

Perceptions of public libraries in Africa
Tanzania Report
prepared for EIFL by TNS RMS East Africa
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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 |
|---|------------|------------|
| | 499 | 301 |
| Gender | % | % |
| Male | 72 | 48 |
| Female | 28 | 52 |
| Age | % | |
| 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 | - | - |
| Years of formal education | % | |
| 0-5 years | 4 | 7 |
| 6-12 years | 42 | 74 |
| 13-16 years | 43 | 16 |
| 17+ years | 10 | 3 |
| Education level | % | |
| 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 |
| Marital status | % | |
| 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 |
| Occupation status | % | % |
| 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 | - |
| Monthly Household income | USD | |
| 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 |
| LSM Group | % | |
| 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 |
|---|------------|------------|------------|-----------|-----------|-----------|
| Base: | 499 | 168 | 119 | 42 | 71 | 99 |
| | % | % | % | % | % | % |
| 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 | |

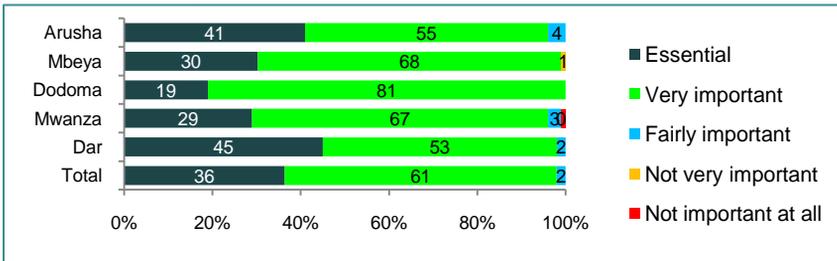
| Spontaneous associations (Non users) | Total | Dar | Mwanza | Dodoma | Mbeya | Arusha |
|---|------------|-----|--------|--------|-------|--------|
| Base | 301 | 101 | 75 | 25 | 48 | 52 |
| | % | % | % | % | % | % |
| Books | 74 | 82 | 70 | 79 | 68 | 72 |
| Information/knowledge storage and acquisition | 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.

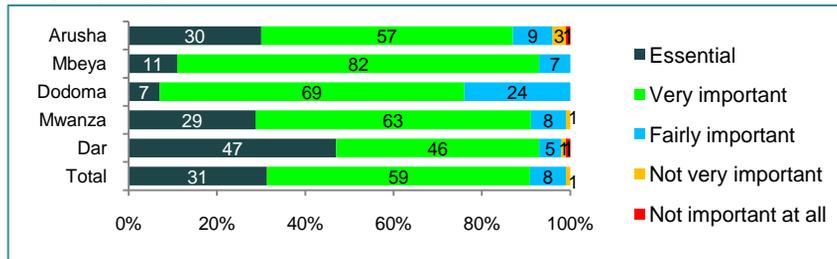
What words or images appear in your mind first when you hear the word „library“?

Importance of libraries to users

To the community



To the individual



Current residency amongst library users

| | Total | Dar | Mwanza | Dodoma | Mbeya | Arusha |
|------------------|-------|-----|--------|--------|-------|--------|
| Base | 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 |
|----------------------|-------|-----|--------|--------|-------|--------|
| Base | 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?

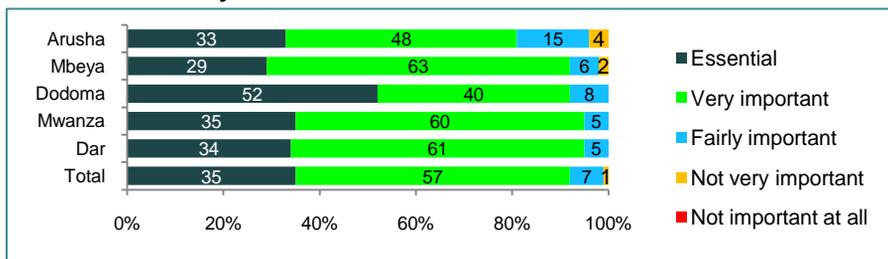
Libraries are valued and are seen as important. Users appreciate the value of libraries to both the individual as well as the community.

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.

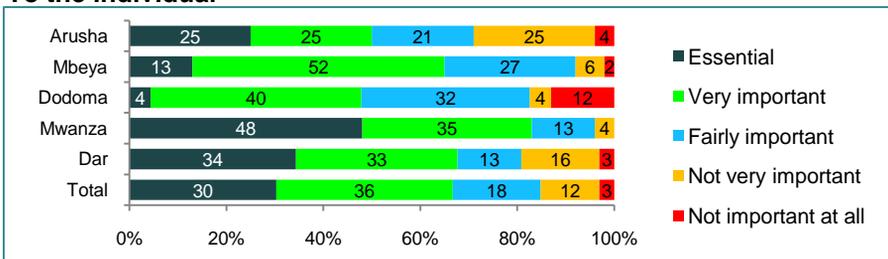
The degree of library importance, whether to self or community, declines slightly among non users as compared to users.

Importance of libraries to non users

To the community



To the individual



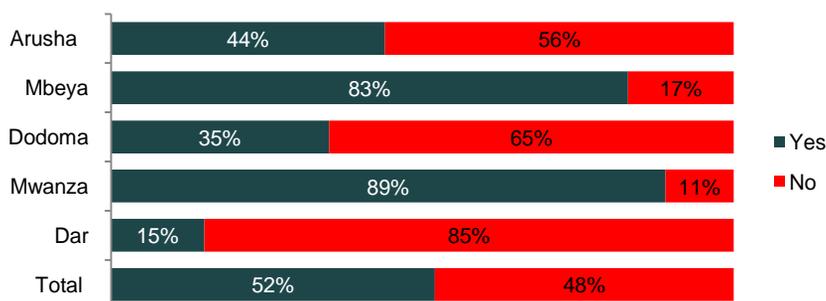
Non users in Tanzania see libraries as important to the community and not necessarily to themselves.

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 |
|------------------|-------|-----|--------|--------|-------|--------|
| Base | 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?

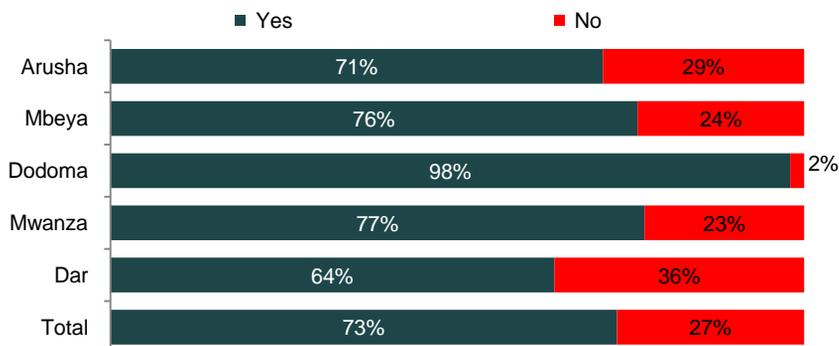
How important or unimportant are public libraries to you personally?

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% | 0% | 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 |
|--|-------|-----|--------|--------|-------|--------|
| Base: Total Sample | 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 |
|--|-------|-----|--------|--------|-------|--------|
| Base: All those who know there is a library in their area | 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 | - | - | - |

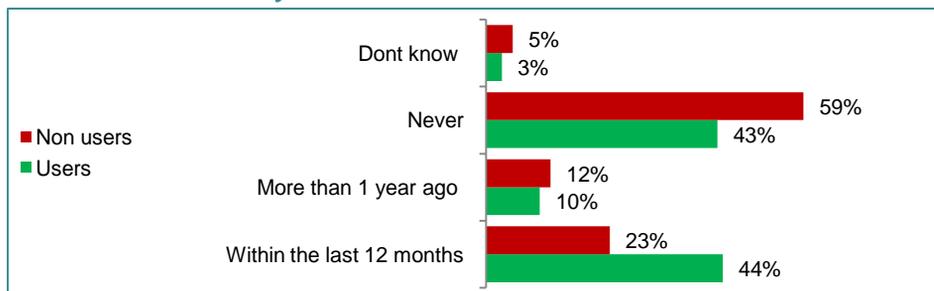
Both users and non users get to know about libraries through friends and therefore word of mouth would play a big role in spreading knowledge about libraries and possibly convert that into actual usage.

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.

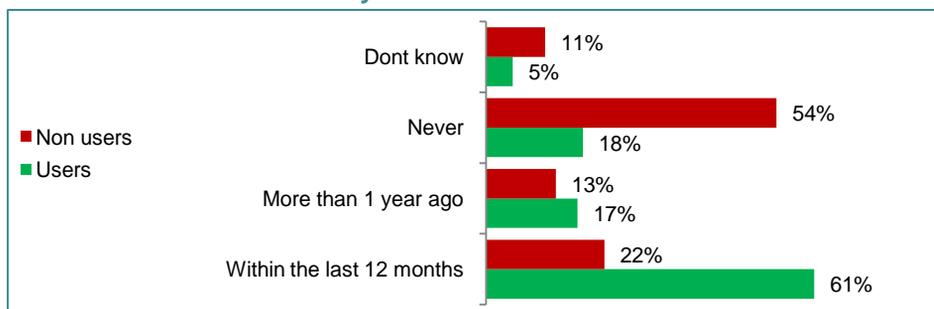
Whether other family members visit libraries



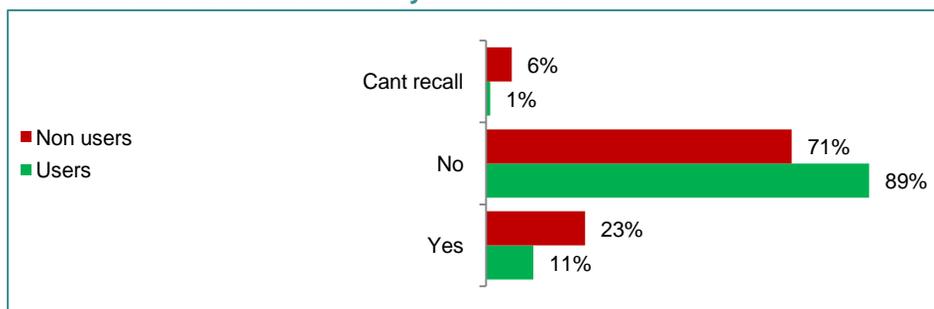
Users are influenced by and they also influence their friends on usage of libraries. 61% of users claim their friends have visited the library in the last 12 months compared to only 22% of non users.

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

Whether friends visit library



Whether has ever visited library with a child



Visiting libraries with children is not common, only 11% of users have visited a 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 |
|--|------------|------------|-----------|-----------|-----------|-----------|
| Base: Total Sample | 301 | 101 | 75 | 25 | 48 | 52 |
| | % | % | % | % | % | % |
| 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.

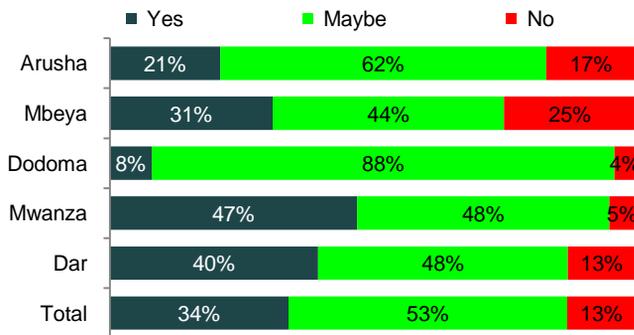
In addition to innovativeness, they also need to engage people in interesting ways in order to attract and retain their interest in using libraries. A third of non users (30%) claim that libraries have nothing to interest them.

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 |
|--|------------|------------|-----------|-----------|-----------|-----------|
| Base: Total Sample | 301 | 101 | 75 | 25 | 48 | 52 |
| | % | % | % | % | % | % |
| 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 |
|--|-------|-----|--------|--------|-------|--------|
| Base: Total Sample | 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 |
|--|-------|-----|--------|--------|-------|--------|
| Base: Total Sample | 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 |
|---------------------------|-------|-----|--------|--------|-------|--------|
| Base: Total Sample | 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 |
|---------------------------|-------|-----|--------|--------|-------|--------|
| Base: Total Sample | 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 |
|--|-------|-----|--------|--------|-------|--------|
| Base: All who use computer in library | 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 |
|--|-------|-----|--------|--------|-------|--------|
| Base: All who use internet in library | 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 |
|--|-------|-----|--------|--------|-------|--------|
| Base: Total Sample | 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 |
|---|-------|-----|--------|--------|-------|--------|
| Base: Total Sample | 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 |
|---|-------|-----|--------|--------|-------|--------|
| Base: Total Sample | 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.

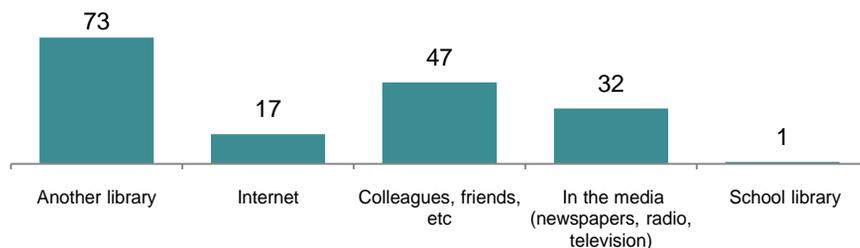
If the current library did not exist, a majority of users (73%) would look for another library to derive the same benefits, which indicates how important libraries are to the users.

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 |
|---|-------|-----|--------|--------|-------|--------|
| Base: Total Sample | 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?

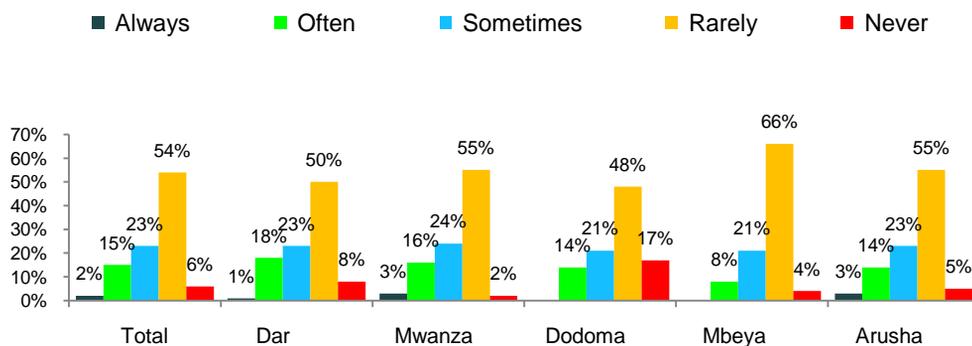
Have you benefited from visiting the library in the following areas?

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 |
|---|------------|----------|-----------|------------|------------|
| Base: All who turn to a librarian for help | 468 | 8 | 75 | 115 | 270 |
| | % | % | % | % | % |
| 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%

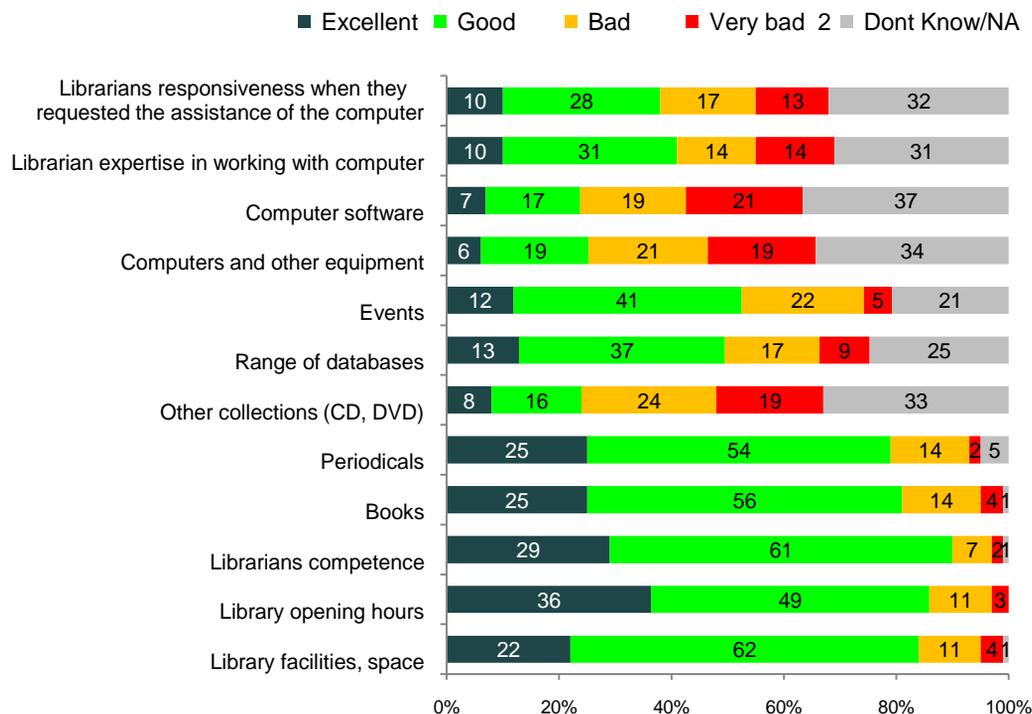
rating opening hours as excellent.

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 |
|--|------------|------------|------------|-----------|-----------|-----------|
| Base: All who are satisfied | 434 | 154 | 101 | 35 | 66 | 78 |
| | % | % | % | % | % | % |
| 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 |
|--|-------|-----|--------|--------|-------|--------|
| Base: All who are dissatisfied | 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 |
|---|-------|-----|--------|--------|-------|--------|
| Base: Total sample | 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 |
|---|-------|-----|--------|--------|-------|--------|
| Base: Total sample | 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 |
|---|-------|-----|--------|--------|-------|--------|
| Base: Total sample | 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

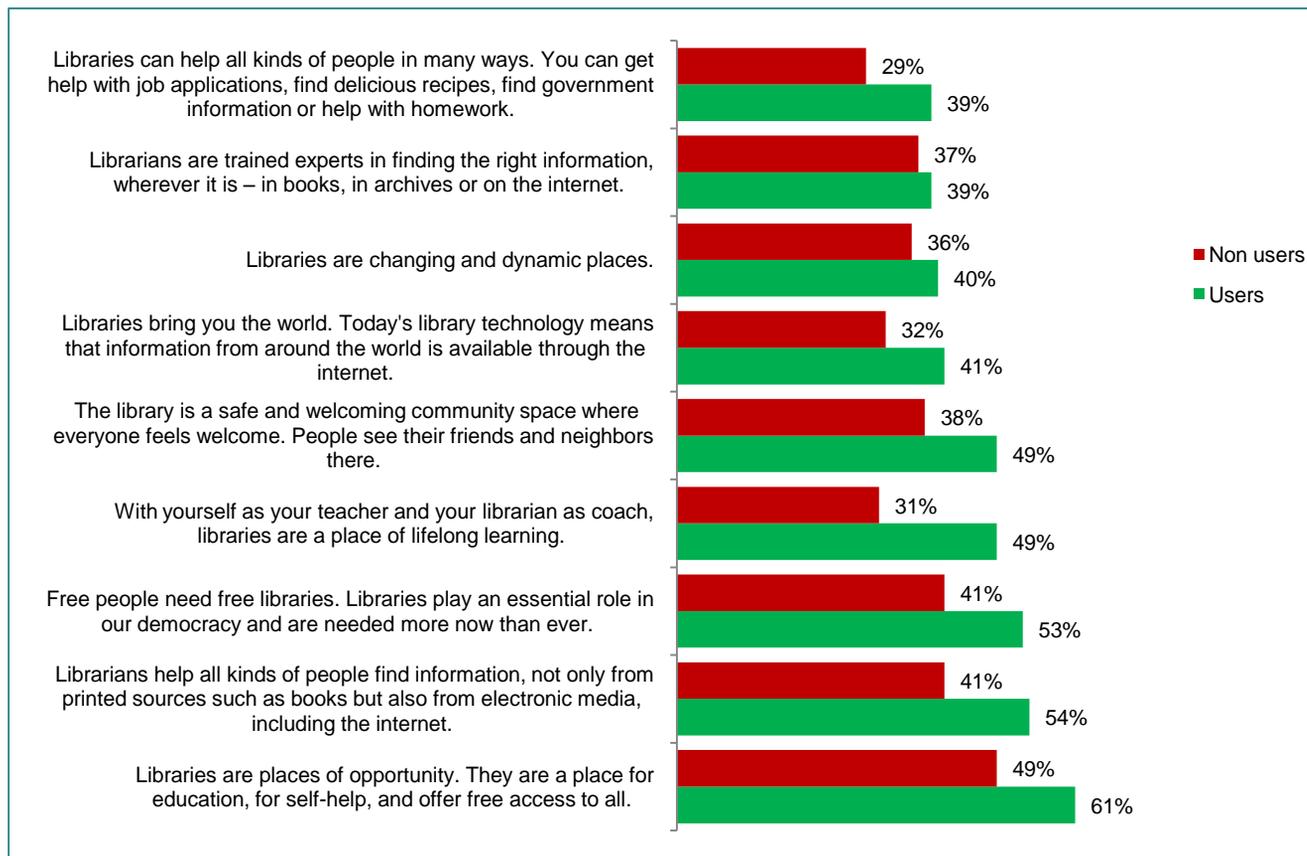
| | Total | Dar | Mwanza | Dodoma | Mbeya | Arusha |
|---|-------|-----|--------|--------|-------|--------|
| Base: Total sample | 301 | 101 | 75 | 25 | 48 | 52 |
| | % | % | % | % | % | % |
| Public libraries deserve MORE financial support | 76 | 72 | 85 | 60 | 88 | 67 |
| Public libraries deserve LESS 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



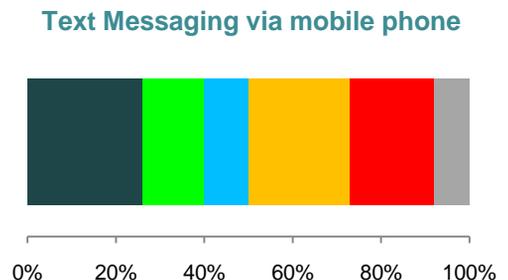
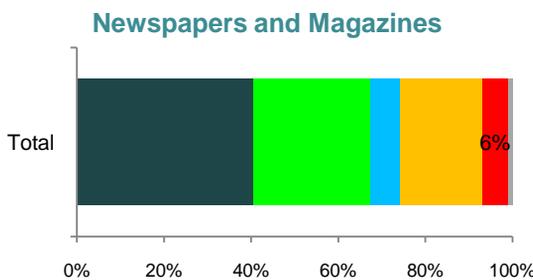
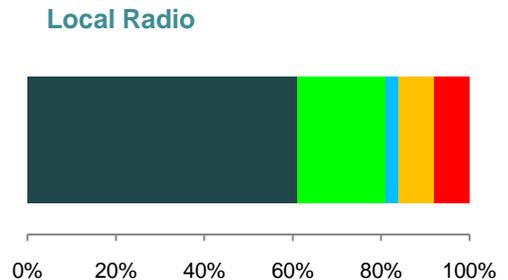
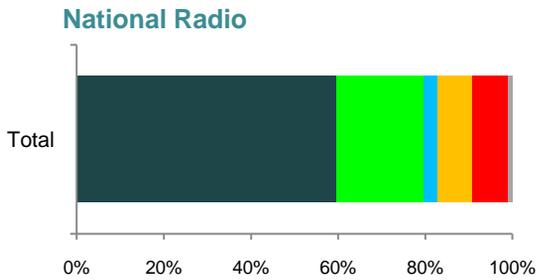
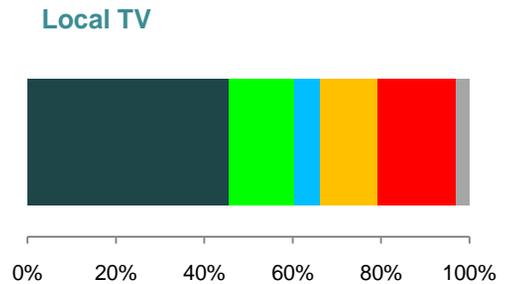
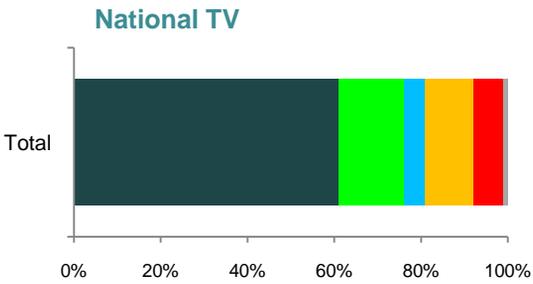
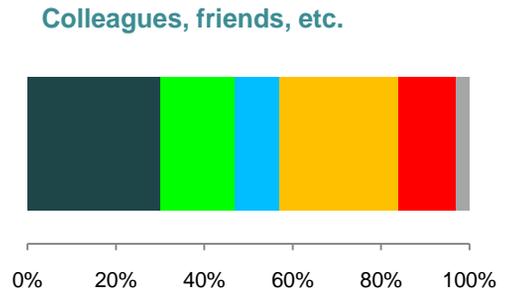
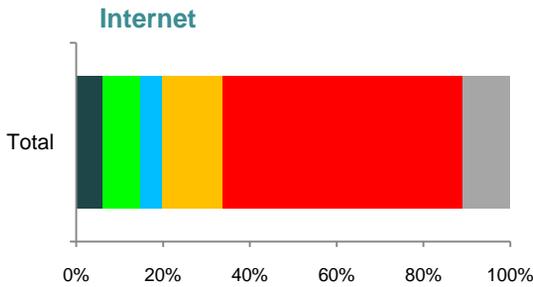
Users are generally more convinced by these statements compared to non users. Education for all gets the highest association with 61% of users and 49% of non users finding this to be very convincing.

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 |
|---------------------------|------------|-----|--------|--------|-------|--------|
| Base: Total Sample | 301 | 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

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City vs. rural
 National vs. others
 Age served
 Payment vs. non payment
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 Prioritization of funds if more is made available
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 Modernity rating
 Attributes association

Impact 45

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

Demographic characteristics (librarians)

| | Total |
|---|-----------|
| Base | 48 |
| Gender | % |
| Male | 71 |
| Female | 29 |
| Age | % |
| 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 |
| Position in library | % |
| Library director/manager | 6 |
| Deputy director/manager | 4 |
| Professional Librarian | 25 |
| Assistant librarian | 38 |
| Support staff | 13 |
| Senior library assistant | 2 |
| Education | % |
| 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 |
| Decision making | % |
| 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 |
|-----------------------------------|-------|-----|--------|--------|-------|--------|-------|
| Base = Number of libraries | 17 | 4 | 4 | 1 | 4 | 3 | 1 |

Status of library

| | Total | Dar | Mwanza | Dodoma | Mbeya | Arusha | Tanga |
|-------------------------|-------|-----|--------|--------|-------|--------|-------|
| Base = Libraries | 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 |
|-------------------------|-------|-----|--------|--------|-------|--------|-------|
| Base = Libraries | 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 |
|--|-------|-----|--------|--------|-------|--------|-------|
| Base = Libraries | 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 |
|--------------------------|-------|-----|--------|--------|-------|--------|-------|
| Base (libraries) | 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 |
|-----------------------------------|----------|-------|--------|--------|-------|--------|-------|
| Base = Number of libraries | 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 |
|-------------------------|---------|---------|---------|---------|---------|---------|---------|
| Base | 17 | 4 | 4 | 1 | 4 | 3 | 1 |
| | 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 |
|---|-----------|-----|--------|--------|-------|--------|-------|
| Base = Librarians | 48 | 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.

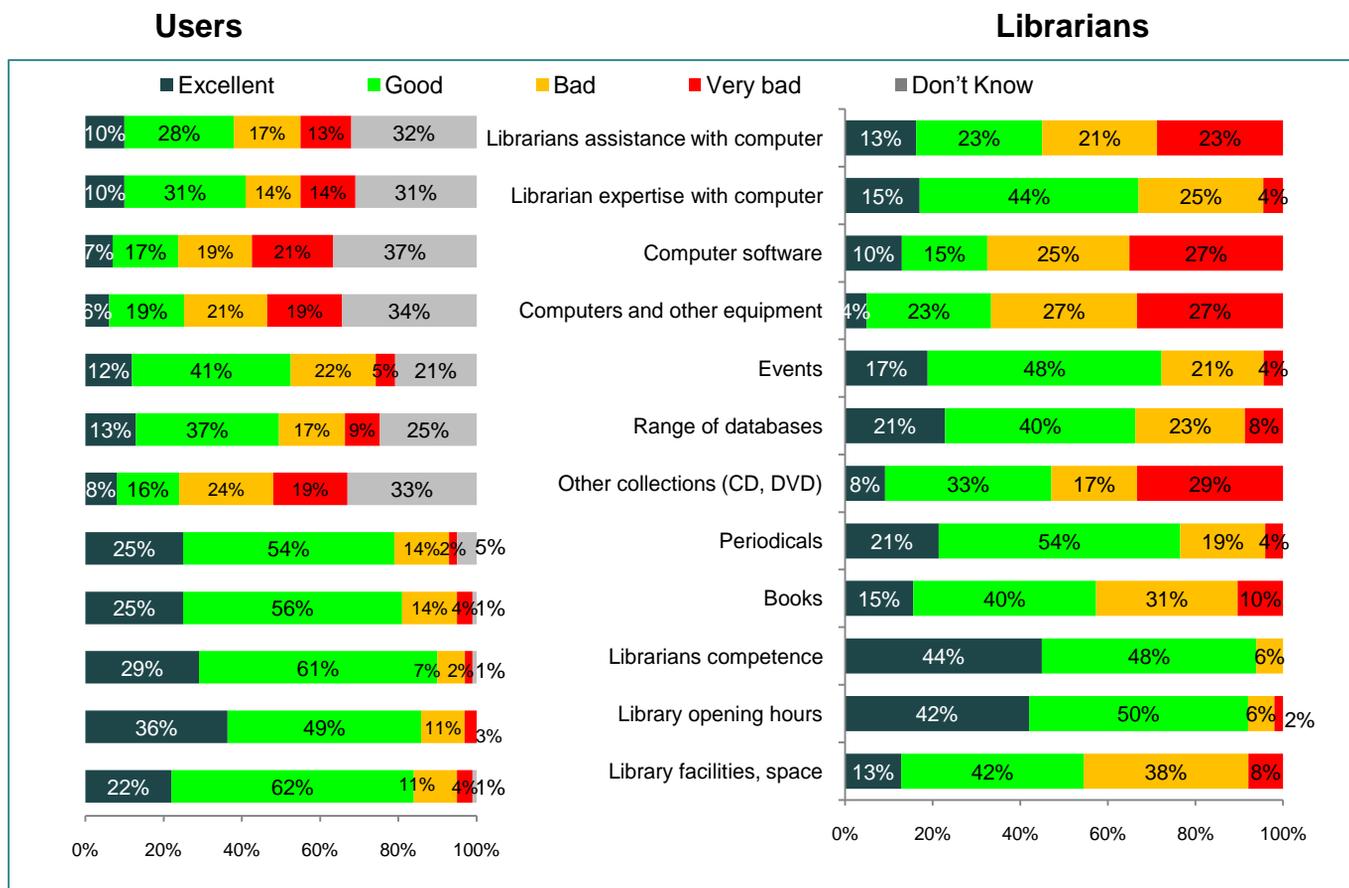
Digital services such lending out CDs or videos and use of computer /internet services are generally not readily available as only a few of the librarians mention these as offered in their libraries.

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 |
|---|-----------|-----|--------|--------|-------|--------|-------|
| Base | 48 | 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 |
|---|-----------|-----|--------|--------|-------|--------|-------|
| Base | 48 | 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

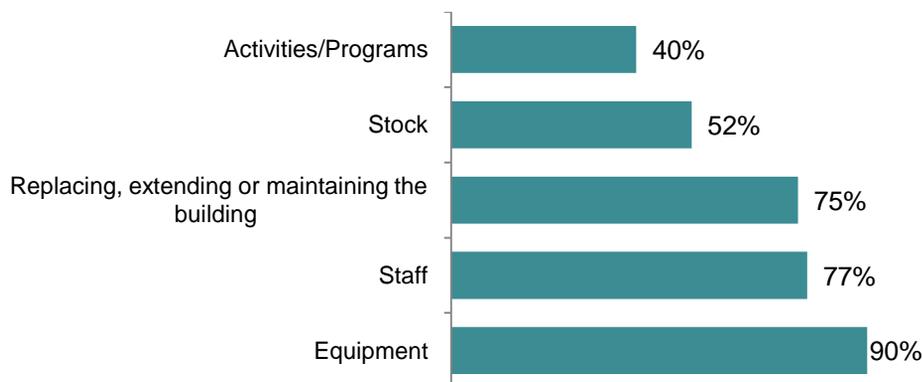
| Purpose (users) | Total | Dar | Mwanza | Dodoma | Mbeya | Arusha | Tanga |
|--|-----------|-----|--------|--------|-------|--------|-------|
| Base | 48 | 13 | 7 | 5 | 9 | 11 | 3 |
| | % | % | % | % | % | % | % |
| Inadequate books | 50 | 38 | 57 | 80 | 56 | 27 | 100 |
| Inadequate computers | 31 | 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

| | |
|---|-----------|
| Base: Will prioritize Equipments | 44 |
| More computers, TVs faxes, phone and printers | 44% |
| Modern furniture | 35% |
| Modern technology equipments like projectors and scanner | 21% |
| Base: Will prioritize Replacing, extending or maintaining the building | 36 |
| Add more space to accommodate large number of users | 31% |
| Renovate the building to avoid leakages | 28% |
| Build a new library | 22% |
| Base: Will prioritize stock | 25 |
| More books required | 72% |
| Increase stock in diversity and improving on the existing st | 8% |
| Stock should be updated to suit users needs | 4% |
| Base: Will prioritize staff | 37 |
| Add librarians | 24% |
| Conducive working environment | 19% |
| The staff need a boost of their salary | 16% |
| More technical staff | 14% |
| Base: Will prioritize Activities/Programs | 19 |
| 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.

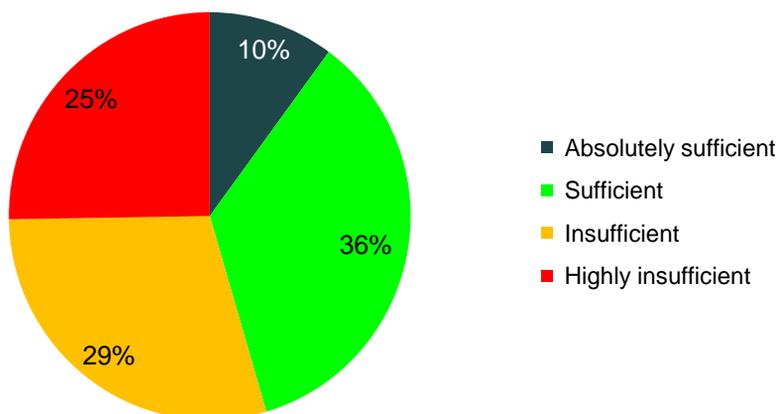
*If your library had more funding, to which of the following areas would you give your priority
Please elaborate each of the priorities marked, what needs to be done*

Ability to offer technology related services

Librarians who said they offer these technology related services

| Technology service | Total | Dar | Mwanza | Dodoma | Mbeya | Arusha | Tanga |
|---|-----------|-----|--------|--------|-------|--------|-------|
| Base | 48 | 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



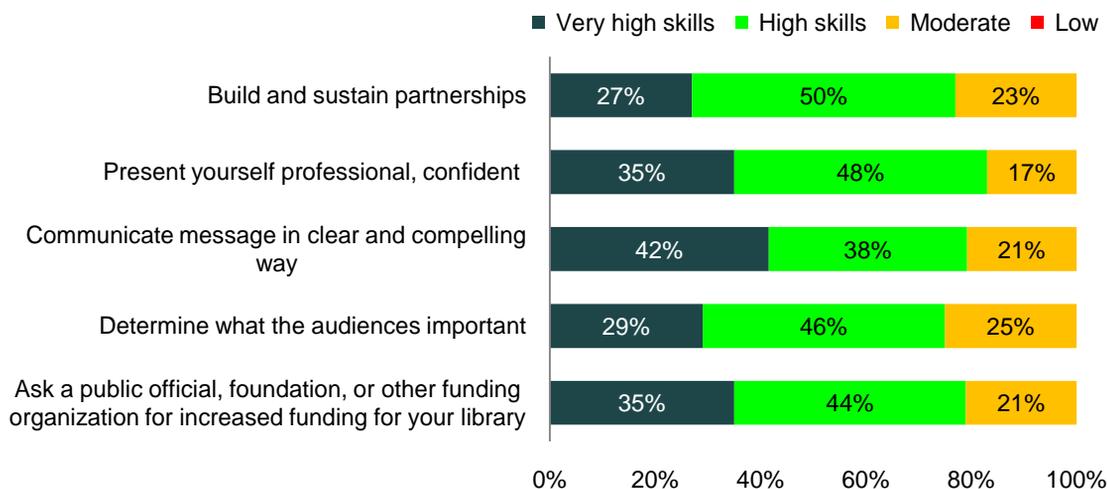
Printing is the main technology related service offered. More librarians in Dar es Salaam and Arusha said they offer most of the technology related services compared to the other towns.

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 |
|--|-----------|-----|--------|--------|-------|--------|-------|
| Base | 48 | 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

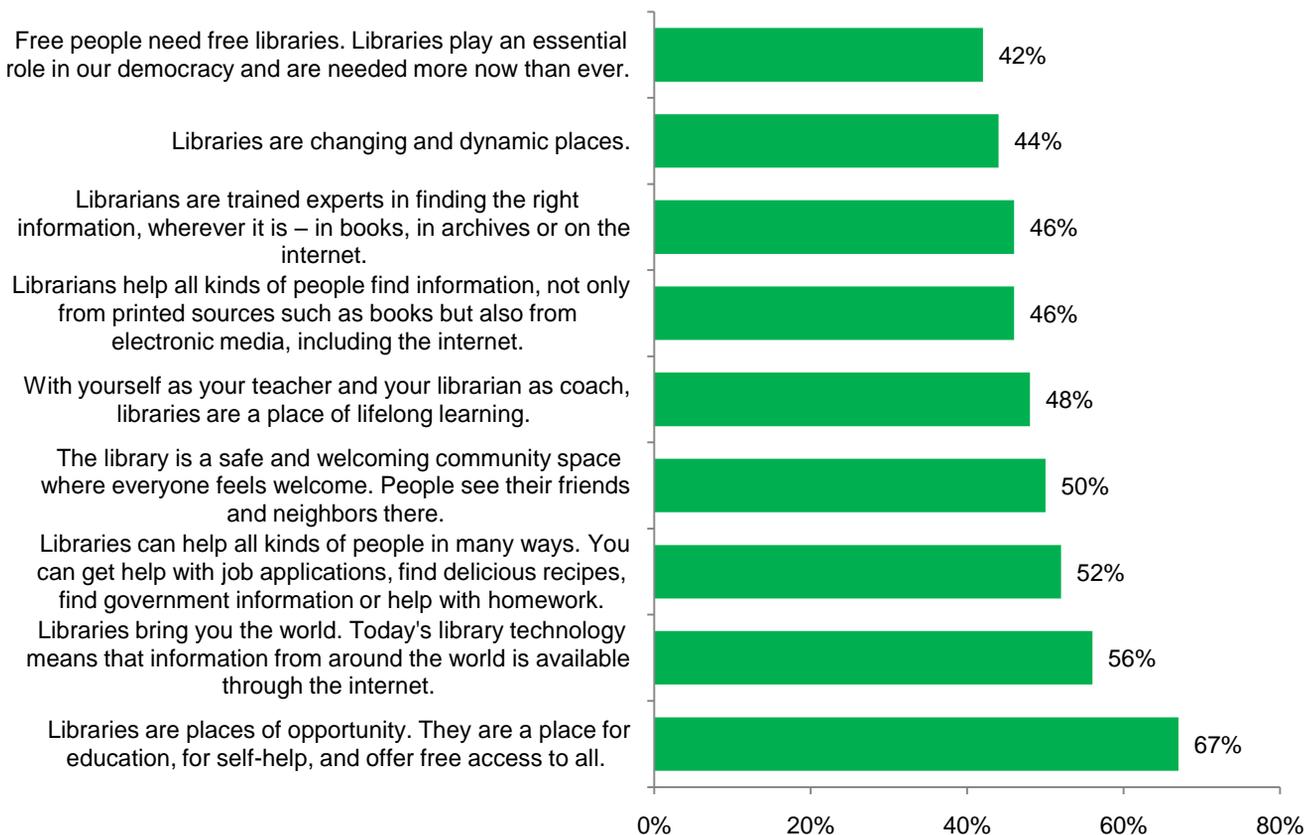
| Attributes | Total | City | Rural area |
|---|-----------|------|------------|
| Base | 48 | 37 | 11 |
| | % | % | % |
| Friendly | 79 | 78 | 81 |
| Inclusive | 71 | 73 | 63 |
| Has highly-skilled librarians | 71 | 73 | 63 |
| Modern | 52 | 54 | 45 |
| Offers different activities and entertainment | 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.

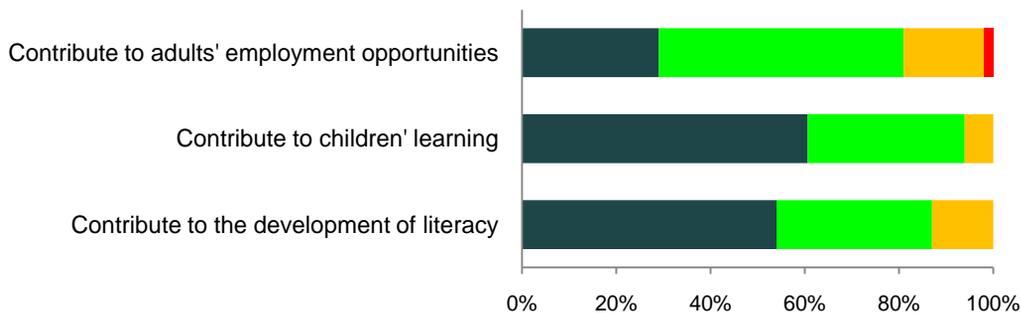
Let me read some statements in support of librarians and libraries. Please tell me whether each statement seems very convincing, somewhat convincing, not convincing to your own point of view

Impact of libraries

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

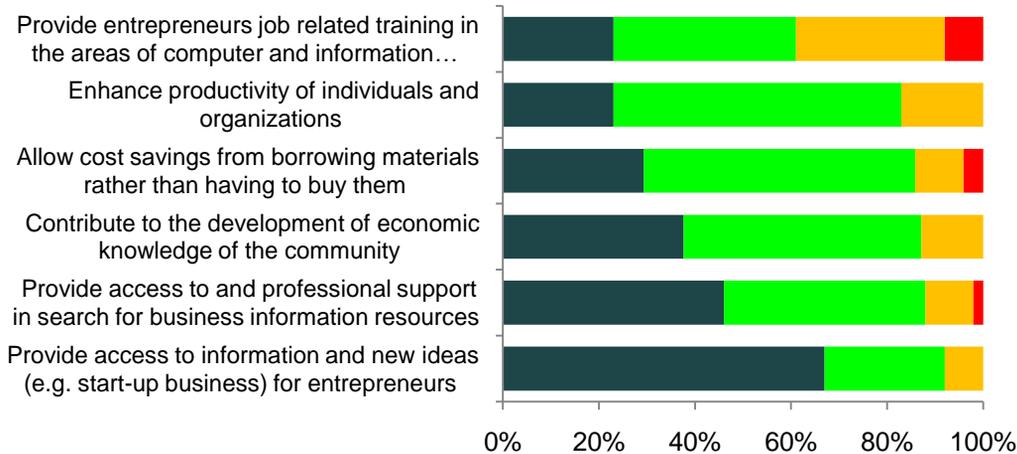
Education

Strongly agree Agree Disagree Strongly disagree



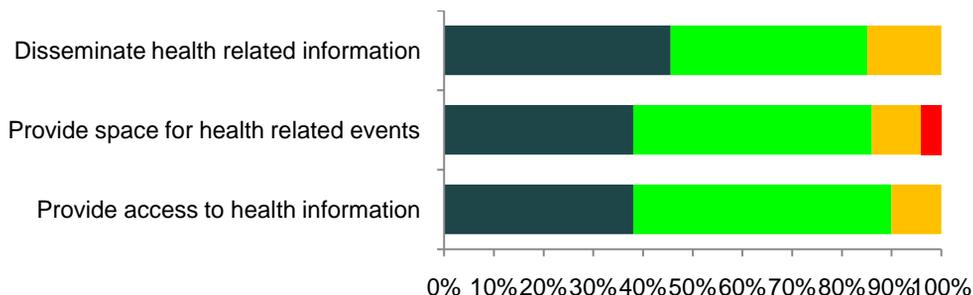
Librarians feel that libraries contribute to literacy and children's learning but a small minority have doubts about contributing to adult employment opportunities.

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



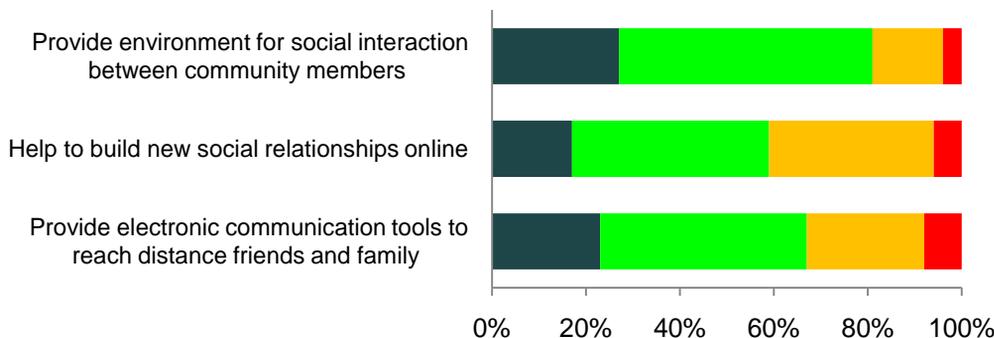
Access to health related information is not in doubt. A more proactive engagement with the health sector is an opportunity area.

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

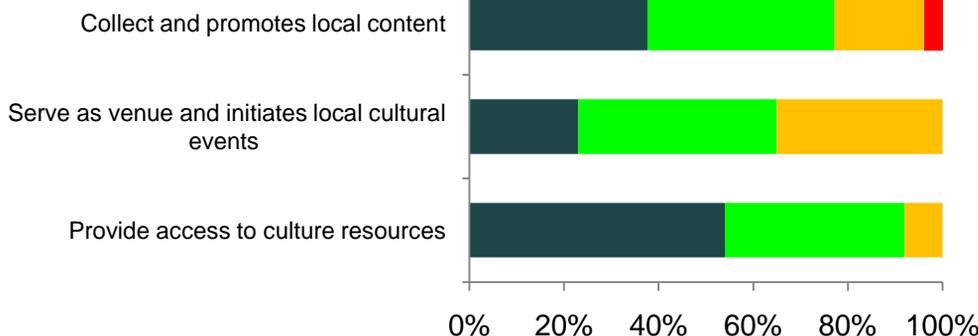
Communication

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



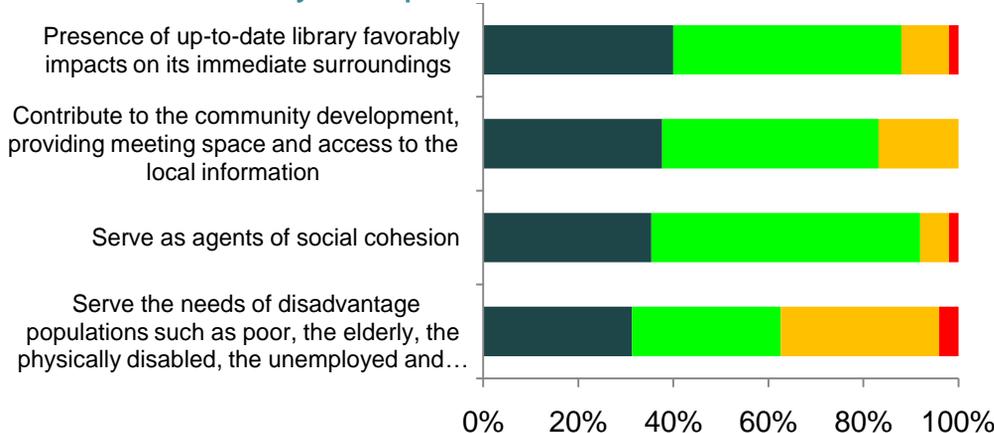
Lack of sufficient computing and internet based resources is demonstrated by the significant disagreements expressed regarding the potential role of libraries in digital communication.

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



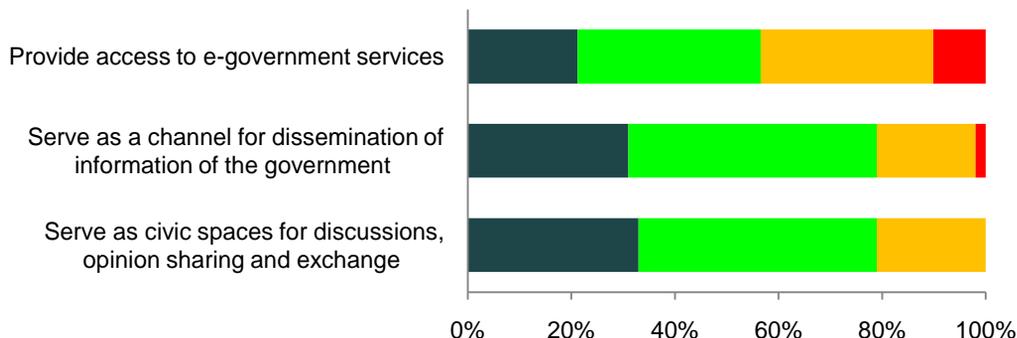
It appears that libraries as currently structured are not seen as having potential to serve the needs of the disadvantaged in the community.

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

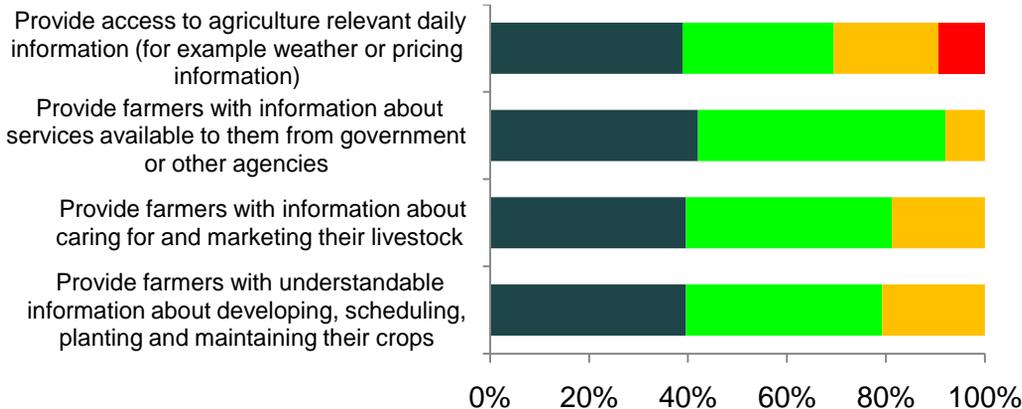
■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



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.

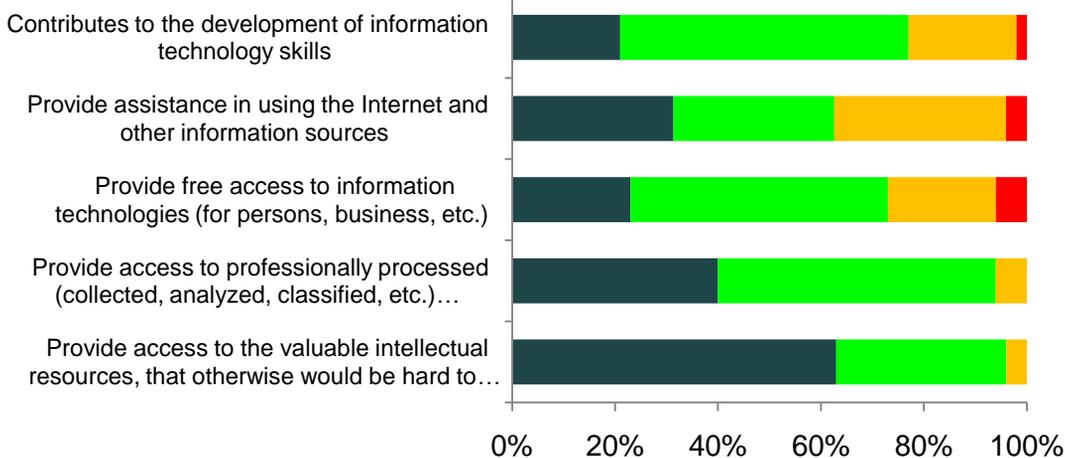
There is wide agreement that farmers could benefit from agricultural related information. Some librarians disagree with provision of daily real time information perhaps because of lack of appropriate technologies.

Agriculture outcomes



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.

Information society and digital divide



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 |
|---------------------------|-----------|-----|--------|--------|-------|--------|-------|
| Base | 48 | 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 | - |

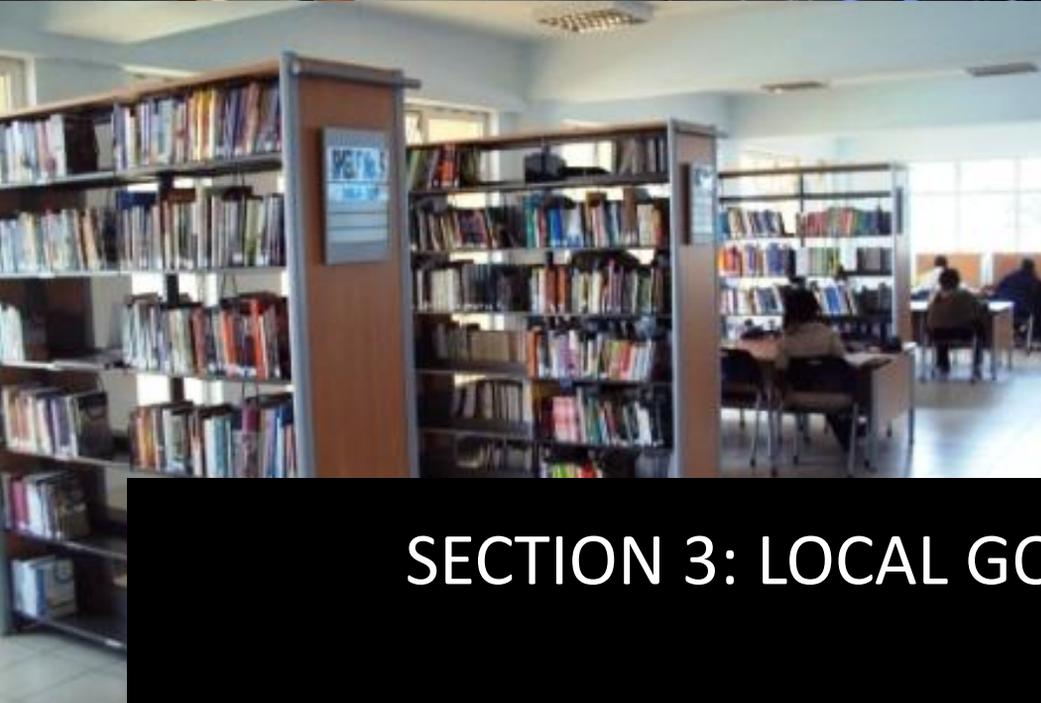
Type of buzz about libraries in the media

| 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

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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 |
|-------------------------------|-------|
| Base (n =) | 38 |
| Gender % | % |
| Male | 55 |
| Female | 45 |
| Age % | % |
| 21 yrs - 30 yrs | 13 |
| 31 yrs - 40 yrs | 32 |
| 41 yrs - 50 yrs | 34 |
| 51 yrs - 60 yrs | 21 |
| 61 yrs - 70 yrs | - |
| Education % | % |
| Secondary education | 29 |
| Higher | 71 |
| Duration in position % | % |
| 01-02 Yrs | 34 |
| 03-05 Yrs | 39 |
| 06+ | 19 |
| Decision making % | % |
| 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

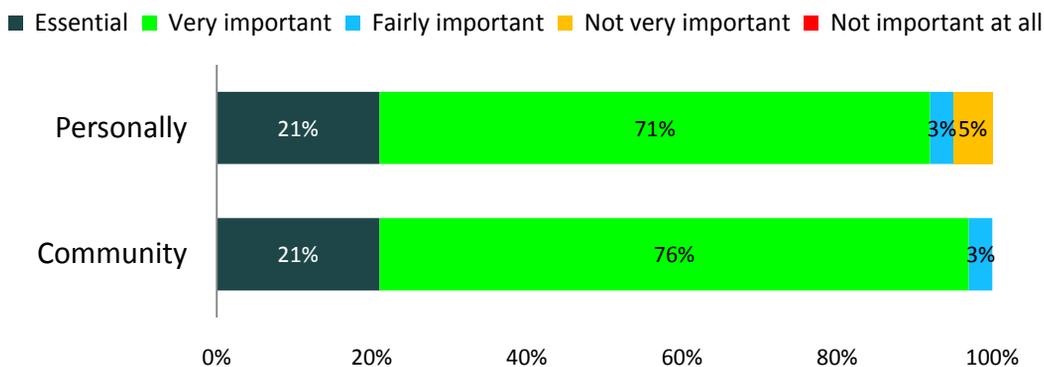
| Associations (Officials of local authorities that operate libraries) | Tanzania | Dar | Mwanza | Mbeya | Arusha |
|---|----------|-----|--------|-------|--------|
| Base | 38 | 8 | 10 | 10 | 10 |
| | % | % | % | % | % |
| Information/knowledge storage and acquisition | 79 | 72 | 94 | 60 | 90 |
| Books | 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 |
|---|-----------|-----|--------|-------|--------|
| Base = (officials of local authorities that operate libraries) | 38 | 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

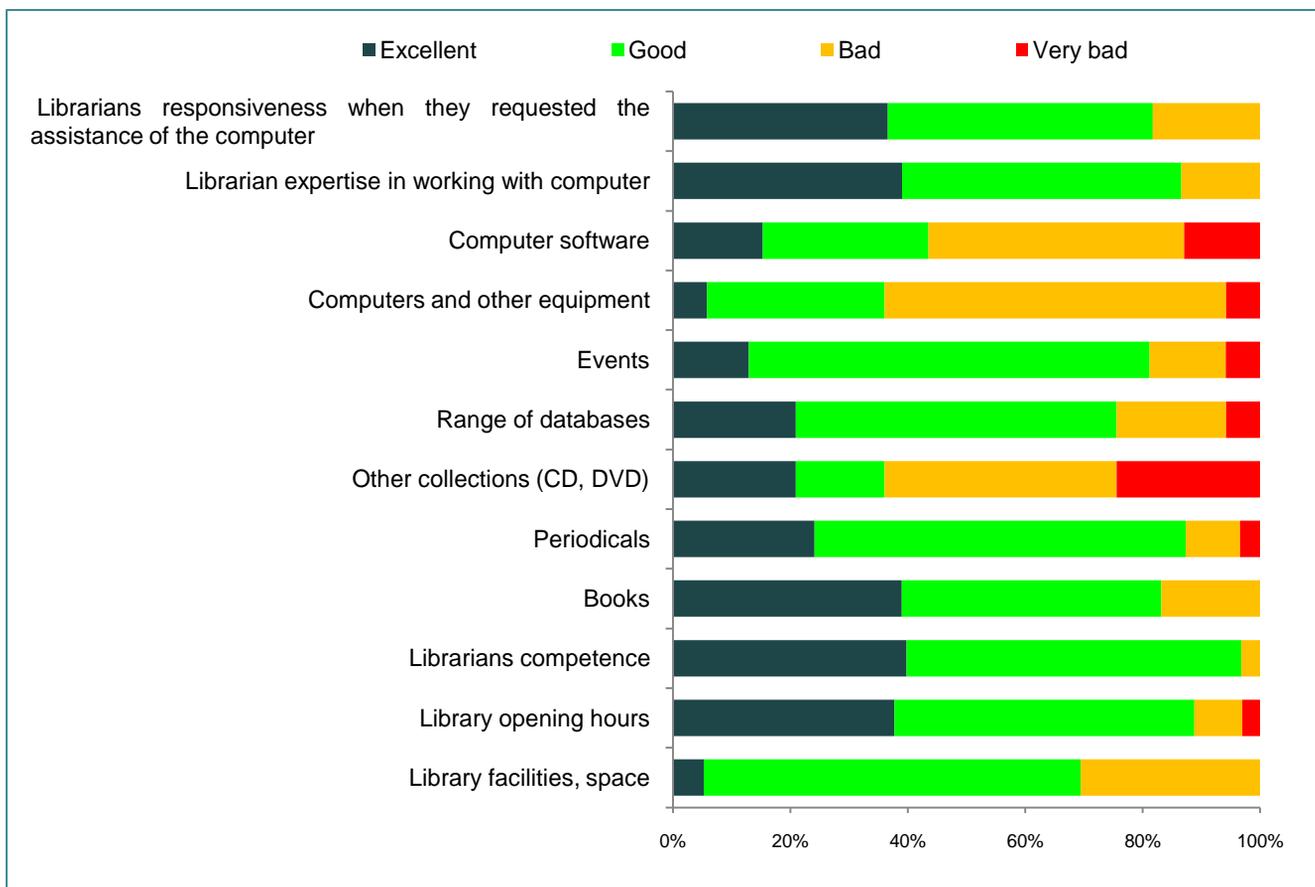
Sources of awareness about local library situation (officials of local authorities that operate libraries)

| Source of awareness | Total | Dar | Mwanza | Mbeya | Arusha |
|--|-----------|----------|-----------|-----------|-----------|
| Base = | 38 | 8 | 10 | 10 | 10 |
| | % | % | % | % | % |
| 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)

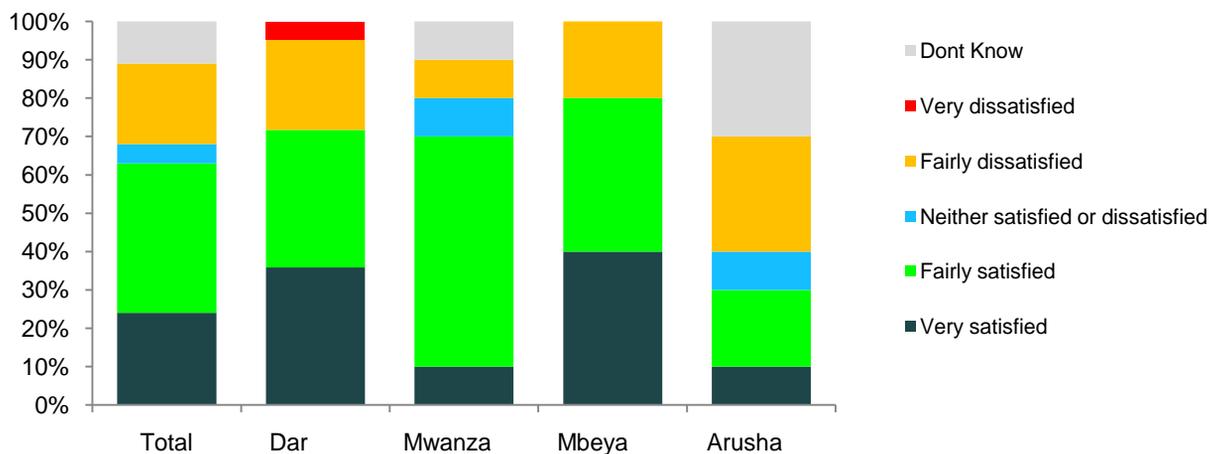


The officials of local authorities that operate libraries in Tanzania feel that their libraries are faring well in areas related to the traditional roles of the library, but aspects that have to do with computing and related resources are not very well rated again indicating the resource constraints 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 |
|--|-------|-----|--------|-------|--------|
| Base those satisfied | 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 |
|--|-----------|----------|----------|----------|----------|
| Base = (officials of local authorities that operate libraries who are dissatisfied) | 10 | 2 | 2 | 2 | 4 |
| Attribute | % | % | % | % | % |
| 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 |
|---|-----------|----------|-----------|-----------|-----------|
| Base = (officials of local authorities that operate libraries) | 38 | 8 | 10 | 10 | 10 |
| Focus areas | % | % | % | % | % |
| 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 |
|---|-----------|-----|--------|-------|--------|
| Base = (officials of local authorities that operate libraries) | 38 | 8 | 10 | 10 | 10 |
| Benefits (spontaneous mention) | % | % | % | % | % |
| 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.

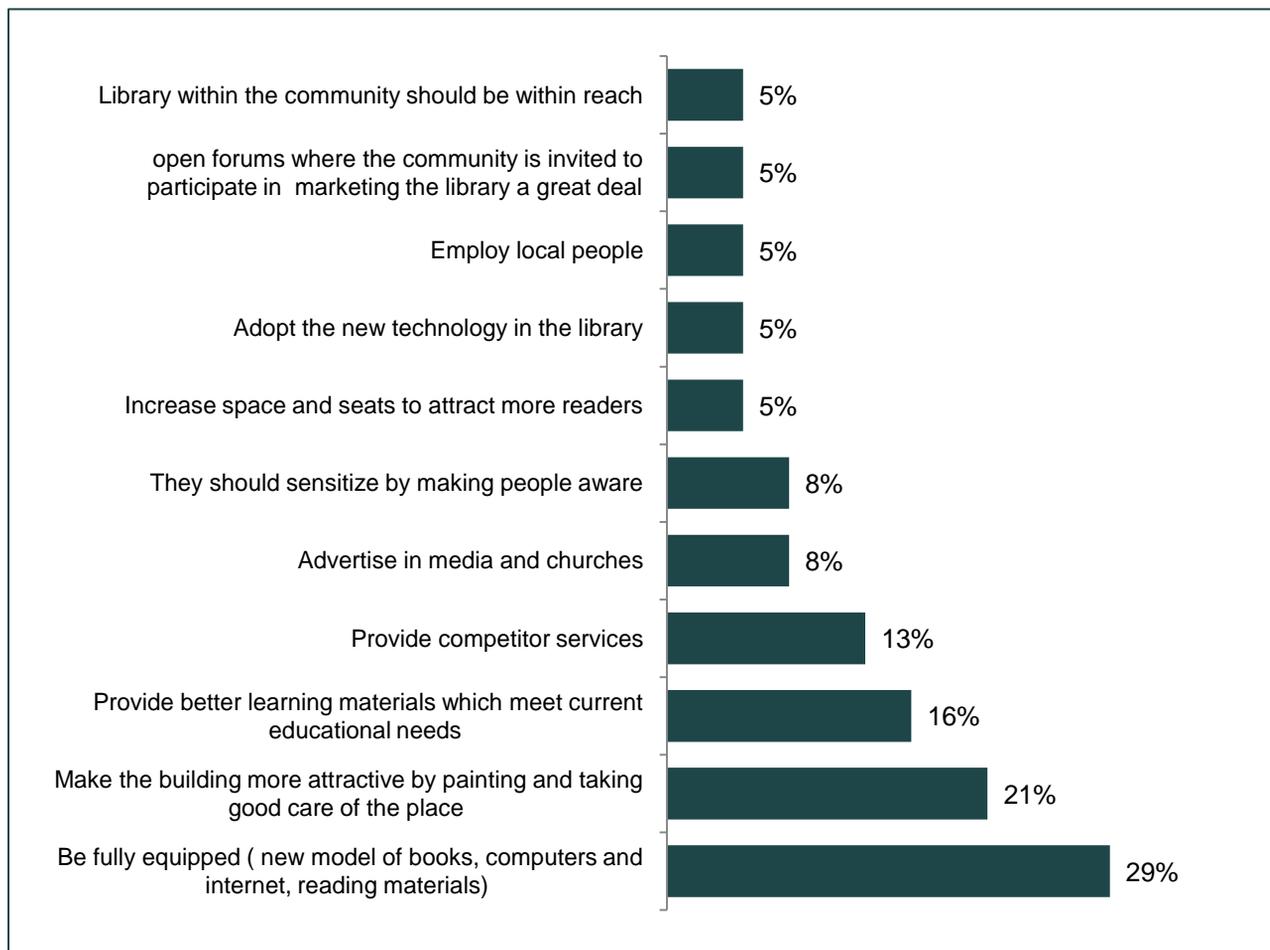
How people benefit from visiting the library – Spontaneous

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

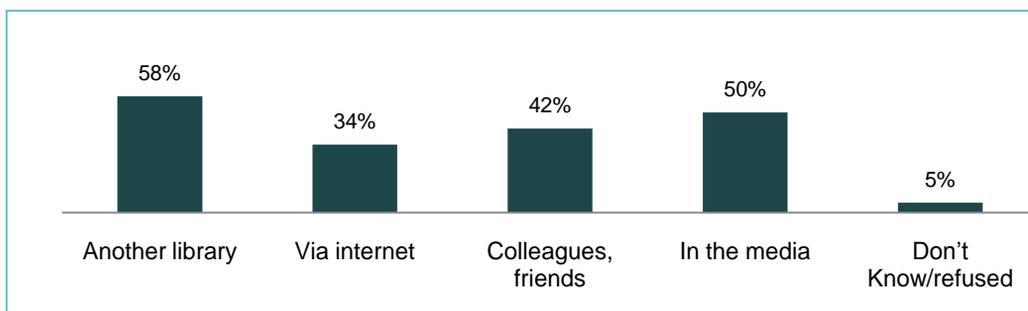
Overall, to what extent are you informed of the local library situation, services and events?

The purpose of libraries

Local level officials view of the purposes served by libraries

| Purpose | Total | Dar | Mwanza | Mbeya | Arusha |
|---|-----------|-----|--------|-------|--------|
| Base = (officials of local authorities that operate libraries) | 38 | 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.

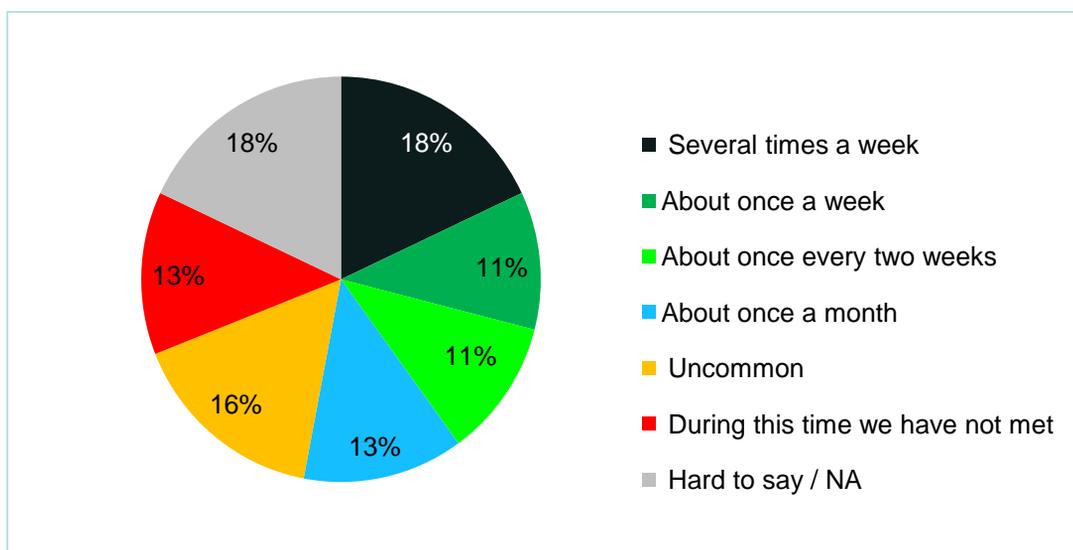
Other libraries are the main alternatives to the advantage offered by current local libraries, however, the media is mentioned by half of the officials interviewed as an alternative source of the current advantage accrued from the local library.

*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

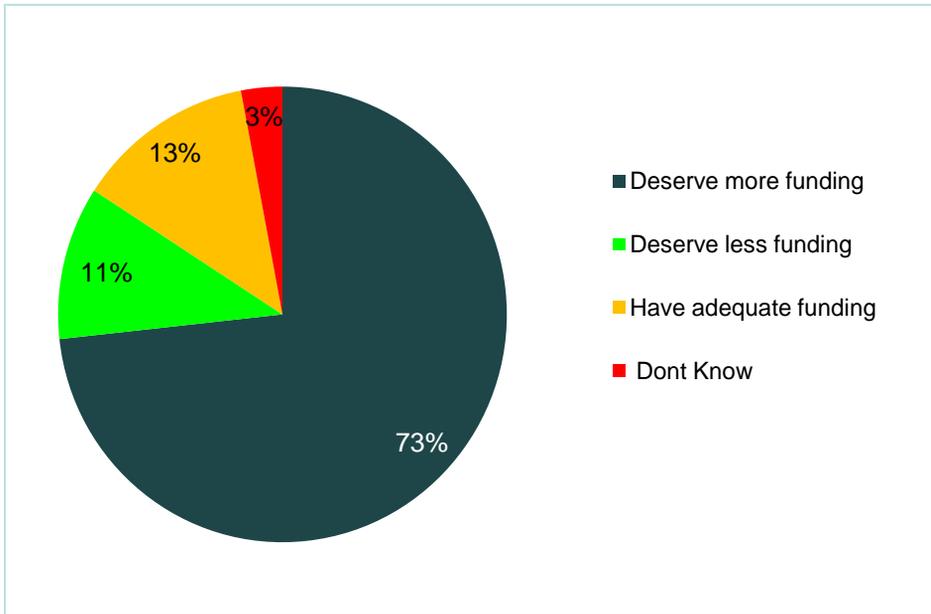


Although not all officials of local authorities that operate libraries are meeting with the library managers frequently, more than half of them meet with the library managers at least once every month which means they have sufficient interaction to understand the needs and challenges facing librarians.

*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

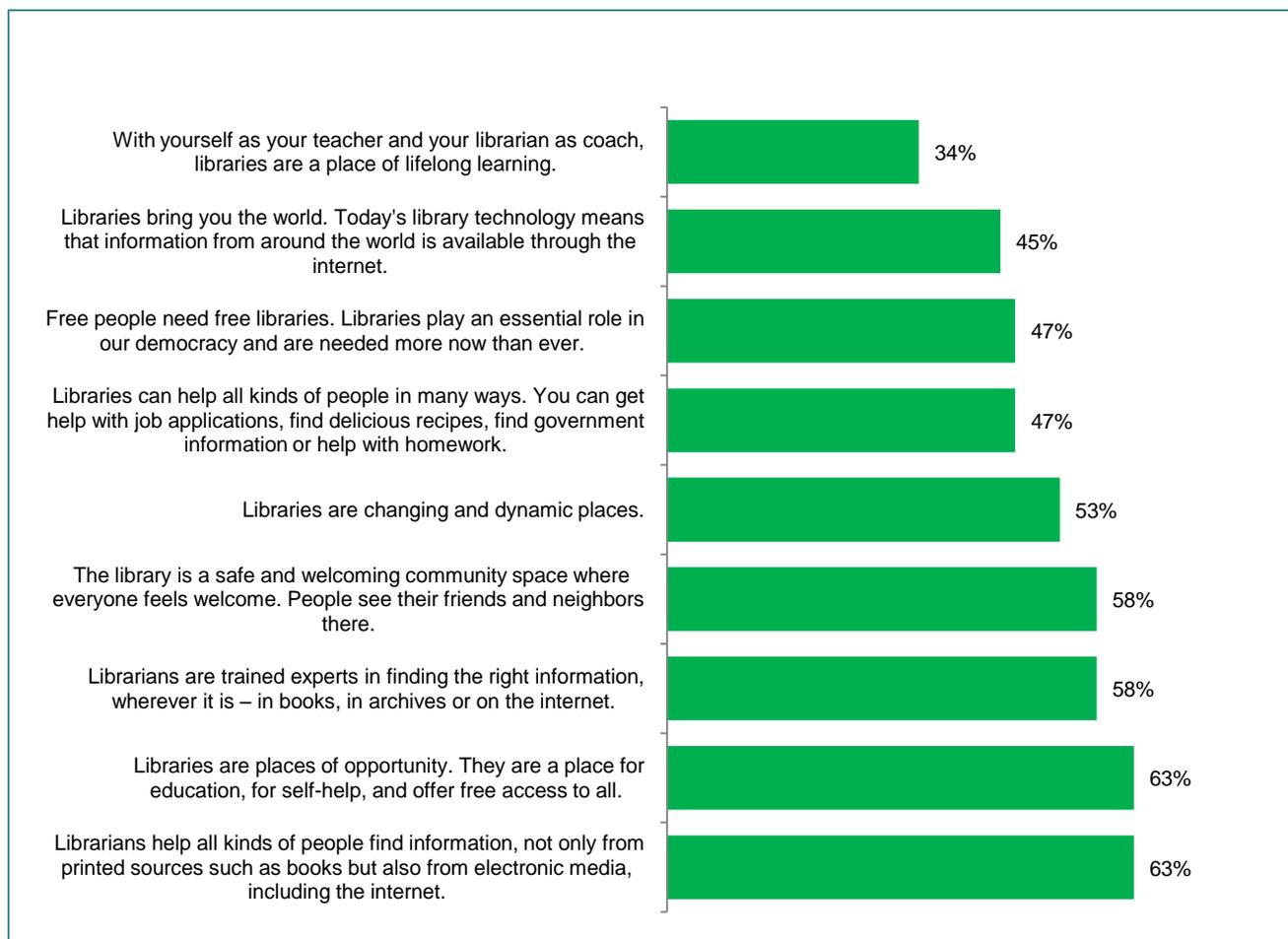


Its interesting to note that despite acknowledging the resource constraints that libraries are facing, about a quarter of the officials feel that libraries do not deserve additional funding, perhaps because they cannot see the 'tangible' benefits of libraries. This is a major challenge for advocacy.

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 |
|---|-----------|-----|--------|-------|--------|
| Base = (officials of local authorities that operate libraries) | 38 | 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)

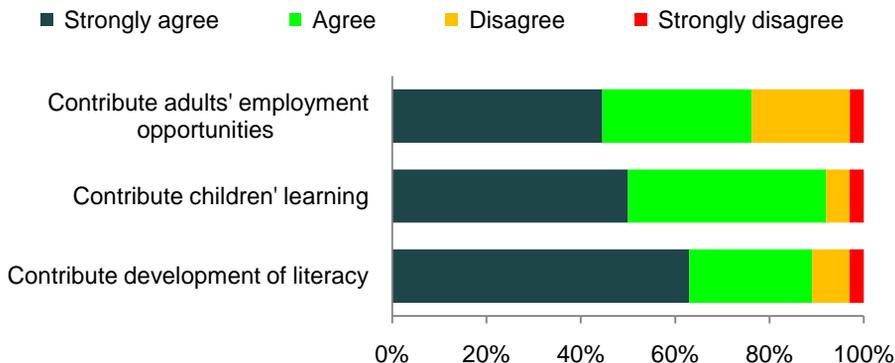
| Main issues | Total | Dar | Mwanza | Mbeya | Arusha |
|--|-----------|-----|--------|-------|--------|
| | 38 | 8 | 10 | 10 | 10 |
| | % | % | % | % | % |
| Inadequate books | 32 | 38 | 80 | - | 10 |
| Congestion | 18 | 38 | 10 | - | 30 |
| People are not ready to go to the libraries | 18 | 50 | - | - | 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.

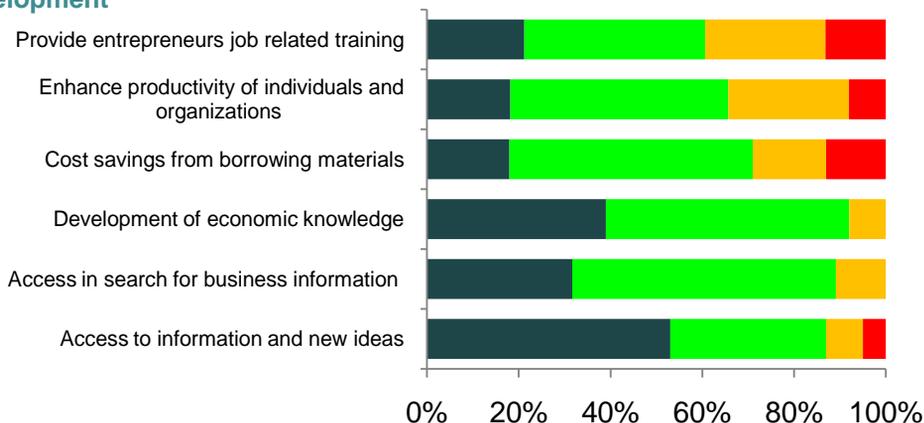
What are the main issues of your local community??

Impact areas

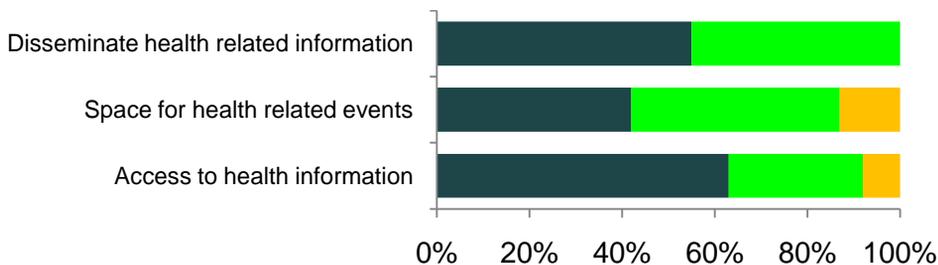
Education



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.

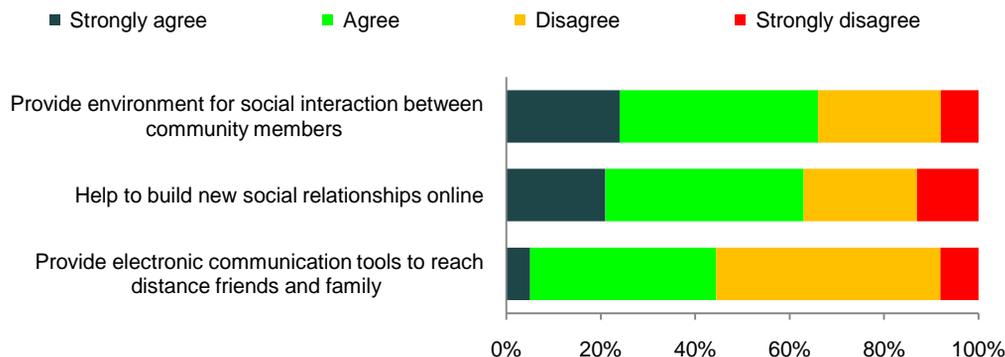
Various contributions by libraries to economic development are widely accepted.

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

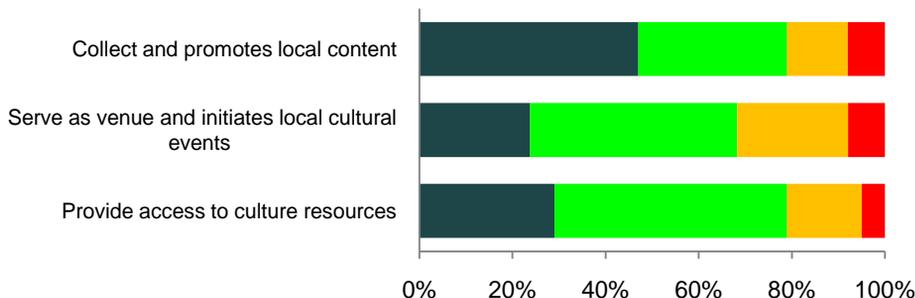
Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

Impact areas

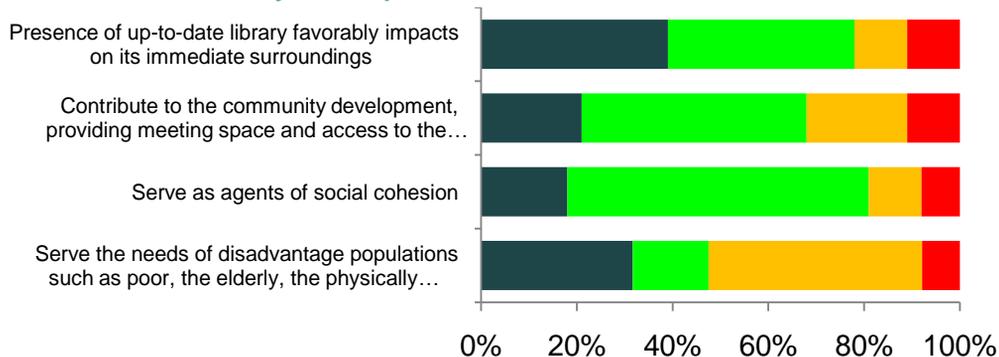
Communication



Culture



Social Inclusion and Community Development



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

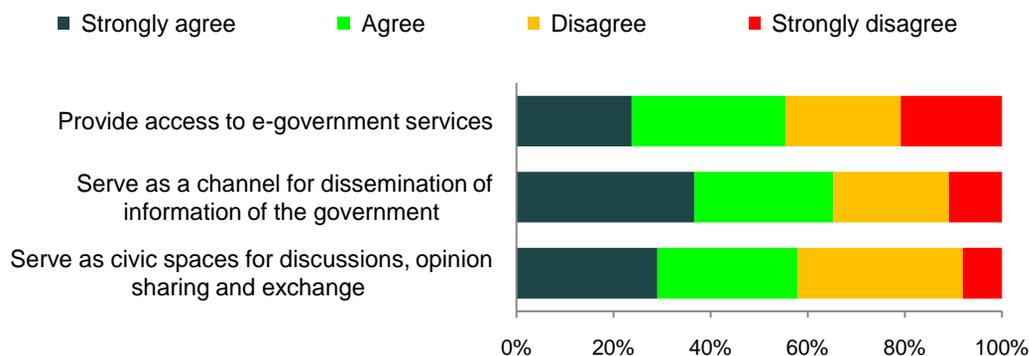
It is recognised that libraries play a role in promoting culture but a minority doubt their capacity to act as venues for events.

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.

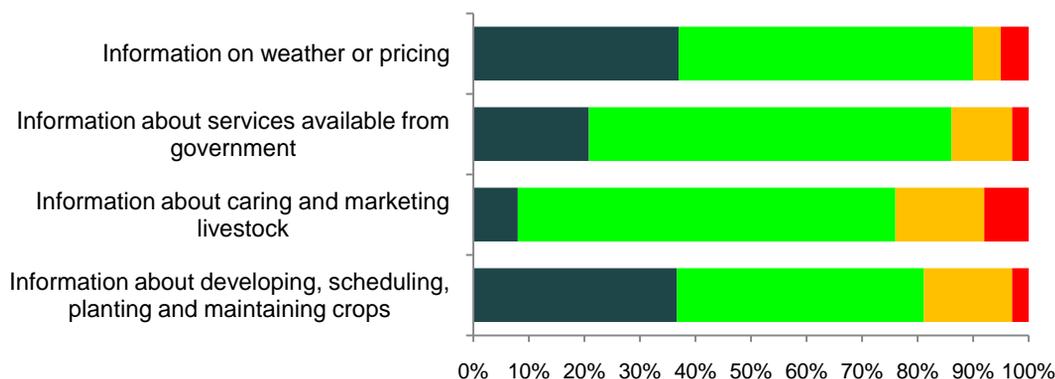
Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

Impact areas

Citizen Empowerment, Democracy and E-Government



Agriculture outcomes



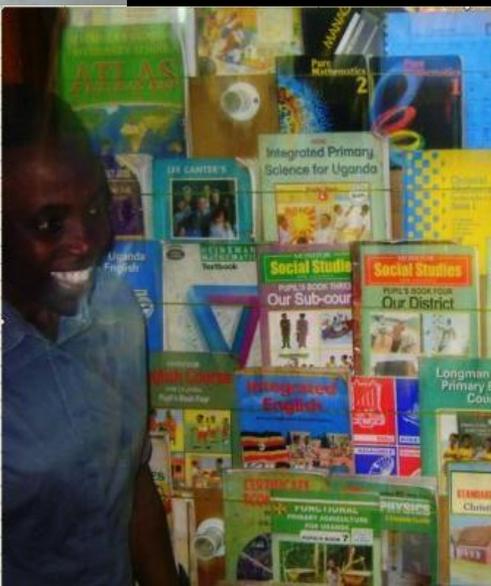
There is a considerable amount of disagreement regarding role of libraries in governance and civic empowerment, perhaps because the government has not taken initiative in this direction.

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



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Economic development
Health
Communication
Culture
Social inclusion and community development
Citizen empowerment, democracy and E-Government
Agriculture

Demographic characteristics

| | Total |
|-------------------------------|-----------|
| Base (n =) | 14 |
| Gender % | % |
| Male | 50 |
| Female | 50 |
| Age % | % |
| 21 yrs - 30 yrs | 14 |
| 31 yrs - 40 yrs | 43 |
| 41 yrs - 50 yrs | 21 |
| 51 yrs - 60 yrs | 21 |
| Education % | % |
| Secondary education | 7 |
| Higher | 93 |
| Duration in position % | % |
| 01-02 Yrs | 14 |
| 03-05 Yrs | 50 |
| 06-10 Yrs | 14 |
| Decision making % | % |
| 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 (National level officials) | Total | Male | Female |
|---|-----------|----------|----------|
| Base | 14 | 7 | 7 |
| | % | % | % |
| 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 |
|---|-----------|----------|----------|
| Base: Total Sample | 14 | 7 | 7 |
| | % | % | % |
| 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 |
|---|-----------|----------|----------|
| Base: Total Sample | 14 | 7 | 7 |
| | % | % | % |
| 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 |
|---|-----------|----------|----------|
| Base: Total Sample | 14 | 7 | 7 |
| | % | % | % |
| 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 |
|---|-----------|----------|----------|
| Base: Total sample | 14 | 7 | 7 |
| | % | % | % |
| 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 |
|---|-----------|----------|----------|
| Base: Total Sample | 14 | 7 | 7 |
| | % | % | % |
| 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 |
|--|-------|
| Base: Total Sample | 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 |
|---------------------------------|-------|
| Base: Total Sample | 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 |
|---|-----------|
| Base: Total Sample | 14 |
| | % |
| 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 |
|---|-----------|
| Base: Total Sample | 14 |
| | % |
| 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 |
|--|-----------|
| Base: Total Sample | 14 |
| | % |
| 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 |
|---|-----------|
| Base: Total Sample | 14 |
| | % |
| 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 |
|--|-----------|
| Base: Total Sample | 14 |
| | % |
| 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 |
|---|-----------|
| Base: Total Sample | 14 |
| | % |
| 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 |
|--|-----------|
| Base: Total Sample | 14 |
| | % |
| 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 |
|---|-----------|
| Base: Total Sample | 14 |
| | % |
| 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 |
|--|-----------|
| Base: Total Sample | 14 |
| | % |
| 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 | |
|---|-----------|--|
| Base: Total Sample | 14 | |
| | % | |
| 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 | |
|---|-----------|---|
| Base: Total Sample | 14 | |
| | % | |
| 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 | |

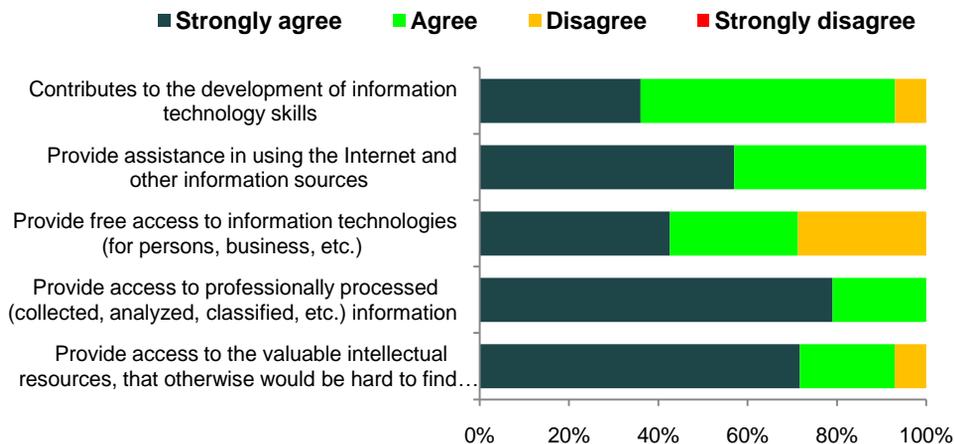
The Tanzanian government is constrained financially and coupled with this information related concerns prominently feature in the list of issues. The institutions seem to have clear priorities on filling the informational gaps although this might be a difficult due to the inadequacies mentioned earlier. 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?

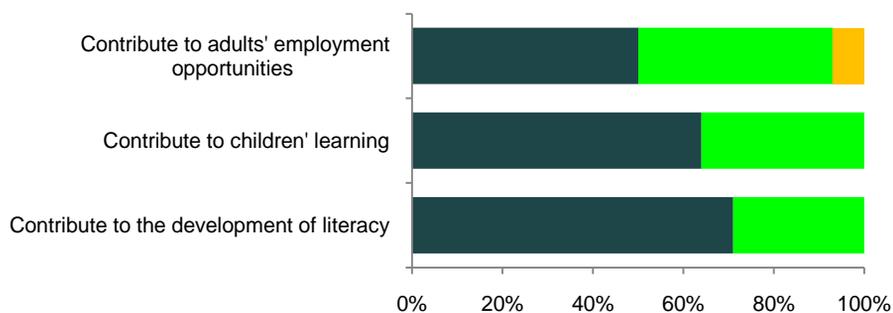
Impact areas

Information society and digital divide



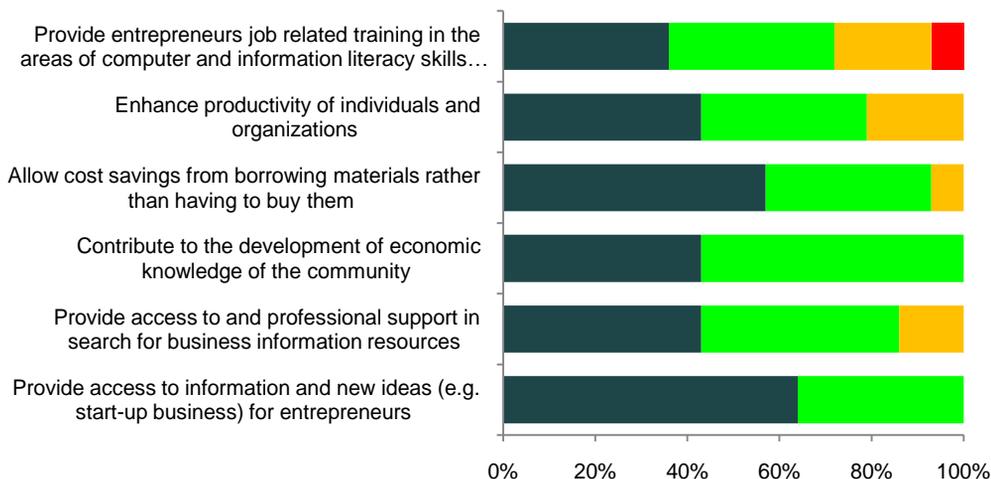
The officials agree that libraries should provide access to knowledge and use of ICT services as well as access to professionally processed information.

Education



All 3 of these potential roles are very well supported.

Economic development

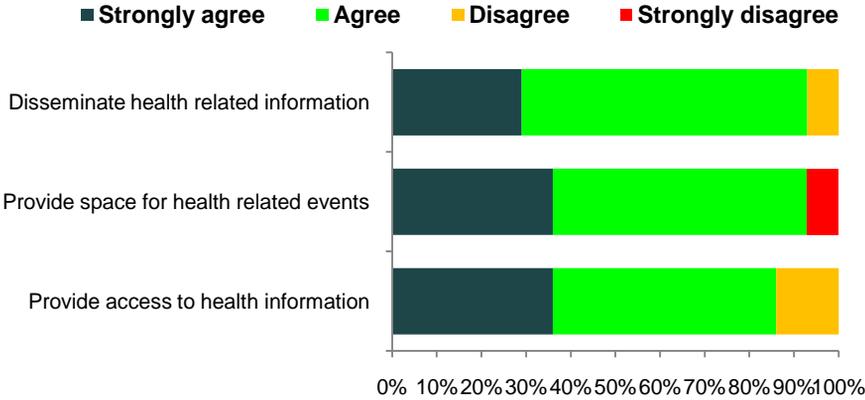


The idea of a role for libraries in economic development is very well supported.

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?:

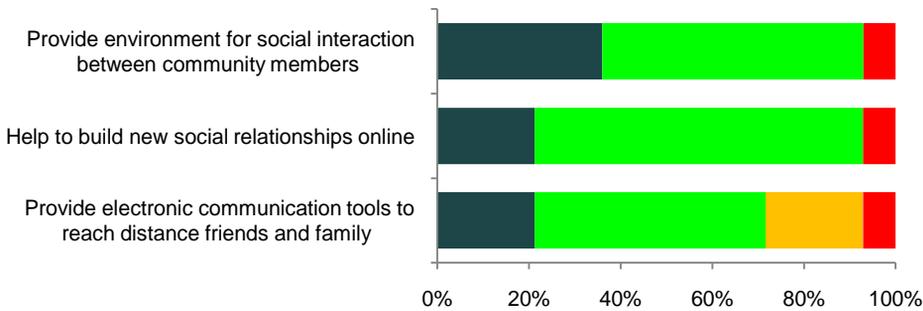
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Health



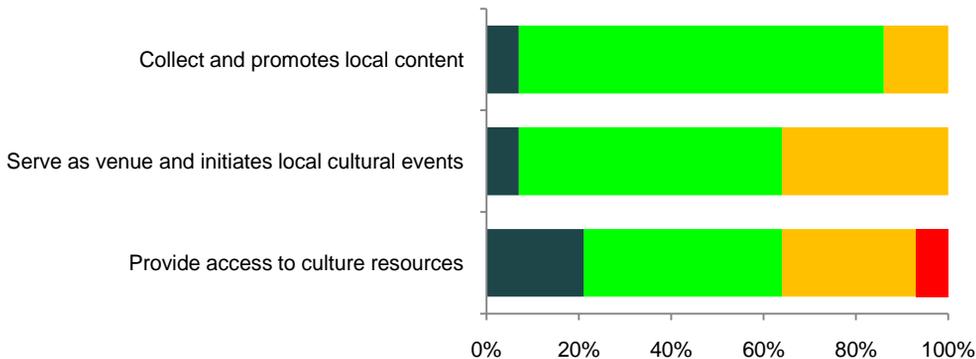
There is overwhelming support for the idea of a role for libraries in providing health information.

Communication



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

Culture

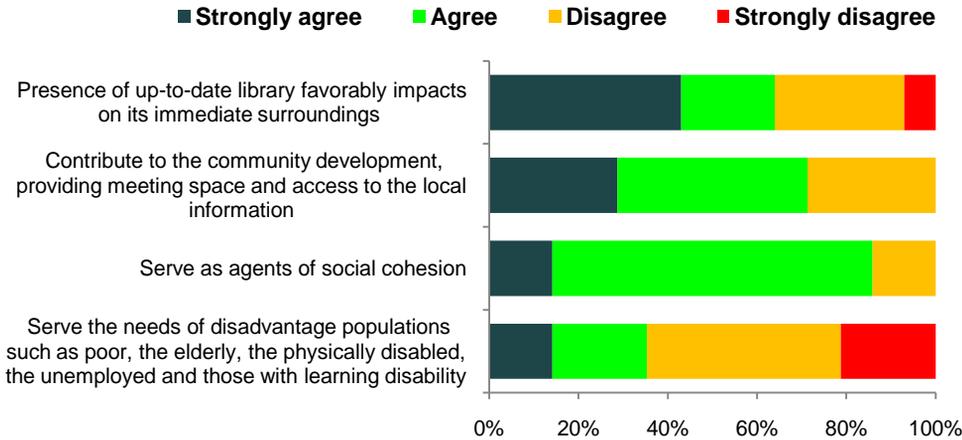


Whilst libraries' cultural role is accepted, a substantial minority do not think they have potential as venues for cultural events.

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?

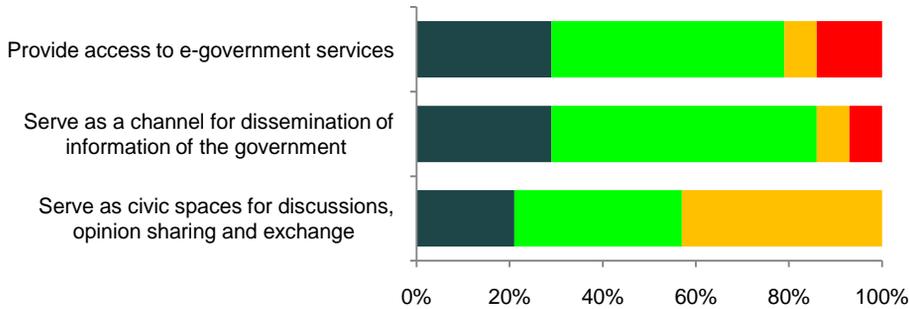
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Social and community development



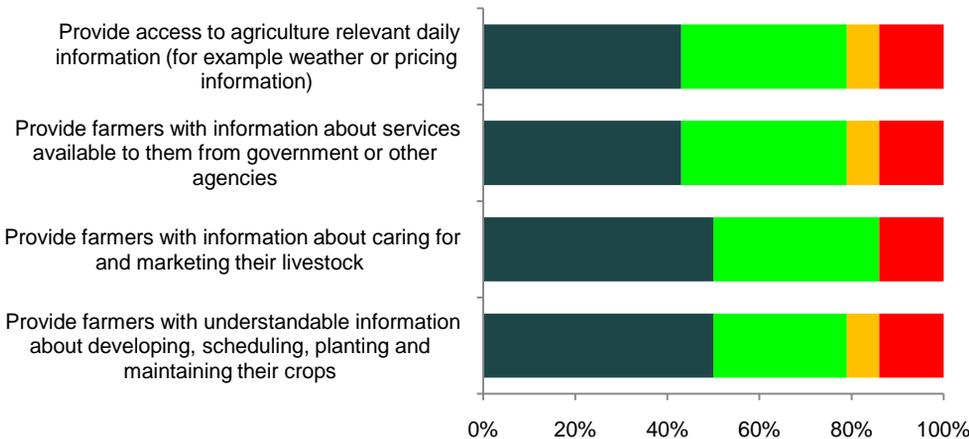
Whilst a substantial majority understand the social role of libraries, the idea that they could help disadvantaged people is accepted by only about one third of respondents.

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?: