

Public Libraries: Present Situation and Prospects of Development

WHY DID WE DO IT?

- To help libraries across Moldova gather data evidence to support innovation and development in their communities.

HOW DID WE DO IT?

- We conducted two surveys, which focus on seven key priority areas:



COMMUNICATION: Whether libraries are used to connect people with each other.



DIGITAL INCLUSION: Whether libraries attract new users providing access to technology, information, and improving their computer skills.



HEALTH: Whether libraries are making progress serving as a source of consumer health information.



ECONOMIC GROWTH: Whether libraries become important catalysts in economic development efforts, incl. agricultural practices and job searching.



EDUCATION: Whether libraries continue to be learning hubs for communities, especially with their relationship with technology.



E-GOV: Whether libraries become a partner in advancing electronic government services.



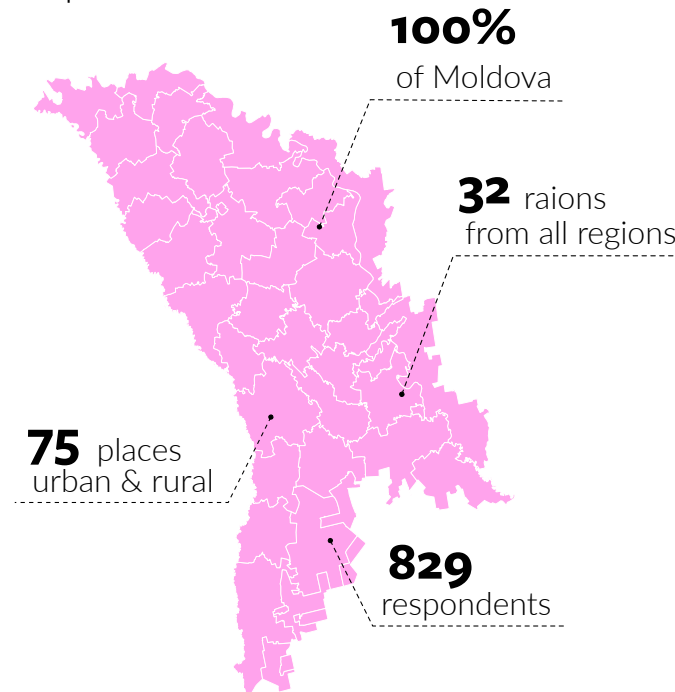
CULTURE AND LEISURE: Whether libraries are becoming the go-to place to spend free time, thus serving as the social nexus of a community.

- Face-to-face interviews using structured questionnaire administered outside of libraries.

SUPPORTING LIBRARIES THAT SUPPORT COMMUNITIES

SURVEY OF LIBRARY USERS

- The survey focuses on the needs and experiences of library users especially those who actively use technology.
- Survey respondents are library patrons randomly selected from libraries both participating in the Novateca program and those that do not.
- We randomly selected respondents to ensure that we have a representative sample. Our sample covers:



NATIONAL CITIZEN SURVEY

- This survey focuses on the general perceptions of public libraries across Moldova.
- The survey covers household population aged 15 and over. A total of 400 individual respondents were surveyed.
- As before, all respondents were randomly selected. The respondents may or may not be library users.

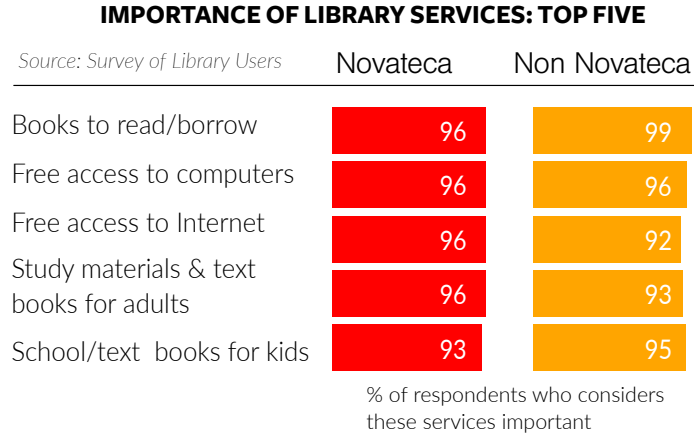
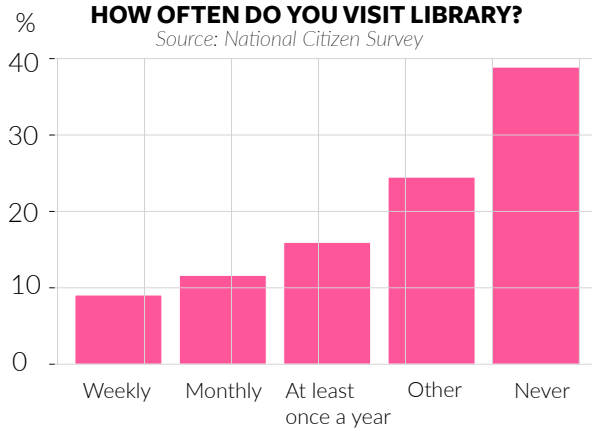
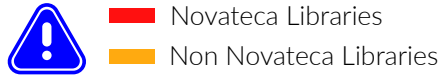
WHAT ELSE?

- To ensure objectivity, both surveys were conducted and analyzed independently by different research companies.
- In the future, we plan to repeat these surveys to identify potential changes over time and to see whether libraries are making any progress in their communities.
- We hope the results of these surveys will demonstrate the value of public libraries to your community and that you will continue supporting them in the future.

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SUPPORTING LIBRARIES THAT SUPPORT COMMUNITIES

To measure access to information and to better understand perceptions of public libraries we analyzed data from general population. We also analyzed responses provided by library patrons to better understand their needs, experiences and overall level of engagement with libraries.



Libraries should be a place where one may access Internet for free

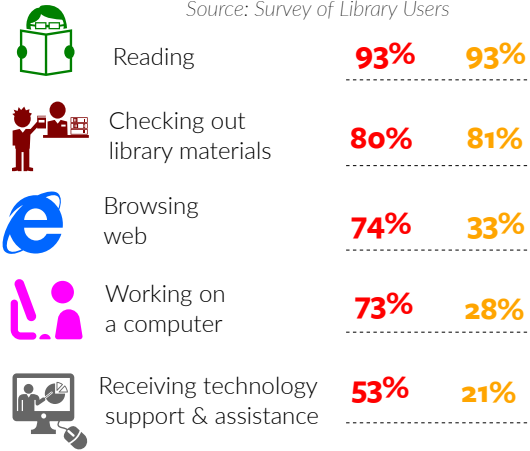


75% agree

Source: National Citizen Survey

TOP FIVE LIBRARY ACTIVITIES

Source: Survey of Library Users



WHICH OF THE FOLLOWING THINGS HAVE YOU USED LIBRARY SERVICES TO DO?

Source: Survey of Library Users



WHAT WOULD BE USEFUL TO HAVE IN YOUR LIBRARY?

Source: National Citizen Survey

More information about:

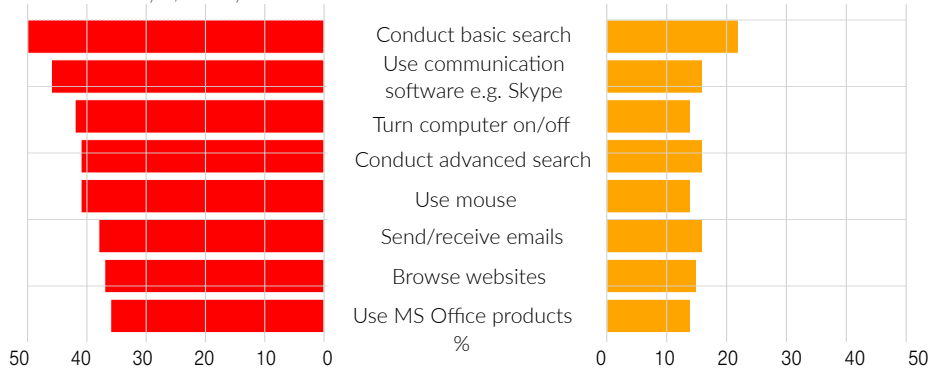
- ✓ job search, training, & labor market
- ✓ high schools & universities
- ✓ finding professional counseling
- ✓ legal advice & assistance
- ✓ migration issues

Services related to:

- ✓ working with MS Office suite
- ✓ conducting Internet search
- ✓ using hardware for information

USING LIBRARY SERVICES, I LEARNED TO:

Source: Survey of Library Users



USING RESOURCES, INFORMATION AND OPPORTUNITIES PROVIDED BY LIBRARY

Source: Survey of Library Users

