

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

---

# REPORT CONTENTS

---

<b>EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>MAIN FINDINGS (Combined country level data)</b>	
<b>Section 1: Users and non users.....</b>	<b>4</b>
<b>Section 2: Librarians.....</b>	<b>29</b>
<b>Section 3: Local government.....</b>	<b>49</b>
<b>Section 4: National level stakeholders.....</b>	<b>70</b>

---

# 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 books to meet the needs of users.

## Awareness, perceptions and attitudes

Users and non users were surveyed in Ghana, Kenya, Uganda and Tanzania. Awareness of libraries is high even among those not using them. Users share information about their library experiences a lot, mainly with their friends. In addition to the high awareness a majority have very positive sentiments about libraries across all groups surveyed i.e. from policy level all the way to users, including non users. Libraries are perceived as offering academic related information and therefore an extension of academic study. Children's exposure to libraries is limited and a lot more could be done to improve usage.

## Role of librarians

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

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

## Importance of libraries

Libraries are seen as essential to the individual as well as communities in general by all groups surveyed. Libraries need to engage with the community at a more tangible level that goes beyond passively providing books and 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 than other media.

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

## Reaching the target groups

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





## 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
	<b>499</b>	<b>301</b>
<b>Gender</b>	<b>%</b>	<b>%</b>
Male	72	48
Female	28	52
<b>Age</b>	<b>%</b>	
16 yrs - 20 yrs	45	17
21 yrs - 30 yrs	42	49
31 yrs - 40 yrs	9	19
41 yrs - 50 yrs	2	11
51 yrs - 60 yrs	1	3
61 yrs - 70 yrs	-	1
71 Yrs and above	-	-
<b>Years of formal education</b>	<b>%</b>	
0-5 years	4	7
6-12 years	42	74
13-16 years	43	16
17+ years	10	3
<b>Education level</b>	<b>%</b>	
Some elementary or less	-	4
Completed elementary	3	33
Some secondary	38	19
Completed secondary	21	24
Some post-secondary (university or technical)	22	9
Completed vocational/technical institute	2	3
Completed university or more	12	5
Don't Know/Refused	1	3
<b>Marital status</b>	<b>%</b>	
Single	80	41
Married	15	44
Widow/Widower	-	2
Divorced/Separated	2	10
Don't Know/Refused	3	3

## Demographic characteristics (users and non users)

	Total	Non Users
	499	301
<b>Occupation status</b>	<b>%</b>	<b>%</b>
Work part time	6	14
Work full time	9	16
Self employed	7	28
Unemployed not looking for a job	-	2
Unemployed looking for a job	3	7
Retired	-	2
Student	71	18
Recently graduated from school (not employed)	3	3
Housewife	1	11
Don't Know/Refused	0	-
<b>Monthly Household income</b>	<b>USD</b>	
50 or less	12	24
51 – 125	18	22
126 – 190	20	20
191 – 250	17	13
251 – 375	11	10
376 – 500	4	4
501 and above	4	1
<b>LSM Group</b>	<b>%</b>	
1 to 3	2	5
4 to 6	14	18
7 to 9	42	51
10 to 14	34	22
15 to 17	6	5

A typical library user as per this study therefore is likely to be male, aged between 16 and 30 years, with secondary level education or above. This person is also likely to be single, a student and in the middle income bracket.

# Perceptions of libraries

Libraries are perceived in the very traditional sense of books and the physical space for studying

## Spontaneous associations with libraries

Spontaneous associations (Users)	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base:</b>	<b>499</b>	<b>168</b>	<b>119</b>	<b>42</b>	<b>71</b>	<b>99</b>
	%	%	%	%	%	%
Books	73	84	87	59	65	60
Space: Quiet place/peaceful place for study, relaxation, etc)	72	74	74	75	75	63
Information/knowledge storage and acquisition	64	60	48	83	79	50
Newspapers/ Current affairs/ Magazines	10	12	9	12	13	3
Educative videos	6	5	8	4	5	7
Computers	2	4	2	1	1	

Spontaneous associations (Non users)	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base</b>	<b>301</b>	101	75	25	48	52
	%	%	%	%	%	%
Books	74	82	70	79	68	72
Information/knowledge storage and acquisition	67	79	70	68	59	60
Space: Quiet place/peaceful place for study, relaxation, etc)	61	61	59	72	68	46
Newspapers/ Current affairs/ Magazines	7	5	9	-	15	4
Educative videos	5	9	4	5	1	4
Librarians	2	3	2	2	0	3
Computers	1	3		1	1	

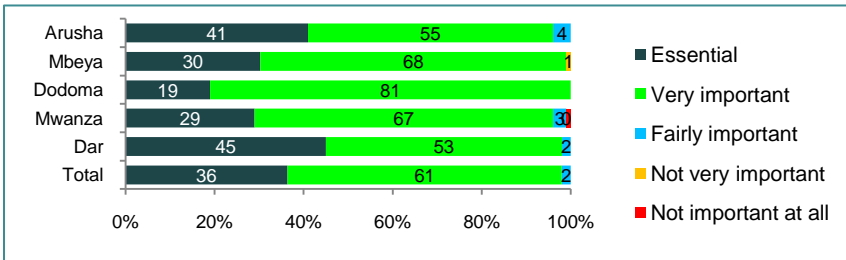
The top 3 associations for both users and non-users are books, space and information. Interestingly Librarians, at 1% on average, are not top of the list when thinking about libraries for either users or non users, despite the fact that many users say they consult librarians. There is very low spontaneous association of libraries with computers.

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

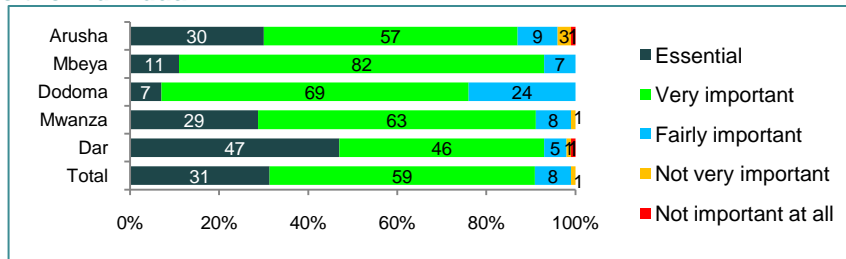


# Importance of libraries to users

## To the community



## To the individual



## Current residency amongst library users

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Less than 1 year	13	11	21	12	17	6
1-5 years	43	48	35	55	42	37
6 years and more	43	40	44	33	41	52

## Frequency of using library amongst users

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Daily	27	30	18	24	48	19
Weekly	62	64	71	64	37	65
Monthly	7	4	7	12	10	9
Every other month	3	1	3	-	1	7
Once or twice a year	1	1	2	-	4	-
Don't know	0	-	1	-	-	-

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?

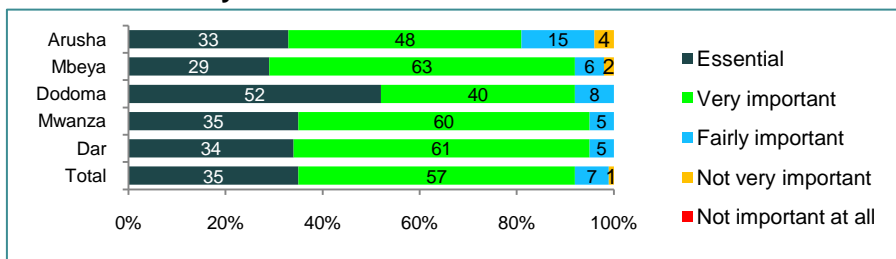
Libraries are valued and are seen as important. Users appreciate the value of libraries to both the individual as well as the community.

More than 80% of users in the five regions of Tanzania visit the library on a weekly basis, and on average almost all users will visit the library once a month.

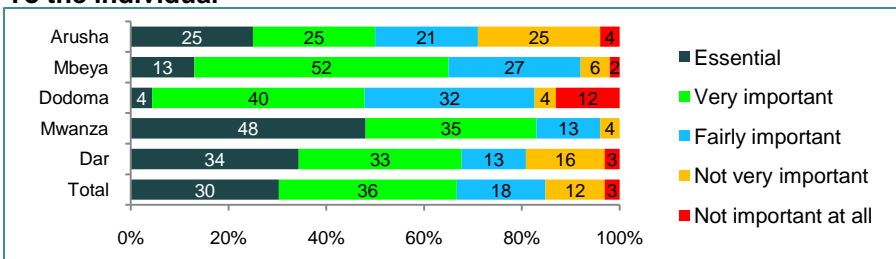
The degree of library importance, whether to self or community, declines slightly among non users as compared to users.

## Importance of libraries to non users

### To the community



### To the individual



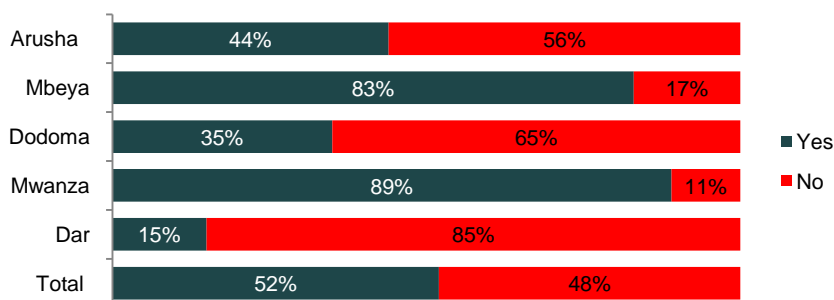
Non users in Tanzania see libraries as important to the community and not necessarily to themselves.

Only half (52%) of non users are aware of the presence of libraries in their localities. Dar es salaam has the lowest awareness among non users at only 15%. Mwanza and Mbeya on the other hand have over 80% awareness among non users.

### Current residency for non users

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base</b>	301	101	75	25	48	52
	%	%	%	%	%	%
Less than 1 year	10	8	9	16	8	13
1-5 years	35	25	33	48	50	37
6 years and more	55	67	57	36	42	50

### Awareness of presence of public libraries (non users)



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

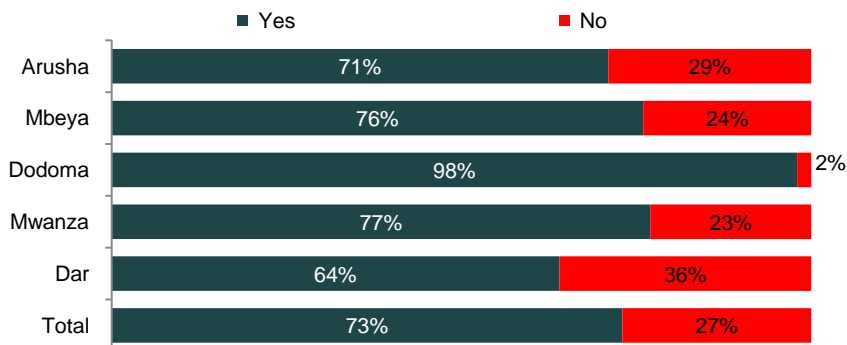
How important or unimportant are public libraries to you personally?

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

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

## User level advocacy and sharing of experiences

### Whether the user shares information and experiences about libraries



### Groups of people with whom information is shared

	Total 365	Dar 108	Mwanza 92	Dodoma 41	Mbeya 54	Arusha 79
Friends	85%	76%	87%	98%	83%	79%
Adult family members	35%	31%	52%	34%	22%	14%
Neighbors	31%	31%	28%	40%	37%	41%
Your child / Children	9%	8%	22%	%	4%	1%
Co-workers	7%	12%	5%	5%	6%	3%
Classmates & students	2%	0%	0%	0%	0%	0%

There is significant amount of buzz about libraries, (overall, 73% of users talk about their experiences) however much of the conversations are among friends and only about a third of users share experiences with family

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

# Sources of awareness about libraries

## Users' sources of awareness

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Through friends	75	70	87	83	49	81
Through adult family members	44	46	60	38	37	30
It's in my neighborhood and I pass by it	36	30	55	21	49	20
Through newspapers/ magazines	22	30	18	12	32	10
Through radio	21	17	30	7	42	8
Through TV	12	14	9	-	23	8
Through my children	5	4	7	-	8	3
Through the school of my child	5	6	4	2	10	4
Through Church and/or Church newsletters	4	2	2	-	8	8
Through the internet	4	4	1	2	10	2
Through teachers	1	4	-	-	-	-
Students/ classmates	1	2	1	-	-	1

## Non users' sources of awareness

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: All those who know there is a library in their area</b>	301	101	75	25	48	52
	%	%	%	%	%	%
It's in my neighborhood and I pass by it	59	57	57	29	75	50
Through friends	56	43	75	57	38	41
Through adult family members	34	7	65	14	10	9
Through radio	22	21	20	-	35	9
Through newspapers/ magazines	21	36	25	-	20	9
Through my children	20	-	28	43	10	23
Through the school of my child	14	-	14	29	8	32
Through Church and/or Church newsletters	8	7	5	-	15	9
Through TV	8	21	9	-	5	5
Through the internet	4	7	2	-	3	14
Through teachers	1	-	-	-	-	5
School programmes	1	-	2	-	-	-
Students/ classmates	1	-	3	-	-	-

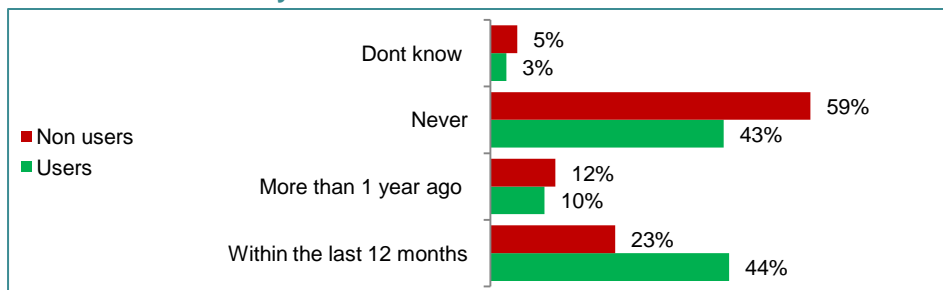
Both users and non users get to know about libraries through friends and therefore word of mouth would play a big role in spreading knowledge about libraries and possibly convert that into actual usage.

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

## Usage of libraries among friends, family and colleagues

Influence amongst family members is not very strong. 59% of non users and 43% of users say that their family members have never visited the library.

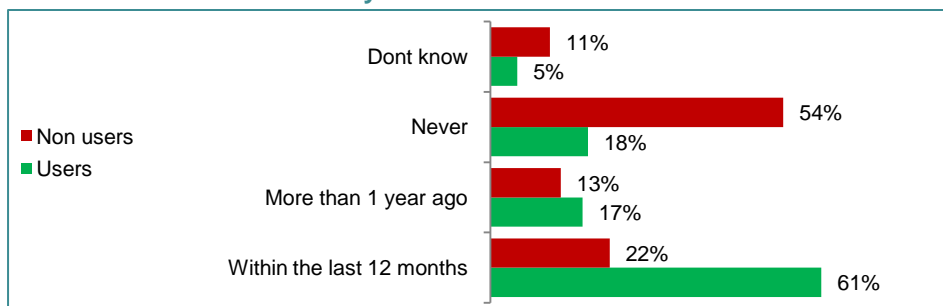
### Whether other family members visit libraries



Users are influenced by and they also influence their friends on usage of libraries. 61% of users claim their friends have visited the library in the last 12 months compared to only 22% of non users.

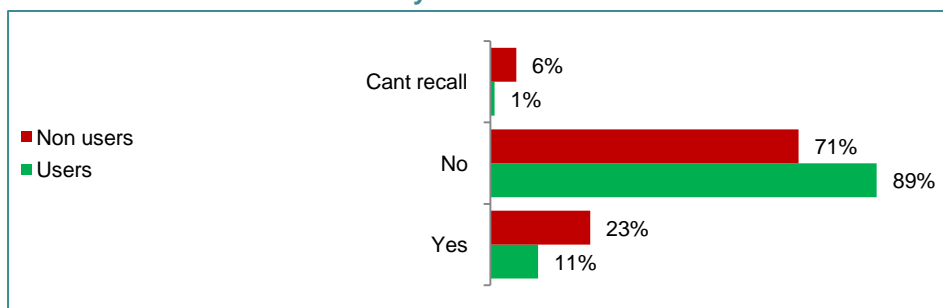
Additionally, 54% of non users say that their friends have never visited the library.

### Whether friends visit library



Visiting libraries with children is not common, only 11% of users have visited a library with a child.

### Whether has ever visited library with a child



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

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

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

*Have you ever visited the library with child/children?*



## Barriers to usage (non users)

# 69%

of non users overall claim to be too busy and are therefore unable to visit libraries.

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	<b>301</b>	<b>101</b>	<b>75</b>	<b>25</b>	<b>48</b>	<b>52</b>
	%	%	%	%	%	%
I'm too busy	69	63	87	48	73	60
I don't know what my local library does/where it is	33	53	15	44	13	31
My nearest library is too far away/not convenient	31	43	23	24	25	29
Nothing of interest to me at a library	30	25	27	32	42	31
You can't borrow books for long enough to read them	30	32	31	32	33	21
Difficulty accessing the building	27	38	23	20	17	27
I don't like reading	26	16	27	20	40	37
Opening hours aren't long enough	22	16	49	4	15	10
I don't like the environment	21	9	29	4	44	19
Not enough seats available	17	8	25	4	27	17
Not enough activities or courses going on	16	15	7	-	46	12
I don't feel welcome there	15	8	19	16	15	25
Nowhere to get refreshments	15	9	17	32	21	10
The range/ quality of books isn't good enough	15	15	11	20	29	6
Prefer to go elsewhere e.g. coffee shops, bookshops	14	9	16	4	23	17
I prefer to buy books from a shop/ online	14	5	15	20	21	21
Not enough computers	14	2	11	12	44	13
Difficulty getting to the library (e.g. parking restrictions, poor public transport)	13	24	4	12	15	2
The fines for late returns are too high	13	15	17	-	17	8
Too impersonal	12	20	8	-	15	8
The staff aren't helpful	11	6	13	-	29	8
Not enough activities for children	11	5	11	24	21	6

Because people are getting more and more busy libraries have no choice but to become more innovative and reach out to the people rather than wait for the people to come to the libraries.

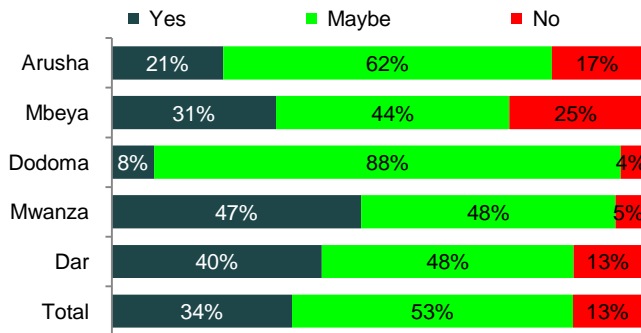
In addition to innovativeness, they also need to engage people in interesting ways in order to attract and retain their interest in using libraries. A third of non users (30%) claim that libraries have nothing to interest them.

The physical environment of the library needs to be conducive enough to accommodate all. Criticisms expressed include that space is too small, no refreshments in or nearby, difficulty in accessing building among other concerns.

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

The intentions to start using libraries is high among non users, although majority are not very sure. Libraries need to tap into this opportunity by reach out to the non users and addressing the barriers, key among them being relevance of materials and activities

### Whether non users intend to start using libraries



### What would motivate non users to start using

Influencers	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	<b>301</b>	<b>101</b>	<b>75</b>	<b>25</b>	<b>48</b>	<b>52</b>
	%	%	%	%	%	%
None	53	48	48	88	44	62
I would use my public library more if the library had more of the books I want.	40	42	48	12	48	29
I would use my public library more if it were open more hours.	36	42	48	8	44	12
I would use my public library more if it were more convenient to get to.	32	44	36	8	19	25
I would use my public library more if the library had more materials I could access online.	20	17	21	4	33	21
I would use my public library more if the library had more computer stations.	18	15	13	4	44	13
I would use my public library more if the library building were more inviting.	17	13	17	-	27	21
I would use my public library more if the library had more of the CDs, DVDs, and videos that I want.	15	23	9	-	10	17
I would use the library's website more if it was easier to use.	13	17	11	4	15	10

To get people into libraries, libraries need to operate in ways that are more convenient for users and materials have to be relevant to the needs of users.

*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

## Services utilized by users in the past 12 months

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Ask a librarian for help, advice or consultation	71	80	75	76	73	46
Take out books for grown-ups	67	69	76	67	75	49
Use quest rooms/ spaces for study	45	49	37	40	55	45
Meet other people	43	36	57	55	46	29
Learn languages	39	24	55	50	39	42
Take out books for children	29	18	43	38	44	16
Use references materials, like the encyclopedia	19	33	15	14	8	11
Take a class or workshop	15	8	8	19	28	23
Attend an event	12	11	13		20	14
Take out CDs or videos	8	17	1			13
Connect to the internet with your laptop	7	13	3			11
Use child section	7	1	7	7	21	5
Use computer software	6	10	3		1	11
Hear a speaker, see a movie	4	5	4		3	4
Reading courses/books	3	8				1

## Services that non users perceive to be available at libraries

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	301	101	75	25	48	52
	%	%	%	%	%	%
Take out books for grown-ups	78	72	87	76	88	69
Take out books for children	70	52	84	88	81	63
Ask a librarian for help, advice or consultation	64	61	65	60	81	54
Meet other people	56	50	77	64	67	25
Use quest rooms/ spaces for study	46	52	52	24	40	40
Learn languages	43	47	55	32	40	27
Use references materials, like the encyclopedia	28	22	25	72	10	40
Attend an event	18	25	16	4	13	19
Use child section	17	10	19	28	25	15
Take a class or workshop	15	10	13	12	25	21
Hear a speaker, see a movie	13	15	24	-	8	6
Connect to the internet with your laptop	12	8	7	20	2	33

For both users and non users, libraries are all about books. 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 see libraries as a place for issuing books, and a significant number of them associate library services with books for children.

The social interaction role of libraries is clearly shown by the big proportions of users and non users (43% and 56% respectively), who mention meeting other as a service they have utilized or one they perceive to be offered by libraries.

*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)*

There is very low usage of computers and accessing of internet in the libraries in Tanzania. 13% of librarians say public access computing is available in their library

### Use of computer in library

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Yes	11	21	3	-	-	15
No	89	79	97	100	100	85

### Use of internet in library

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Yes	11	26	3	-	-	8
No	89	74	97	100	100	92

### Payment for use of computer

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: All who use computer in library</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Pay	56	60	25	53	-	-
Free	44	40	75	47	-	-

### Payment for use of internet

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: All who use internet in library</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Pay	61	57	25	100	-	-
Free	39	43	75	-	-	-
Not mentioned	-	-	-	-	-	-

About 10 % of users do access or use computers in libraries the bulk of this being in Dar es Salaam and Arusha. Among those who access internet and computing services in libraries, more than half pay for these services.

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

Libraries are used for educational purposes and there is a huge opportunity to increase use of other informational purposes which only a few users interact with currently

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

Purpose of libraries by (users)	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Educational purposes (for homework or to take a class)	86	85	98	98	79	75
National news or information	32	44	27	19	34	21
Entertainment	29	19	40	29	14	41
Local news or information	28	31	33	17	27	24
International news or information	22	25	9	10	45	23
To communicate with distance friends or relatives	18	13	32	12	6	21
Information on health issue	17	8	18	12	35	19
To conduct a job search or write a cv	14	21	6	26	3	12

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.

### Non users' perceived purpose of libraries

Perceived purpose of libraries (non users)	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	301	101	75	25	48	52
	%	%	%	%	%	%
Educational purposes (for homework or to take a class)	89	90	97	84	83	83
Local news or information	35	34	45	4	46	27
Entertainment	32	28	44	32	29	27
Information on health issue	30	27	33	32	44	17
National news or information	29	29	28	16	52	17
To communicate with distance friends or relatives	25	23	31	16	40	12
Information on agriculture	23	14	27	12	35	27
To look for information on starting or running a business	20	13	20	44	35	10
International news or information	19	24	12	-	44	6
It is safe place for my child to spend time	19	14	17	12	35	19

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

The key reason people are going to libraries is educational. A majority of non users also view this as the main reason why people go to libraries. Only about a third of users and non users mentions other purposes, which mainly include search for local and national news as well as entertainment.

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



Libraries aid the development of new skills and school related learning. There are more users however who mention these benefits compared to non users.

### Benefits derived by users from using library

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Develop new skills or learn something new	92	88	94	100	100	86
Obtain new ideas, new interests	80	81	82	86	82	71
Get helpful information for school/ learning	80	90	67	86	77	79
Save time	71	63	77	76	75	74
A library is safe and quiet place for study and reading	67	74	67	57	72	53
Get helpful information about their community	59	54	51	79	69	63
Feel comfortable in the library	51	45	61	40	65	43
Get helpful information for health and well being	47	39	39	57	72	47
Helps to make contacts with other people	47	40	68	50	52	27
Get helpful information for business and commerce	43	44	17	79	62	43
Library helps to be better in their job	23	32	4	33	24	27

Libraries help people learn both for school purposes and also general acquisition of skills and new ideas.

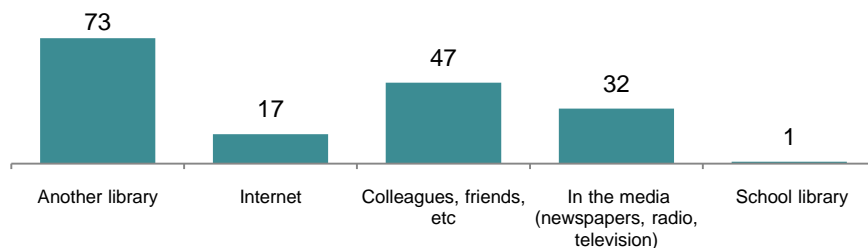
If the current library did not exist, a majority of users (73%) would look for another library to derive the same benefits, which indicates how important libraries are to the users.

If their library were not available, most people would want to turn to another library and the next biggest group would hope for help from informal sources. Current users believe in libraries.

### Perceived benefits by non users

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	301	101	75	25	48	52
	%	%	%	%	%	%
Develop new skills or learn something new	83	83	93	96	77	67
Obtain new ideas, new interests	51	50	61	68	58	23
Get helpful information for school/ learning	49	50	51	76	48	31
A library is safe and quiet place for study and reading	40	41	48	12	54	29
Get helpful information about their community	31	30	28	32	48	19
Get helpful information for health and well being	30	22	32	32	42	29
Library helps to save time	30	20	33	32	40	35
Helps to make contacts with other people	23	17	24	24	38	21
Feel comfortable in the library	22	11	23	40	27	29
Library helps to be better in their job	19	14	9	52	29	15
Get helpful information for business and commerce	18	14	19	8	38	10

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



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

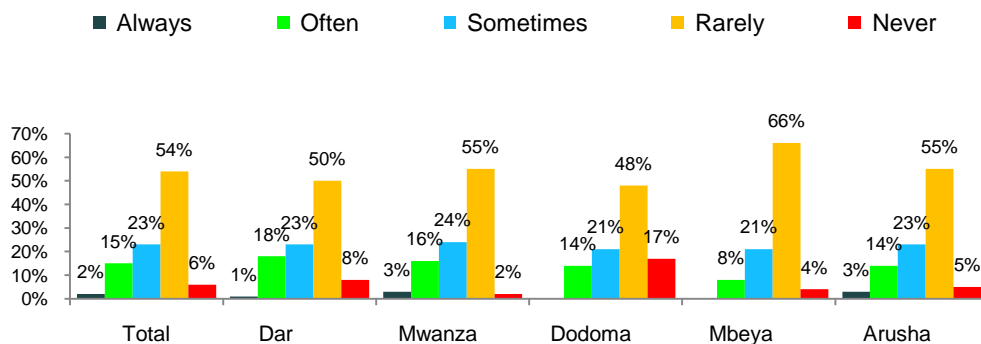
*Have you benefited from visiting the library in the following areas?*

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

# LIBRARY EXPERIENCE

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

## Frequency of users seeking help from Librarian



Whilst many users consult a librarian, they mostly do not do so frequently.

There appears to be no direct correlation between consulting the librarian and level of satisfaction.

Overall satisfaction levels are higher with 63% extremely or very satisfied.

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

	Total	Always	Often	Sometimes	Rarely
<b>Base: All who turn to a librarian for help</b>	<b>468</b>	<b>8</b>	<b>75</b>	<b>115</b>	<b>270</b>
	%	%	%	%	%
Extremely satisfied	23	25	31	25	19
Very satisfied	40	13	37	41	41
Somewhat satisfied	34	63	31	30	36
Only a little satisfied	3	-	1	4	3
Not at all satisfied		-	-	-	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*

In addition to the obvious need to improve computing resources, users need to be made aware of such services if they do exist. A significantly high proportion of users claim not to know about many aspects of libraries

Opening hours are considered good with

**40%**

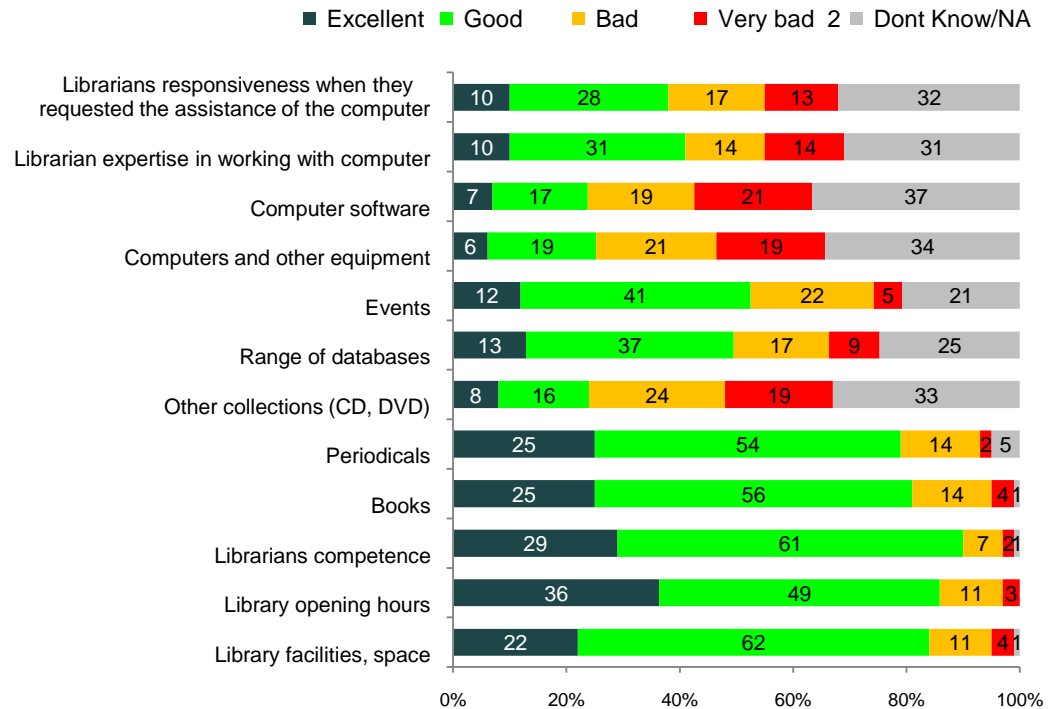
rating opening hours as excellent.

The librarians' competence is not in doubt.

**90%**

of users rate librarians' competence as either good or excellent.

### How users rate different library aspects



Basic services offered by libraries are rated well (either good or excellent), but when it comes to computing the ratings are either low or the users are not aware of them.

Events and range of databases are rated fairly well, with about half the users rating them good or excellent.

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

Users of libraries are satisfied with the current services rendered by their libraries, people are happy with the physical environment as well as the staff who are considered to be helpful

### Users' satisfaction with current services at their libraries

	Total 499	Dar 168	Mwanza 119	Dodoma 42	Mbeya 71	Arusha 99
Very satisfied	32%	40%	30%	14%	38%	22%
Fairly satisfied	55%	52%	55%	69%	55%	57%
Neither satisfied or dissatisfied	5%	4%	3%	4%	0%	9%
Fairly dissatisfied	5%	4%	4%	0%	3%	10%
Very dissatisfied	3%	1%	8%	2%	4%	2%

Satisfaction levels are generally high across all locations surveyed in Tanzania.

### Reasons for users' satisfaction

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: All who are satisfied</b>	<b>434</b>	<b>154</b>	<b>101</b>	<b>35</b>	<b>66</b>	<b>78</b>
	%	%	%	%	%	%
I like the environment	68	73	55	86	76	60
The staff are helpful	56	64	44	46	68	51
Easy to enter the building (i.e. good disabled access)	54	58	50	89	48	38
It's quiet	53	58	53	66	58	31
My library is close by/convenient	52	44	58	80	73	32
Long opening hours	51	51	56	63	56	36
Plenty of seats available	44	55	30	83	39	26
The range of books is good	43	34	45	69	62	29
The staff are friendly	43	47	37	71	50	23
Easy getting to the library (e.g. good parking, good public transport)	42	53	48	66	20	23
Has the books I like	41	42	46	49	53	21
Plenty of activities or courses going on	37	23	49	43	48	37
I feel welcome there	29	29	31	43	39	13
It's a good focal point for the community (meetings and events)	26	23	27	31	33	22
Good place to take children/good activities for children	25	12	27	43	52	17
It's a good place to relax	16	18	11	23	14	19
You can get refreshments there	15	5	10	40	14	28

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

Issues regarding space as well as materials and computers are the main drivers of dissatisfaction

### Reasons for users' dissatisfaction

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: All who are dissatisfied</b>	65	14	18	7	5	21
	%	%	%	%	%	%
Not enough seats available	52	57	83	14	20	43
The range of books isn't good enough	49	21	67	14	60	62
Not enough computers	42	36	22	71	20	57
You can't borrow books for long enough to read them	38	21	44	14	40	52
I don't like the environment	32	7	67	-	40	29
Opening hours aren't long enough	29	29	56	29	20	10
Difficulty getting to the library (e.g. parking restrictions, poor public transport)	26	36	28	-	-	33
The staff aren't helpful	26	14	33	14	20	33
My nearest library is too far away/not convenient	25	50	6	-	20	33
Not enough activities or courses going on	23	7	39	-	40	24
Nowhere to get refreshments	22	14	22	14	40	24
They don't have the books I like	18	7	6	29	20	33
Not enough activities for children	18	14	11	14	20	29
The area isn't safe	17	7	11	-	40	29
Problems entering the building (i.e. poor disabled access)	15	14	11	14	-	24
The fines for late returns are too high	15	14	28	-	-	14

Insufficient space is the main cause for dissatisfaction more so in Mwanza where 83% of users mention it as the key driver of dissatisfaction. Generally Mwanza has higher numbers of people who are dissatisfied compared to other locations e.g. 67% claim not to like the environment. Stocks are also a significant cause of dissatisfaction.

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



Both users and non users see libraries as inclusive and also modern and as having highly skilled librarians

*Based on a 4 point scale where 1 means the phrase describes local library very well and 4 means the phrase doesn't describe the local library at all. Figures in the Grid below relate to those who think the phrase describes the local library well or very well.*

### Attributes association (users)

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total sample</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Inclusive	74	74	85	67	82	58
Has highly-skilled librarians	72	79	88	55	74	49
Modern	71	78	73	95	75	47
Friendly	69	72	74	91	58	59
Innovative	56	63	68	45	47	43
Dynamic	55	60	57	83	49	36
Up-to-date on technology	47	56	69	23	28	32
Comfortable	40	45	36	48	27	43
Offers different activities and entertainment	39	31	57	50	24	39

### Attributes association (non users)

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total sample</b>	301	101	75	25	48	52
	%	%	%	%	%	%
Inclusive	69	71	88	56	69	42
Modern	63	65	86	68	48	37
Has highly-skilled librarians	63	73	84	32	54	39
Friendly	57	67	71	72	25	35
Innovative	53	63	73	36	35	31
Up-to-date on technology	52	59	83	24	29	26
Dynamic	43	40	62	48	33	28
Offers different activities and entertainment	40	48	64	24	2	32
Comfortable	37	40	43	48	8	45

Despite the concerns of space and the physical environment, a majority of users and non-users in Tanzania still consider their libraries to be modern. Interesting only a few consider the libraries to be comfortable. Activities and entertainments also get few associations.

*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	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total sample</b>	499	168	119	42	71	99
	%	%	%	%	%	%
Public libraries deserve MORE financial support	82	90	87	60	83	72
Public libraries deserve LESS financial support	5	2	1	12	4	15
Public libraries have an ADEQUATE amount of funding	10	7	10	26	11	8
Don't Know/Refused	2	1	2	2	1	5

### Non users' opinion on funding of libraries

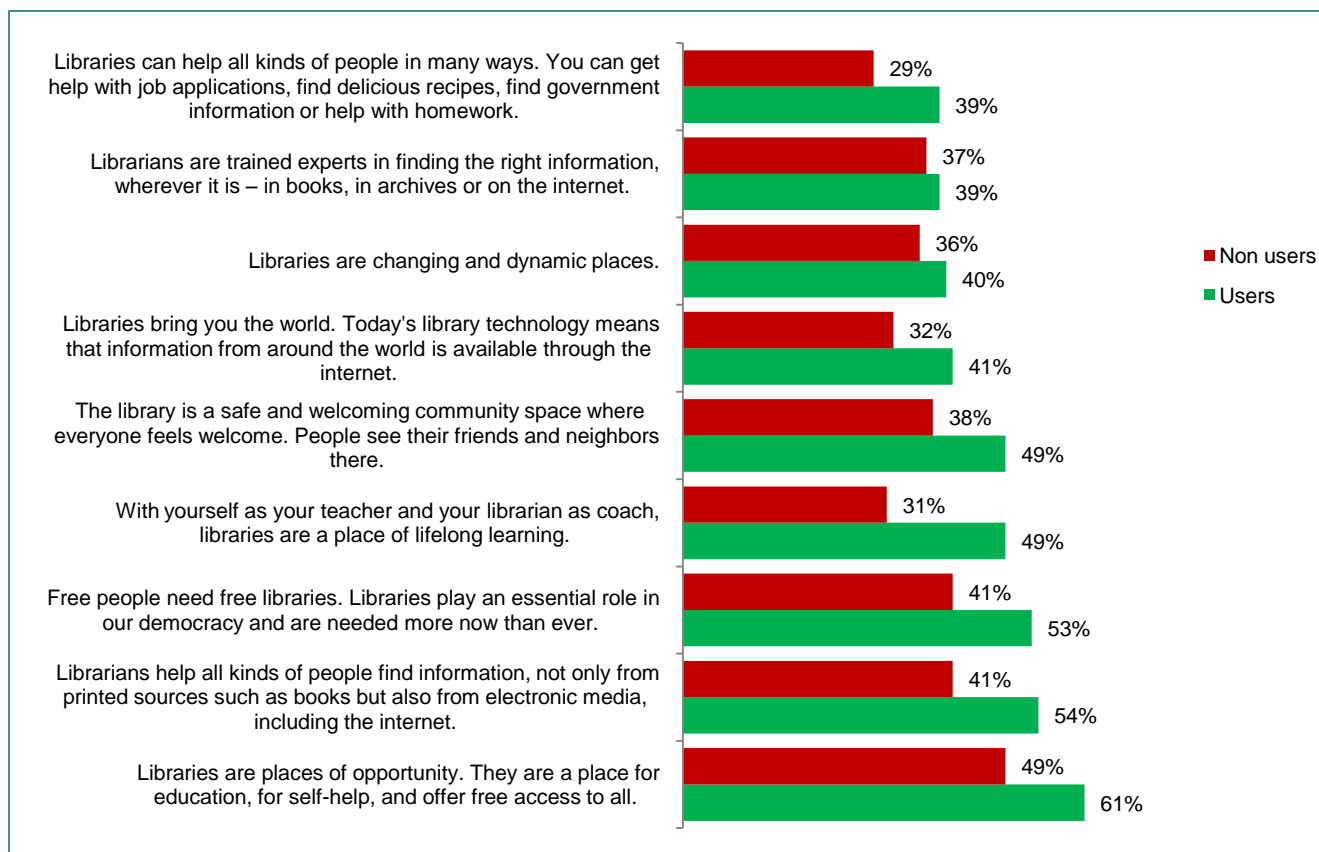
	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total sample</b>	301	101	75	25	48	52
	%	%	%	%	%	%
Public libraries deserve MORE financial support	76	72	85	60	88	67
Public libraries deserve LESS financial support	7	9	3	8	-	13
Public libraries have an ADEQUATE amount of funding	12	11	12	12	10	13
Don't Know/Refused	6	8	-	20	2	6

More than three quarters of all users and non users think libraries deserve more financial support.

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

## Statements in support of libraries and librarians

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



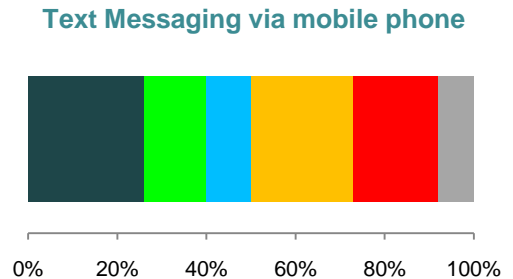
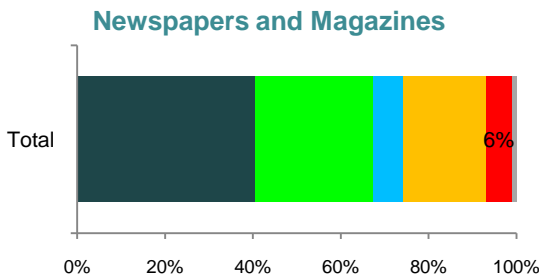
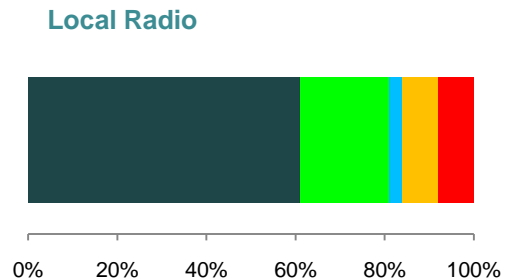
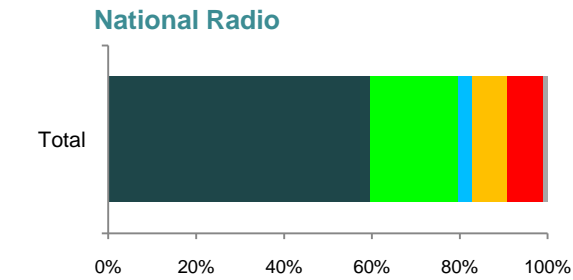
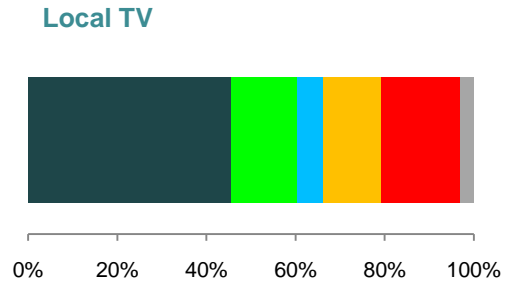
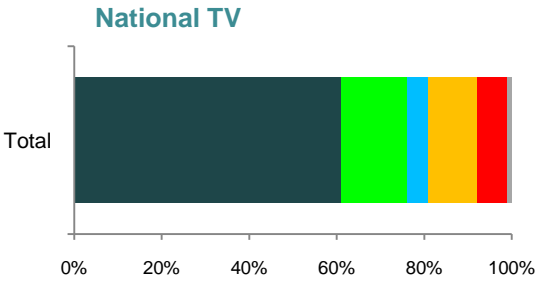
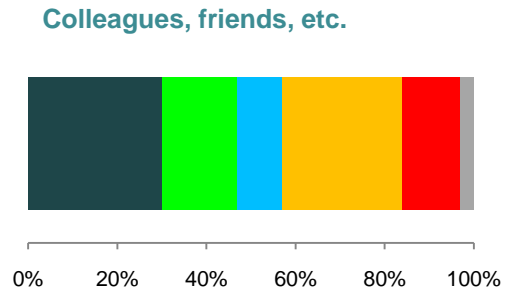
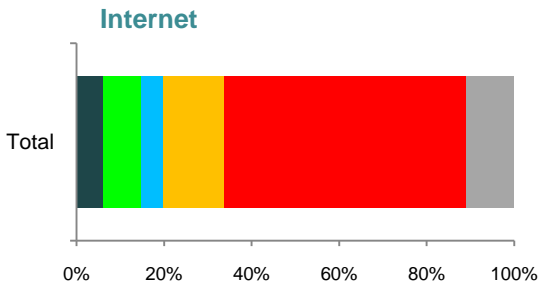
Users are generally more convinced by these statements compared to non users. Education for all gets the highest association with 61% of users and 49% of non users finding this to be very convincing.

The biggest disconnect between users and non users is observed with regard to self teaching and the librarian being a coach where 20% more users as compared to non users are fully convinced.

# Media consumption among non users of libraries

Radio and TV are the main sources of information, with the highest daily usage overall. Local radio is however used more frequently compared to National radio and on the other hand national TV is used more often than local TV. Newspapers and Magazines have a reasonably high frequency of usage as a source of information. Internet and text messaging have relatively low frequency of usage.

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



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

## Trusted sources of information by non users of libraries

National TV is the most trusted source of information. Radio and newspapers have high levels of trust in Mbeya compared to other locations

### Proportions of non users of libraries who trust these sources

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha
<b>Base: Total Sample</b>	<b>301</b>	101	75	25	48	52
	%	%	%	%	%	%
National TV	46	55	44	52	42	29
National radio	20	17	24	12	38	8
Local radio	16	8	21	4	25	19
Newspapers, magazines	13	15	11	-	29	2
Local TV	10	10	5	20	8	13
Mobile phone	7	5	8	-	2	17
Internet	6	8	1	-	8	12
Colleagues, friends, etc	5	3	7	12	8	-

*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** 35

---

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
<b>Base</b>	<b>48</b>
<b>Gender</b>	<b>%</b>
Male	71
Female	29
<b>Age</b>	<b>%</b>
21 yrs - 30 yrs	33
31 yrs - 40 yrs	19
41 yrs - 50 yrs	31
51 yrs - 60 yrs	10
71 Yrs and above	6
<b>Position in library</b>	<b>%</b>
Library director/manager	6
Deputy director/manager	4
Professional Librarian	25
Assistant librarian	38
Support staff	13
Senior library assistant	2
<b>Education</b>	<b>%</b>
Master's degree in the library field	2
Bachelor's degree in the library field	10
Professional librarian's education	48
Master's degree in another field	2
Bachelor's degree in another field	4
Professional education in another field	25
Secondary education	8
<b>Decision making</b>	<b>%</b>
I am ultimately responsible for the decision making	35
I am partly responsible for the decision making	60
I am not responsible for the decision making	4

A typical public library librarian can therefore be described as follows: Male aged between 21 and 50 yrs of age, professionally trained, most likely in librarianship and only partially involved in decision making at the library.



## Library types and size

None of the libraries visited for the survey was children specific.

### Number of libraries

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base = Number of libraries</b>	17	4	4	1	4	3	1

### Status of library

	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base = Libraries</b>	17	4	4	1	4	3	1
	%	%	%	%	%	%	%
National library	29	50	50			33	
District library	29	25	25		50		100
Municipal library	24				50	67	
Community based library	12	25	25				
Provincial	6			100			

### Urban vs. Rural libraries

Location of libraries	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base = Libraries</b>	17	4	4	1	4	3	1
	%	%	%	%	%	%	%
City	71	75	100	100	50	67	
Rural area	29	25			50	33	100

### Audience served by library

Audience	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base = Libraries</b>	17	4	4	1	4	3	1
	%	%	%	%	%	%	%
Adults' library	12	50					
Adults' library with a children's department	88	50	100	100	100	100	100
Children's library	-						

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

## Library types and size

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

In Arusha and Tanga, use of public libraries is all free while in all the other areas people have to pay an annual fee.

Apart from Dar es salaam, other areas have a fairly low number visits each day.

### Payment for use of library

Type of payment/method	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base (libraries)</b>	17	4	4	1	4	3	1
	%	%	%	%	%	%	%
Pay for library card	6		25				
Pay annual fee	53	50	50	100	100		
Pay for certain services	6	25					
Free of charge	35	25	25			100	100

### Average number of people served per day

Number of people served	Tanzania	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base = Number of libraries</b>	17	4	4	1	4	3	1
	%	%	%	%	%	%	%
1 to 30	36	25	25		25	66	100
31 to 100	30	25	50		50		
101 to 500	18		25	100	25		
Above 500	18	50			0	33	
Mean (Average number of people)	227.2	454.8	125.0	160.0	150.8	250.0	30.0

### Average library stocks

Materials	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base</b>	17	4	4	1	4	3	1
	Average	Average	Average	Average	Average	Average	Average
Books	4958	5000	4875	5000	5000	5000	4825
Periodicals	21341	50000	14279	12280	12641	23667	500
Sound & Video recording	843	-	70	3231	2	-	-
Others	1,894	2,025	1	2,925	1,270	2,460	2

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

*Do people need to pay to use your library*

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

*How big is your library's stock*

## Library types and size - Equipments

Equipment/materials owned by libraries. [Shortfall from 100% consists of don't knows and nil responses.]

Materials	Tanzania	
Base		17
	Number	%
Computers in total	0	41
	1-10	41
	>10	6
Computers for users	0	65
	1-10	12
	>10	12
Printers	0	41
	1	35
	>1	12
Scanners	0	82
	1	6
	>1	
Copiers	0	71
	1	6
	>1	12
Telephone	0	47
	1	24
	>1	18
Fax	0	76
	1	12
	>1	
TV or other audiovisual equipment	0	59
	1	12
	>1	18
Multifunctional equipment	0	65
	1	12
	>1	12

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.

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 surveyed in this study.

### Librarians perceptions of services provided in their libraries

Services provided	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base = Librarians</b>	<b>48</b>	13	7	5	9	11	3
	%	%	%	%	%	%	%
Take out/lend books for grown-ups	83	85	86	100	67	82	100
Reading newspapers or magazines	83	85	100	80	100	55	100
Possibility to ask a librarian for help, advice or consultation	81	77	100	100	100	45	100
Take out/lend books for children	79	69	71	100	67	91	100
Opportunity to meet other people	69	54	100	100	89	27	100
Use of reference materials, like encyclopedias	67	62	100	100	56	36	100
Opportunity to learn languages	50	62	57	100	33	9	100
A children's section	46	62	29	80	56	9	67
Opportunity to take a class or workshop	33	69	29	-	22	9	67
Take out CDs or videos	29	31	-	100	22	9	67
Opportunity to hire rooms/ spaces for study or meetings	29	31	29	40	22	9	100
Use of computer software	25	38	14	-	22	18	67
Possibility to hear a speaker, see a movie or attend an event	25	23	29	-	11	36	67
Use of public internet access	13	23	-	-	-	27	-
Connection to the internet with your laptop	4	8	-	-	-	9	-

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

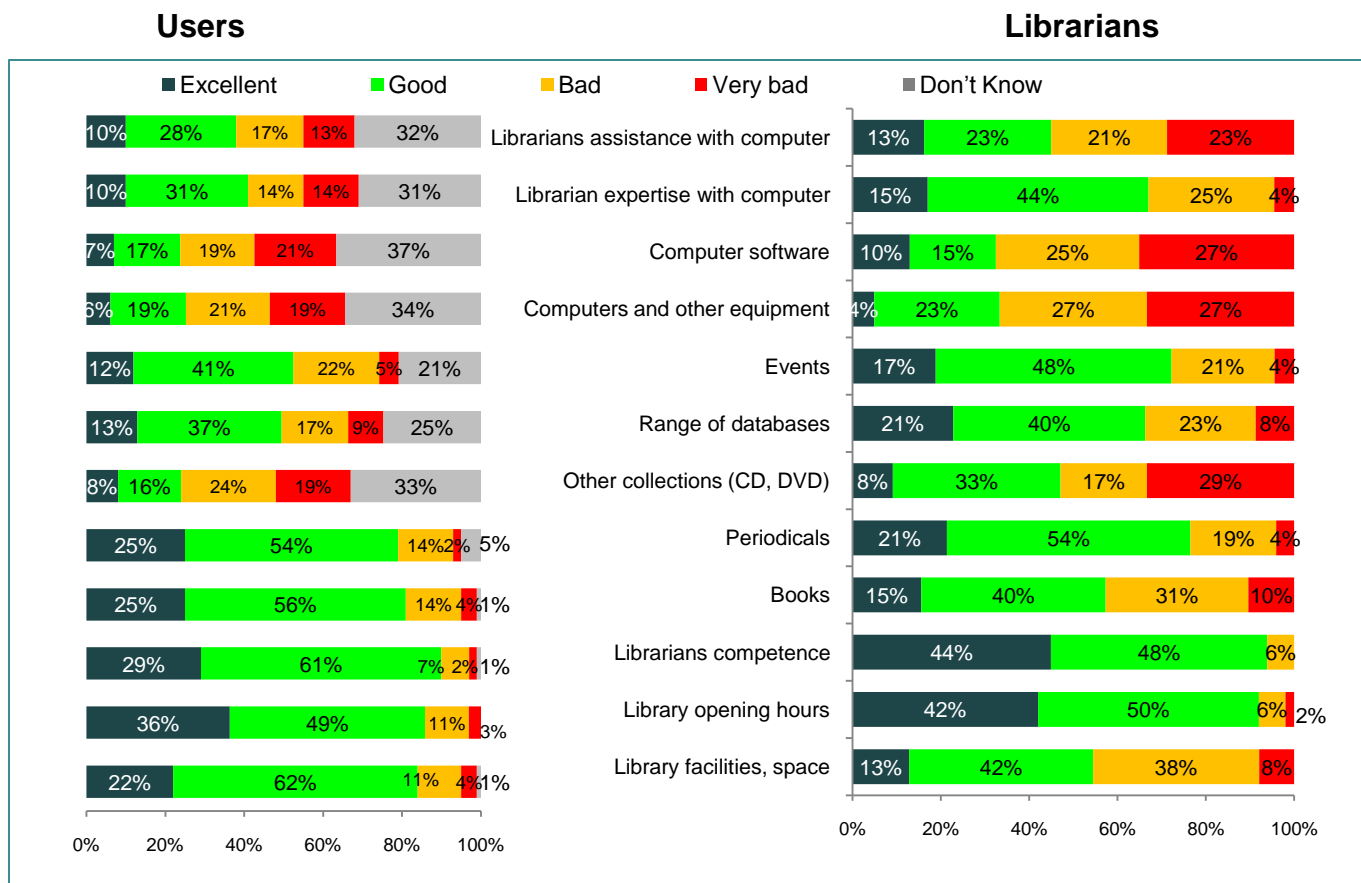
Digital services such lending out CDs or videos and use of computer /internet services are generally not readily available as only a few of the librarians mention these as offered in their libraries.

# 13%

of public librarians interviewed in Tanzania said that their libraries provide internet access to the public,

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.

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

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

## Level of automation of libraries

Automation		Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
Base = Libraries		17	4	4	1	4	3	1
		%	%	%	%	%	%	%
Computerized catalogue	Yes	29	50		100	25	33	
	No	71	50	100		75	67	100
	Partly							
		%	%	%	%	%	%	%
Computerized circulation system	Yes	18	50				33	
	No	82	50	100	100	100	67	100
	Partly							
		%	%	%	%	%	%	%
Own website	Yes	18	75					
	No	82	25	100	100	100	100	100

Overall, the level of automation in the public libraries surveyed in Tanzania is quite low. No more than 30% of the libraries have some kind of automation, only 18% of the libraries claim to have computerized circulation.

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

*Have you computerized your catalogue?*

*Have you computerized your circulation system?*

*Does your library have a website?*

## Meeting user needs and benefits derived from libraries

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

Purpose (users)	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base</b>	<b>48</b>	13	7	5	9	11	3
	%	%	%	%	%	%	%
Educational purposes (for homework or to take a class)	81	85	86	100	78	64	100
National news or information	73	85	86	100	56	45	100
Information on health issue	65	54	100	100	67	55	-
Local news or information	65	85	71	100	44	27	100
International news or information	65	77	71	60	56	45	100
To look for information on starting or running a business	56	54	57	60	56	73	-
It is safe place for my child to spend time	52	46	57	100	56	45	-
To communicate with distance friends or relatives	50	54	71	100	44	27	-
Information on agriculture	46	31	100	80	33	36	-
Entertainment	44	38	29	80	56	18	100
To help my child do homework	38	31	43	100	44	9	33
To conduct a job search or write a cv	31	31	29	40	22	27	67
Information and use of electronic government services	29	46	43	-	33	18	-
Financial or investment news or information	27	31	71	20	11	9	33

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

Benefit	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base</b>	<b>48</b>	13	7	5	9	11	3
	%	%	%	%	%	%	%
Develop new skills or learn something new	81	100	86	80	89	45	100
Obtain new ideas, new interests	73	100	71	80	89	18	100
Get helpful information for school/ learning	69	100	57	80	89	18	67
Get helpful information for health and well being	50	69	57	80	67	9	-
Get helpful information for their business and commerce	38	54	43	80	33	9	-
Get helpful information about their community	38	54	43	80	33	9	-
Save time by being well informed	31	54	29	60	22	9	-
Get information useful in their job	29	54	14	60	22	9	-
Enjoy spending time in the library	27	46	14	60	22	9	-
Use the library as a safe and quiet place for study and reading	27	46	14	60	22	9	-
Make contacts with other people in and through the library.	21	38	14	60	11	-	-
Not mentioned	19	-	14	20	11	55	-

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

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

# Operations & management of libraries

## Challenges faced by libraries and librarians

Purpose (users)	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base</b>	<b>48</b>	<b>13</b>	<b>7</b>	<b>5</b>	<b>9</b>	<b>11</b>	<b>3</b>
	%	%	%	%	%	%	%
Inadequate books	50	38	57	80	56	27	100
Inadequate computers	31	54	29	40	33	-	33
Minimal reading space	17	38	29	-	11	-	-
Lack of current information and materials	17	15	14	-	11	27	33
They have limited resources	17	15	14	80	11	-	-
Outdated books	17	15	-	20	33	18	-
People borrowing books and failing to return	15	15	-	-	22	27	-
Users plucking and stealing pages	15	23	14	-	11	18	-
No computer/ internet	15	-	-	40	11	36	-
Inadequate staff	13	8	29	-	22	9	-
Poor furniture	13	8	43	-	11	-	33
Poor library infrastructure	13	15	14	-	-	9	67
Lack enough funds	10	-	14	-	22	-	67

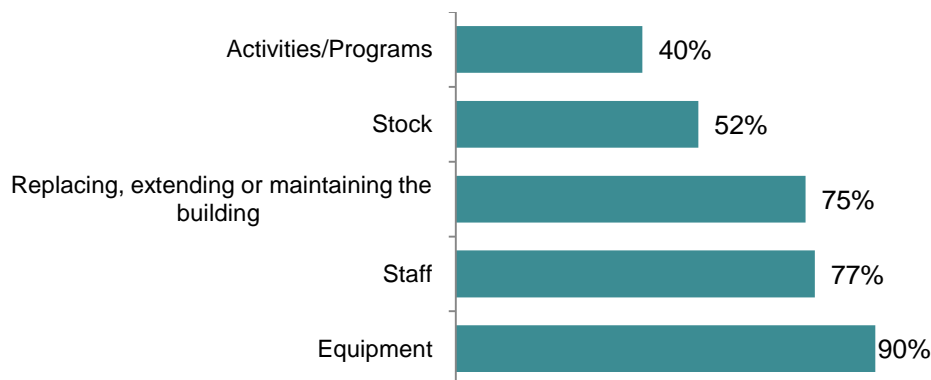
Inadequate books and computers are the main challenges facing librarians and libraries in Tanzania. The libraries are clearly underfunded and are not generating their own income that can be utilized to improve on services .

*What are the biggest challenges in your library work*



## Priority areas for librarians if funding was increased

### Key priority areas



### Specific actions

<b>Base: Will prioritize Equipments</b>	<b>44</b>
More computers, TVs faxes, phone and printers	44%
Modern furniture	35%
Modern technology equipments like projectors and scanner	21%
<b>Base: Will prioritize Replacing, extending or maintaining the building</b>	<b>36</b>
Add more space to accommodate large number of users	31%
Renovate the building to avoid leakages	28%
Build a new library	22%
<b>Base: Will prioritize stock</b>	<b>25</b>
More books required	72%
Increase stock in diversity and improving on the existing st	8%
Stock should be updated to suit users needs	4%
<b>Base: Will prioritize staff</b>	<b>37</b>
Add librarians	24%
Conducive working environment	19%
The staff need a boost of their salary	16%
More technical staff	14%
<b>Base: Will prioritize Activities/Programs</b>	<b>19</b>
Introduce internet services	21%
A variety of activities and programmes to cater for all categories	16%
Use this to sensitize the community on entrepreneurship	11%
Provide funds for holding open days to the members of the public	11%
Computer classes	11%

Librarians express the need to have more computers.

The growing numbers of library users require more and better sitting spaces.

In order to increase comfort there is need for renovations of the library buildings.

To satisfactorily serve the users there is need to increase the number of technical staff , introduce training programs for them and improve their remuneration.

There is also need to get more updated books.

Providing internet access to users and staff is also vital. 44% would get more computers, second to books in terms of their priority.

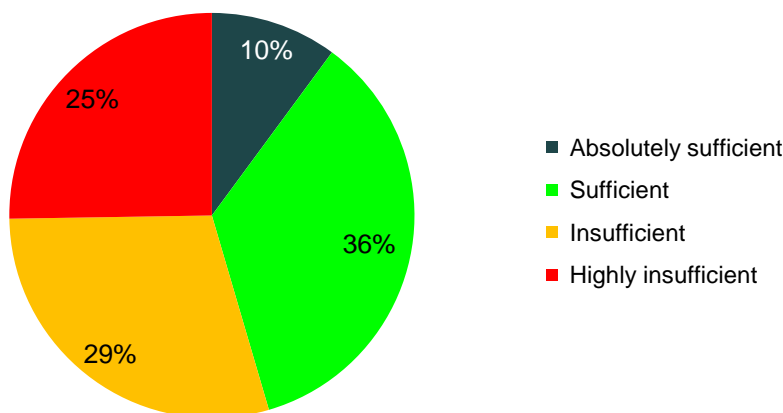
*If your library had more funding, to which of the following areas would you give your priority  
Please elaborate each of the priorities marked, what needs to be done*

## Ability to offer technology related services

### Librarians who said they offer these technology related services

Technology service	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base</b>	<b>48</b>	13	7	5	9	11	3
	%	%	%	%	%	%	%
Printing	33	46	57	20	11	36	
Electronic Library catalogs	23	31	29			45	
Office software	23	8	29	100		27	
Computer based training materials	19	46				9	67
Scanning	15	15	29			27	
Computer literacy training for public	13					36	67
Technology help or advice	13	8	14	20		27	
The Internet	10	31				9	
Online inquiry service	10	8				36	
Technology aids for disabled people	6	15				9	
Online reference materials, dictionaries, etc	2	8					

### Technology skills self assessment



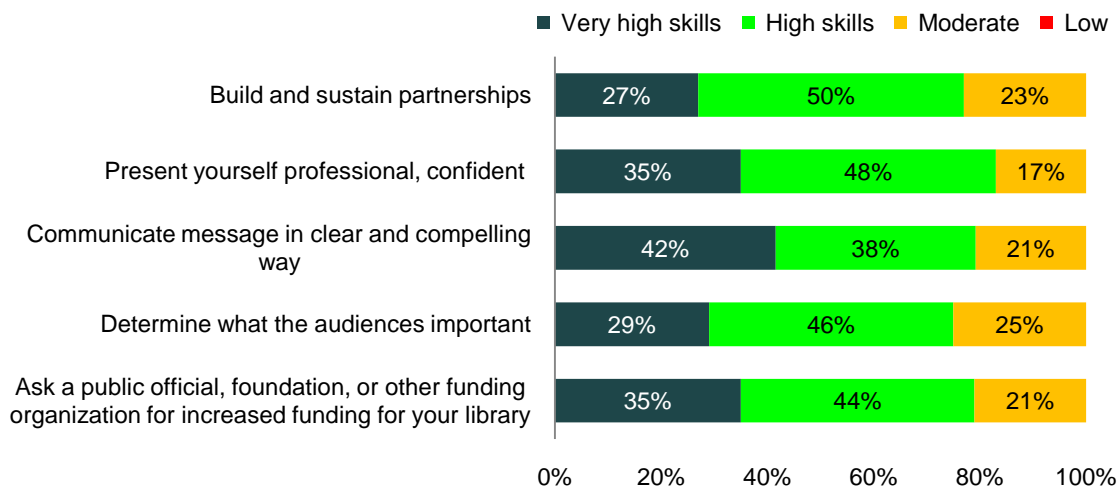
Printing is the main technology related service offered. More librarians in Dar es Salaam and Arusha said they offer most of the technology related services compared to the other towns.

54% of librarians feel that they don't have sufficient skills to offer technology related services, an indication of a high skills' shortage. Part of improving the technology offering of libraries would entail equipping the librarians with the right skills to offer these services.

*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	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base</b>	<b>48</b>	13	7	5	9	11	3
	%	%	%	%	%	%	%
Community events	48	46	43	20	56	55	67
Forums (for example tradeshows or other events outside the library)	33	38	57	-	22	27	67
Reading promotion activities	23	46	29	-	33	-	-
Marketing among non-library professionals (for example workshops for health workers)	23	31	29	-	11	36	-
Use electronic media like TVs radios	13	15	14	-	11	-	67
Visitation to public schools	8	8	-	-	11	18	-
Writers visiting the institution	8	-	-	80	-	-	-
Advertisements through posters/ bill boards	2	-	-	-	11	-	-
Use of brochures	2	8	-	-	-	-	-
Through cultural events	2	8	-	-	-	-	-

Librarians feel confident about their skills for increasing support for their libraries, key among these being professionalism and good communication skills. On average there is about 20% of librarians who feel that their skill levels are moderate.

Organizing community events is the main approach currently being used to promote libraries. One third of the librarians also said they use forums such as trade shows. This indicates pro-activity in trying to reach out to the community.

*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*

# Library associations

## Proportion of librarians who associate libraries with these attributes

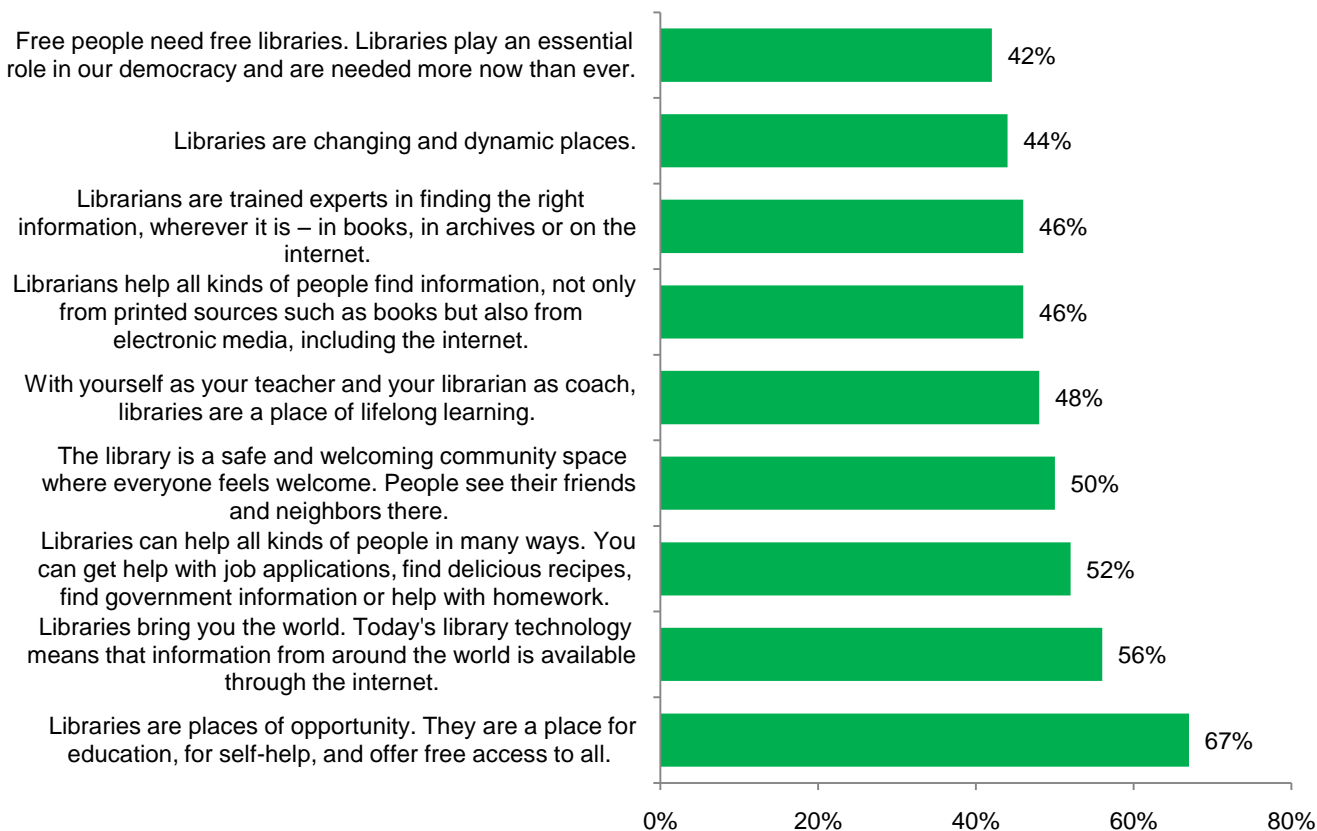
Attributes	Total	City	Rural area
<b>Base</b>	<b>48</b>	37	11
	%	%	%
Friendly	79	78	81
Inclusive	71	73	63
Has highly-skilled librarians	71	73	63
Modern	52	54	45
Offers different activities and entertainment	48	49	45
Innovative	46	49	36
Dynamic	41	38	55
Comfortable	31	25	55
Up-to-date on technology	19	24	0

Librarians consider their libraries to be generally friendly, but lacking in technology. Part of the improvement required for libraries in Tanzania is providing them with modern technology equipment to facilitate innovation. Although close to half the librarians claim that their libraries are innovative, technology would fast track innovation and dynamism. Users [69%] and non-users [57%] also consider libraries friendly, but less so than the librarians [79%]. The users and non-users both consider the libraries to be more modern than the librarians do and more up to date on technology. Tanzanian librarians might find it useful to ponder these differing perceptions.

*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, a majority of the librarians find the statements very convincing, an indication of very highly positive sentiments by librarians regarding library services. This is despite their present view on how modern or up to date on technology their libraries are. 56% of librarians are positive about the potential of the internet.

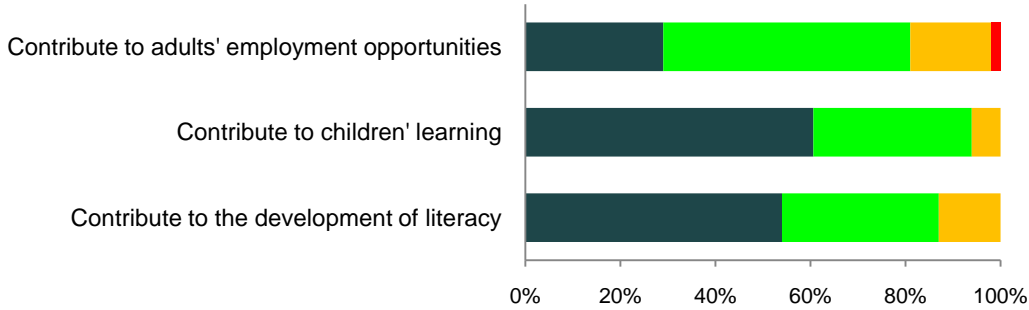
*Let me read some statements in support of librarians and libraries. Please tell me whether each statement seems very convincing, somewhat convincing, not convincing to your own point of view*

# Impact of libraries

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

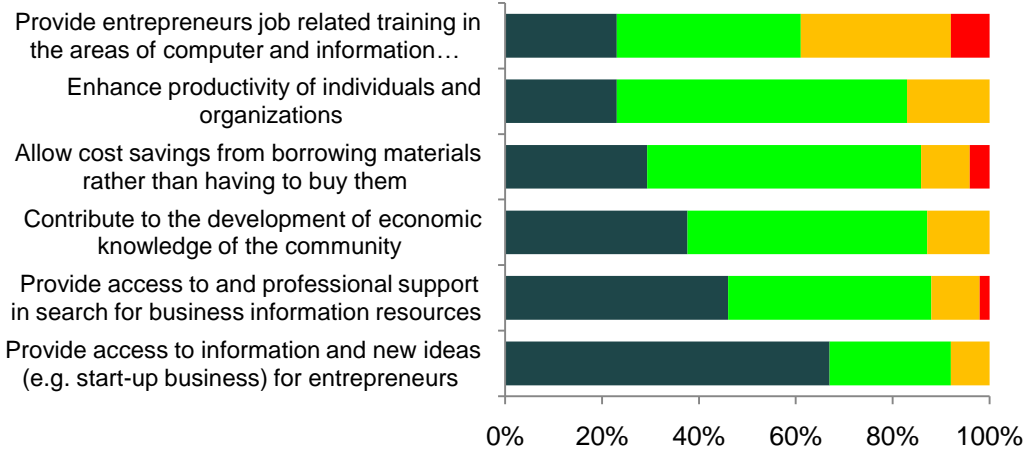
## Education

Strongly agree Agree Disagree Strongly disagree



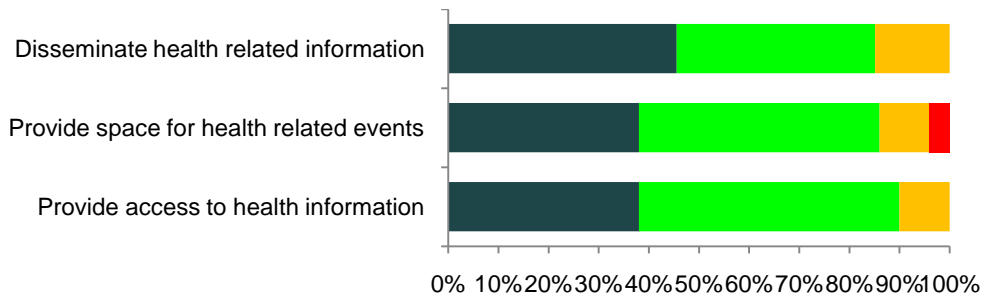
Librarians feel that libraries contribute to literacy and children's learning but a small minority have doubts about contributing to adult employment opportunities.

## Economic development



Libraries generally contribute to economic development through provision of relevant information and knowledge. There is however significant disagreement regarding equipping of entrepreneurs with the right skills for their jobs.

## Health



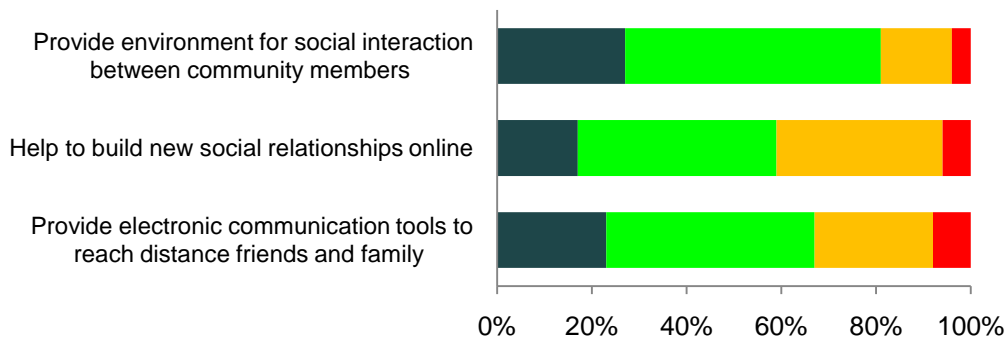
Access to health related information is not in doubt. A more proactive engagement with the health sector is an opportunity area.

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

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

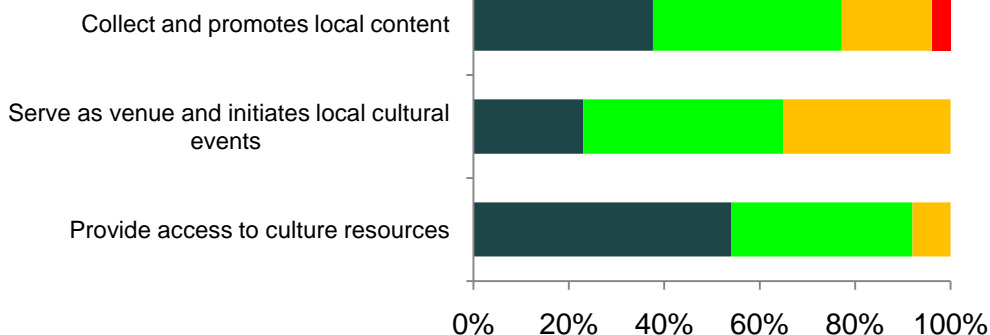
### Communication

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



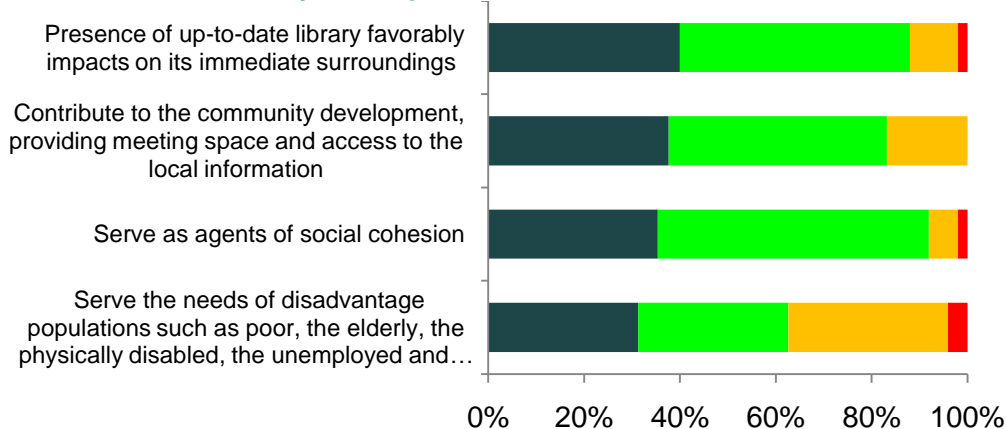
Lack of sufficient computing and internet based resources is demonstrated by the significant disagreements expressed regarding the potential role of libraries in digital communication.

### Culture



The role of libraries in promoting culture is also significant. However, more than one third of librarians disagree with the proposition for libraries to serve as venues for local cultural activities.

### Social Inclusion and Community Development



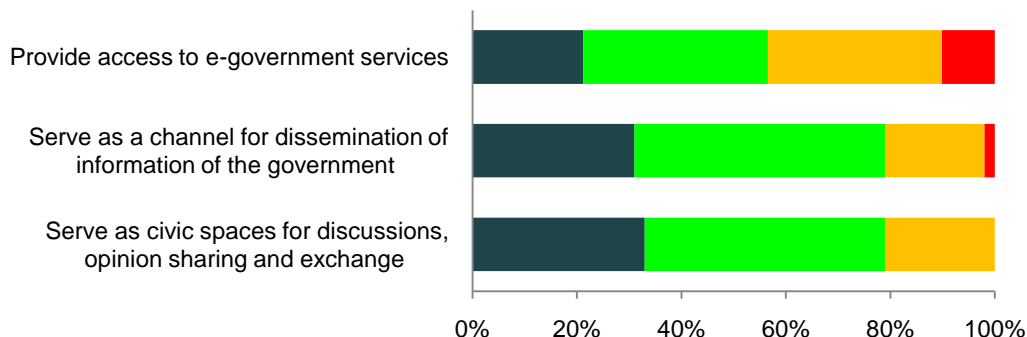
It appears that libraries as currently structured are not seen as having potential to serve the needs of the disadvantaged in the community.

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

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

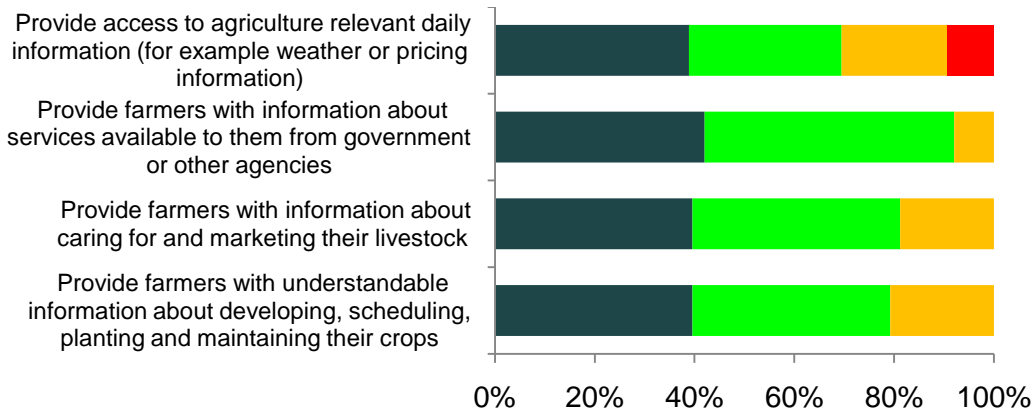
### Citizen Empowerment, Democracy and E-Government

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



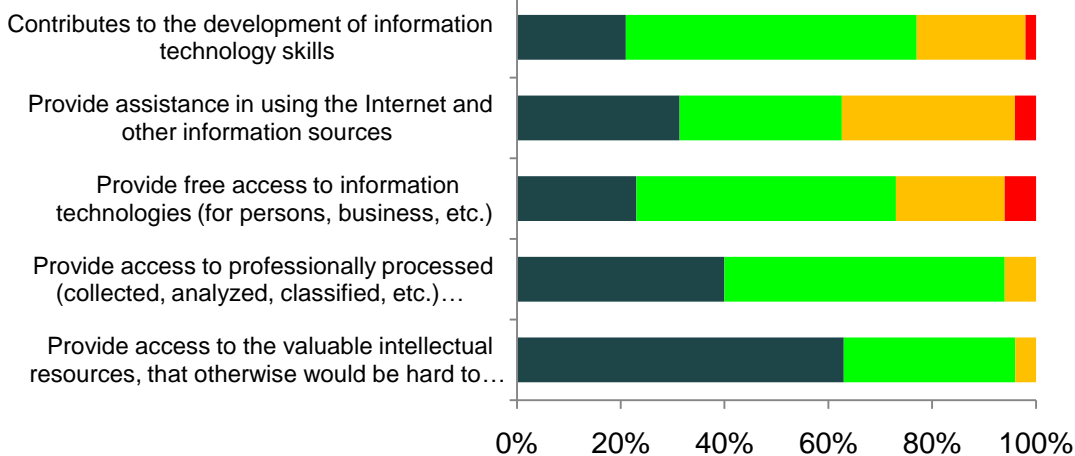
The disagreement expressed regarding the role of libraries in E-government services could be an indication that the government doesn't have such services. The idea that libraries could disseminate government information is accepted.

### Agriculture outcomes



There is wide agreement that farmers could benefit from agricultural related information. Some librarians disagree with provision of daily real time information perhaps because of lack of appropriate technologies.

### Information society and digital divide



It appears the key role of libraries would be providing access to valuable intellectual resources. Close to 40% of librarians don't agree that libraries could provide assistance in using the internet.

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

## 90%

Claim that newspapers and magazines are paying attention to the libraries.

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

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

### Media attention to libraries

Media type	Total	Dar	Mwanza	Dodoma	Mbeya	Arusha	Tanga
<b>Base</b>	<b>48</b>	13	7	5	9	11	3
	%	%	%	%	%	%	%
Newspapers, magazines	90	92	100	100	56	100	100
Colleagues, friends, etc.	73	62	43	100	67	91	100
Local radio	60	46	71	100	44	55	100
National TV	50	54	86	80	56	18	-
Local TV	48	46	29	100	56	45	-
National radio	44	31	86	100	44	18	-
Mobile phone	40	31	57	100	56	9	-
Internet	29	46	29	20	33	18	-

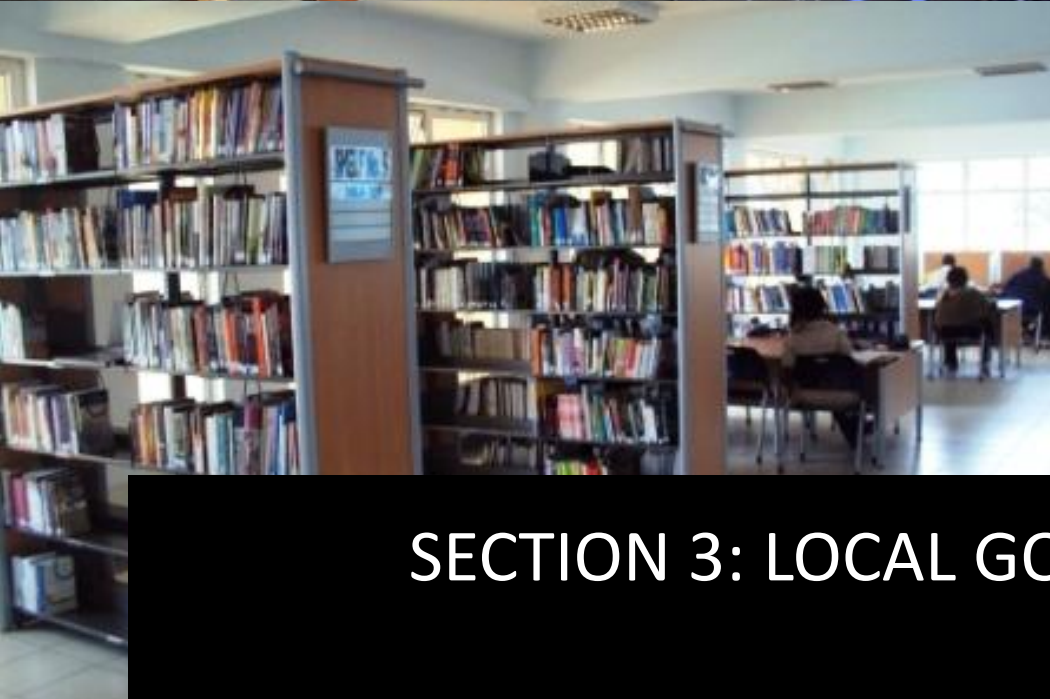
### Type of buzz about libraries in the media

Media type	Very positive	Positive	Negative	Very negative
	%	%	%	%
Internet	29	64	-	7
Colleagues, friends, etc.	34	57	3	6
National TV	38	58	4	-
Local TV	35	52	4	9
National radio	33	67	-	-
Local radio	52	38	7	3
Newspapers, magazines	37	51	7	5
Mobile phone	42	42	5	11

Librarians feel that print media pays 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** 56

---

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

	Total
<b>Base (n =)</b>	38
<b>Gender %</b>	%
Male	55
Female	45
<b>Age %</b>	%
21 yrs - 30 yrs	13
31 yrs - 40 yrs	32
41 yrs - 50 yrs	34
51 yrs - 60 yrs	21
61 yrs - 70 yrs	-
<b>Education %</b>	%
Secondary education	29
Higher	71
<b>Duration in position %</b>	%
01-02 Yrs	34
03-05 Yrs	39
06+	19
<b>Decision making %</b>	%
Ultimately responsible	29
Partly responsible	47
Not responsible	24

**Caution: Base sizes are quite small at country level, the analysis is based on data collected for the official of local authorities that operate libraries in Tanzania only**

## Perceptions of libraries

Libraries are considered essential, but it is also clear that libraries are still serving very traditional roles of lending books and providing an environment for school related studying

Associations ( <b>Officials of local authorities that operate libraries</b> )	Tanzania	Dar	Mwanza	Mbeya	Arusha
<b>Base</b>	38	8	10	10	10
	%	%	%	%	%
Information/knowledge storage and acquisition	79	72	94	60	90
Books	74	68	70	97	60
Space: Quiet place/peaceful place for study, relaxation, etc)	68	60	75	80	59
Computers	1	1			
Newspapers/ Current affairs/ Magazines	3	4	3	1	3

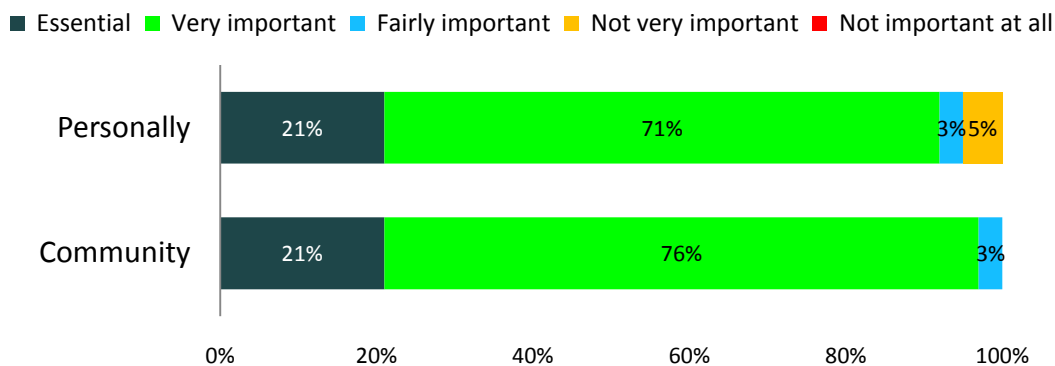
Information storage, books and the physical space are the key spontaneous associations with libraries. Computers as well as periodicals are not top of the list when the officials think about libraries.

*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)



### Frequency of using library

officials of local authorities that operate libraries (38)	
	%
Over the last three months	39
Over the last six months	13
Over the last year	13
A year ago, but no more than two years ago	11
Over the last 2 years	16
I have not been in the local library	5
Not mentioned	3

Libraries are considered very important by officials of local authorities that operate libraries, both at the individual level and at the community level. Majority of them have visited library in the last 12 months.

*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	Dar	Mwanza	Mbeya	Arusha
<b>Base = (officials of local authorities that operate libraries)</b>	<b>38</b>	8	10	10	10
Level of knowledge	%	%	%	%	%
I am very well informed	32	25	-	-	100
I am generally informed	39	63	20	80	-
Not at all informed about library services	29	13	80	20	-

Most of the officials are informed about what happens with libraries, but majority don't have a lot of details and seem to only have general information.

All officials in Arusha claim to be very well informed on what is happening in their libraries, while in Mwanza 80% claim not to be informed about what is happening in libraries.

*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	Total	Dar	Mwanza	Mbeya	Arusha
<b>Base =</b>	<b>38</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>10</b>
	%	%	%	%	%
Through friends	34	34	25	60	30
Through my official work for the local council	29	29	38	10	20
Through newspapers/ magazines	26	26	38	-	50
Through radio	26	26	13	-	70
Through my children	24	24	-	70	10
It's in my neighborhood and I pass by it	18	18	50	20	10
Through TV	16	16	13	-	40
Through adult family members	11	11	25	10	-
Through the school of my child	3	3	-	10	-

Friends are the main source of information about libraries ' situation among the officials in Tanzania. Word of mouth communication could be a powerful tool in spreading information about libraries.

*How you found out about the library situation*



## Rating on some library aspects (officials of local authorities that operate libraries)

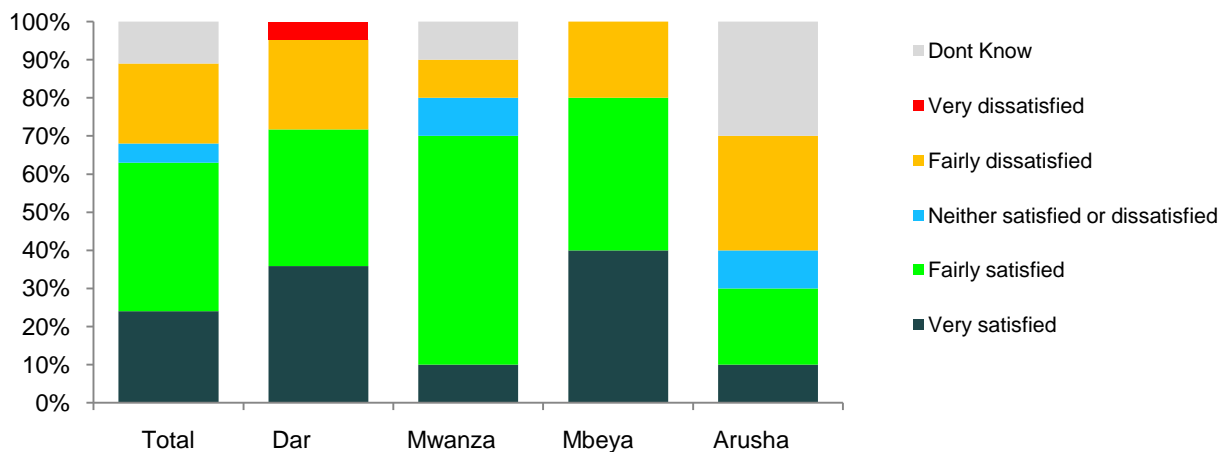


The officials of local authorities that operate libraries in Tanzania feel that their libraries are faring well in areas related to the traditional roles of the library, but aspects that have to do with computing and related resources are not very well rated again indicating the resource constraints in this area. However, librarians' expertise in working with computers is highly rated.

*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	Dar	Mwanza	Mbeya	Arusha
<b>Base those satisfied</b>	24	6	7	8	3
	%	%	%	%	%
It's quiet	54	100	71	25	-
My library is close by/convenient	46	67	86	13	-
The staff are helpful	42	67	29	38	33
Long opening hours	38	67	43	25	-
Easy to enter the building (i.e. good disabled access)	29	67	14	13	33
Easy getting to the library (e.g. good parking, good public transport)	25	50	14	13	33
Plenty of activities or courses going on	25	17	14	50	-
I like the environment	21	17	-	38	33
The range of books is good	21	17	14	25	33
It's a good place to relax	21	50	14	13	-
Has the books I like	17	-	14	38	-
Good place to take children/good activities for children	17	-	43	13	-
It's a good focal point for the community (e.g. for meetings and events)	13	-	43	-	-
You can get refreshments there	8	17	-	-	33
I feel welcome there	8	33	-	-	-
Plenty of computers	4	-	-	-	33
The staff are friendly	4	17	-	-	-

Overall the officials are satisfied with the current services rendered by libraries. Those in Arusha have significantly lower levels of satisfaction than average.

The main reasons for satisfaction are related to the physical library environment i.e. ambience and convenience. Helpful staff are also an important driver of satisfaction.

*Level of satisfaction with the current library service*  
*Reasons for satisfaction*

# Satisfaction with services rendered by libraries

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

	Total	Dar	Mwanza	Mbeya	Arusha
<b>Base = (officials of local authorities that operate libraries who are dissatisfied)</b>	<b>10</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>4</b>
<b>Attribute</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
The range of books isn't good enough	50	100	50	100	-
Not enough seats available	30	50	-	-	50
My nearest library is too far away/not convenient	20	-	50	50	-
Not enough computers	20	-	50	-	25
Difficulty getting to the library (e.g. parking restrictions, poor public transport)	10	50	-	-	-
Problems entering the building (i.e. poor disabled access)	10	-	50	-	-
They don't have the books I like	10	-	50	-	-
You can't borrow books for long enough to read them	10	-	-	50	-
Not enough activities or courses going on	10	50	-	-	-

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

	Total	Dar	Mwanza	Mbeya	Arusha
<b>Base = (officials of local authorities that operate libraries)</b>	<b>38</b>	<b>8</b>	<b>10</b>	<b>10</b>	<b>10</b>
<b>Focus areas</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Expand space to meet the increased number of readers	18	38	-	30	10
provision of Computer services	13	13	-	30	10
Provide books for college students and relevant to the current curriculum	11	38	10	-	-
Equip the library with relevant books, CDs and DVDs	11	13	10	20	-
Extend lending services	8	-	30	-	-
Hygiene/sanitation	8	-	20	-	10
Provide advanced technologies	5	-	-	20	-
Educational purposes	5	-	20	-	-
Increase the variety of new edition books and materials	5	-	20	-	-
Introduce a cybercafe for the users/internet services	5	13	-	-	10
Organize writing and essay competitions for students	5	-	10	10	-
Provide literature books	5	13	10	-	-

Lack of relevance of materials in libraries is the main reason for dissatisfaction. Additionally, lack of computers and other facilities as well as limited space cause concern among the officials.

*Reasons for dissatisfaction*

*Services that the local library should pay more attention to*

## Benefits derived from visiting library

	Total	Dar	Mwanza	Mbeya	Arusha
<b>Base = (officials of local authorities that operate libraries)</b>	<b>38</b>	8	10	10	10
<b>Benefits (spontaneous mention)</b>	%	%	%	%	%
Develop new skills or learn something new	74	63	90	50	90
Library helps to save time	47	38	70	20	60
Obtain new ideas, new interests	45	50	90	30	10
Get helpful information for school/ learning	42	63	70	20	20
Library is a safe and quiet place for study and reading	39	38	80	20	20
Library helps to be better in their job	26	50	-	40	20
Get helpful information for health and well being	24	13	30	30	20
People feel comfortable in the library	24	13	50	20	10
Helps to make contacts with other people	24	-	70	-	20
Get helpful information for business and commerce	18	38	-	20	20
Get helpful information about their community	16	13	-	30	20

Officials of local authorities that operate libraries in Tanzania consider the key benefits of libraries to be 'equipping people with new knowledge and skills'. Other benefits include saving time as well as giving school pupils additional avenues to source relevant information for their school work.

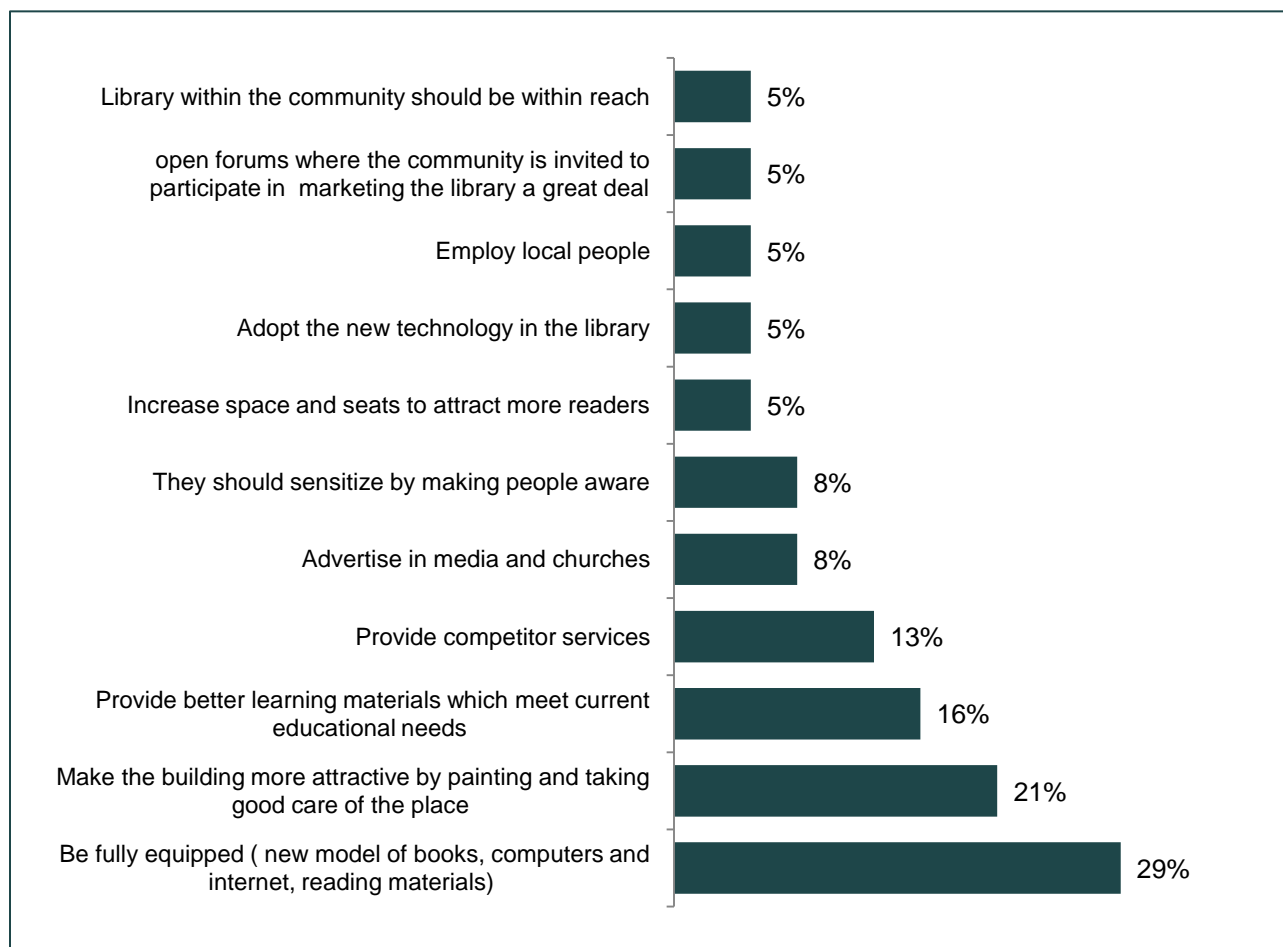
*How people benefit from visiting the library – Spontaneous*

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

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

## Local authorities officials' perception of how libraries can promote visibility

### Percentage of officials who say these methods can be used to promote visibility



The local authority officials feel that libraries would achieve greater visibility and prestige through being better equipped with relevant materials and access to computers and the Internet, as well as improving the libraries' physical appearance.

*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*

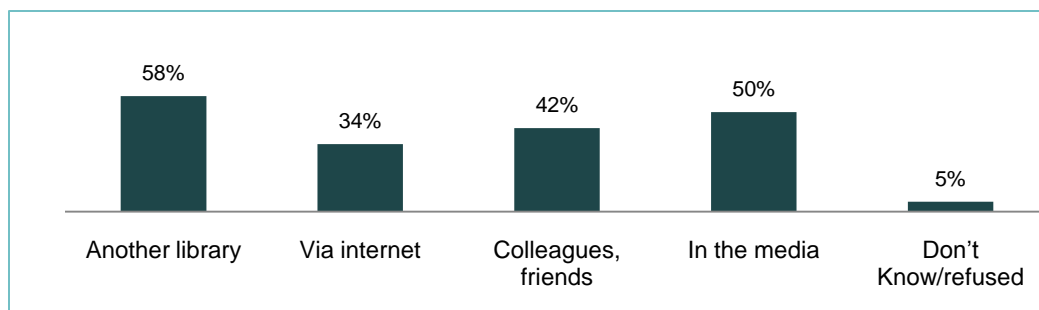
*Overall, to what extent are you informed of the local library situation, services and events?*

# The purpose of libraries

## Local level officials view of the purposes served by libraries

Purpose	Total	Dar	Mwanza	Mbeya	Arusha
<b>Base = (officials of local authorities that operate libraries)</b>	<b>38</b>	8	10	10	10
	%	%	%	%	%
Information on health issue	55	25	50	70	70
Educational purposes (for homework or to take a class)	53	50	100	-	60
Local news or information	50	63	70	40	30
Entertainment	29	25	10	10	70
Information on agriculture	26	-	30	30	40
National news or information	26	25	-	60	20
It is safe place for my child to spend time	24	-	70	-	20
International news or information	21	25	40	20	-
To look for information on starting or running a business	21	-	10	30	40
To communicate with distance friends or relatives	21	-	70	10	-
To help my child do homework	18	-	60	10	-
Information and use of electronic government services	16	25	20	-	20
To conduct a job search or write a cv	11	-	-	10	30
Financial or investment news or information	5	-	10	-	10

## Alternative sources of advantage



In Tanzania, provision of health information is prominently mentioned by half the officials as one of the main purposes of libraries, and there is a significant mention of information on agriculture. In addition, education and provision of other local news and information are thought to be key purposes of libraries by these officials.

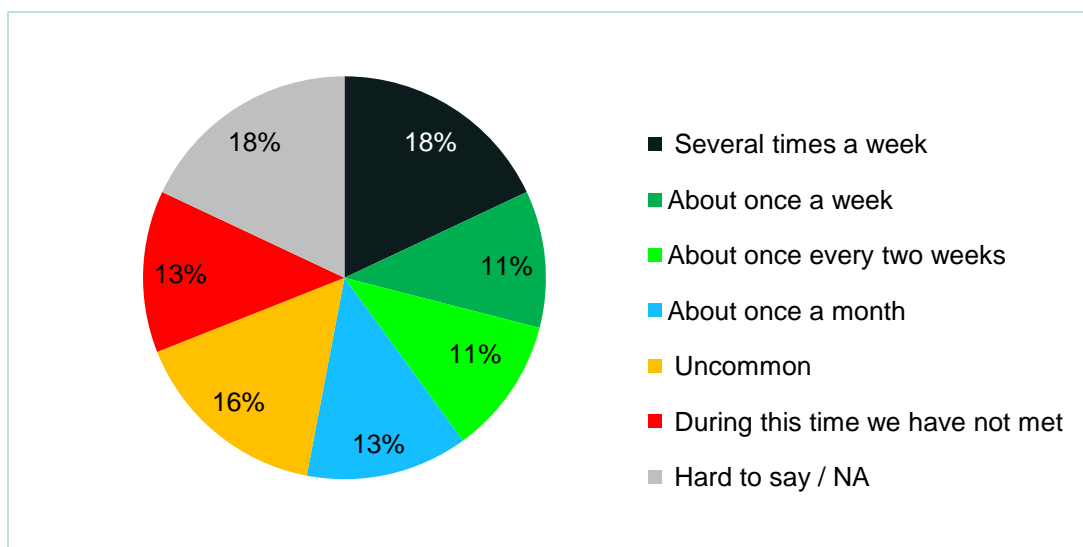
Other libraries are the main alternatives to the advantage offered by current local libraries, however, the media is mentioned by half of the officials interviewed as an alternative source of the current advantage accrued from the local library.

*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

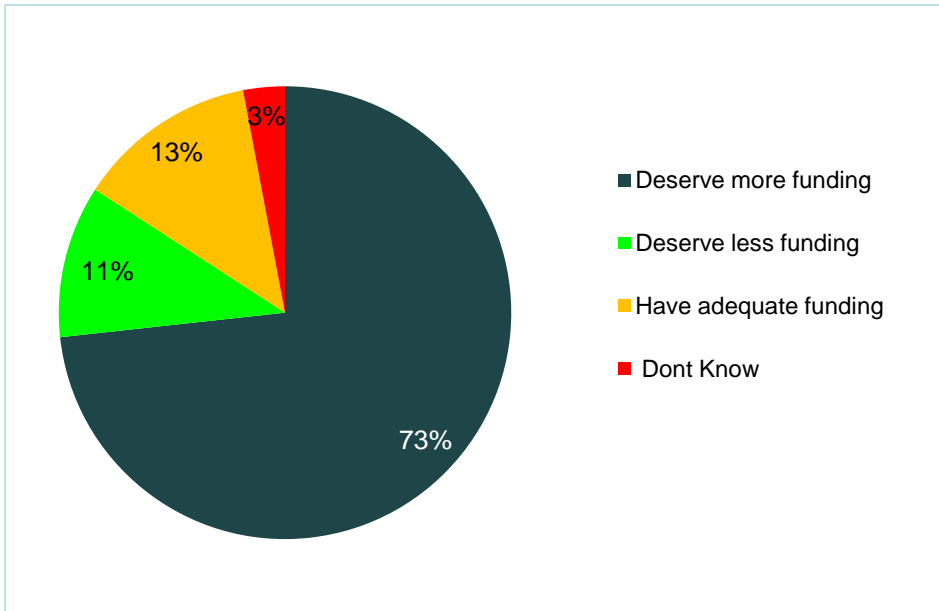


Although not all officials of local authorities that operate libraries are meeting with the library managers frequently, more than half of them meet with the library managers at least once every month which means they have sufficient interaction to understand the needs and challenges facing librarians.

*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



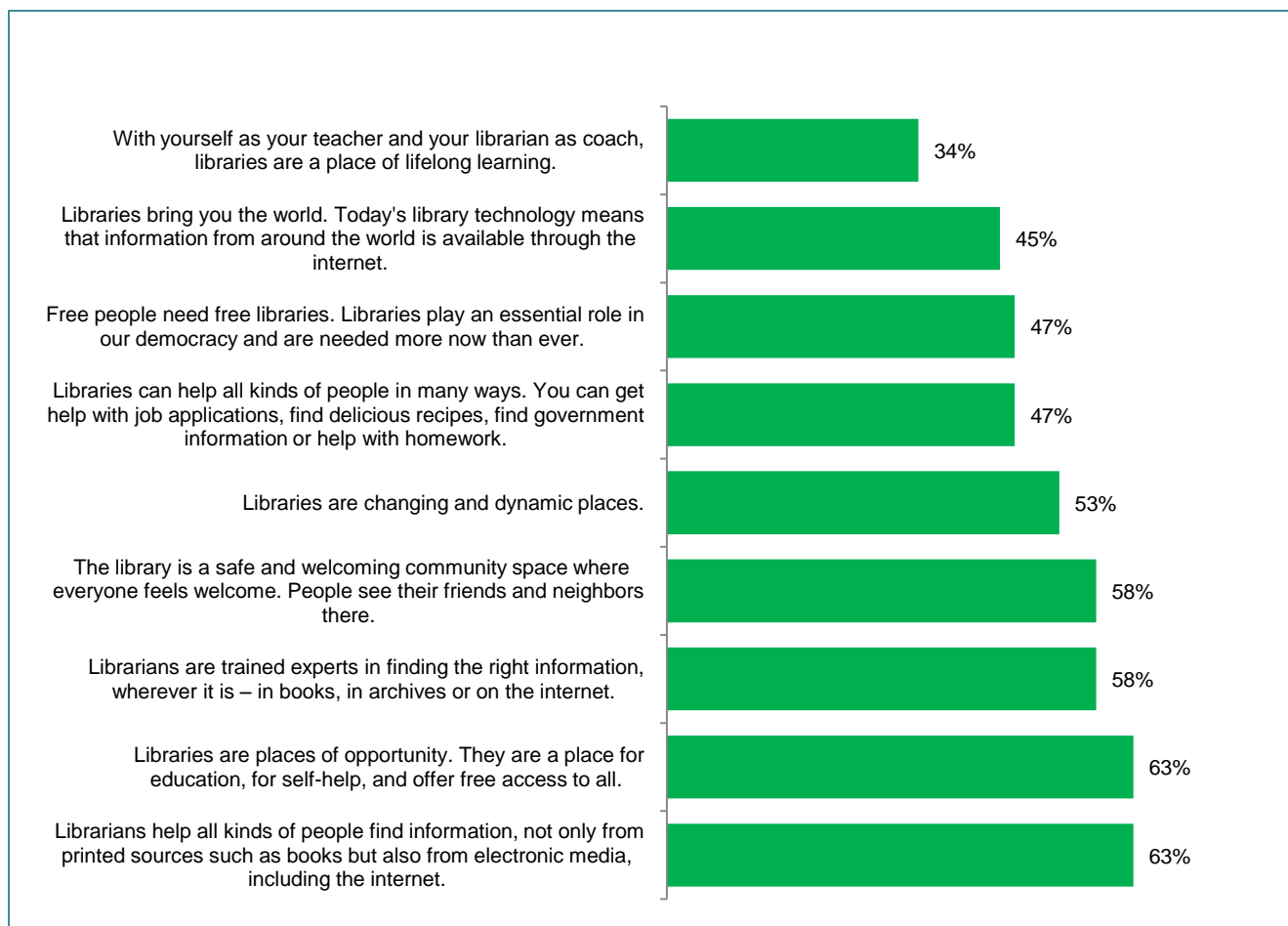
Its interesting to note that despite acknowledging the resource constraints that libraries are facing, about a quarter of the officials feel that libraries do not deserve additional funding, perhaps because they cannot see the 'tangible' benefits of libraries. This is a major challenge for advocacy.

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



## Statements in support of libraries and librarians

Officials of local authorities that operate libraries who find the statements very convincing (based on a 5 point scale where 1 is not convincing at all and 5 is very convincing)



Most of the officials are convinced about the importance of libraries in supporting knowledge development and the role of librarians in making this possible.

## Relevant channels for information on libraries

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

	Total	Dar	Mwanza	Mbeya	Arusha
<b>Base = (officials of local authorities that operate libraries)</b>	<b>38</b>	8	10	10	10
Level of knowledge	%	%	%	%	%
Newspapers, magazines	58	63	60	100	10
National radio	55	88	30	70	40
Mobile phone	53	38	90	10	70
Colleagues, friends, etc	47	25	50	80	30
National TV	42	75	20	30	50
Internet	29	-	50	-	60
Local radio	18	-	10	40	20
Local TV	11	-	10	-	30

Print media is the preferred channel for disseminating information about libraries.

A significant number of the officials of the local authorities that operate libraries in Arusha and Dar feel that the internet and the mobile phone could be an ideal channel for disseminating information about libraries.

### Most relevant channels for information on library issues

## Libraries & community

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

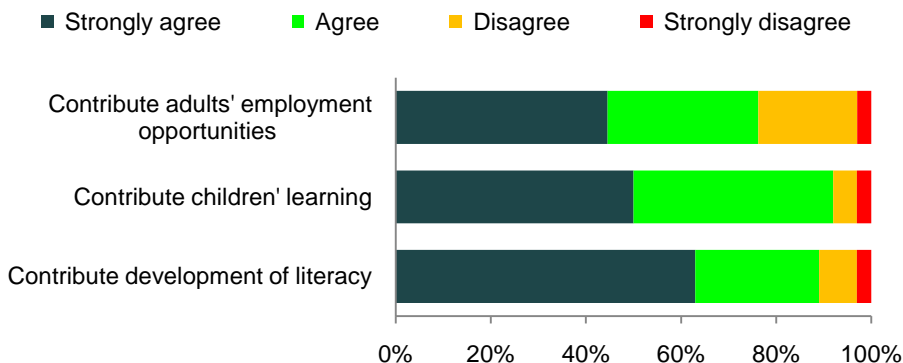
Main issues	Total	Dar	Mwanza	Mbeya	Arusha
	<b>38</b>	8	10	10	10
	%	%	%	%	%
Inadequate books	32	38	80	-	10
Congestion	18	38	10	-	30
People are not ready to go to the libraries	18	50	-	-	30
Poverty in the community	13	-	-	50	-
Illiteracy	13	-	-	50	-
Lack of clean water	8	-	-	30	-
Books in the library are mostly old edition	8	25	-	-	10
Health issues	8	-	-	30	-
Insecurity	8	-	-	30	-
People don't have a reading habit	5	-	-	-	20
Library renovation	5	-	20	-	-
Other reference materials people need are not available in the library	5	13	10	-	-
Poor infrastructure	5	-	-	20	-
Inadequate chairs	5	13	-	-	10

Besides the challenges faced by libraries, poverty, illiteracy, lack of clean water and health concerns are the main issues mentioned. These are basic issues that are likely to take priority over libraries when it comes to resource allocation by the local authorities.

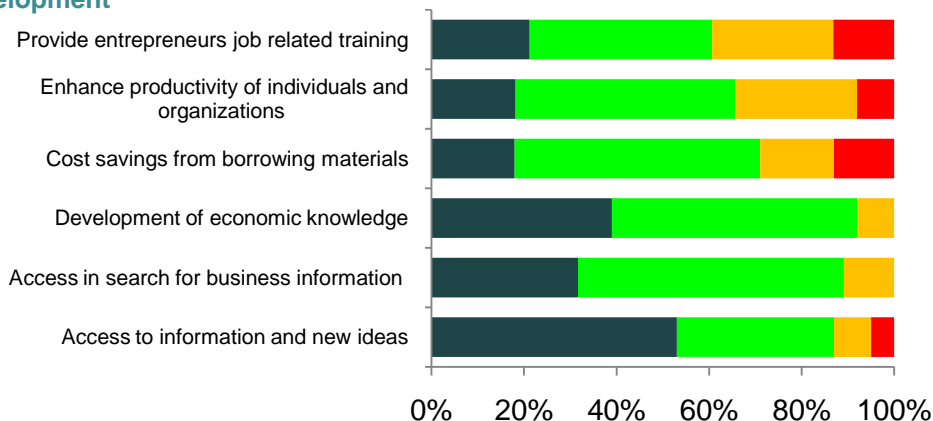
*What are the main issues of your local community??*

## Impact areas

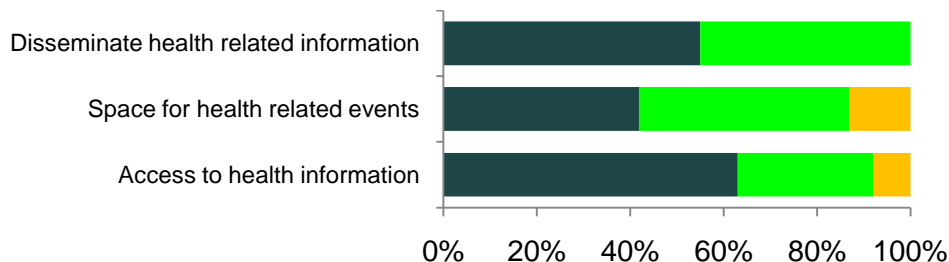
### Education



### Economic development



### Health



Library impact on education is mainly through contributing to normal school learning for children and general improvement of literacy. A contribution to employment opportunities is also accepted by a large majority.

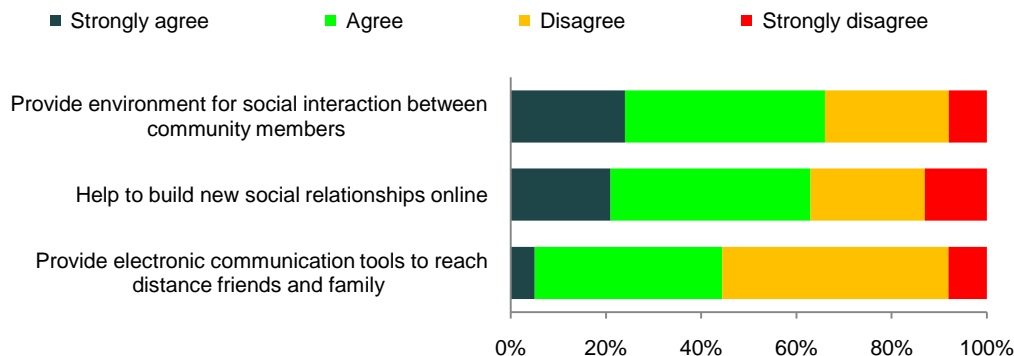
Various contributions by libraries to economic development are widely accepted.

The idea that libraries should have information related to health is widely accepted.

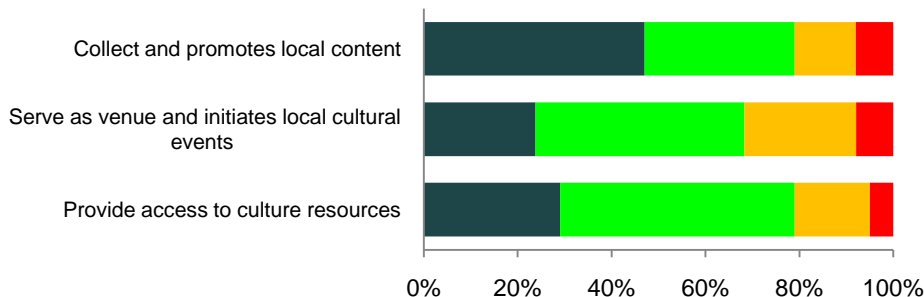
Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

# Impact areas

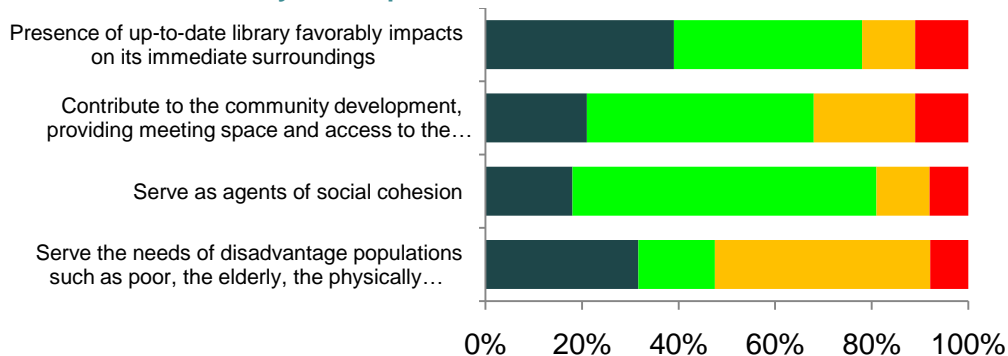
## Communication



## Culture



## Social Inclusion and Community Development



The potential of libraries as a social space physically and online is poorly supported in Tanzania.

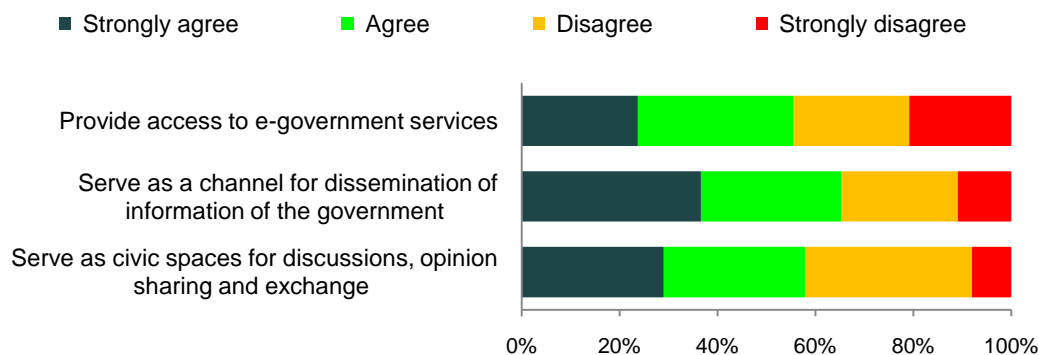
It is recognised that libraries play a role in promoting culture but a minority doubt their capacity to act as venues for events.

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

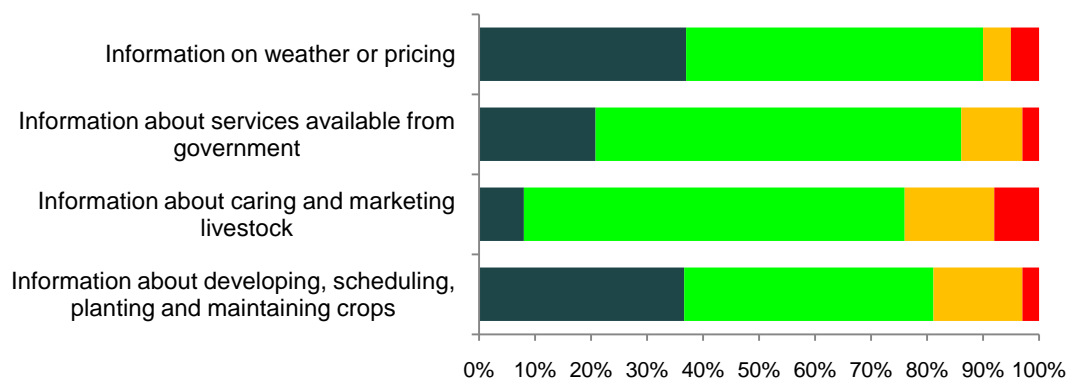
Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

# Impact areas

## Citizen Empowerment, Democracy and E-Government



## Agriculture outcomes



There is a considerable amount of disagreement regarding role of libraries in governance and civic empowerment, perhaps because the government has not taken initiative in this direction.

A majority recognise libraries' potential to support agriculture but about one fifth 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?:





## SECTION 4: NATIONAL LEVEL OFFICIALS



## SECTION OVERVIEW

### Demographic Characteristics 72

### 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
<b>Base (n =)</b>	<b>14</b>
<b>Gender %</b>	<b>%</b>
Male	50
Female	50
<b>Age %</b>	<b>%</b>
21 yrs - 30 yrs	14
31 yrs - 40 yrs	43
41 yrs - 50 yrs	21
51 yrs - 60 yrs	21
<b>Education %</b>	<b>%</b>
Secondary education	7
Higher	93
<b>Duration in position %</b>	<b>%</b>
01-02 Yrs	14
03-05 Yrs	50
06-10 Yrs	14
<b>Decision making %</b>	<b>%</b>
Ultimately responsible	71
Partly responsible	29

The respondents here comprised of officials from three categories of institutions, i.e. Media, Government ministries and National agencies.

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

## Perceptions of libraries

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

Associations ( <b>National level officials</b> )	Total	Male	Female
<b>Base</b>	<b>14</b>	<b>7</b>	<b>7</b>
	%	%	%
Information/knowledge storage and acquisition	64	43	86
Books	57	29	86
Space: Quiet place/peaceful place for study, relaxation, etc)	14	29	

Information storage, books and the physical space are the key spontaneous associations with libraries. The officials interviewed do not associate libraries with other issues which could be an indication of low level of interaction with libraries.

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

## Interaction with libraries

Half of national level officials interviewed in Tanzania claim to have very good knowledge about the local library situations overall. Interestingly they do not have first hand information about the challenges that libraries are facing probably because they have very limited interaction with the libraries.

Less than half of the officials have visited the library in the last twelve months.

A third of the national level officials in Tanzania have no connection with the libraries currently and for those who have connection, it is either through personal needs for information and research on topics of interest or through the day to day interaction as part of their jobs.

Desired future interaction with libraries cuts across several areas which include

- Joining for personal need to conduct research on topics of specific interest to their jobs;
- Greater influence on the management of libraries at policy level in order to see them improve from the current state of being under resourced.

One third of the officials claim to be satisfied with the current level of connection with libraries and do not want 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

# 86%

Overall mention books lending for adults; lending of books is considered the primary service of libraries across board but

# 43%

associate it with public internet access.

# 57%

associate library services with reference materials.

# 50%

associate library services with lending books to children .

### Services rendered by libraries (Spontaneous)

	Total	Male	Female
<b>Base: Total Sample</b>	<b>14</b>	<b>7</b>	<b>7</b>
	%	%	%
Take out books for grown-ups	86	71	100
Use references materials, like the encyclopedia	57	43	71
Use quest rooms/ spaces for study	57	57	57
Take out books for children	50	43	57
Ask a librarian for help, advice or consultation read newspaper or magazine	43	29	57
Use public internet access	43	57	29
Use computer software	21	14	29
Connect to the internet with your laptop	14	14	14
Learn languages	14	29	-
Hear a speaker, see a movie	7	14	-

Taking out books for children is considered a way of keeping them in check and ensuring that they spend their free time constructively.

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

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

Use of electronic (video and CD) and technology related services (internet) is limited and most concur that libraries have difficulty /challenges rendering these services..

*Which services have you heard about in the public libraries?*

## Purposes served by libraries (Spontaneous)

	Total	Male	Female
<b>Base: Total Sample</b>	<b>14</b>	<b>7</b>	<b>7</b>
	%	%	%
Educational purposes (for homework or to take a class)	100	100	100
Local news or information	43	29	57
International news or information	36	14	57
Information on health issue	29	29	29
Information on agriculture	29	29	29
Information and use of electronic government services	21	-	43
National news or information	21	14	29
Financial or investment news or information	7	14	-
To look for information on starting or running a business	7	-	14
To help my child do homework	7	-	14
To communicate with distance friends or relatives	7	-	14
It is safe place for my child to spend time	7	14	-

All the national level officials interviewed in Tanzania say that libraries serve educational purposes but nearly a third recognise a role for libraries in health and agriculture.

## Benefits derived from visiting library (Spontaneous)

	Total	Male	Female
<b>Base: Total Sample</b>	<b>14</b>	<b>7</b>	<b>7</b>
	%	%	%
Develop new skills or learn something new	86	86	86
Obtain new ideas, new interests	64	43	86
Library is a safe and quiet place for study and reading	64	57	71
Library helps to save time	36	29	43
Library helps to be better in their job	29	14	43
Get helpful information for school/ learning	21	29	14
Get helpful information for business and commerce	21	14	29
Get helpful information about their community	21	29	14
People feel comfortable in the library	21	29	14
Get helpful information for health and well being	14	14	14
Helps to make contacts with other people	7	14	-

Key benefit of libraries is the improvement of general knowledge levels of communities be it for academic or other reasons.

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
<b>Base: Total sample</b>	<b>14</b>	<b>7</b>	<b>7</b>
	%	%	%
Friendly	78	71	86
Has highly-skilled librarians	78	71	86
Offers different activities and entertainment	64	57	71
Innovative	57	43	71
Modern	50	29	71
Dynamic	50	28	71
Inclusive	50	29	71
Comfortable	43	43	43
Up-to-date on technology	21	29	14

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

## Public libraries compared to other tax funded serviced

	Total	Male	Female
<b>Base: Total Sample</b>	<b>14</b>	<b>7</b>	<b>7</b>
	%	%	%
I would rank benefits of other tax supported services before benefits of public/library	50	43	57
Public libraries benefits services are underfunded compared to other tax support services benefits	21	29	14
I would rank benefits of public library first since everybody gets information from there	7	-	14
None is more beneficial than the other	7	-	14
Public libraries have information that can service school, health, information while the tax support service cannot compare them directly	7	14	-

Most policy level officials in Tanzania place library services secondary to other tax funded services, which clearly indicates the need for stronger advocacy to demonstrate the importance of libraries in addressing issues that are relevant and of concern to the community.

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

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

## Management of libraries

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

### Funding

	Total
<b>Base: Total Sample</b>	14
	%
Libraries are not getting enough funds	28
Government does not have enough funds to support libraries	21
Public libraries needs additional funds from other sources	7

Although the officials feel that the government is not doing much, they also say that the government has not sufficient funds to support libraries and hence the need for libraries to look for other sources of funding.

### Preferred communication channels

	Total
<b>Base: Total Sample</b>	14
	%
Internet	43
TV	36
Newspapers	29
Radios	21
Libraries information providers	21
Discussion with people	7

The preference for internet to access information about libraries is a challenge for libraries to equip themselves with the resources to deliver to the changing needs of stakeholders. Currently few libraries have websites.

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

Questions:

## Attribute association comments

### Help in finding information

Librarians help all kinds of people find information, not only from printed sources such as books but also from electronic media, including the internet.	Total
<b>Base: Total Sample</b>	<b>14</b>
	%
Most librarians are well trained and have the capability to assist mainly on printed sources	50
They are good at helping people to find information from all sources	29

The officials acknowledge that librarians are trained and skilled to do their jobs.

### Opportunity

Libraries are places of opportunity. They are a place for education, for self-help, and offer free access to all.	Total
<b>Base: Total Sample</b>	<b>14</b>
	%
Everyone who wants to learn is free to use libraries and as a result open new opportunities for themselves	36
They have materials and resources in many fields of human interest	14
You don't need to be a member in some libraries to access their services	14
Libraries offer education which is essential to human life	7
They create awareness which empower people and utilize their opportunities	7
Access is not free for all	7

Although access is not necessarily free, the opportunity to learn is accessible to any one who is interested.

### Life long learning

With yourself as your teacher and your librarian as coach, libraries are a place of lifelong learning.	Total
<b>Base: Total Sample</b>	<b>14</b>
	%
Your learn something new every time you visit the library	29
You get information that you cant get anywhere else	14
The advantage is that you don't really need anyone to help you learn	14
They help to grow literacy levels	7
Accessibility and availability at anytime makes people learn continuously	7
The librarians help people save time and make it easy to learn	7

The role of libraries in improving knowledge and skill levels of communities is appreciated as no negative sentiments are expressed.

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
<b>Base: Total Sample</b>	<b>14</b>
	%
Those that have internet access are making it easy for people who would otherwise not access	50
The world has become a global village to share information and libraries can't be left behind	7
There is no internet in our libraries	7

The role of libraries in bringing people to the world will be achieved when the libraries are well resourced with computers .

### 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
<b>Base: Total Sample</b>	<b>14</b>
	%
Libraries are now trying to change but are not there yet	21
Due to modern and new technology we can learn a lot from libraries	14
Variety makes it possible to cater for all	14
Libraries are not very dynamic in our country	36
Libraries keep children busy but it is not the right place for them to learn to use the internet, they will access wrong materials.	7

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

### Librarians training and expertise

Librarians are trained experts in finding the right information, wherever it is – in books, in archives or on the internet.	Total
<b>Base: Total Sample</b>	<b>14</b>
	%
Librarians give guidelines to users.	29
Most are well trained on how to organise information	21
Librarians are always readily available to assist the users find the information they want.	14
Librarians are professionals and always know how to get the right information.	7

The officials in Tanzania say that librarians have the right skills to do their jobs correctly and provide assistance to users.

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
<b>Base: Total Sample</b>	<b>14</b>
	%
Libraries are the only places you will find information on anything	29
Libraries have a lot of information from different sources which are current and of use to anyone interested	7
Periodicals like newspapers have job adverts.	7
They help people get government information	7
They do not do all these things but they should.	14
Only a few offer all the above mentioned advantages	7
It provides information but the public is not aware	7

There are mixed reactions regarding provision of help to all kinds of people. Some feel that this is not currently being done.

### Free for free

Free people need free libraries. Libraries play an essential role in our democracy and are needed more now than ever.	Total
<b>Base: Total Sample</b>	<b>14</b>
	%
They enlighten the people on politics and democracy and are needed now more than ever	14
They provide awareness of public issues	14
Libraries are resource centre thus needed by all not only for free people alone.	7
They give people access to computers and the internet to get information on democracy	7
They are not necessarily free because service are paid for	21

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

### 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
<b>Base: Total Sample</b>	<b>14</b>
	%
Libraries do not discriminate anyone, all people are welcome	64
Its conducive place for everyone	7
It's a safe place for kids to be.	7
It's a place that helps build cohesion in communities	7
Is a quiet place for studies not meetings	29
The library is not a welcoming place	7

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

## Summary statement

### Main issues facing country

	Total	
<b>Base: Total Sample</b>	<b>14</b>	
	%	
Insufficient resources especially financial resources	29	Financial inadequacy and unemployment are major concerns for Tanzania.
Unemployment	29	
Cost of education is high	21	
Reading as a necessity not a culture	14	
lack of use of information technology	14	
Manpower	14	
Poverty	14	
Corruption	14	
Increasing fuel prices	14	
Shortage of electricity	14	
Unbalanced trade	14	
Lack of awareness on environmental issues	14	
Financial problems	14	

### Main priorities of institution

	Total	
<b>Base: Total Sample</b>	<b>14</b>	
	%	
Provide relevant materials for user to conduct research successful	21	Institutions seem to have focus on making access to information and knowledge easier.
To elevent position and quality on pressurised national areas of investment	14	
To provide materials which are standard updated depending with the competitive market for better satisfaction	14	
Assist the society get helpful information on health and development	14	
Priority in research and expansion of programmes to the people	7	
Create awareness about youth issues and challenges how to cope with them and overcome	7	
Education studies, research and training	7	
Diseminate information	7	
Funding libraries in order to run its services	7	

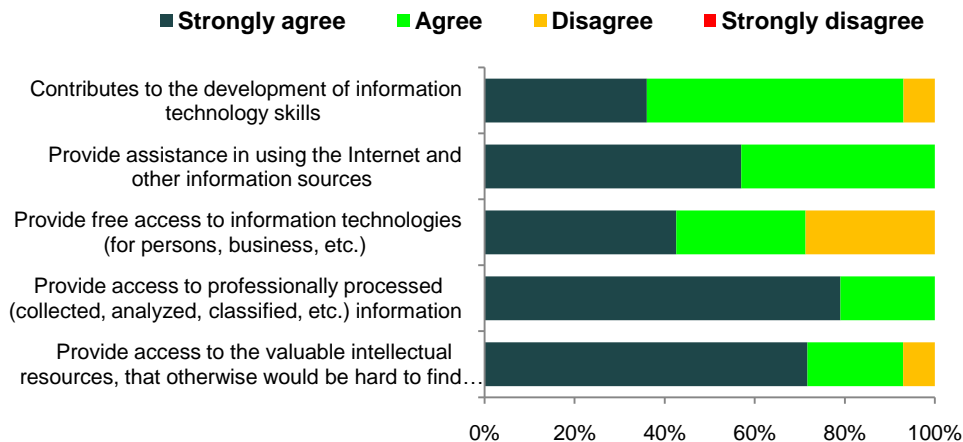
The Tanzanian government is constrained financially and coupled with this information related concerns prominently feature in the list of issues. The institutions seem to have clear priorities on filling the informational gaps although this might be a difficult due to the inadequacies mentioned earlier. The priorities are at the basic provision level rather than improvement of what is existing making it even more difficult.

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

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

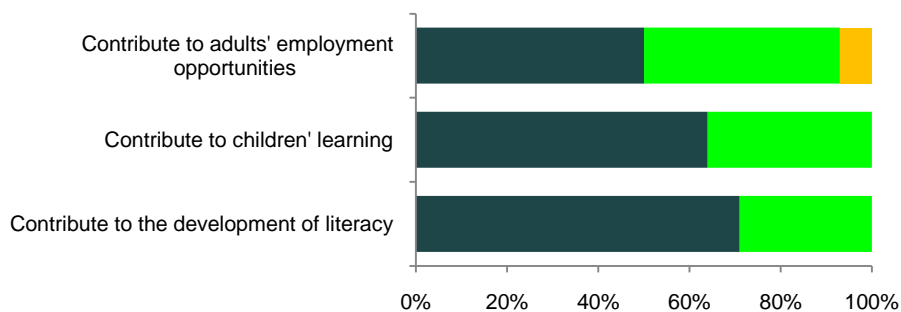
# Impact areas

## Information society and digital divide



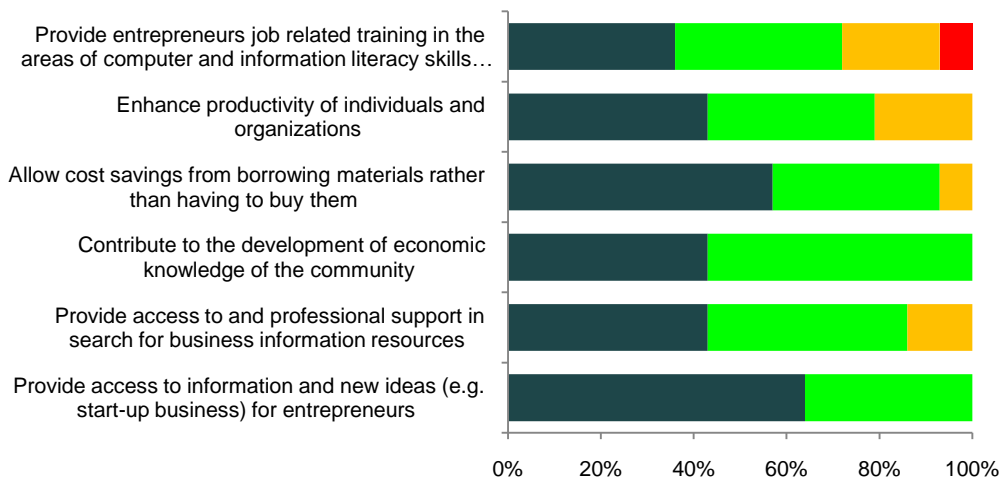
The officials agree that libraries should provide access to knowledge and use of ICT services as well as access to professionally processed information.

## Education



All 3 of these potential roles are very well supported.

## Economic development

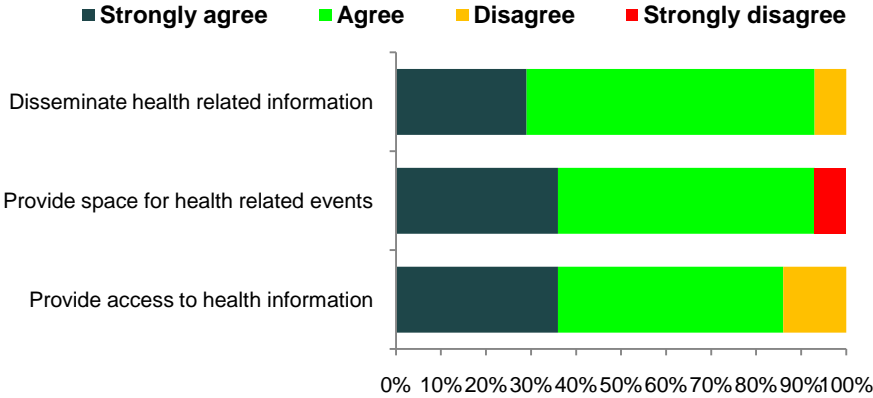


The idea of a role for libraries in economic development is very well supported.

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?:

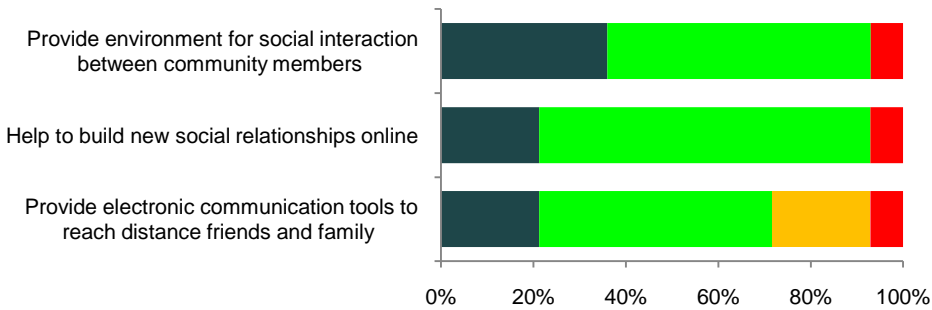
# Impact areas

## Health



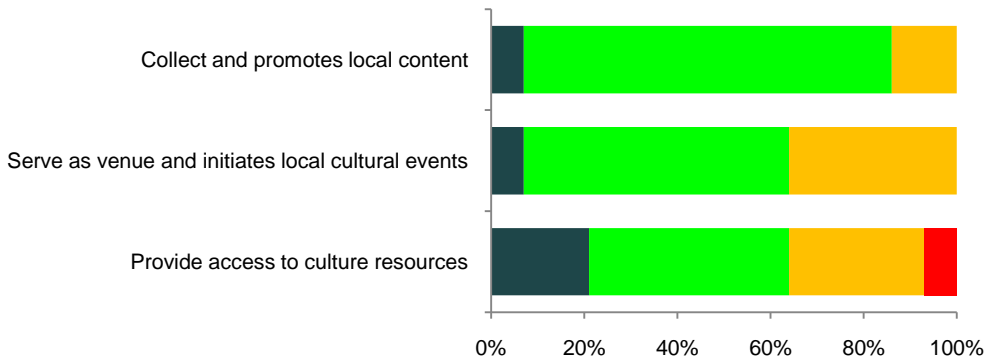
There is overwhelming support for the idea of a role for libraries in providing health information.

## Communication



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

## Culture

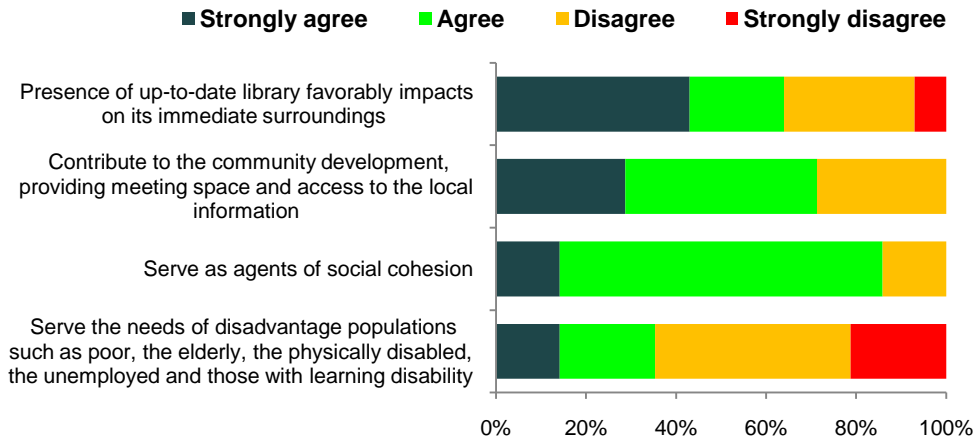


Whilst libraries' cultural role is accepted, a substantial minority do not think they have potential as venues for cultural events.

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

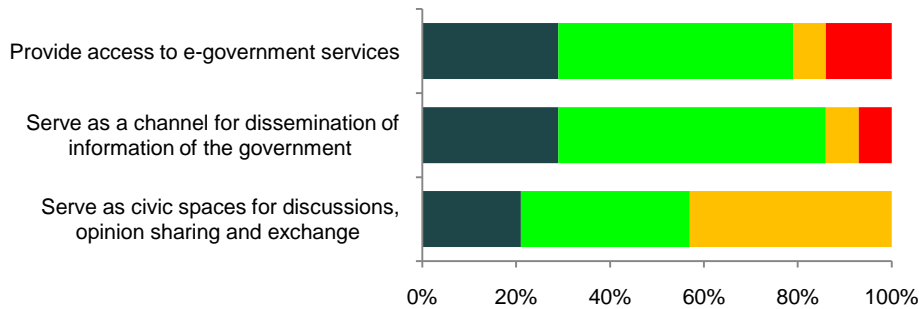
# Impact areas

## Social and community development



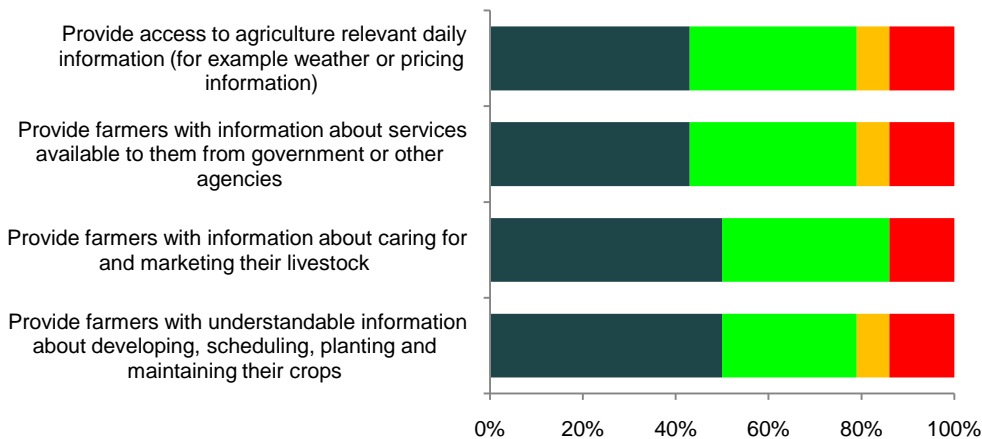
Whilst a substantial majority understand the social role of libraries, the idea that they could help disadvantaged people is accepted by only about one third of respondents.

## Citizen Empowerment, Democracy and E-Government



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

## Agriculture



A substantial majority recognises a potential role for public libraries in supporting agriculture. The minority that disagrees, disagrees strongly.

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?: