operate libraries



16%

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

Officials of local authorities that don't operate libraries



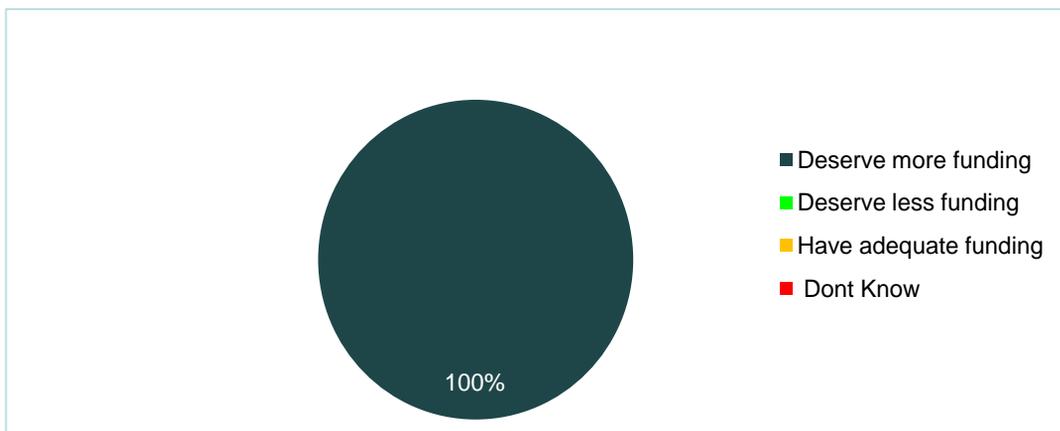
40%

Of the officials of local authorities that operate libraries have at least met with a public library manager or librarian in the past 3 months.

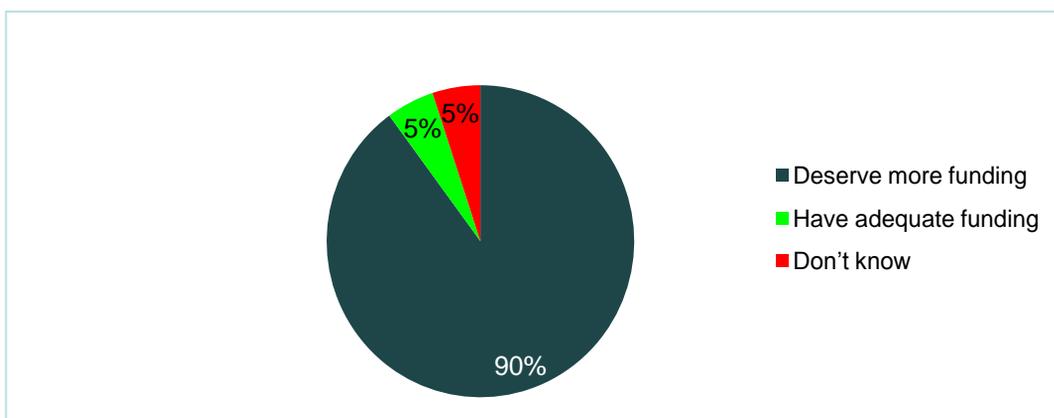
*During the last 6 months, how often have you met with local library manager or librarian?
When did you meet with public library manager or librarian?*

Opinion on funding of public libraries

Officials of local authorities that operate libraries



Officials of local authorities that don't operate libraries



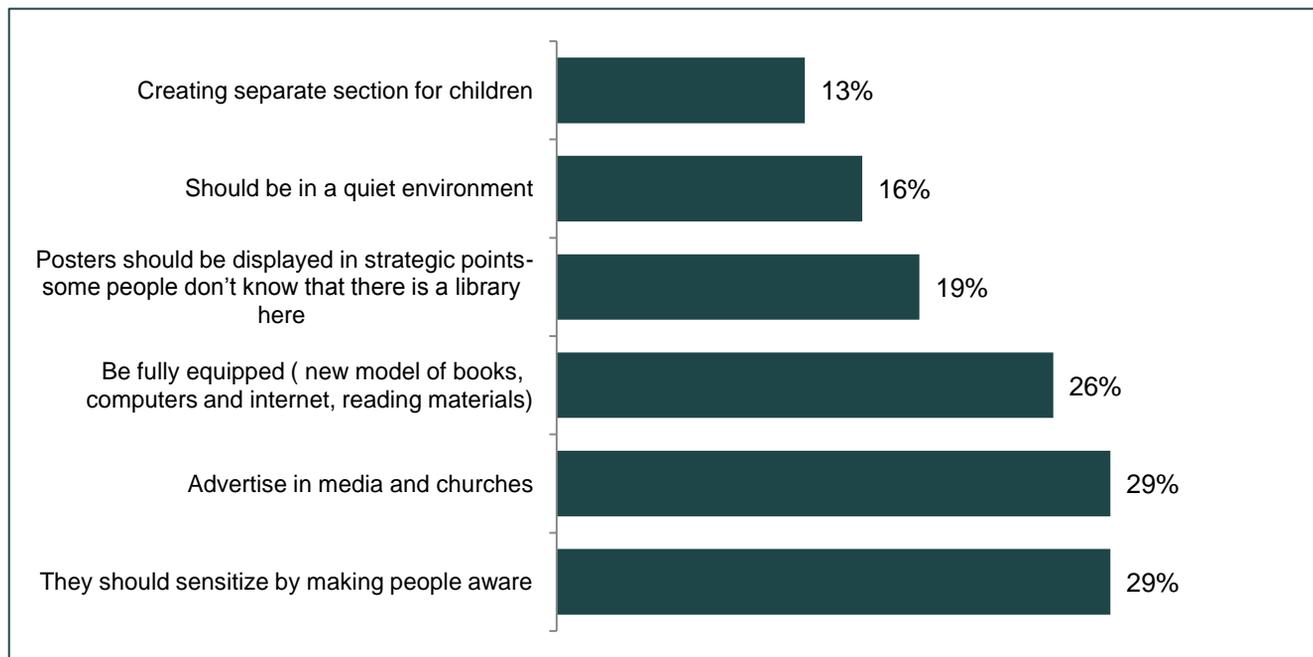
There is agreement among many officials in local authorities that operate as well as those that don't run libraries that libraries deserve more funding.

A few officials in authorities which do not operate libraries in Uganda feel that libraries deserve less funding.

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

Local authority officials' perception of how libraries can promote visibility

Percentage of officials who feel that libraries could use these methods to promote visibility)



Officials of local authorities which operate libraries feel that libraries can achieve greater visibility and prestige mainly thorough advertising of their services and better equipping of the libraries.

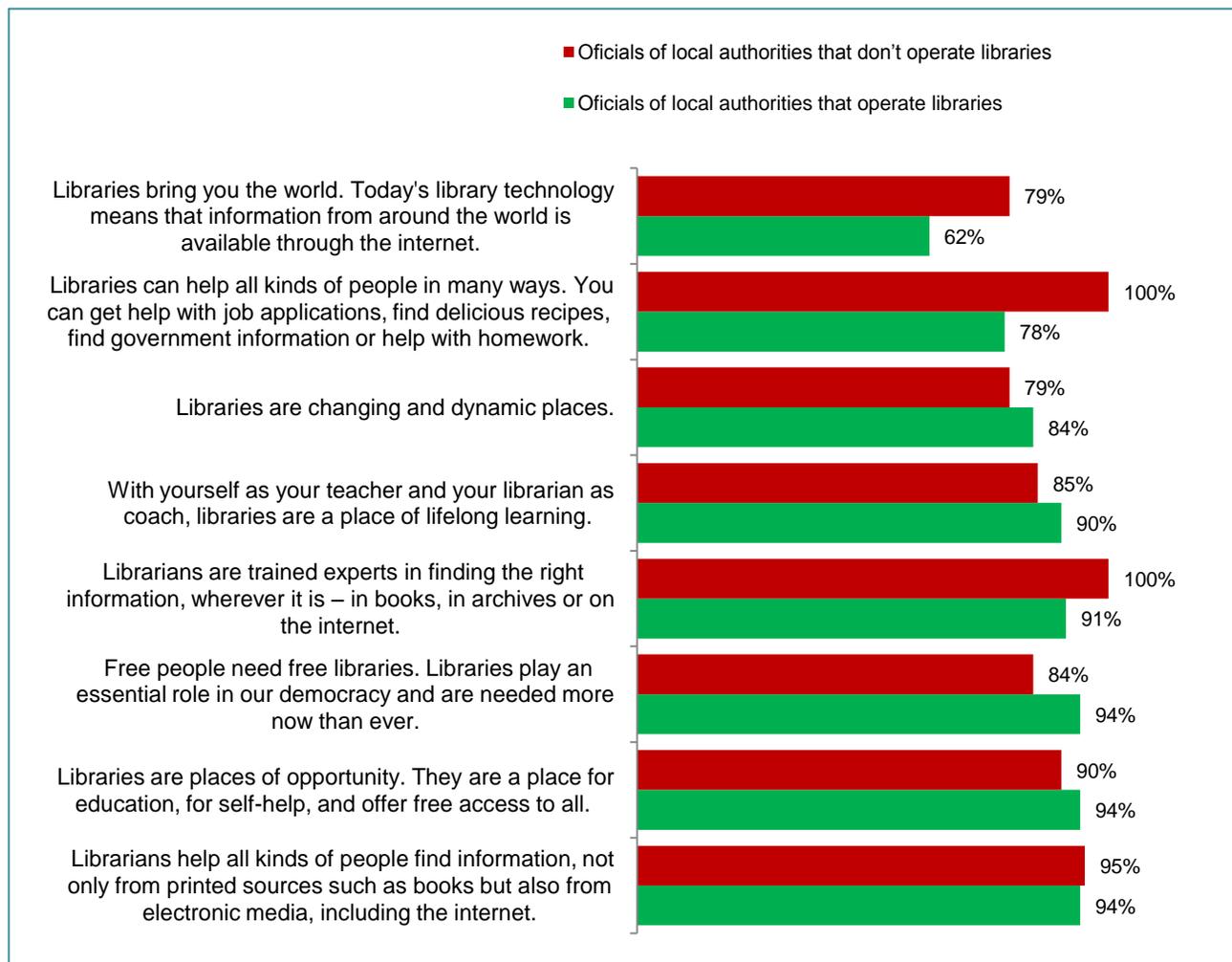
How people benefit from visiting the library – Spontaneous

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?

Statements in support of libraries and librarians

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



Officials of local authorities that operate libraries as well as those who don't generally have very positive sentiments about libraries with over 50% of them agreeing with all the statements.

Libraries & community/impact

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

Main issues	Total	Kampala	Mbale	Masaka	Lira
Base: Total Sample	31	12	10	3	6
	%	%	%	%	%
Poverty in the community	32	58	10	33	17
Expansion of the library i.e. need more space	19	8	30	-	33
Poor infrastructure	19	8	20	67	17
Education poor performance	16	25	10	33	-
In adequate books	16	-	40	-	17
Illiteracy	10	17	-	-	17
Insecurity	10	8	10	33	-
Lack of clean water	10	17	10	-	-
Books in the library are mostly old edition	10	8	-	-	33
Food shortage	10	17	-	33	-
Health issues	10	17	-	-	17
Price increment	10	8	20	-	-
Other reference materials people need are not available in the library	10	-	-	-	50
understaffing	10	-	30	-	-
Require more computers	10	8	20	-	-

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

Main issues	Total	Kampala	Masaka
Base: Total Sample	19	17	2
	%	%	%
Poverty in the community	47	47	50
Food shortage	32	29	50
Illiteracy	26	24	50
Health issues	26	24	50
Unemployment	21	24	-
Lack of clean water	21	18	50
Poor infrastructure	21	18	50
Education poor performance	16	12	50
Land disputes	16	18	-
Politicians and some parents, politicise education issues derailing community education matters	11	12	-
Diseases	11	12	-
Insecurity	11	12	-

Poverty is the main issue facing the Ugandan community, 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, health issues and water.

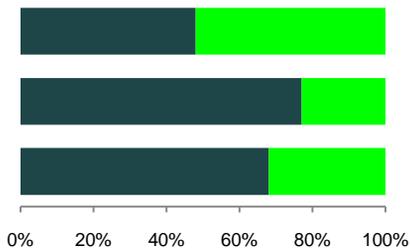
Libraries can get more attention from the local authorities if they found ways of addressing these issues as part of their service offerings.

What are the main issues of your local community??

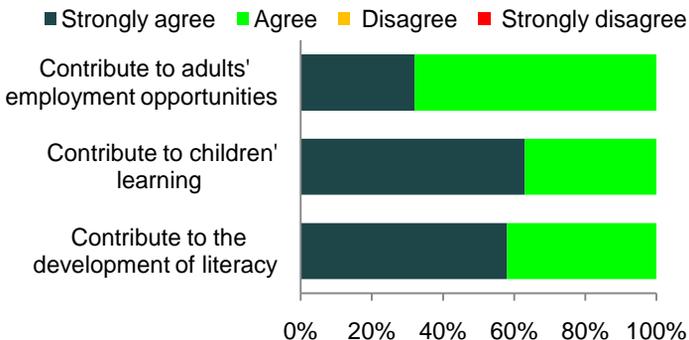
Impact areas

Officials of local authorities that operate libraries

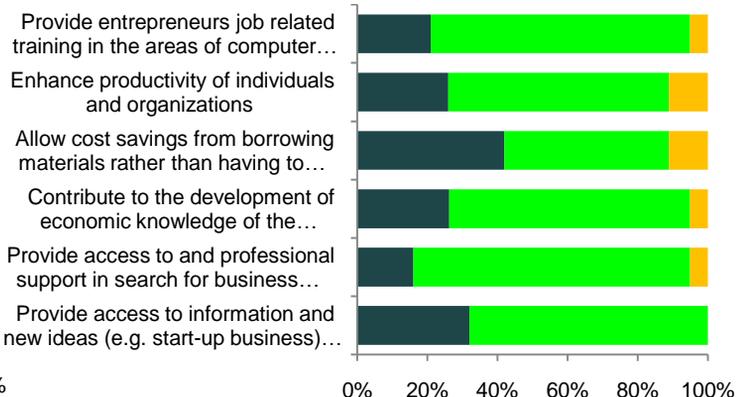
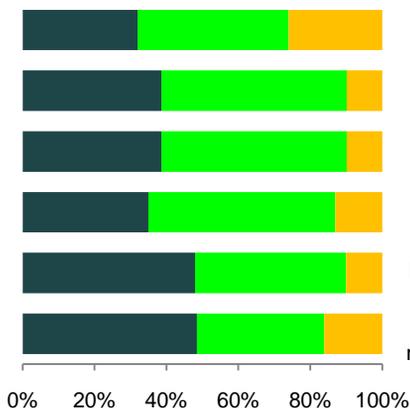
Education



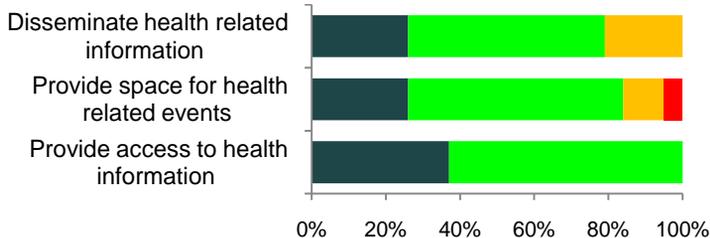
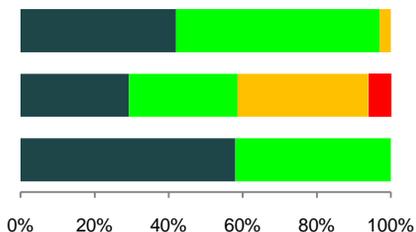
Officials of local authorities that don't operate libraries



Economic development



Health



Libraries' contribution to education is universally recognized including their potential impact on employment .

Libraries are recognised as potentially very impactful in providing access to information on economic development mostly at individual organization and community level.

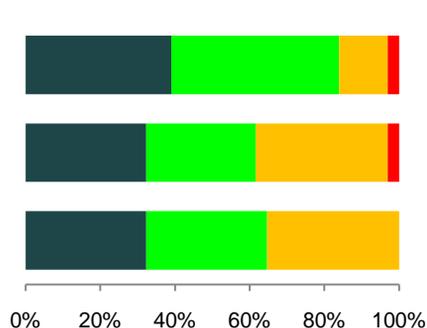
That libraries could provide health information is widely supported. Though a minority doubt their ability to act as venues for health events.

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?:

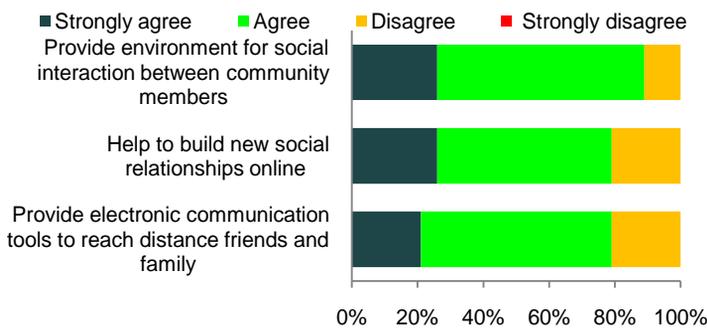
Impact areas

Officials of local authorities that operate libraries

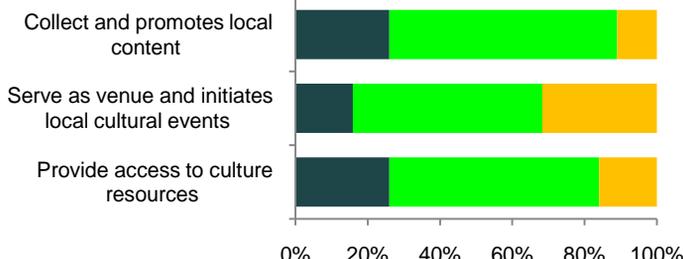
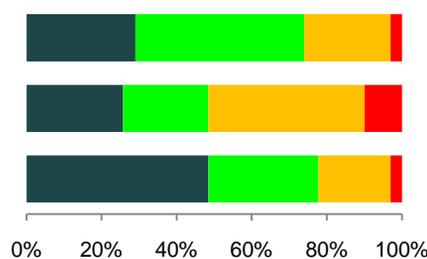
Communication



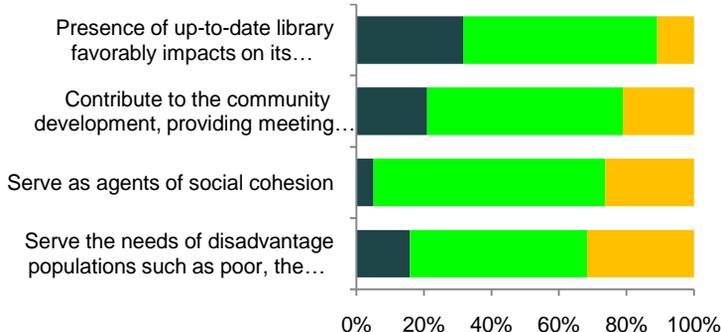
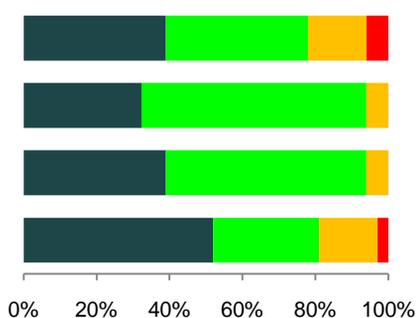
Officials of local authorities that don't operate libraries



Culture



Social Inclusion and Community Development



That libraries enable linkages through communication one on one is widely acknowledged but a small minority of both groups of officials disagree and doubt their potential to fulfil this role in the digital space.

Libraries cultural role is widely accepted but they are not seen as a venue for local cultural events especially by the officials of local authorities that operate libraries.

Social benefits of libraries are recognized by a large majority. Some doubts about their potential to meet the needs of the disadvantaged. Good support for the idea that they support social cohesion.

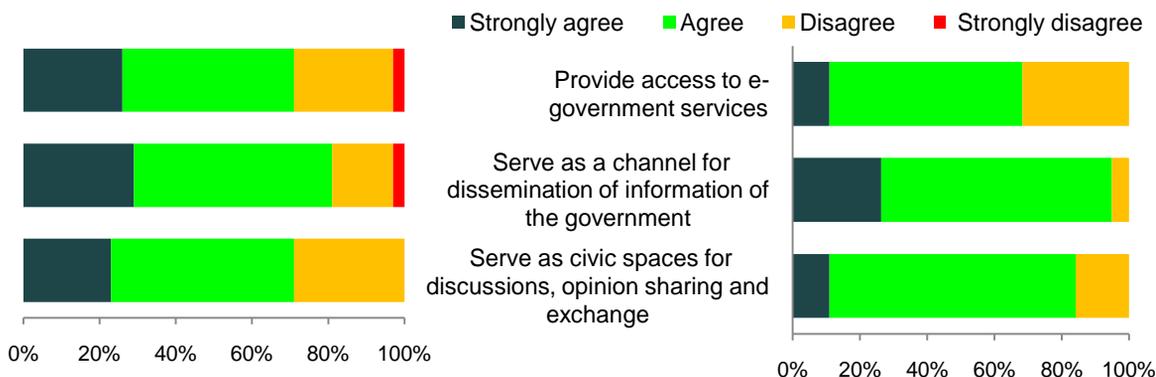
Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

Impact areas

Officials of local authorities that operate libraries

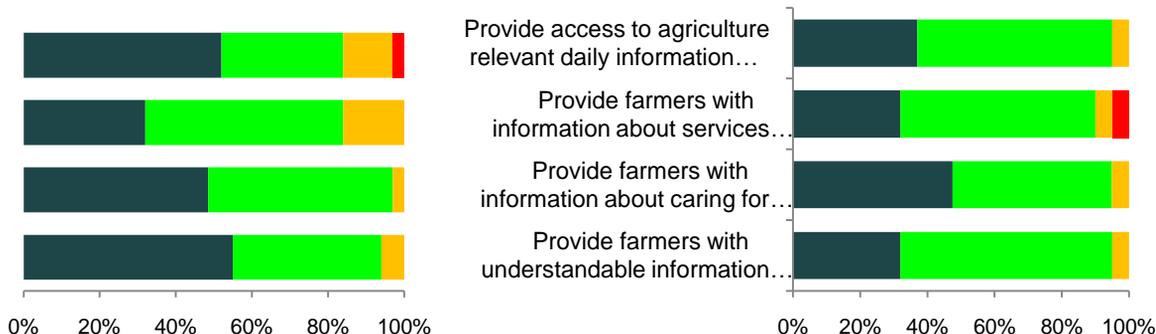
Officials of local authorities that don't operate libraries

Citizen Empowerment, Democracy and E-Government



Libraries' potential relating to government information is recognized by a significant majority. Doubts about E government role and role as civic spaces perhaps arise from limitations of resources seen earlier .

Agriculture outcomes



The idea that libraries could provide agricultural information is supported by a big majority.

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



SECTION 4: NATIONAL LEVEL OFFICIALS



SECTION OVERVIEW

Demographic characteristics **70**

Perceptions **73**

Things that come to mind
Usage
Level of information about libraries
Connection with libraries in past and in future

Services **75**

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

Management **78**

Funding
Attribute statements

Impact **82**

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

Demographic characteristics

	Total
Base (n =)	20
Gender %	%
Male	55
Female	45
Age %	%
21 yrs - 30 yrs	15
31 yrs - 40 yrs	10
41 yrs - 50 yrs	20
51 yrs - 60 yrs	45
61 yrs - 70 yrs	10
Education %	%
Higher	100
Occupation	%
Chief librarian	5
Communication officer	10
Chief/senior cultural office	5
Others	80
Duration in position %	%
01-02 Yrs	15
03-05 Yrs	30
06-10 Yrs	40
10+ Yrs	15
Decision making %	%
Ultimately responsible	35
Partly responsible	65

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

Perceptions of libraries

Libraries are primarily associated with information storage and retrieval as well as books. Most officials think of libraries as places for extending classroom learning.

	Total	Male	Female
Base: Total Sample	20	11	9
	%	%	%
Information/knowledge storage and acquisition	50	45	56
Books	40	36	44
Space: Quiet place/peaceful place for study, relaxation, etc)	30	27	33
Computers	15	18	11
Newspapers/ Current affairs/ Magazines	5	9	
Librarians			
Educative videos			

15%

Associate libraries with computers which is significant proportion bearing in mind the low penetration of computing in Uganda.

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

Interaction with libraries

Very few national level officials in Uganda (only about 10% of those interviewed) say that they have a very good knowledge about the local library situation in Uganda. This small number makes advocacy a big challenge in Uganda because the officials first need to be made aware of the situations before they can be requested to assist in the improvement of libraries.

It is however encouraging to note that close to two thirds of them have visited a library in the past twelve months. This again is not frequent enough to facilitate full knowledge of the situation. Only those who are directly involved with libraries have a good feel of the situation, which mainly relates to the challenges that libraries and librarians go through.

Desired future interaction with libraries cuts across several areas which include personal usage as well as greater influence at policy level:

- About a quarter of the officials expressing desire to join for purposes of information and technology needs
- A very small proportion of the officials would like to be connected through participation to read and gather information about certain issues or areas of interest
- A few would like greater responsibility at policy level to influence the growth and development of libraries, including direct involvement in the running of the libraries

Some are however satisfied with the current level of connection with libraries and do not desire to change the current level of connection.

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

Services offered by libraries

Libraries are seen as offering services mainly to adults and where children are involved books are borrowed on their behalf rather than having the children physically interact with the libraries

Services rendered by libraries (Spontaneous)

	Total	Male	Female
Base: Total Sample	20	11	9
	%	%	%
Use references materials, like the encyclopedia	65	73	56
Take out books for grown-ups	55	45	67
Ask a librarian for help, advice or consultation read newspaper or magazine	55	64	44
Take out books for children	50	36	67
Use public internet access	35	27	44
Connect to the internet with your laptop	20	18	22
Attend an event	15	18	11
Take a class or workshop	15	18	11
Use quest rooms/ spaces for study	10	18	-
Recreation Adult literacy	10	18	-
Hear a speaker, see a movie	5	9	-
Use child section	5	-	11
Organising reading tents for children	5	9	-
reading clubs organized in libraries	5	9	-

Majority of the national level officials mention that libraries are used for reference e.g. encyclopedias and borrowing of books by adults and children also rank highly.

Librarians are also seen as very useful when it comes to guiding users on selection of relevant materials.

Mention of use of technology related services (internet) is quite high while use of electronic (video and CD) is not there at all.

Which services have you heard about in the public libraries?

Purposes served by libraries (Spontaneous)

	Total	Male	Female
Base: Total Sample	20	11	9
	%	%	%
Educational purposes (for homework or to take a class)	85	82	89
Entertainment	35	27	44
National news or information	25	27	22
Information on health issue	20	18	22
Local news or information	20	27	11
Information on agriculture	15	9	22
International news or information	10	-	22
To help my child do homework	10	-	22
To communicate with distance friends or relatives	5	-	11
It is safe place for my child to spend time	5	-	11
Don't know	5	9	-

Libraries are seen as serving academic needs more than anything else.

5% of national level officials claim not to know what purposes are served by libraries.

Benefits derived from visiting library (Spontaneous)

	Total	Male	Female
Base: Total Sample	20	11	9
	%	%	%
Develop new skills or learn something new	80	82	78
Obtain new ideas, new interests	75	73	78
Get helpful information for school/ learning	35	36	33
Library is a safe and quiet place for study and reading	35	36	33
Get helpful information for health and well being	25	18	33
Get helpful information for business and commerce	15	9	22
Library helps to save time	15	-	33
Library helps to be better in their job	15	-	33
Get helpful information about their community	5	9	-
People feel comfortable in the library	5	-	11
Helps to make contacts with other people	5	-	11
Dont Know	5	-	11

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.

Although the main purpose perceived is academic, 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*

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

	Total	Male	Female
Base: Total sample	20	11	9
	%	%	%
Friendly	70	73	67
Inclusive	60	54	66
Has highly-skilled librarians	60	63	55
Comfortable	35	27	44
Offers different activities and entertainment	35	18	55
Innovative	30	18	44
Modern	15	9	22
Dynamic	10	0	22
Up-to-date on technology	5	0	11

Public libraries compared to other tax funded serviced

	Total	Male	Female
Base: Total Sample	20	11	9
	%	%	%
Public libraries services are underfunded compared to other tax support services benefits	35	45	22
I would rank benefits of other tax supporters services before benefits of public/library	25	18	33
I would rank benefits of public library first since everybody gets information from there	15	9	22
Public libraries benefit output are more and of stable value than other tax supported service	10	18	-
None is more beneficial than the other	5	9	-
The benefits of a public library are not measurable	5	-	11
Benefit of a public library are cost effective in terms of money instead of buying you borrow	5	-	11

Though friendly, inclusive and having skilled managers, libraries are not rated highly for dynamism and adoption of new technology.

It is quite evident also that most policy level officials in Uganda prioritize library services below other tax funded services.

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

In Uganda, there is a general acknowledgement of poor/insufficient funding of public libraries

Funding

	Total
Base: Total Sample	20
	%
Libraries are not getting enough funds	85
Government does not have enough funds to support libraries	5

85% of the policy level officials in Uganda say that libraries are underfunded, but also say that the government has no money to fund libraries, meaning libraries have to look for funds from other sources.

Preferred communication channels

	Total	Male	Female
Base: Total Sample	20	11	9
	%	%	%
Newspapers	60	45	78
Internet	55	55	56
Magazines	55	45	67
Radios	45	27	67
TV	35	27	44
Discussion with people	15	-	33
Mobile phones	10	9	11
Churches/Mosques/ Schools	5	-	11
Journals	5	9	-
Exhibitions	5	9	-
CDs and DVDs	5	9	-

In Uganda 60% of national officials prefer newspapers and magazines over other access methods and the internet comes second. For getting their information about public libraries.

The internet is also prominent in Uganda which points to the growing penetration of internet as well as the need for libraries to go digital and electronic in rendering services.

Questions: Channels you would prefer for information on public libraries [Q16]

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
Base: Total Sample	20
	%
Most librarians are well trained and have the capability to assist mainly on printed sources	70
They are good at helping people to find information from all sources	5
They are trained professionals/competent	5
Good librarians do research on behalf of users	5
Most librarians do not have internet/computers	10
Some librarians have skill shortage	5

There is a very high 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
Base: Total Sample	20
	%
Everyone who wants to learn is free to use libraries and as a result open new opportunities for themselves	75
Libraries offer education which is essential to human life	10
They create awareness which empower people and utilise their opportunities	5
Allow easy access to expensive books	5
Access is not free for all	10

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

Life long learning

With yourself as your teacher and your librarian as coach, libraries are a place of lifelong learning.	Total
Base: Total Sample	20
	%
They help to grow literacy levels	50
Accessibility and availability at anytime makes people learn continuously	15
Your learn something new everytime you visit the library	10
The advantage is that you don't really need anyone to help you learn	10
The knowledge in libraries is enormous	5
They are supervised by the government	5
Librarians are not equipped with computers	5

Libraries improve literacy levels and provide an opportunity to acquire knowledge.

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

Attribute association comments

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
Base: Total Sample	20
	%
Those that have internet access are making it easy for people who would otherwise not access	25
Yes because we have people getting e-journals, e-books	25
Today's libraries have been digitalized to bring the world closer.	5
Libraries need to upgrade so that they can provide information using modern technology	30
Not relevant currently as most libraries are not computerized in many ways	5

Libraries are not playing the role of bringing people to the world as seen from the level of disagreement among the policy level officials in Uganda.

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
Base: Total Sample	20
	%
Libraries are now trying to change but are not there yet	40
Librarians help to keep the children entertained and use computer.	25
Variety makes it possible to cater for all	5
Libraries are not very dynamic in our country	20
Libraries keep children busy but it is not the right place for them to learn to use the internet, they will access wrong materials.	5
Public libraries have no internet connection.	5

While libraries are trying to change, it is felt that they are not yet able to claim dynamism and change.

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
Base: Total Sample	20
	%
Librarians are professionals and always know how to get the right information.	25
Most are well trained on how to organise information	10
Librarians are always readily available to assist the users find the information they want.	5
They handle all requirements of the users/readers without discriminating or time wasting.	5
Some librarians are not well informed	15
Some librarians aren't competent i.e. cant use a computer	10
Not all are committed to their work	10
Librarians should be well trained	5
They lack resources to do their jobs right	5

The need to have well trained librarians is emphasized especially because people seeking knowledge and information want to get it from those who have it .

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
Base: Total Sample	20
	%
Libraries are the only places you will find information on anything	50
Libraries have a lot of information from different sources which are current and of use to anyone interested	10
They help people get government information	10
Periodicals like newspapers have job adverts.	5
Helps students and public to do homework	5
Helps those who are in higher institutions to do research	5

Free for free

Free people need free libraries. Libraries play an essential role in our democracy and are needed more now than ever.

	Total
Base: Total Sample	20
	%
They are not necessarily free because service are paid for	5
They enlighten the people on politics and democracy and are needed now more than ever	5
They give people access to computers and the internet to get information on democracy	5
Most people don't go to libraries to search for democracy information	10

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
Base: Total Sample	20
	%
Libraries belong to the community and people sometimes meet there	55
Libraries do not discriminate anyone, all people are welcome	20
Not only meeting new people but to read and access information.	15
Its conducive place for everyone	15
Public libraries are for all to access	5
The library is not a welcoming place	5

A half of the officials agree that libraries help all kinds of people to learn and acquire knowledge. The key issue to note is that libraries do not discriminate amongst users.

Not much support for these ideas.

The fact that libraries are community owned, directly or indirectly, makes them an ideal place for social interactions.

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

Libraries impact

Main issues facing country

	Total
Base: Total Sample	20
	%
Insufficient resources especially financial resources	55
Poor reading materials	30
Public libraries are few	30
Inadequate information resources	25
Reading as a necessity not a culture	20
Poor infrastructure	15
Internet service are not enough	10
Manpower	10
Education policy	10
Poverty	10
There is a lot of imbalance on allocation of the educational resources	10
Lack of staff motivation	10

Main priorities of institution

	Total
Base: Total Sample	20
	%
Government should prioritize it	20
Digitization of our information resources	15
Provide relevant materials for user to conduct research successful	15
To provide materials which are standard updated depending with the competitive market for better satisfaction	15
Education studies, research and training	15
Funding libraries in order to run its services	15
Improved image of a library	15
To ensure more rural libraries are established	10
Diseminate information	10
Better infrastructure	10
Provide additional latest books	10

Similar to other countries surveyed, the overriding concern is lack of funds, which leads to other issues like poverty, infrastructure and lack of relevant reading materials.

Information is a key focus for most institutions, however most are focused on their core mandates.

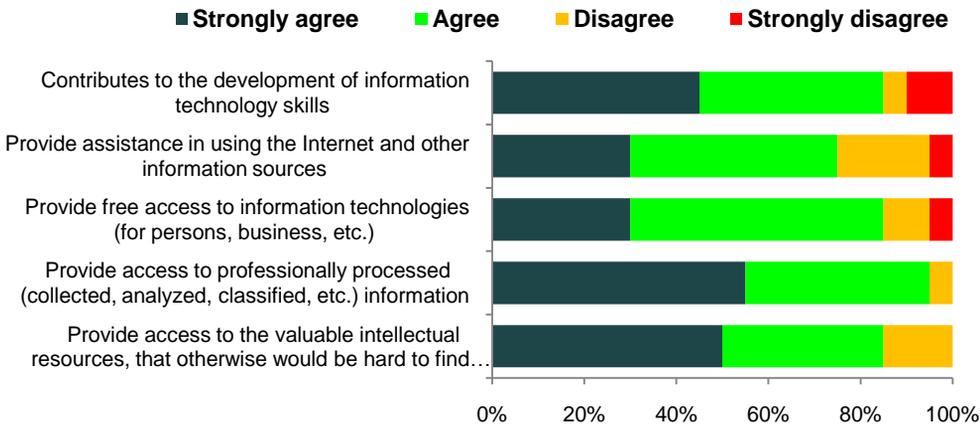
Financial inadequacy and lack of resources are major concerns facing Uganda
Institutions seem to have focus on making access to information and knowledge easier.

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

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

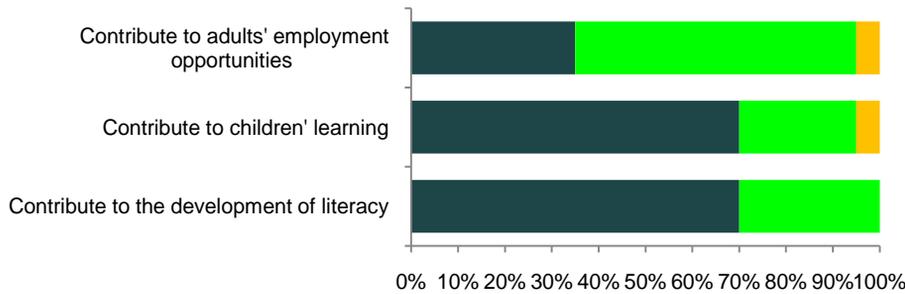
Impact areas

Information society and digital divide



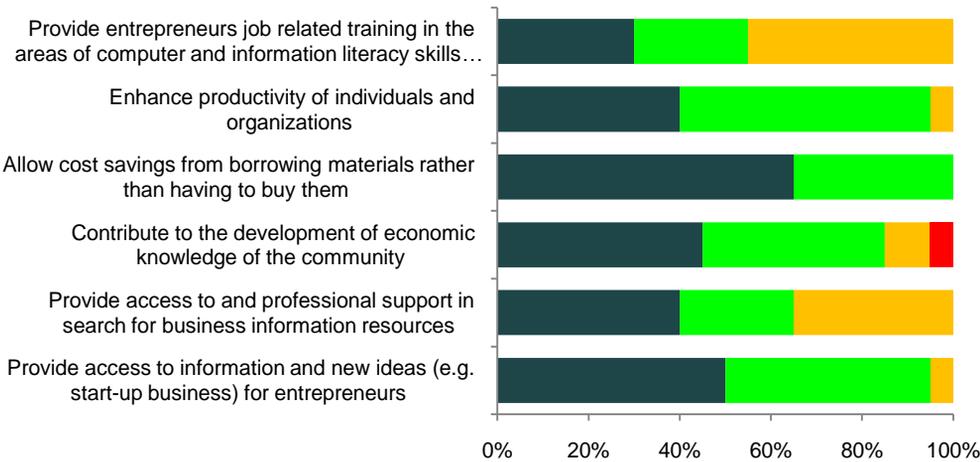
A large majority support the idea of the library's role relating to the information society and the digital divide.

Education



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

Economic development

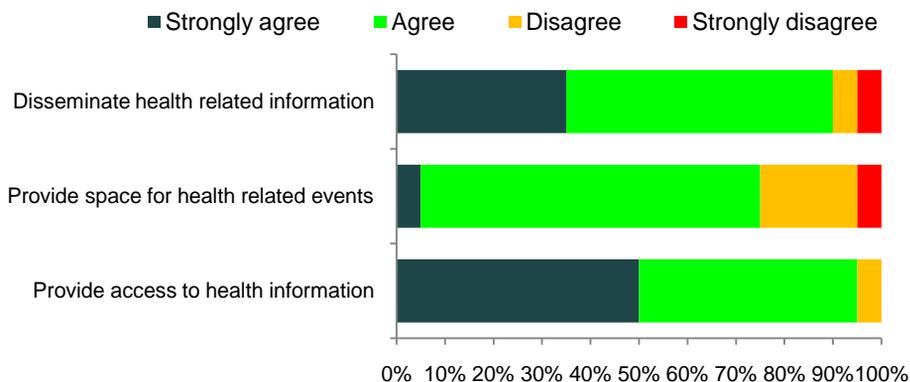


Strong recognition of the library's potential to support economic development in various ways. Some doubts regarding entrepreneurship and support for business.

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?:

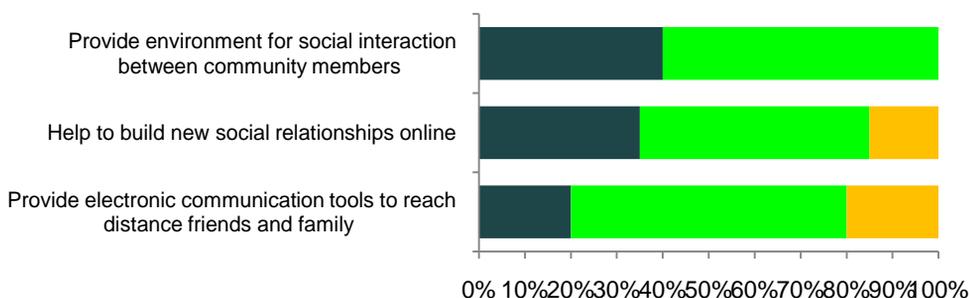
Impact areas

Health



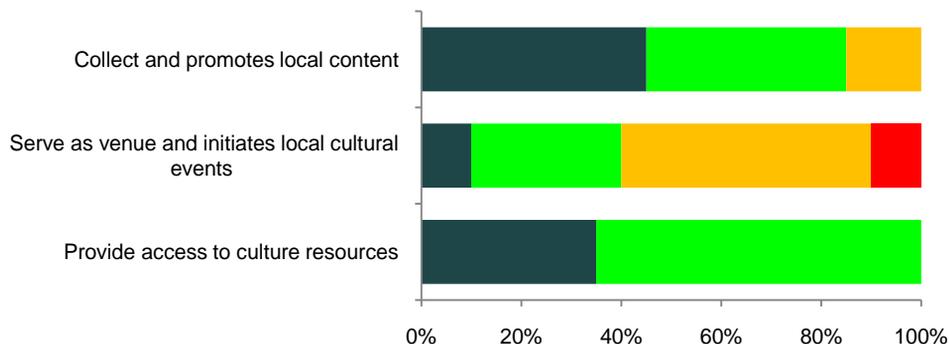
The idea that libraries should have information related to health is widely accepted. Some doubts about them acting as venues for health events.

Communication



That libraries enable linkages through communication one on one is universally acknowledged. 80% also see their potential to use ICT for this purpose.

Culture

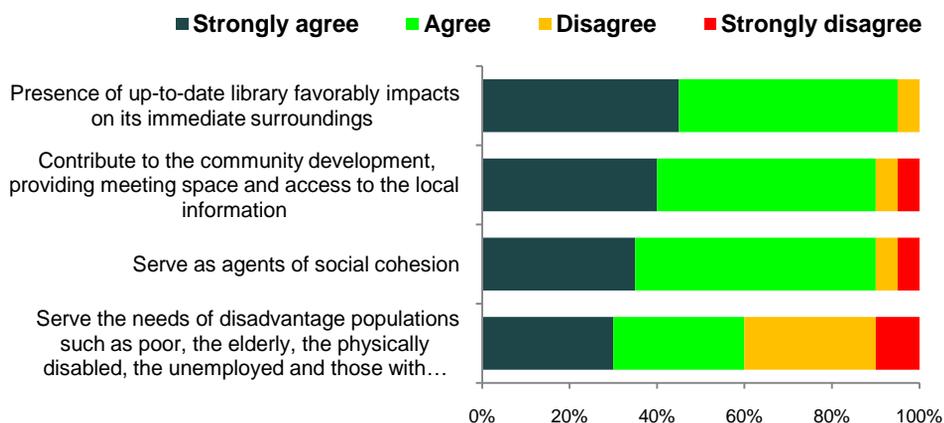


Whilst libraries' cultural role is accepted, a majority do not think they have potential as venues for cultural events.

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?

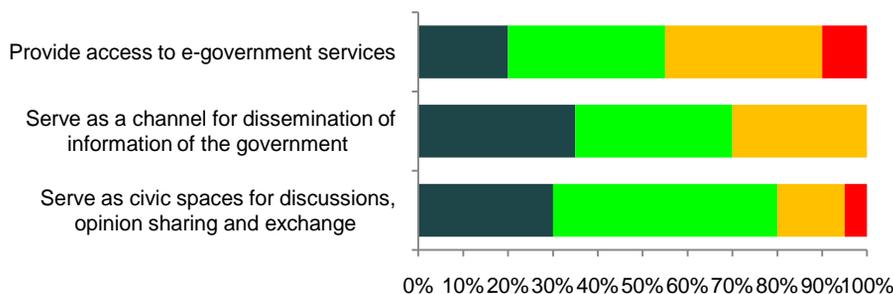
Impact areas

Social and community development



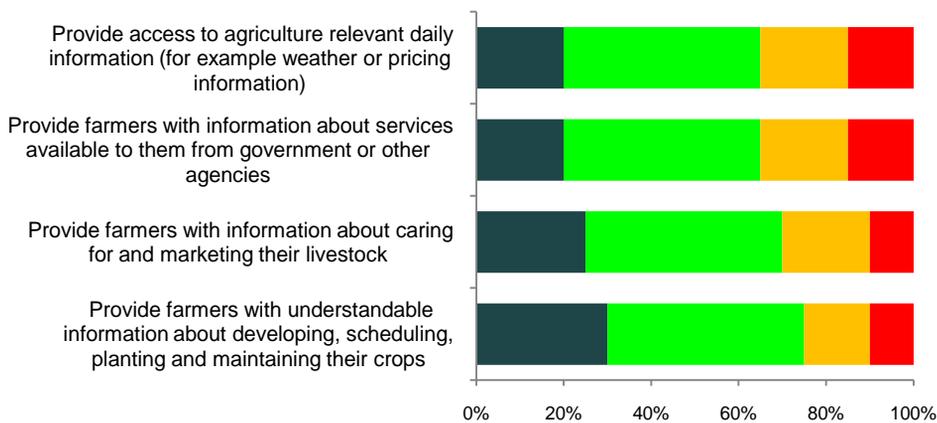
There are very strong positive sentiments regarding impact on social and community development including potential to strengthen social cohesion but a substantial minority do not agree that libraries have potential to serve disadvantaged populations.

Citizen Empowerment, Democracy and E-Government



A substantial minority do not see libraries as having a role in providing access to eGovernment or to conventional government information.

Agriculture



A majority recognize libraries' potential to support agriculture but about one third do not.

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?: