



STARTING POINT

Report on baseline data
from membership survey
for evaluating success of
IFLA's 2024-2029
Strategy



International
Federation of
Library
Associations and Institutions

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Executive summary

This executive summary presents key findings from the 2025 IFLA Membership Sentiment Survey, designed to provide baseline data for evaluating progress against the strategic outcomes of IFLA's 2024-2029 Strategy.

In April/May 2025, the survey gathered insights from members and affiliates across all regions and membership types, focusing on five areas of outcomes and indicators across the three Impact Areas and Enabler of the Strategy – membership value, resource awareness, professional development, engagement, and perceptions of IFLA.

Survey participation

- **Response rate:** 14% of members and affiliates responded (248 out of 1,723).
- **Highest engagement:** Association Members (response rate: 36%) and Latin America and the Caribbean region (20%).
- **Lowest engagement:** Institutional Members (response rate: 12%) and North America region (12%).
- **Limitations:** Non-response bias – those who responded may differ significantly in views from those who did not. Modest response rates in some regions and member types, especially in the Middle East and North Africa and Sub-Saharan Africa, may affect representativeness of findings.

Membership value, benefits, satisfaction, and loyalty

- **96% of respondents rated their membership as valuable**, with particularly high appreciation in the LAC and MENA regions (100%).
- Top benefits: **Access to professional resources, networking, and professional development.**
- **63% indicated a strong sense of belonging to IFLA.** Membership belonging index across all member types: **3.7**; highest in Sub-Saharan Africa (4.4).
- **80% expressed satisfaction with their membership.** Membership satisfaction index across all member types: **4.0**.
- **NPS score: 12**; higher among association and institutional members (17 in both groups), and in the Sub-Saharan Africa region (NPS score: 44), Latin America and the Caribbean (30), and Middle East and North Africa (29).

Awareness and use of resources

- An average awareness of resources varies by the resource type: **60% awareness of IFLA's technical/metadata standards, 72% awareness of IFLA guidelines, 51% awareness of IFLA Professional Reports, 61% awareness of IFLA/De Gruyter Publications Series, and 83% awareness of IFLA flagship resources** (such as IFLA 2024-2029 Strategy, IFLA Trend Report 2024, IFLA Library Map of the World).
- Awareness and use of resources varies by region and member type.



- IFLA flagship resources show high levels of awareness and use compared to other resources – **49% have used the IFLA 2024-2029 Strategy** (94% awareness), **46%** have used the **IFLA Trend Report 2024** (86% awareness), **53%** have used the **IFLA Library Map of the World** (82% awareness).
- Resources are used for benchmarking and internal improvements in respondents' organisations, for advocacy, and for research and education

Professional development

- **33% of respondents find IFLA's training and professional development opportunities highly relevant**; higher in Latin America and the Caribbean and Sub-Saharan Africa (50% relevance in both regions).
- Events hosted via the IFLA Events Hub received highly positive rating – 97% of attendees rated the event they attended either as excellent or very good. **NPS score for IFLA events: 48.**

Engagement with IFLA's volunteer units and Headquarters

- **47% engaged with their registered Professional Sections; 28% with Regional Divisions.** Engagement is stronger in the Middle East and North Africa and Latin America and the Caribbean regions.
- **79%** of respondents reported **understanding of the role of IFLA's Regional Divisions** (18% excellent understanding, 31% good understanding, 30% fair understanding). Understanding of the role of Regional Division Committees is higher in Latin America and the Caribbean (30% excellent understanding) and Asia-Oceania (26% excellent understanding).
- A large majority (**82%**) of respondents identified the **work of IFLA's regional structures as valuable.**
- **52% interacted with IFLA Headquarters**; most concerns were effectively addressed. Respondents demonstrated high levels of agreement on IFLA team being responsive and actively seeking out solutions to challenges.

Perceptions of IFLA: awareness, confidence and sustainability

- **70%** have a positive **understanding of IFLA's mission and offerings.**
- **73%** of respondents expressed **confidence in IFLA's vision**; **87%** rated **leadership as effective.**
- **73%** **believe IFLA is on a sustainable path**; suggestions include enhancing member engagement, advocacy, regional focus, and partnerships.

The Hague, 8 August 2025

Introduction

Welcome to the first part of the baseline survey for **evaluating progress against the goals of IFLA's 2024-2029 Strategy**, based primarily on the inputs of our members.

IFLA's 2024-2029 Strategy incorporates a framework of strategic outcomes and indicators designed to measure success. These provided the starting point for the 2025 IFLA Membership Sentiment Survey, the results of which are presented here. For some indicators, data from the membership survey is supplemented by results from the event evaluation surveys hosted on the IFLA Events Hub.

Report overview

Structured into five chapters, the report provides baseline data for outcomes and indicators across the three Impact Areas and Enabler of the Strategy.

1. **Membership value, benefits, satisfaction, and loyalty.** The chapter presents findings on how members perceive the value of IFLA membership, their sense of belonging, overall satisfaction, and loyalty across different membership categories.
2. **Awareness and use of resources.** The chapter explores members' familiarity with and utilisation of IFLA guidelines, standards, and other materials produced by IFLA's structural units.
3. **Professional development.** The chapter highlights insights into the relevance of training and development opportunities, along with member satisfaction and perceived value of IFLA events.
4. **Engagement with IFLA's volunteer units and Headquarters.** The chapter examines member interaction with IFLA's structural units, including Professional Sections, Regional Divisions, and Headquarters. It also explores members' understanding of the roles of Regional Division Committees and Offices, as well as perceptions of the Headquarters team's responsiveness and innovation in meeting member needs.
5. **Perceptions of IFLA: awareness, confidence and sustainability.** The chapter presents findings related to members' understanding of what IFLA is and offers, as well as perceptions about IFLA's sustainability.

Survey participation and data limitations

The 2025 IFLA Membership Sentiment Survey was distributed to all members and affiliates in April. In order to allow for a further round of promotion to boost response rates, the survey deadline was extended into May, including a special extension and outreach in the Middle East and North Africa region where the lowest engagement was identified.

- **14% of all members and affiliates responded to the survey.** The response rate falls below commonly accepted benchmarks for membership-based surveys (although is comparable with surveys in general). Response rates below 10-15% are generally considered low. Expectations are typically higher – often 30% and more as response rates under 30% may limit the representativeness of findings.
- The highest response rate (36%) was observed among Association Members.

- The highest response rate among regions was observed in the Latin America and Caribbean region – 20%. The lowest in the North America region – 12%.

Survey participation and response rate by member type

Membership Type	# of members & affiliates	# of responses	% response rate	# of responses to open-ended questions
Membership (all)	1,723	248	14%	244
Association Members	155	56	36%	55
Institutional Members	861	103	12%	100
Individual Affiliates	707	89	13%	89

Survey participation and response rate by region

Region	# of members & affiliates	# of responses	% response rate	# of responses to open-ended questions
Membership (all)	1,723	248	14%	244
Asia-Oceania	363	53	15%	50
Europe	602	87	14%	86
Latin America and the Caribbean	100	20	20%	20
Middle East and North Africa	88	15	17%	16
North America	466	55	12%	55
Sub-Saharan Africa	104	18	17%	17

The survey's modest response rate presents challenges in ensuring the data fully reflects the broader membership and certain limitations in data interpretation should be acknowledged.

- **Nonresponse bias** – those who responded (potentially more engaged IFLA members and affiliates) may differ significantly in views from those who did not.
- **Uneven response rate across membership types** – association members had a relatively high response rate (36%), while institutional members (12%) and individual affiliates (13%) were much lower. This can bend the overall results toward the perspectives of association members, potentially underrepresenting the views of other groups.
- With only 248 responses out of 1,723 members and affiliates, the sample is not fully representative of the full diversity of the membership. This slightly limits the ability to **generalise findings** to the entire IFLA membership.
- While both **Middle East and North Africa** and **Sub-Saharan Africa** achieved a relatively strong **response rate of 17%**, the **absolute number of respondents remain low** – just 15 and 18 responses, respectively – it is significantly lower than in other regions such as Europe (87) and North America (55). This discrepancy not only

affects the **comparability of results among regions** but may result in **member type perspectives being underrepresented within the region** itself as membership is spread across multiple countries and contexts.

- Nearly all respondents answered at least one open-ended question (244 out of 248), which is excellent for qualitative insights. However, the **qualitative data may still reflect the same biases** as for the total respondent group – especially if certain groups are overrepresented.

Approach to open-ended question analysis

To process the responses to open-ended questions, a combination of data transformation techniques and quantitative and qualitative analyses were used. The data transformation step involved anonymisation of the data via obfuscation techniques, and data cleaning, including translation of responses provided in other languages to English. The dataset was divided into subsets of data, each corresponding to an open-ended question.

To conduct qualitative analysis, a combination of inductive and deductive approaches was applied, which allowed to ensure a systematic approach, keeping a room for flexibility in new topics discussed by respondents. The deductive approach involved developing a list of themes or patterns across the replies, hereafter referred to as codes, in connection with the indicators of IFLA Strategy 2024-2029, which were further assigned to responses. Inductive approach involved deriving codes from the data, i.e. assigning them based on the topics discussed by respondents. To make the inductive coding process more efficient, at the initial stage, a Large Language Model (AI) processed the anonymised data and assigned the corresponding codes. All the outputs processed by the model were further manually analysed, verified and recoded, when necessary.

The full list of codes consisted of 16 sub lists, which corresponded to all open-ended responses. This approach allowed to maintain comparability of results, as the same codes are used across various questions. Further, the results were analysed quantitatively: the results were aggregated allowing to quantify the number of times different topics appeared in the responses. One open-ended response can have one or several codes assigned, therefore, the results to open-ended questions are presented as main topics discussed in responses and should not be interpreted as one code per one answer. To further analyse and visualise the data, codes of responses to some questions were grouped into broader conceptual categories. More details on coding can be found in the Annex to this report.

Using the report and supporting materials

The charts included in this report serve an illustrative purpose, helping to highlight key findings in a visual format. To support deeper analysis, a separate PowerPoint presentation is provided alongside the report. This presentation contains all the charts featured in the report, as well as additional visualisations that explore the data in greater detail, including breakdowns by region and member type.

IFLA's committees and other structural units are encouraged to use the findings—both from the report and the accompanying presentation—as a resource to inform their planning and strategic decision-making in relation to the work areas defined in IFLA's 2024–2029 Strategy.

Membership value, benefits, satisfaction and loyalty

This section presents survey results and insights that will serve as reference data for tracking progress toward strategic outcomes related to the value of IFLA membership, feeling of belonging to IFLA, member satisfaction, and loyalty across different membership types.

Perceived value of IFLA membership

Members were asked to rate the overall value of their IFLA membership in 2024.

Findings

- **96% of respondents rated their membership as valuable**, with particularly high appreciation in the LAC and MENA regions (100%).
- Overall, two-thirds of respondents (67%) rated their membership as either extremely valuable or very valuable.
- The perceived value of IFLA membership varies significantly across regions and member types. Across all regions, institutional members consistently report higher perceived value, compared to association members and individual affiliates.
- Negative perceptions of membership value are minimal, with fewer than 5% of total respondents rating it as not very valuable or not valuable at all. The groups with the highest share of negative responses came from association members in North America region and institutional members in Sub-Saharan Africa region.

Perceived value of IFLA membership by region and member type

Question	Region	Member Type	Response				
			Extremely valuable	Very valuable	Somewhat valuable	Not very valuable	Not valuable at all
IFLA membership value	Asia-Oceania	Associations	22.22%	33.33%	44.44%		
		Institutions	52.63%	15.79%	26.32%	5.26%	
		Individuals	27.27%	31.82%	31.82%	4.55%	4.55%
		Total	36.00%	26.00%	32.00%	4.00%	2.00%
	Europe	Associations	19.23%	57.69%	19.23%	3.85%	
		Institutions	26.19%	38.10%	28.57%	7.14%	
		Individuals	30.00%	40.00%	30.00%		
		Total	25.00%	44.32%	26.14%	4.55%	
	Latin America and the Caribbean	Associations	50.00%	33.33%	16.67%		
		Institutions	50.00%	20.00%	30.00%		
		Individuals	25.00%	75.00%			
		Total	45.00%	35.00%	20.00%		
	Middle East and North Africa	Associations	100.00%				
Institutions		36.36%	27.27%	36.36%			
Individuals		40.00%	40.00%	20.00%			
Total		41.18%	29.41%	29.41%			
North America	Associations	14.29%	57.14%	14.29%	14.29%		
	Institutions	21.43%	42.86%	35.71%			
	Individuals	20.59%	26.47%	50.00%	2.94%		
	Total	20.00%	34.55%	41.82%	3.64%		
Sub-Saharan Africa	Associations	14.29%	85.71%				
	Institutions	28.57%	57.14%			14.29%	
	Individuals	50.00%	25.00%	25.00%			
	Total	27.78%	61.11%	5.56%		5.56%	
Total			29.03%	37.90%	29.03%	3.23%	0.81%



Experienced value of membership benefits

Members were asked to identify the five membership benefits they considered most valuable in 2024.

Findings

- The top-ranked benefits centred on **access to professional resources**, **networking opportunities** and **professional development** across nearly all regions, underscoring their widespread significance. In contrast, engagement with regional or advisory units as well as direct support from Headquarters team and experts were viewed as less critical.
- **Access to professional resources** is the top-rated in most regions, except for North America – where engagement with professional units ranks highest – and Sub-Saharan Africa, where discounted rates for IFLA events (e.g., WLIC, IIFS) are considered the most valuable.
- **Learning and development opportunities** are mentioned as the key examples of benefits are highlighted by respondents across all regions, especially Middle East and North Africa, Sub-Saharan Africa, Europe, Asia-Oceania.
- **Engagement with regional structures** – such as Regional Divisions and Regional Offices – is particularly appreciated in the Latin America and the Caribbean region, Middle East and North Africa and Sub-Saharan Africa. The topic of **regional focus and localisation** also prevails in open-ended responses in relation to suggestions for improvements in membership benefits expressed by respondents from Latin America and the Caribbean, as well as Asia-Oceania.
- **Participation in decision making processes** (e.g. Elections, General Assembly) features prominently in Europe and Sub-Saharan Africa, reflecting a strong interest in governance and representation within these regions. The opportunity to provide strategic input and feedback on key documents like the Strategy, including through surveys, was highlighted in numerous open-ended replies, especially among institutional members.
- **Access to professional resources** is consistently valued across all member types, ranking among the top benefits. Similarly, **networking opportunities** and **professional development**, underscoring their relevance across all membership categories.
- Association members place higher emphasis on **advocacy and representation** and **participation in decision making**, indicating a stronger interest in influence and governance roles within IFLA.
- Individual Affiliates demonstrate a higher interest in **engagement with professional units**, suggesting a desire for deeper involvement and connection within the professional community.
- For most respondents across all regions and membership types, **the main highlight of 2024** was around **events**, including **IFLA Information Futures Summit** in Brisbane, webinars and other events across the globe, and volunteer engagement with IFLA.

Experienced value of membership benefits

Membership – inquiries about joining, renewing or membership benefits	Governance and leadership – inquiries about IFLA’s structures, nominations and elections, or decision-making processes	Volunteering and engagement – questions about volunteering, professional or regional committees, or professional engagement opportunities	Website and communications – issues or questions regarding IFLA’s website, newsletters, or accessing online resources
Events and conferences – questions about IFLA IIFS or WLIC, regional meetings, webinars, or other events	Library Map of the World (LMW) – inquiries related to data submission, country profiles, stories or using LMW resources	Advocacy and policy – seeking information on IFLA’s advocacy work, policy resources, or global library advocacy and development initiatives	Other reason to contact HQ team
	Partnerships and projects – in the context of an externally-funded project or activity	Training and professional development – seeking information about training and other professional development opportunities and resources	

Five most valued membership benefits by region

Asia-Oceania	Europe	Latin America and the Caribbean	North America	Middle East and North Africa	Sub-Saharan Africa
Access to professional resources	Access to professional resources	Access to professional resources	Engagement with professional units	Access to professional resources	Discounted rates for IFLA events
Professional development	Networking opportunities	Advocacy and representation	Networking opportunities	Professional development	Participation in decision making
Networking opportunities	Participation in decision making	Professional development	Access to professional resources	Networking opportunities	Access to professional resources
Discounted rates for IFLA events	Engagement with professional units	Participation in events	Professional development	Participation in events	Networking opportunities
Participation in events	Professional development	Engagement with regional units	Discounted rates for IFLA events	Engagement with regional units	Engagement with regional units

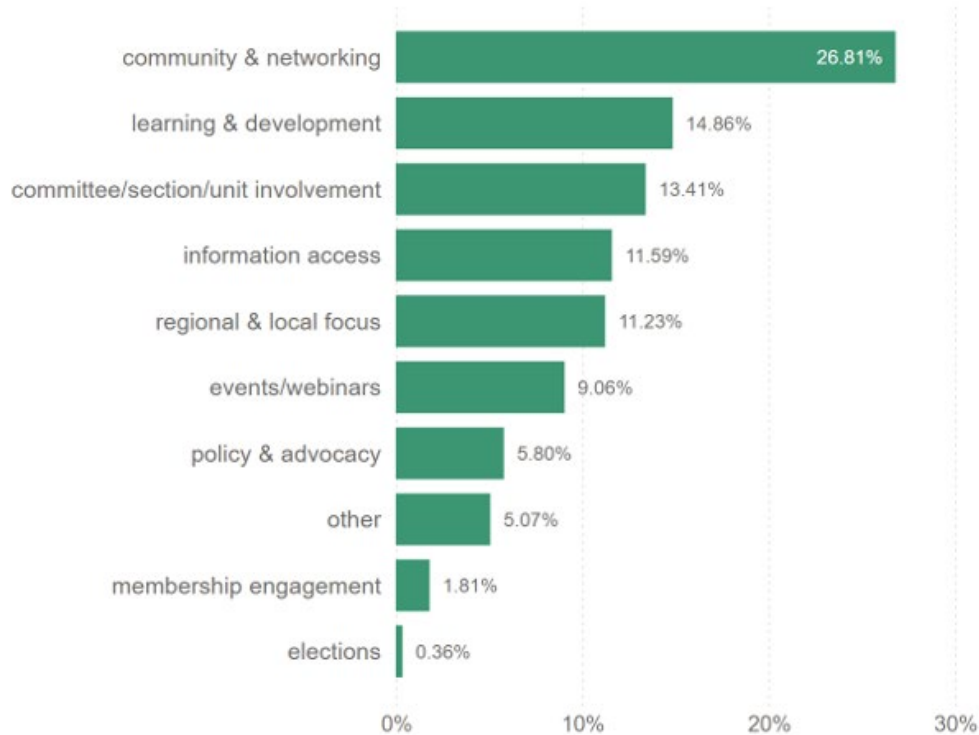
Five most valued membership benefits by member type

Association Members	Institutional Members	Individual Affiliates
Advocacy and representation	Access to professional resources	Access to professional resources
Access to professional resources	Professional development	Networking opportunities
Networking opportunities	Networking opportunities	Engagement with professional units
Participation in decision making	Participation in events	Professional development
Discounted rates for IFLA events	Participation in decision making	Discounted rates for IFLA events

Main topics in open-ended responses on membership benefits and improvements

Can you provide specific examples of how have you benefited, personally and/or professionally, from your IFLA membership? If not, what improvements would you suggest enhancing the value of your membershi...

Main topics discussed, in % of total responses to the Q



Quotes from survey respondents

“We have particularly benefitted from the support and guidance of IFLA PAC team and our related designation as a regional PAC Centre. This allows us to improve our work and be seen as experts in our field, locally and regionally,” **Paula Greene, National Library and Information System Authority of Trinidad and Tobago (Latin America and the Caribbean).**

“The main highlight of our IFLA membership in 2024 was the opportunity to actively engage with the global library community through various professional development initiatives and knowledge-sharing platforms. Most notably, participating in IFLA's online webinars and regional discussions provided us with a broader perspective on international trends in library services, digital transformation, and inclusive access to information. Another significant highlight was contributing to discussions focused on library development in Central Asia. Being part of these conversations allowed me to share insights from my country and learn from neighbouring countries, strengthening regional cooperation and professional solidarity,” **Anonymous respondent, a representative of an IFLA association member (Asia-Oceania).**

“The highlight of my IFLA membership in 2024 was being an active section member and taking part in a truly global professional journey. From applying for the Green Library Awards to participating in inspiring events in Brisbane and Barcelona, I had the invaluable opportunity to exchange experiences and build meaningful connections with colleagues from around the world. Witnessing the IFLA vision come to life through award-winning libraries deepened my commitment to sustainability and innovation in the field. Throughout the year, I felt genuinely supported and empowered like part of a global family. The warm and sincere communication from IFLA Headquarters made the experience even more special,”
Anonymous respondent, a representative of an IFLA institutional member (Europe).

“After many years of active participation, I have a strong network of colleagues worldwide who I can collaborate with. I have met through IFLA my most important co-authors. I have also visited many countries that I would never otherwise have travelled to, broadening my understanding of the world,” **Pat Riva, Concordia University (North America).**

Feeling of belonging to IFLA

Members’ sense of belonging was explored through a Likert-scale question asking them to rate their agreement with the statement – ‘I feel a strong sense of belonging to IFLA’ – and through an open-ended question where they were invited to share a moment when they felt a strong sense of belonging to IFLA.

The membership belonging index is calculated as a weighted average based on Likert-scale values, where responses are assigned scores from 5 (Strongly Agree) to 1 (Strongly Disagree). Responses marked as ‘I don’t know/Prefer not to answer’ are excluded from the calculation.

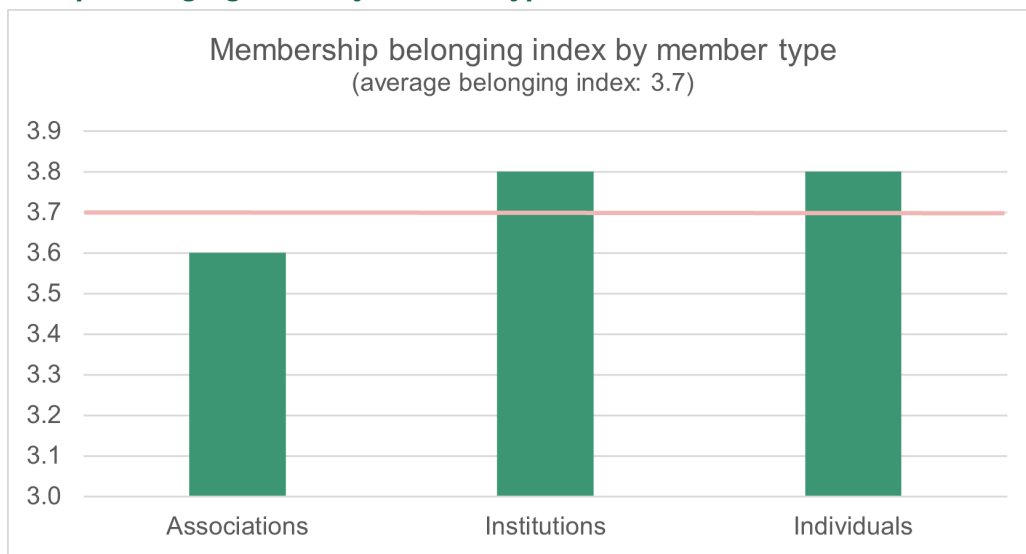
Findings

- **Nearly two-thirds (63%) indicated a positive sense of belonging** (agreeing or strongly agreeing with the statement). Over one-third (combining neutral and those expressing disagreement) did not actively affirm a sense of belonging.
- Sub-Saharan Africa stands out with a very high sense of belonging – 100% agreed they feel a strong sense of belonging to IFLA (61% strongly agree, 33% agree).
- Europe and North America show weaker feelings of belonging, particularly associations in Europe, which stand out with especially low agreement (only 4% strongly agree).
- The average **membership belonging index across all member types is 3.7.**
- Institutional members and individual members report a slightly higher sense of belonging (3.8 for both) compared to association members, whose index stands at 3.6.
- Sense of belonging to IFLA varies significantly by region. The highest membership belonging index was observed in Sub-Saharan Africa (4.4) and Middle East and North Africa (4.1), while the lowest was reported from North America (3.4), with other regions clustering around the overall average of 3.7.

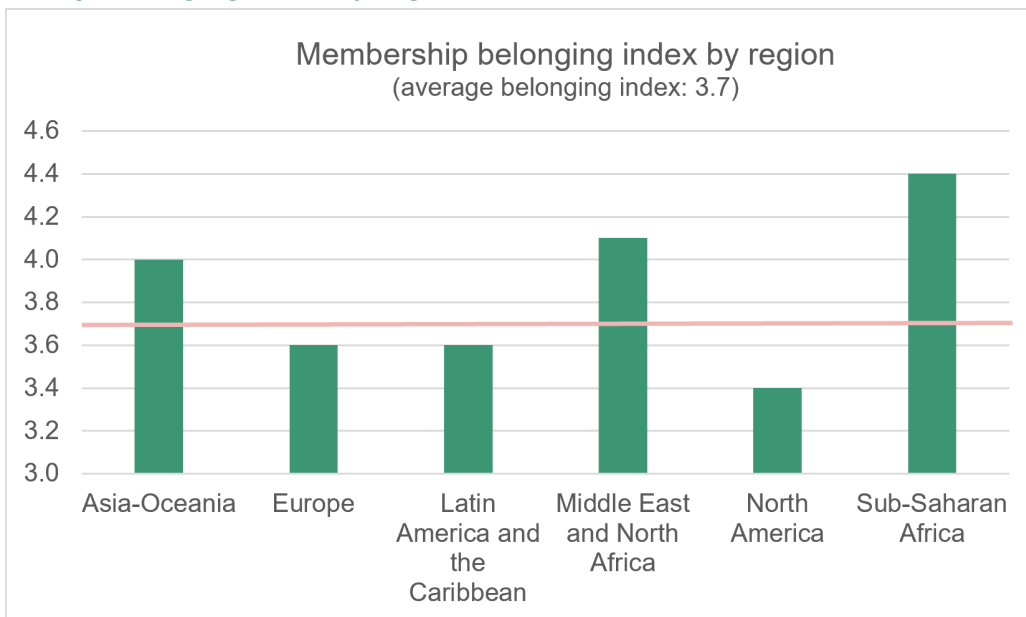


- Most respondents referred to events, online and offline, as times when they felt a sense of strong belonging to IFLA.
- The regional differences are observed in other top topics discussed. For Latin America and the Caribbean an opportunity to provide strategic input and feedback were the second most important topic, while for North America – involvement in IFLA structures. For Sub-Saharan Africa, community & networking and vision & mission were of the same importance.
- As for differences per member type, only individuals do not mention information access as an explanation for a feeling of belonging but volunteering and vision & mission instead.

Membership belonging index by member type



Membership belonging index by region



Topics discussed in responses to the question about feeling of belonging to IFLA

Can you describe a time when you felt a strong sense of belonging to IFLA?

Main topics discussed, in % of total responses to the Q

Topic	Asia-Oceania	Europe	Latin America and the Caribbean	Middle East and North Africa	North America	Sub-Saharan Africa	Total
committee/section/unit involvement	11%	18%	8%	0%	20%	6%	14%
community & networking	4%	4%	0%	0%	3%	13%	4%
elections	4%	7%	0%	17%	0%	13%	5%
events/webinars	68%	40%	67%	50%	54%	38%	51%
information access	4%	0%	0%	0%	6%	13%	4%
none	7%	2%	0%	0%	0%	6%	3%
other	0%	16%	0%	33%	0%	0%	6%
publications	0%	2%	0%	0%	9%	0%	3%
strategic input & feedback	4%	2%	17%	0%	3%	0%	4%
vision & mission	0%	9%	8%	0%	6%	13%	6%
Total	100%	100%	100%	100%	100%	100%	100%

Quotes from survey respondents

“The first time I participated in an IFLA event was in 1986, since then I have been supportive of IFLA. My membership in IFLA gives me a huge satisfaction (no material benefit). I wish IFLA uses talents and experience from developing countries to promote libraries in developing countries. The reality of libraries in developing countries is awful and needs support,” **Anonymous respondent, an IFLA individual affiliate (Middle East and North Africa).**

“Work in sections gives the members a sense of belonging,” **Anonymous respondent, a representative of an IFLA institutional member (Europe).**

“Each time some of our members participate in IFLA events, especially WLIC, and last year, when we were struggling with Public Lending Right situation in Serbia, and IFLA gave a full support by providing a wider international context. This helped a lot in our advocacy campaign, especially with the government,” **Jelena Glišović, Serbian Library Association (Europe).**

Member satisfaction and loyalty

Member satisfaction and loyalty was assessed through a Likert-scale question asking members to rate their agreement with the statement – ‘Overall, I am satisfied with my membership experience’.

Additionally, an NPS (Net Promoter Score)¹ question measured the likelihood of recommending IFLA membership, followed by an open-ended question inviting respondents to explain the reasons behind their rating.

¹ The [Net Promoter Score \(NPS\)](#) is an indicator to measure member loyalty and satisfaction. The NPS methodology assumes a subdivision of respondents into "Promoters" who provide ratings of 9 or 10, "Passives" who provide ratings of 7 or 8, and "Detractors" who provide ratings of 6 or lower. Calculating the net promoter score involves subtracting the percentage of detractors from the percentage of promoters collected by the survey item.

The membership satisfaction index is calculated as a weighted average based on Likert-scale values, where responses are assigned scores from 5 (Strongly Agree) to 1 (Strongly Disagree). Responses marked as 'I don't know/Prefer not to answer' are excluded from the calculation.

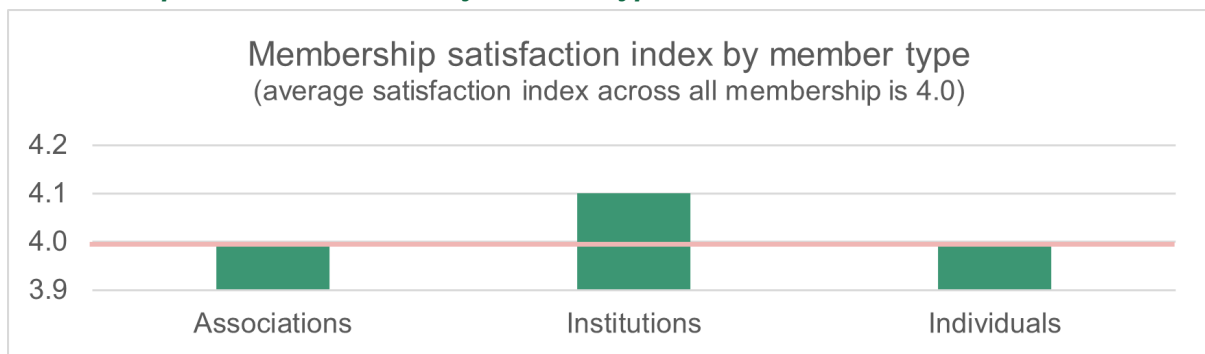
Findings

- Globally, **nearly 80% of respondents express satisfaction** (agreeing or strongly agreeing with the statement), but only 29% feel strongly satisfied.
- Sub-Saharan Africa region shows the highest satisfaction levels – 94% of respondents are satisfied.
- Latin America and the Caribbean region show the highest dissatisfaction among regions (15% disagreeing or strongly disagreeing with the statement). LAC region also shows the highest number of indecisive members (25% of respondents neither agree nor disagree).
- The average **membership satisfaction index across all member types is 4.0**. Institutional members report a slightly higher satisfaction of 4.1. Regionally, satisfaction in Latin America and the Caribbean (3.8) falls below the overall average, while index in the Middle East and North Africa, North America, and Sub-Saharan Africa exceed it. Among all regions, Sub-Saharan Africa stands out with the highest satisfaction index of 4.3.
- The calculated **NPS score is 12** (calculated from 39% of Promoters and 27% of detractors). While the majority of respondents are Promoters, in addition to a high number of Detractors, a significant portion remains passive (34%). No negative NPS score is observed either within member types or regions.
- The NPS score observed among association and institutional members is similar. **NPS score among association members is 17** (calculated from 39% Promoters and 23% Detractors). **NPS score among institutional members is 17** (calculated from 42% Promoters and 25% Detractors). While the percentage of Promoters among individual affiliates (35%) is just slightly lower than among association and institutional members, the high number of Detractors (31%) within this group leads to the low **NPS score among individual affiliates – 4**.
- Among regions, the highest NPS score is in the Sub-Saharan Africa region, followed by LAC and MENA regions. LAC region shows the highest share of Promoters. Sub-Saharan Africa region has the largest share of Passives (44%).
 - NPS score in Asia-Oceania – 12 (calculated from 44% Promoters, 32% Detractors)
 - NPS score in Europe – 5 (calculated from 32% Promoters, 27% Detractors)
 - NPS score in LAC – 30 (calculated from 55% Promoters, 25% Detractors)
 - NPS score in MENA – 29 (calculated from 47% Promoters, 18% Detractors)
 - NPS score in North America – 0 (calculated from 33% Promoters, 33% Detractors)
 - NPS score in Sub-Saharan Africa – 44 (calculated from 50% Promoters, 6% Detractors)
- Among those who would recommend or highly recommend IFLA membership (Promoters and Passives) the main reasons for NPS score are around the topics of community & networking and vision & mission.



- As those who score low on recommendation (Detractors), the reasons relate to vision & mission and membership fee.
- The explanation for NPS score differs per region: professional development and learning are prioritised by Latin America and the Caribbean, community & networking and relevance & benefits influence on NPS score of members from Sub-Saharan Africa. Asia-Oceania prioritises professional development and learning and vision & mission. Middle East and North Africa, Europe and North America highlight vision and mission as the key factor in deciding whether to recommend IFLA.
- When analysed by member type, for associations and institutions, the main reasons for scoring NPS are vision & mission, and for individuals – opportunities to connect with the community and network.

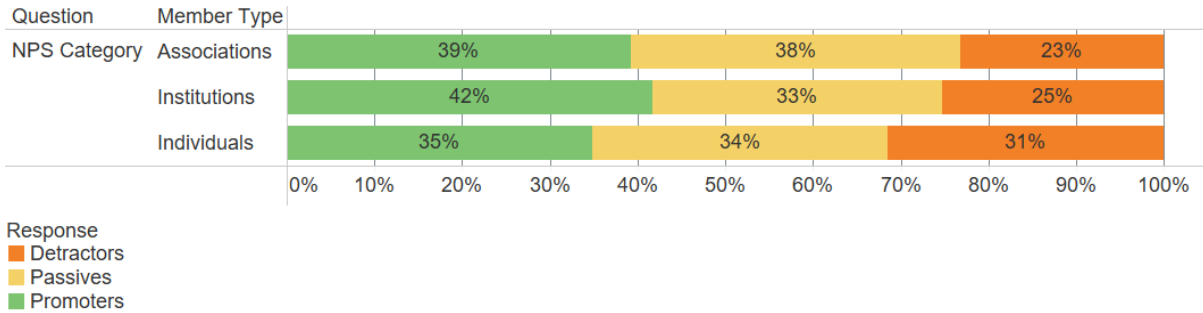
Membership satisfaction index by member type



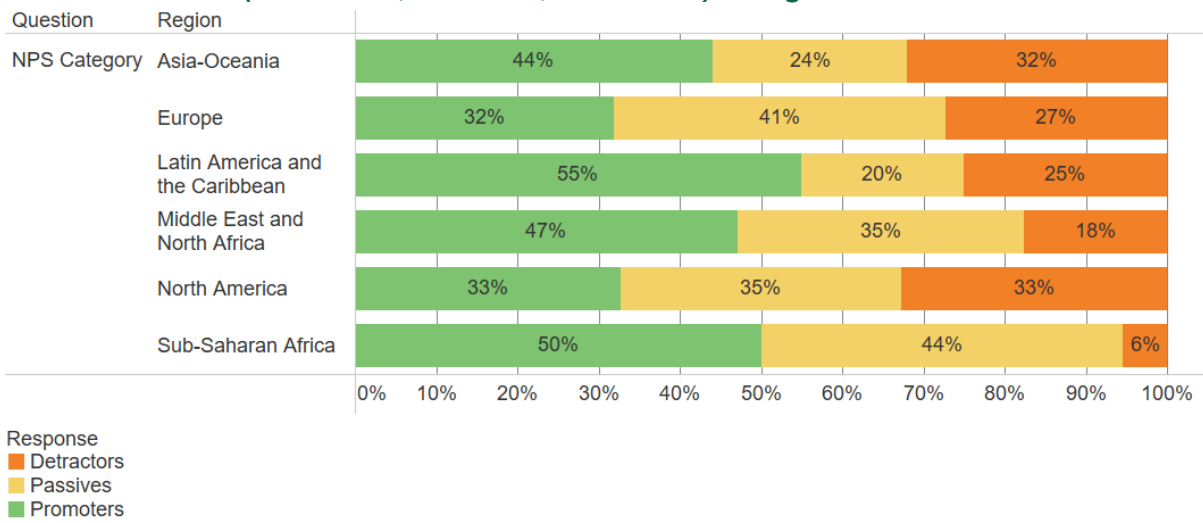
Membership satisfaction index by region



NPS distribution (Promoters, Passives, Detractors) among member types

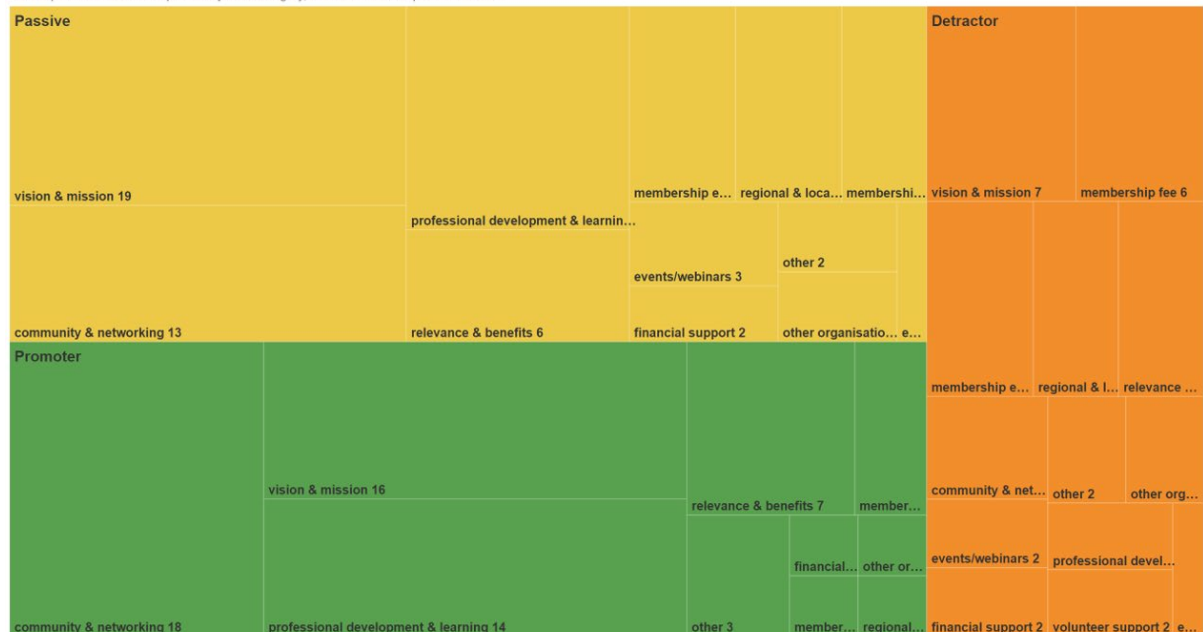


NPS distribution (Promoters, Passives, Detractors) in regions



Main topics discussed in responses to the question about the reason for NPS score, by NPS category

What is the main reason for your (NPS) score?
 Main topics discussed in responses by NPS category, in # of times the topic is mentioned





Quotes from survey respondents

“IFLA IS GREAT! To be able to assist libraries on the international level is very fulfilling for a librarian. Knowing your small bit of work in one country might help the entire world of libraries is amazing,” **Anonymous respondent, a representative of an IFLA association member (North America).**

“It’s always good to belong to a professional body where support is available and where you can feel valued as a member,” **Anonymous respondent, a representative of an IFLA institutional member (Sub-Saharan Africa).**

“Opportunities to grow professionally, represent your region, and be part of the decision-making process in some way,” **Anonymous respondent, a representative of an IFLA institutional member (Latin America and the Caribbean).**

Awareness and use of resources

This section presents survey results and insights that will serve as baseline data for tracking progress toward strategic outcomes related to awareness and use of IFLA guidelines, standards, and other resources produced by IFLA’s structural units among members.

IFLA technical/metadata standards

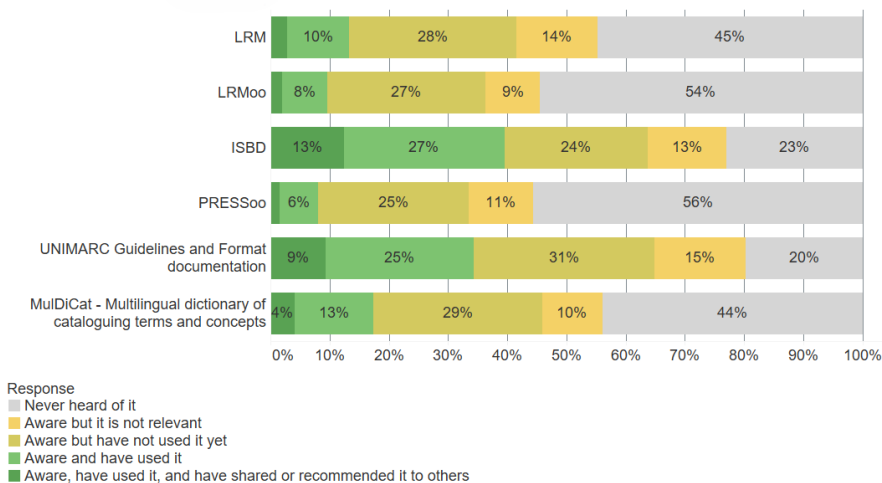
Members were asked to rate their awareness and use of the following [IFLA’s technical/metadata standards](#):

- LRM
- LRMoo
- ISBD
- PRESSoo
- UNIMARC Guidelines and Format documentation
- MulDiCat - Multilingual dictionary of cataloguing terms and concepts

Findings

- An average of **60% of respondents are aware of IFLA’s technical/metadata standards.**
- Awareness is higher among institutional members (64%), followed by individual affiliates (57%) and association members (55%).
- The highest awareness is observed among respondents in Europe (68%), followed by those in Sub-Saharan Africa (65%). Respondents in North America reported the lowest awareness (44%).
- UNIMARC is the most widely recognised standard (80% awareness), followed by ISBD (77%). PRESSoo is the least known, with only 44% of respondents aware of it.
- ISBD and UNIMARC are the two standards with the highest level of use. 40% of respondents reported they have used the ISBD standard and 34% the same for UNIMARC.

Awareness and use of IFLA technical/metadata standards



IFLA guidelines

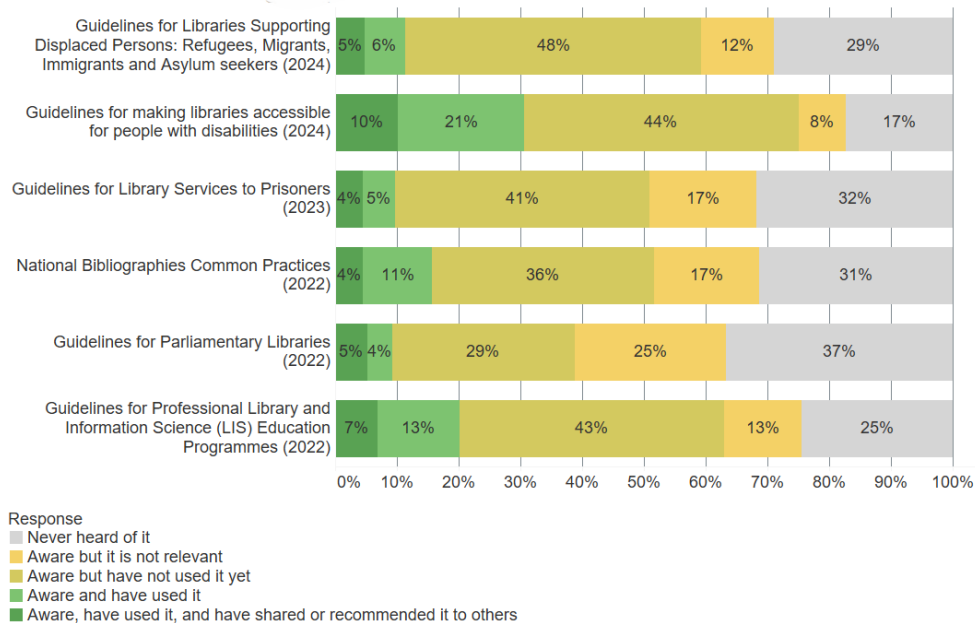
Members were asked to rate their awareness and use of the [IFLA guidelines](#) published in the past 3 years:

- Guidelines for Libraries Supporting Displaced Persons: Refugees, Migrants, Immigrants and Asylum seekers (2024)
- Guidelines for making libraries accessible for people with disabilities (2024)
- Guidelines for Library Services to Prisoners (2023)
- National Bibliographies Common Practices (2022)
- Guidelines for Parliamentary Libraries (2022)
- Guidelines for Professional Library and Information Science (LIS) Education Programmes (2022)

Findings

- An average of **72% of respondents are aware of IFLA guidelines.**
- There are no significant differences in awareness among member types.
- Awareness about IFLA guidelines is slightly higher in Europe (78%). The lowest awareness is reported from the Middle East and North Africa (62%) and Latin America and the Caribbean (65%).
- Guidelines for making libraries accessible for people with disabilities (2024) show the highest level of use (nearly one-third of respondents have used it). It is also most widely known guideline with only 17% of respondents having never heard of it.

Awareness and use of IFLA guidelines



IFLA Professional Reports

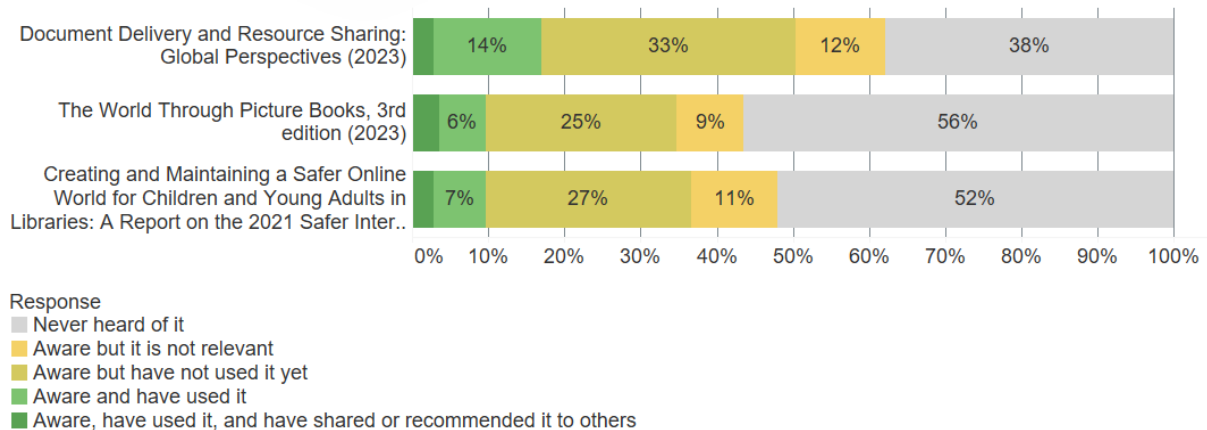
Members were asked to rate their awareness and use of the [IFLA Professional Reports](#) published in the past 3 years:

- Document Delivery and Resource Sharing: Global Perspectives (2023)
- The World Through Picture Books, 3rd edition (2023)
- Creating and Maintaining a Safer Online World for Children and Young Adults in Libraries: A Report on the 2021 Safer Internet Day Baseline Survey for the International Federation of Library Associations and Institutions (IFLA) (2023)

Findings

- An average of **51% of respondents are aware of IFLA Professional Reports**.
- Awareness about IFLA Professional Reports is slightly higher among individual affiliates (54%), comparing to associations (52%) and institutional members (49%).
- The highest awareness about IFLA Professional Reports is observed in Sub-Saharan Africa (65%), the lowest in North America (42%).
- The report on Document Delivery and Resource Sharing is most widely recognised IFLA Professional Report (62% of respondents are aware of it). It also has the biggest share of respondents who have used it (17%).

Awareness and use of IFLA Professional Reports



IFLA/De Gruyter Publications Series

Members were asked to rate their awareness and use of the [IFLA/De Gruyter Publications Series](#) published in the past 3 years:

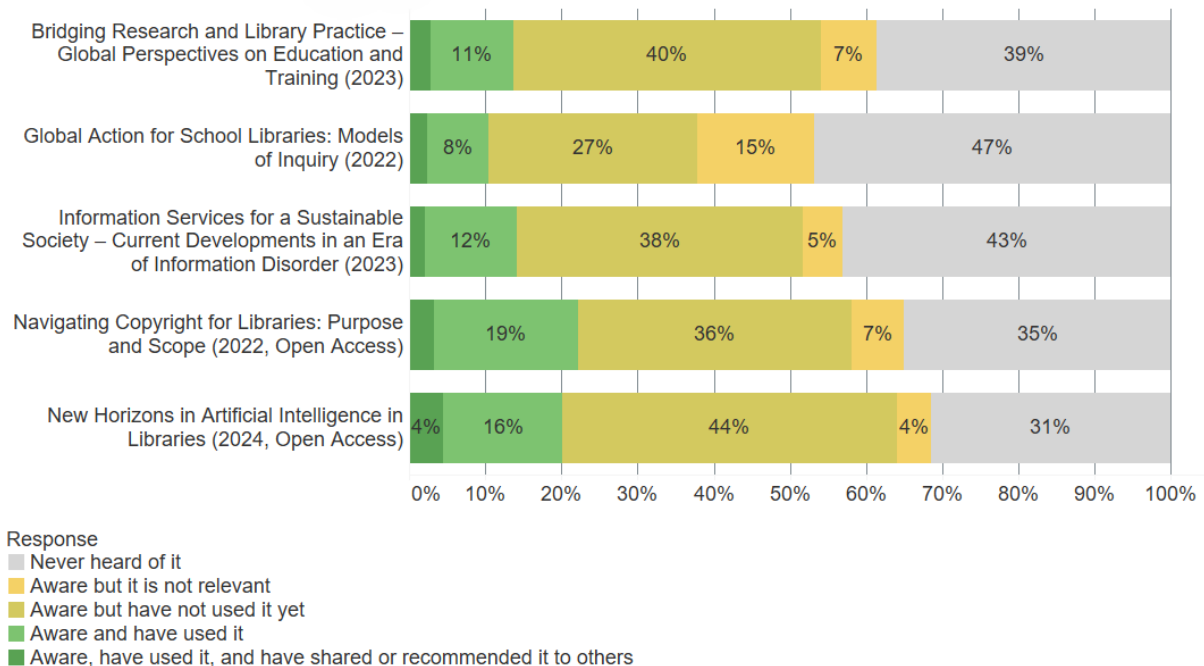
- New Horizons in Artificial Intelligence in Libraries (2024, Open Access)
- Bridging Research and Library Practice – Global Perspectives on Education and Training (2023)
- Information Services for a Sustainable Society – Current Developments in an Era of Information Disorder (2023)

- Global Action for School Libraries: Models of Inquiry (2022)
- Navigating Copyright for Libraries: Purpose and Scope (2022, Open Access)

Findings

- An average of **61% of respondents are aware of publications of the IFLA/De Gruyter Publications Series**.
- Awareness is slightly higher among associations (64% awareness), compared to institutional members (61%) and individual affiliates (59%).
- Awareness among respondents in Asia-Oceania, Europe, and Sub-Saharan Africa is above the average (between 64% and 65% awareness). Other regions show less awareness – Latin America and the Caribbean 56%, North America 54% and Middle East and North Africa 53% awareness.
- New Horizons in Artificial Intelligence in Libraries is the most widely recognised publication – 69% of respondents are aware of it.
- Publication on Navigating Copyright for Libraries is most widely used publication (22% of respondents have used it).

Awareness and use of publications of the IFLA/De Gruyter Publications Series



IFLA flagship resources

Members were asked to rate their awareness and use of the following IFLA flagship resources:

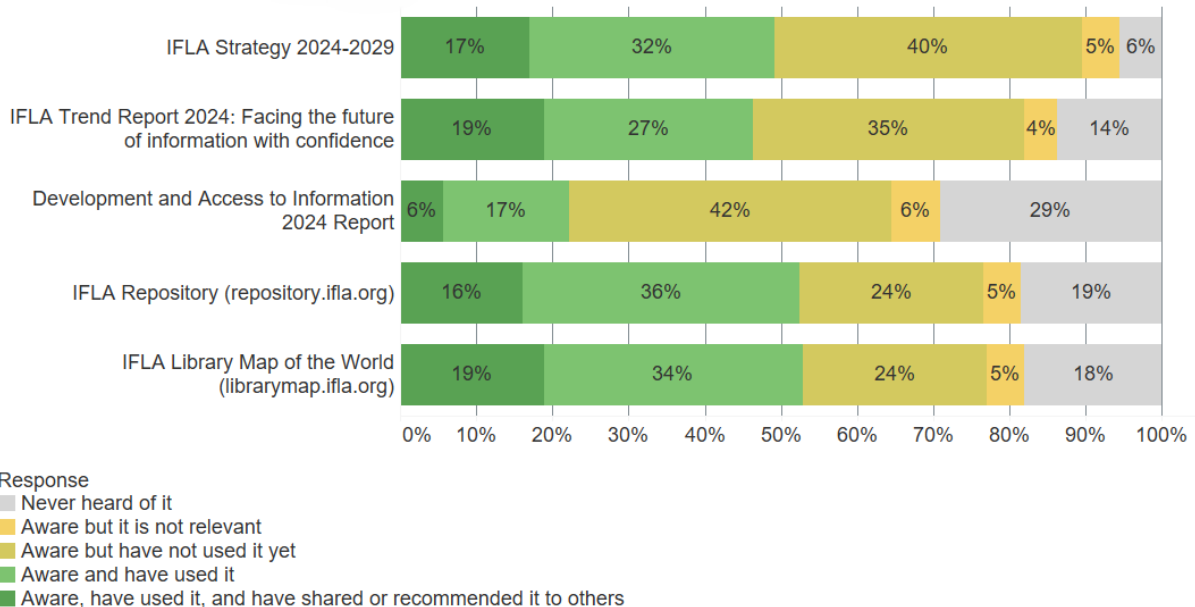
- IFLA Strategy 2024-2029
- IFLA Trend Report 2024: Facing the future of information with confidence

- Development and Access to Information 2024 Report
- IFLA Repository (repository.ifla.org)
- IFLA Library Map of the World (librarymap.ifla.org)

Findings

- An average of **83% of respondents are aware of IFLA flagship resources.**
- Awareness is slightly higher among association members (87%) compared to institutional members (83% awareness) and individual affiliates (80%).
- The highest awareness is in Europe (87%) and Sub-Saharan Africa (87%) compared to Latin America and the Caribbean (83%), North America (80%), Asia-Oceania (78%) and Middle East and North Africa (73% awareness).
- The highest awareness is about the IFLA Strategy 2024-2029 – 94% of respondents are aware of it. This is followed by the IFLA Trend Report 2024 (86% awareness) and IFLA Library Map of the World (82% awareness and IFLA Repository (81% awareness).
- IFLA flagship resources show high levels of use – about half of respondents have used IFLA Strategy (49%), IFLA Trend Report 2024 (46%), and IFLA Library Map of the World (53%). A high share of those who used them also recommended them to others.

Awareness and use of IFLA signature resources



Use of resources to deliver change for communities

Through an open-ended question, members were invited to share how they have applied and benefited from IFLA guidelines, standards, and other professional resources in their efforts to enhance services and drive positive change within the communities they serve.

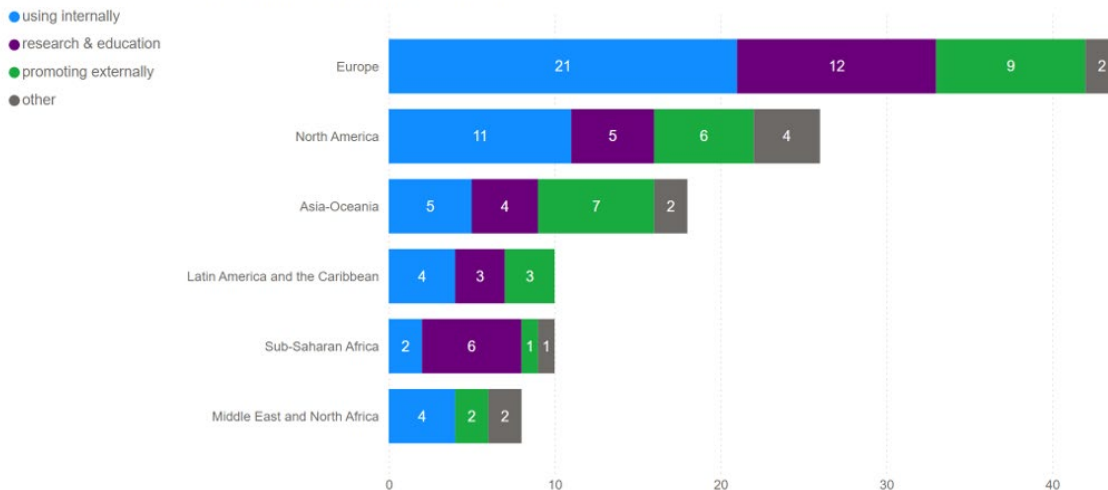
Findings

- Overall, the respondents report the usage of IFLA publications internally at their own organisations, including for benchmarking and improving library services. They also promote them externally, including for advocacy efforts and resharing the publications with colleagues and community. The publications are also used for research and education, including integrating into publications and teaching.
- The leaders in using the resources in policy & advocacy are respondents from Latin America and the Caribbean, Middle East and North Africa, and Asia-Oceania.
- In Sub-Saharan Africa, respondents integrate professional resources in their own publications and teaching.
- For respondents from associations and institutions, the IFLA professional resources are most useful in benchmarking and policy & advocacy work, while for individuals – in improving library services.

Topics in responses to the question about use and benefits of IFLA guidelines, standards, and other professional resources

How have you used and benefited from IFLA guidelines, standards and/or other professional resources in your work to drive services and deliver change for communities you serve?

Main topics discussed in responses by region, in # of times the topic is mentioned





Quotes from survey respondents

“The IFLA Trend Report is an excellent publication,” **Anonymous respondent, a representative of an IFLA institutional member (Asia-Oceania).**

“I was happy to prepare materials for the Library Map of the World. During the Georgian Library Week (23-30 April), I prepared a webinar "AI in Libraries" to open a discussion about AI development and to promote the IFLA recommendations for it, participated in several events to defend human rights and to improve the perception of SDGs among librarians, developed collections and wrote some media articles about the IFLA and WLIC 2023,” **Maia Simonishvili, The National Library of Georgia (Europe).**

“The accessibility guidelines and ethics guidelines are fantastic, and they have been useful in my current research design module,” **Anonymous respondent, a representative of an IFLA individual affiliate (Europe).**

“They [IFLA’s professional resources] have helped me formulate advocacy arguments, promote concrete actions, and talk about the future,” **Julia Demasi, Uruguayan Library Association (Latin America and the Caribbean).**

“IFLA’s guidelines and professional standards have been essential in shaping the strategic direction of the National Library and Archives, particularly in aligning our services with international best practices. Resources such as the IFLA Guidelines for National Libraries and the IFLA/UNESCO Manifesto on Digital Inclusion have guided our efforts in modernising access, outreach, and collection development to ensure inclusivity and cultural relevance within the UAE context. These tools have also played a key role in staff development. We incorporate IFLA standards into internal training to keep our teams informed on emerging trends, ethical practices, and user-centred design. This enables us to deliver more innovative and community-focused library services, while contributing to knowledge preservation and global engagement,” **Abdulla Majed Al Ali (Middle East and North Africa).**

Professional development

This section presents survey results and insights that will serve as reference data for tracking progress toward strategic outcomes related to the relevance of training and professional development opportunities, as well as satisfaction with and perceived value of IFLA events.

Relevance of training and professional development offer

Members were asked to rate how relevant they find the training and professional development opportunities offered by IFLA to their work and carrier growth. Five-point scale was offered as below:

- **Highly relevant** – The training and professional development offer directly supports my professional needs and growth
- **Moderately relevant** – Some aspects of training and professional development offer are useful, but more tailored content would be beneficial
- **Slightly relevant** – The training and professional development offer is somewhat useful but not fully aligned with my needs
- **Not relevant** – The training and professional development offer does not meet my professional development needs
- I am **not aware** of the training and professional development opportunities offered

Findings

- **One third (33%) of respondents** find IFLA's training and professional development offer **highly relevant** and supportive of their professional needs and growth, with the highest relevance reported in the Latin America and the Caribbean region (50% relevance) and Sub-Saharan Africa region (50% relevance).
- MENA and LAC regions stand out among association members, respectively 100% associations in MENA rated the training and professional development opportunities as highly relevant, and 83% in the LAC region.
- LAC region demonstrates the highest polarisation, with 83% of association members rating it as highly relevant and 17% not relevant.
- With exception of Asia-Oceania and North America, association members across regions tend to rate the relevance of available training and professional development offer higher than institutional members.
- The highest lack of awareness about IFLA's training and professional development offer is noted in the Sub-Saharan Africa region (17% not aware).

Relevance of training and professional development offer

Question	Region	Member Type	Response				
			Highly relevant – ..	Moderately relevant – ..	Slightly relevant – ..	Not relevant – ..	I am not aware of th..
Training and professional development relevance	Asia-Oceania	Associations	44%	33%	11%		11%
		Institutions	47%	32%	11%		11%
		Individuals	36%	36%	18%		9%
		Total	42%	34%	14%		10%
	Europe	Associations	31%	35%	19%	8%	8%
		Institutions	19%	26%	38%	10%	7%
		Individuals	30%	35%	20%		15%
		Total	25%	31%	28%	7%	9%
	Latin America and the Caribbean	Associations	83%			17%	
		Institutions	40%	40%	10%		10%
		Individuals	25%	50%			25%
		Total	50%	30%	5%	5%	10%
	Middle East and North Africa	Associations	100%				
		Institutions	36%	45%	18%		
		Individuals	20%	20%	40%		20%
		Total	35%	35%	24%		6%
	North America	Associations	14%	43%	14%	14%	14%
		Institutions	36%	43%	7%		14%
		Individuals	24%	47%	18%	6%	6%
		Total	25%	45%	15%	5%	9%
Sub-Saharan Africa	Associations	57%	29%			14%	
	Institutions	43%	29%	14%		14%	
	Individuals	50%	25%			25%	
	Total	50%	28%	6%		17%	
Total			33%	35%	19%	4%	10%

Satisfaction with and value of IFLA events

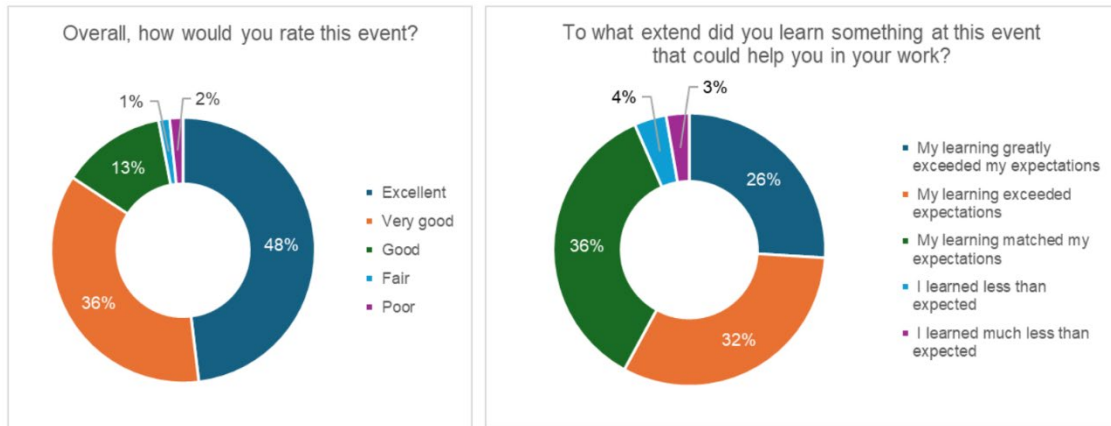
In 2024, IFLA's units hosted 44 virtual events through the IFLA Events Hub. These professional development events had 8,904 registrants and 5,852 live attendees.

After the launch of the Strategy, a post-event evaluation survey was set up on the events taking place through the IFLA Events Hub. The survey explores the value of IFLA events through both closed and open-ended questions as well as measures the likelihood of recommending IFLA event through a Net Promoter Score (NPS) question.

Findings

- The calculated **NPS score for IFLA events is 48** (calculated from 58% Promoters, 32% Passives, and 10% Detractors).
- 97% of attendees gave a positive rating to the event they attended. Nearly half (48%) rated it as excellent, while approximately one-third (36%) described it as very good.
- Nearly six in ten attendees (58%) said that what they learned at the event exceeded their expectations.
- Professional development events delivered by units through the IFLA Events Hub are found highly relevant – only 7% of attendees said they learned less or much less compared to what they expected.

Rating of events and extent of learning at events held on IFLA Events Hub



Quotes from event attendees

“Learning about soft skills is crucial in an academic library setting. Previously, I used 30% soft skills and 70% hard skills in my work when dealing with library users. After this event, the percentage for soft skills will rise, in fact I’ll put in the effort to increase it. As librarians or assistant librarians, we tend to search and deliver resources as requested, rather than interacting openly with a user. From now on, I’ll apply more soft skills and establish a confident relationship with my library users. Understanding their minds and hearts will allow for more 'better' service and the previous 'good' service. This was a 'heart-opening' session, to be honest. It enlightened me on the human aspect, the human touch factor. Humans need to understand other humans better for a progressive future, in libraries, in academics, in other places — in fact, everywhere,” **Anonymous respondent, an attendee of the event on “Librarianship Reimagined: Cultivating Power Skills for the Future.”**

“This webinar is immediately helping me understand how to use AI as librarian, also how to introduce AI for the students. I hope there will be a longer version on this topic. Really interesting,” **Anonymous respondent, an attendee of the event on Using AI to improve discovery and accessibility in libraries and archives.”**

Engagement with IFLA's volunteer units and Headquarters

This section presents survey results and insights that will serve as baseline data for tracking progress toward strategic outcomes related to engagement with IFLA's structural units, including Professional Sections, Regional Divisions, and Headquarters. It also explores members' understanding of the role of Regional Division Committees and Offices, as well as perceptions about the Headquarters team's ability to respond effectively and innovatively to member needs.

Engagement with Professional Sections

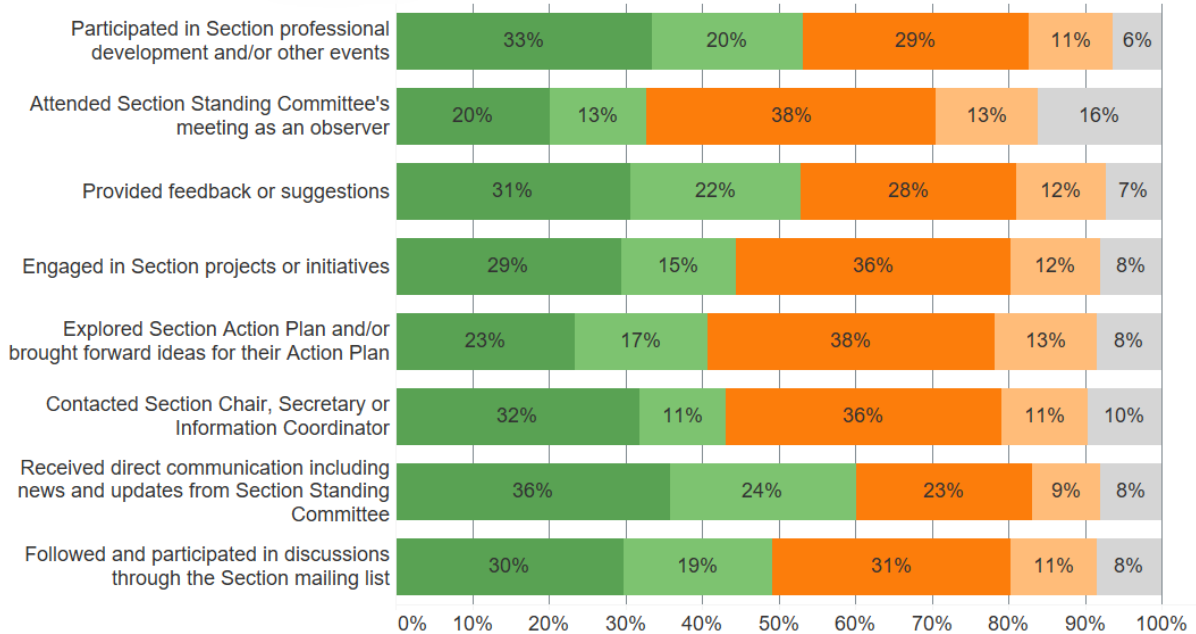
Members were asked to indicate their level of engagement with their registered Professional Sections by selecting whether they had actively engaged, engaged somewhat, not engaged, or were unaware of the engagement opportunities. Engagement rate across all activities (as listed in the survey question) was calculated as a percentage of those who actively engaged and engaged somewhat).

Findings

- An average **engagement rate across all activities is 47%** (29% actively engaged, 18% engaged somewhat).
- The most popular way of engagement is related to **receiving news and updates** from their registered Professional Sections Standing Committee (engagement rate of 60%), followed by **providing feedback and suggestions** (53%), and participating in **professional development** and/or other **events** organised by the Section (53%).
- An activity with the lowest engagement rate was attendance of Section Standing Committee's meetings as an observer (33%).
- Overall, engagement rate is higher among **institutional members** (53% across all activities / 34% actively engaged, 19% engaged somewhat), compared to **association members** (40% across all activities / 24% actively engaged, 16% engaged somewhat) and individual affiliates (46% across all activities / 28% actively engaged, 18% engaged somewhat).
- Engagement rate among members in Middle East and North Africa and North America regions is slightly higher than in other regions, 50% and 51% respectively.
- The lowest engagement rate across all activities was identified in Latin America and the Caribbean (40%).
- The most widely agreed-upon benefit of engaging with registered Professional Sections is the opportunity to **make connections and expand professional networks** (extent of agreement² is 4.0). This is followed by benefits such as **updating professional practice** (3.9) and **developing professional knowledge and skills** (3.9).

² Extent of agreement is calculated as a weighted average based on Likert-scale values, where responses are assigned scores from 5 (Strongly Agree) to 1 (Strongly Disagree). Responses marked as 'I don't know/Prefer not to answer' are excluded from the calculation.

Engagement with registered Professional Sections



- Response
- Not applicable
 - I was not aware this was an option
 - No, I have not engaged
 - Yes, I have engaged somewhat
 - Yes, I have actively engaged

Extent of agreement on benefits from engagement with registered Professional Sections



Understanding of Regional Divisions and Offices

Members were asked to rate their understanding of the role of IFLA's Regional Divisions in supporting the library field across regions in a five-point scale where each option was explained as below:

- **Excellent** – I have a clear and detailed understanding of their role and activities
- **Good** – I have a general understanding but would like more details
- **Fair** – I know a little but need more information
- **Poor** – I am aware of them but unsure of their role
- **Not at all** – I am unfamiliar with IFLA's Regional Divisions

In addition, members in Asia-Oceania, Latin-America and the Caribbean, Middle East and North Africa, and Sub-Saharan Africa were asked to rate their understanding of the role of IFLA's Regional Offices.

To assess the value of IFLA's regional structures in driving change at national and regional levels, members were asked to rate how valuable they consider the work of these structures. These were the options in a five-point scale:

- **Extremely valuable** – Their work significantly impacts national and regional library development
- **Very valuable** – Their contributions are important and make a noticeable difference
- **Somewhat valuable** – Their efforts help, but more impact is needed
- **Not very valuable** – Their influence is limited or unclear
- **Not valuable at all** – I do not see their impact

Findings

- An average of **79% of respondents reported understanding of the role of IFLA's Regionals Divisions**. This ranges from clear and detailed understanding of the role and activities of IFLA's Regional Division Committees (18% excellent understanding), to general understanding (31% good understanding) to fair understanding (30% know a little but need more information).
- 14% admitted they have poor understanding (being aware of them but unsure what their role is) and 7% said they are unfamiliar with IFLA's Regional Division Committees.
- Understanding of the role of Regional Division Committees is higher in Latin America and the Caribbean (30% excellent understanding) and Asia-Oceania (26% excellent understanding).
- The lowest level of understanding was identified in Europe (only 10% said they have excellent understanding).
- The highest level of understanding was reported from institutional members in Asia-Oceania (42%).
- The biggest share of those admitting they are unfamiliar with IFLA's Regional Division Committees are among associations in Asia-Oceania (33%), institutions in North America (21%) and institutions in Latin America and the Caribbean (20%).

- An average of **81% of respondents reported understanding of the role of IFLA's Regional Offices**. This ranges from clear and detailed understanding of the role and activities of IFLA's Regional Offices (26% excellent understanding), to general understanding (28% good understanding) to fair understanding (27% know a little but need more information).
- Understanding of IFLA's Regional Offices varies by region. MENA region shows the highest share of those with excellent understanding (38%) – an interesting finding given that it is also our newest Regional Office – followed by LAC region (30%), Asia-Oceania (24%), and Sub-Saharan Africa (17% with excellent understanding).
- The highest share of those who are unfamiliar with IFLA's Regional Offices is observed among institutional members in LAC region (30%), association members in Asia-Oceania (22%), and institutional members in Sub-Saharan Africa region (14%).
- **A large majority (82%) of respondents identified the work of IFLA's regional structures as valuable** – 17% said their work significantly impacts national and regional library development (extremely valuable), 25% agreed their contributions are important and make a noticeable difference (very valuable), and 40% said their efforts help, but more impact is needed (somewhat valuable).
- The perceived value is higher in Latin America and the Caribbean (45% extremely valuable), Sub-Saharan Africa (39% extremely valuable), and Middle East and North Africa (35% extremely valuable).
- The highest share of those perceiving the work of IFLA's regional structures are observed among individual affiliates in Europe (20%) and institutional members in Latin America and the Caribbean (20%).

Level of understanding of the role of IFLA's Regional Divisions by region and member type

Question	Region	Member Type	Response				
			Excellent – I have a clear ..	Good – I have a general un..	Fair – I know a little but need..	Poor – I am aware of the..	Not at all – I am unfamiliar..
Understanding of the role of IFLA's Regional Divisions	Asia-Oceania	Associations	11%	44%	11%		33%
		Institutions	42%	21%	21%	16%	
		Individuals	18%	32%	27%	23%	
		Total	26%	30%	22%	16%	6%
	Europe	Associations	8%	35%	31%	19%	8%
		Institutions	14%	21%	40%	19%	5%
		Individuals	5%	40%	40%	5%	10%
		Total	10%	30%	38%	16%	7%
	Latin America and the Caribbean	Associations	33%	50%	17%		
		Institutions	30%	20%	10%	20%	20%
	Middle East and North Africa	Associations			100%		
		Institutions	36%	27%	18%	18%	
		Individuals	20%	40%	20%	20%	
		Total	29%	29%	24%	18%	
	North America	Associations	29%	43%	14%	14%	
		Institutions	14%	36%	21%	7%	21%
		Individuals	15%	21%	38%	18%	9%
		Total	16%	27%	31%	15%	11%
Sub-Saharan Africa	Associations	29%	71%				
	Institutions	14%	43%	29%		14%	
	Individuals		25%	75%			
	Total	17%	50%	28%		6%	
Total		18%	31%	30%	14%	7%	

Level of understanding of the role of IFLA's Regional Offices by region and member type

Question	Region	Member Type	Response				
			Excellent – I have a clear ..	Good – I have a general un..	Fair – I know a little but need..	Poor – I am aware of the..	Not at all – I am unfamiliar..
Understanding of the role of IFLA's Regional Offices	Asia-Oceania	Associations	11%	44%	11%	11%	22%
		Institutions	37%	26%	32%	5%	
		Individuals	18%	23%	32%	27%	
		Total	24%	28%	28%	16%	4%
	Latin America and the Caribbean	Associations	33%	17%	50%		
		Institutions	30%	20%	10%	10%	30%
		Individuals	25%		50%	25%	
	Total	30%	15%	30%	10%	15%	
	Middle East and North Africa	Associations		100%			
		Institutions	50%	10%	10%	30%	
		Individuals	20%	20%	40%	20%	
	Total	38%	19%	19%	25%		
	Sub-Saharan Africa	Associations	29%	71%			
		Institutions	14%	43%	29%		14%
		Individuals		25%	75%		
Total		17%	50%	28%		6%	
Total			26%	28%	27%	13%	6%

Perceptions of value of IFLA's regional structures by region and member type

Question	Region	Member Type	Response				
			Extremely valuable – Th..	Very valuable – Their contri..	Somewhat valuable – Th..	Not very valuable – Th..	Not valuable at all – I do n..
Value of IFLA's regional structures (e.g., Regional Divisions, Regional Offices)	Asia-Oceania	Associations	22%	44%	22%	11%	
		Institutions	26%	16%	47%	11%	
		Individuals	9%	36%	41%	14%	
		Total	18%	30%	40%	12%	
	Europe	Associations	4%	23%	50%	12%	12%
		Institutions	5%	24%	45%	19%	7%
		Individuals	10%	35%	35%		20%
		Total	6%	26%	44%	13%	11%
	Latin America and the Caribbean	Associations	67%	17%	17%		
		Institutions	30%	10%	20%	20%	20%
		Individuals	50%		50%		
	Total	45%	10%	25%	10%	10%	
	Middle East and North Africa	Associations		100%			
		Institutions	36%	18%	27%	18%	
		Individuals	40%	20%	40%		
Total	35%	24%	29%	12%			
North America	Associations	14%	43%	29%	14%		
	Institutions	14%	21%	36%	21%	7%	
	Individuals	6%	18%	56%	12%	9%	
	Total	9%	22%	47%	15%	7%	
Sub-Saharan Africa	Associations	57%	14%	29%			
	Institutions	43%	29%	14%		14%	
	Individuals		50%	50%			
Total	39%	28%	28%		6%		
Total			17%	25%	40%	12%	7%

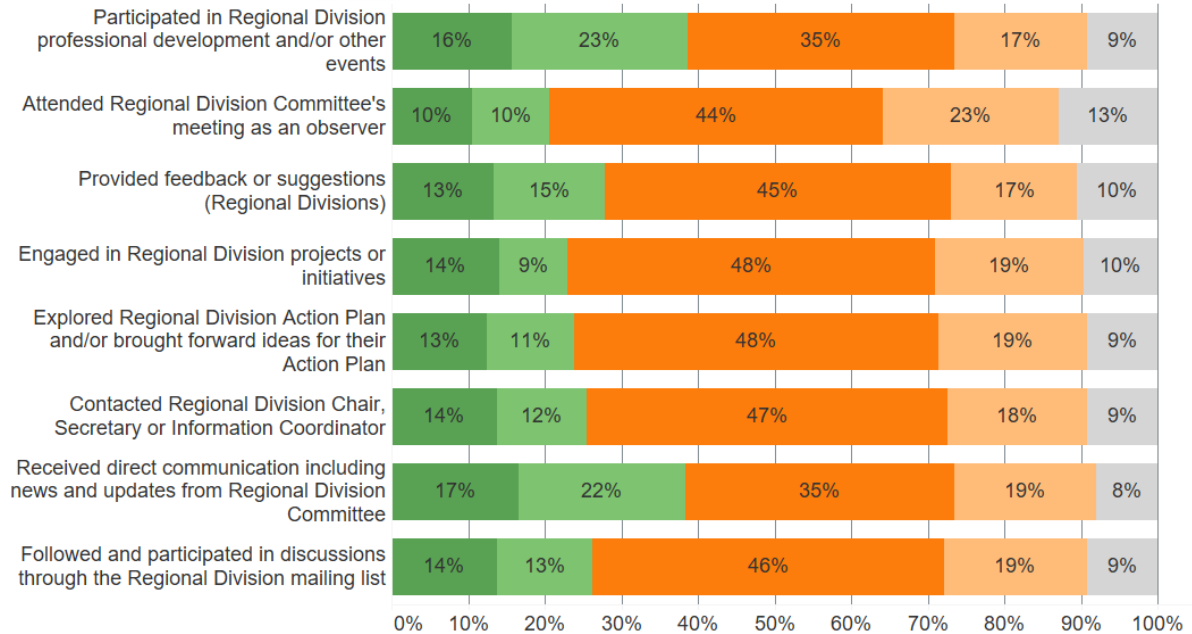
Engagement with Regional Divisions

Members were asked to indicate their level of engagement with their Regional Division Committee by selecting whether they had actively engaged, engaged somewhat, not engaged, or were unaware of the engagement opportunities. Engagement rate across all activities (as listed in the survey question) was calculated as a percentage of those who actively engaged and engaged somewhat).

Findings

- An average **engagement rate across all activities is 28%** (divided in half (14%) of those who actively engaged and another half who engaged somewhat).
- An activity with the highest engagement rate is related to **participating in Regional Division professional development and/or other events** (39%), followed by **receiving news and updates** from Regional Division Committee, and **providing feedback and suggestions** (28%).
- An activity with the lowest engagement rate was attendance of Regional Division Committee's meeting as an observer (21%).
- Engagement rate among association and institutional members is similar, respectively among associations 30% (across all activities 15% actively engaged, 15% engaged somewhat) and among institutions 32% (across all activities 18% actively engaged, 14% engaged somewhat), while engagement rate among individual affiliates is lower – 22% (8% actively engaged, 14% engaged somewhat).
- Engagement rate among members in Latin America and the Caribbean and Middle East and North Africa is slightly higher than in other regions, 51% and 46% respectively.
- The lowest engagement rate across all activities was identified in Europe (18%) and North America (22%).
- There is **general agreement (average extent of agreement: 3.4) on the benefits of engaging with Regional Divisions**, such as making connections and expanding professional networks—including internationally—developing professional knowledge and skills, updating professional practice, and sharing one's own experience more broadly. No single benefit stands out as significantly more important than the others.

Engagement with Regional Division Committees



- Response
- Not applicable
 - I was not aware this was an option
 - No, I have not engaged
 - Yes, I have engaged somewhat
 - Yes, I have actively engaged

Extent of agreement on benefits from engagement with Regional Division Committees



Engagement with Headquarters' team

Members were asked whether they had interacted with the IFLA Headquarters team in the past year, the main reason for their contact, and the extent to which their concerns or needs were addressed. Members' perceptions of the IFLA Headquarters team—specifically regarding its ability to respond effectively and innovatively—were explored through a set of Likert-scale statements.

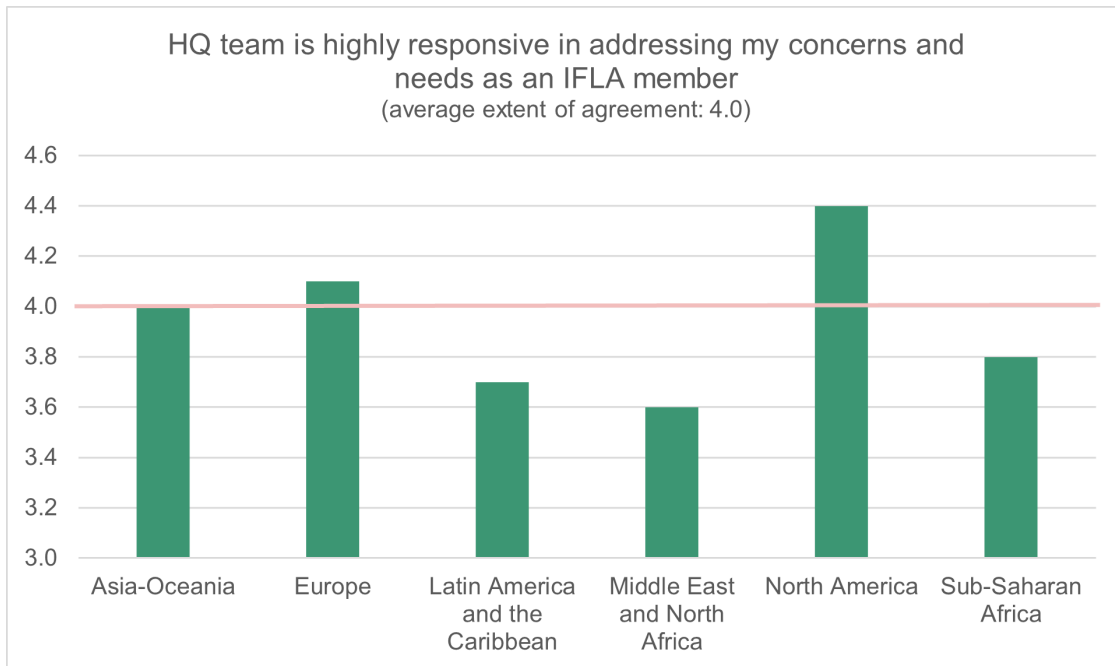
Findings

- Just over half of the respondents (**52%**) indicated that they interacted with IFLA Headquarters team in the past year. The share is higher in the LAC region (60%) and lower in the MENA region (41%).
- **Main reasons for contacting** the Headquarters team as identified by those who interacted with the team in the past year is **membership inquiries** (as indicated by 24%), followed by **questions about events and conferences** (18%) and **inquiries related to IFLA's structures, nominations and elections, or decision-making processes** (13%).
- A strong majority (86%) of those who interacted with the IFLA Headquarters team confirmed that the team completely or mostly addressed their concerns or needs. 11% said their concerns or needs were slightly or moderately addressed, and only 1% their concerns were not addressed.
- Average **extent of agreement on HQ team being highly responsive in addressing the concerns and needs of IFLA members is 4.0**. Agreement on HQ team's responsiveness is higher in Europe (extent of agreement: 4.1) and North America (extent of agreement: 4.4). The lowest extent of agreement was observed among respondents in Middle East and North Africa region (3.6).
- Average **extent of agreement on HQ team actively seeking out creative and innovative solutions to challenges faces by members and communities is 3.8**. Europe and North America show higher extent of agreement (3.9 and 4.0, respectively), while the lowest level of agreement was observed in the Latin America and the Caribbean region (3.5).
- The average **extent of agreement on the benefits of interacting with HQ team – particularly in terms of support for achieving members' individual and/or organisational goals – is 3.7**. The extent of agreement on the benefits is slightly higher in Asia-Oceania (3.8), Europe (3.8), and North America (3.9). The lowest extent of agreement was observed in Latin America and the Caribbean (3.4).

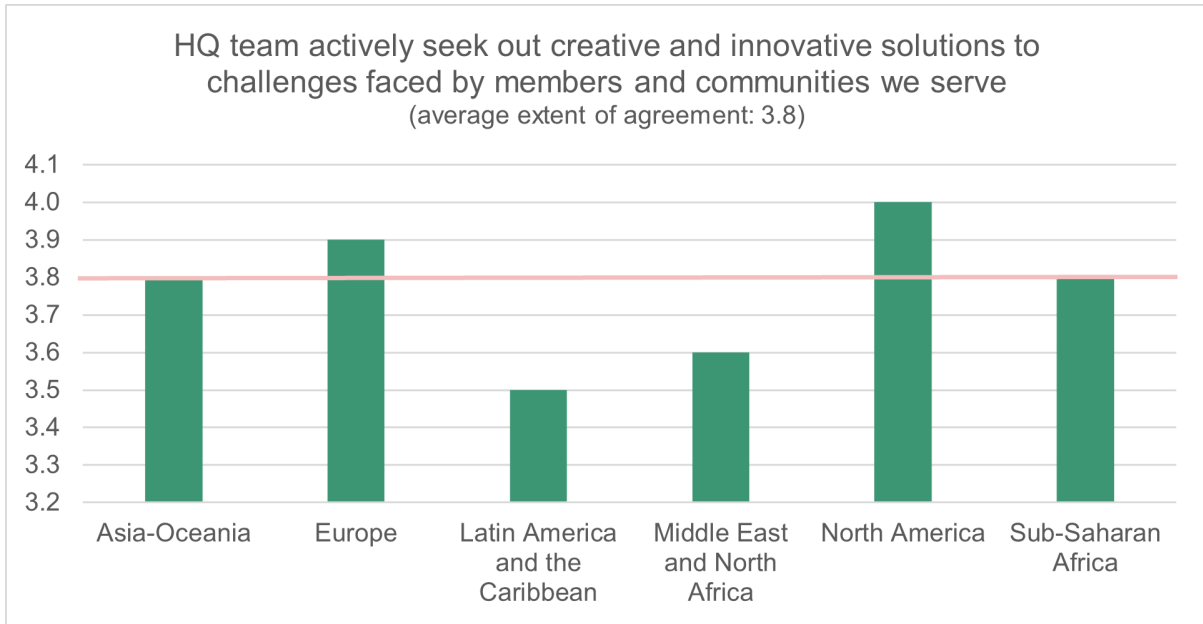
Reasons for contacting IFLA Headquarters team

Membership – inquiries about joining, renewing or membership benefits	Governance and leadership – inquiries about IFLA’s structures, nominations and elections, or decision-making processes	Volunteering and engagement – questions about volunteering, professional or regional committees, or professional engagement opportunities	Website and communications – issues or questions regarding IFLA’s website, newsletters, or accessing online resources
	Events and conferences – questions about IFLA IIFS or WLIC, regional meetings, webinars, or other events	Library Map of the World (LMW) – inquiries related to data submission, country profiles, stories or using LMW resources	Advocacy and policy – seeking information on IFLA’s advocacy work, policy resources, or global library advocacy and development initiatives
	Partnerships and projects – in the context of an externally-funded project or activity	Training and professional development – seeking information about training and other professional development opportunities and resources	Other reason to contact HQ team

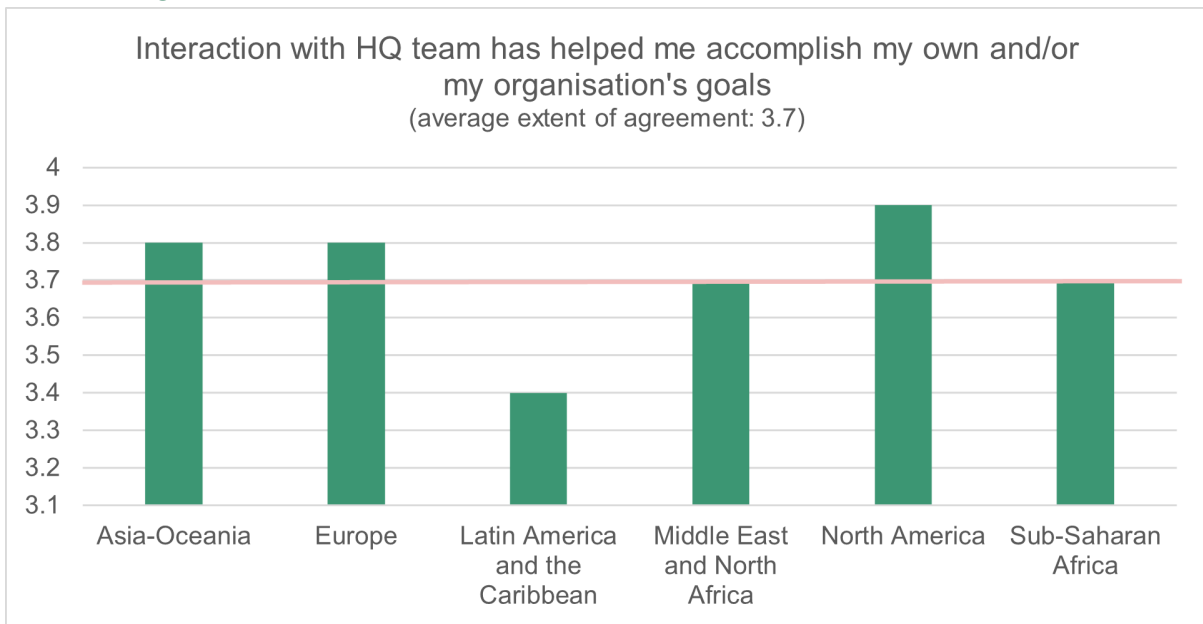
Extent of agreement on responsiveness of HQ team by region



Extent of agreement on HQ team being creative and innovative



Extent of agreement on benefits from interaction with HQ team



Perceptions of IFLA: awareness, confidence and sustainability

This section presents survey results and insights that will serve as baseline data for tracking progress toward strategic outcomes related to members' understanding of what IFLA is and offers, as well as perceptions about IFLA's sustainability.

Understanding of IFLA and its offerings

Members were asked to rate their understanding of what IFLA is and what it offers to its members and the library field in a five-point scale where each option was explained as below:

- **Very well** – I have a clear and comprehensive understanding of IFLA's mission, engagement opportunities, and resources
- **Well** – I have a good understanding of IFLA's offerings, though there are some areas I would like to learn more about
- **Neutral** – I have a basic understanding, but I am not fully informed about all that IFLA offers
- **Poorly** – I understand only a few aspects of IFLA's work and offerings
- **Not at all** – I am unfamiliar with IFLA's work and what it offers

Findings

- **70% of respondents reported a positive understanding of IFLA.** Nearly a quarter (24%) very well (clear and comprehensive understanding) and 56% well (good understanding, with some gaps).
- About one in five (22%) admit they have a basic understanding and 8% remain poorly or not at all informed.
- Institutional members generally report stronger understanding compared to associations and individual affiliates.
- Association members in North America and Asia-Oceania show weaker understanding and the greatest lack of clarity about IFLA's mission and offerings, with 43% of North American associations selecting 'Poorly' and 33% of Asia-Oceania associations selecting 'poorly'.
- Understanding of IFLA among individual affiliates varies among regions, with strong understanding in MENA region (80% well) and high uncertainty in Sub-Saharan Africa region (50% neutral, 25% not at all).

Understanding of IFLA and its offerings by region and member type

Question	Region	Member Type	Response				
			Very wel..	Well – I ..	Neutral ..	Poorly –..	Not at al..
Understanding what IFLA is and what it offers to its members and the library field	Asia-Oceania	Associations	33%	22%	11%	33%	
		Institutions	16%	58%	26%		
		Individuals	18%	36%	45%		
		Total	20%	42%	32%	6%	
	Europe	Associations	19%	50%	27%	4%	
		Institutions	31%	45%	17%	5%	2%
		Individuals	30%	45%	20%		5%
		Total	27%	47%	20%	3%	2%
	Latin America and the Caribbean	Associations	50%	33%	17%		
		Institutions	40%	10%	30%		20%
		Individuals	25%	50%		25%	
		Total	40%	25%	20%	5%	10%
	Middle East and North Africa	Associations			100%		
		Institutions	27%	36%	18%	9%	9%
		Individuals		80%		20%	
		Total	18%	47%	18%	12%	6%
	North America	Associations	29%	29%		43%	
		Institutions	29%	50%	14%	7%	
		Individuals	12%	59%	29%		
		Total	18%	53%	22%	7%	
Sub-Saharan Africa	Associations	43%	57%				
	Institutions	14%	71%			14%	
	Individuals		25%	50%		25%	
	Total	22%	56%	11%		11%	
Total		24%	46%	22%	5%	3%	

Confidence in IFLA's vision

Members were asked to rate their confidence in IFLA's vision and its ability to adapt to the evolving needs of the library field in a five-point scale where each option was explained as below:

- **Very confident** – IFLA has a strong, adaptable vision for the future and is well-prepared for change
- **Confident** – IFLA's vision is clear and adaptable, but there is room for further development
- **Neutral** – IFLA's vision is somewhat clear, but I'm unsure of its ability to adapt to future needs
- **Not very confident** – IFLA's vision seems unclear or underdeveloped, with limited adaptability
- **Not confident at all** – IFLA lacks a clear and adaptable vision for the future

Findings

- **73% of respondents feel confident in IFLA's vision.** About one in five respondents (22%) said they feel very confident in IFLA's vision and its adaptability rating IFLA as well prepared for change, and just over half (51%) said IFLA's vision is clear and adaptable, but there is room for further development.

- Confidence is higher among association members (77% feel confident or very confident) compared to institutional members (73%) and individual affiliates (71%)
- Members in Asia-Oceania, Europe, Latin America and the Caribbean, and Sub-Saharan Africa report similar levels of confidence (between 75 and 77%). The least confident are members in Middle East and North Africa (59%), followed by North America (69%). The last two also report the highest levels of neutral and low-confidence responses.
- While Middle East and North Africa region report the lowest confidence among regions, it stands out with 100% of association members reporting confidence in IFLA's vision and its ability to adapt.

Confidence in IFLA's vision by region and member type

Question	Region	Member Type	Response				
			Very confident – ..	Confident – IFLA's visio..	Neutral – IFLA's visio..	Not very confident – ..	Not confident at all – IFLA..
How confident are you in IFLA's vision and its ability to adapt to the evolving needs of the library field?	Asia-Oceania	Associations	33%	33%	11%	22%	
		Individuals	27%	41%	27%	5%	
		Institutions	21%	68%	11%		
		Total	26%	50%	18%	6%	
	Europe	Associations	23%	54%	19%	4%	
		Individuals	45%	35%	10%	5%	5%
		Institutions	14%	60%	17%	7%	2%
		Total	24%	52%	16%	6%	2%
	Latin America and the Caribbean	Associations	33%	50%		17%	
		Individuals	25%	50%	25%		
		Institutions	40%	30%	10%	10%	10%
		Total	35%	40%	10%	10%	5%
	Middle East and North Africa	Associations		100%			
		Individuals		60%	20%	20%	
		Institutions	9%	45%	36%	9%	
		Total	6%	53%	29%	12%	
	North America	Associations	14%	43%	29%	14%	
		Individuals	12%	56%	32%		
		Institutions	14%	64%	14%	7%	
		Total	13%	56%	27%	4%	
	Sub-Saharan Africa	Associations	43%	57%			
		Individuals	50%	25%	25%		
		Institutions	14%	43%	29%		14%
		Total	33%	44%	17%		6%
Total			22%	51%	19%	6%	2%

Perceptions about IFLA's sustainability

Sustainability in the survey refers to IFLA's ability to maintain its operations over time and to secure a sustainable future based on a sustainability strategy that allows IFLA to diversify funding and deliver on its goals.

Members were asked to rate their perception of IFLA's sustainability in a five-point scale, where each option was explained as below:

- **Highly sustainable outlook** – IFLA is well-positioned to maintain its operations in the long term and secure a sustainable future

- **Somewhat sustainable outlook** – IFLA appears to have some stability but may still face challenges in securing a sustainable future
- **Neutral / uncertain outlook** – It is unclear whether IFLA can sustain its operations over time and secure a sustainable future
- **Somewhat unsustainable outlook** – There are significant challenges and risks to IFLA's long-term sustainability that could affect its ability to secure a sustainable future
- **Very unsustainable outlook** – IFLA is unlikely to maintain its operations over time, securing a sustainable future seems uncertain and at risk
- **I don't know**

Findings

- **73% of respondents** believe IFLA is on a **sustainable path**, with 23% indicating a highly sustainable outlook and 50% selecting somewhat sustainable outlook.
- **15% are uncertain** about IFLA's sustainability, suggesting a need for greater clarity on IFLA's sustainability strategy. Neutral/Uncertain perceptions are notable in the MENA region (24%) and North America region (18%).
- **The most optimistic region is Asia-Oceania** – 78% positive outlook (28% highly sustainable, 50% somewhat sustainable).
- **Only 2%** of respondents perceive IFLA as **unsustainable**. The most pessimistic are association members in North America region (14% selected a very unsustainable outlook) and association members in the LAC region (17% perceived it as somewhat unsustainable).
- High number of "I don't know" responses were observed in the North America among individual affiliates (21%), and among institutional members in Europe and Sub-Saharan Africa region (14% in both).
- While discussing how IFLA can ensure its long-term sustainability, most responses (19%) highlight **the need to focus on membership engagement**. Other responses also include **advocacy** and demonstration of the **value to external stakeholders**, as well as more engagement of **regional partners** and focus on local contexts.
- **Regional and local focus** is especially important for members from Asia-Oceania (20%) and Sub-Saharan Africa (13%). Members from Latin America and the Caribbean (20%) and Europe (15%) offer **partnerships and exploring collaborations** as the way to ensure sustainability. For members from North America, focus on developing and promoting **vision and mission** is one of the most important solutions to meet sustainability challenges (21%).
- As for member types, **associations prioritise vision and mission**, membership engagement, **collaboration and partnerships and regional focus**. For institutions, the major focus is on membership engagement and collaboration and partnerships. Individuals suggest focusing on **engaging members** to ensure IFLA's sustainability.

Perceptions of IFLA's sustainability by region and member type

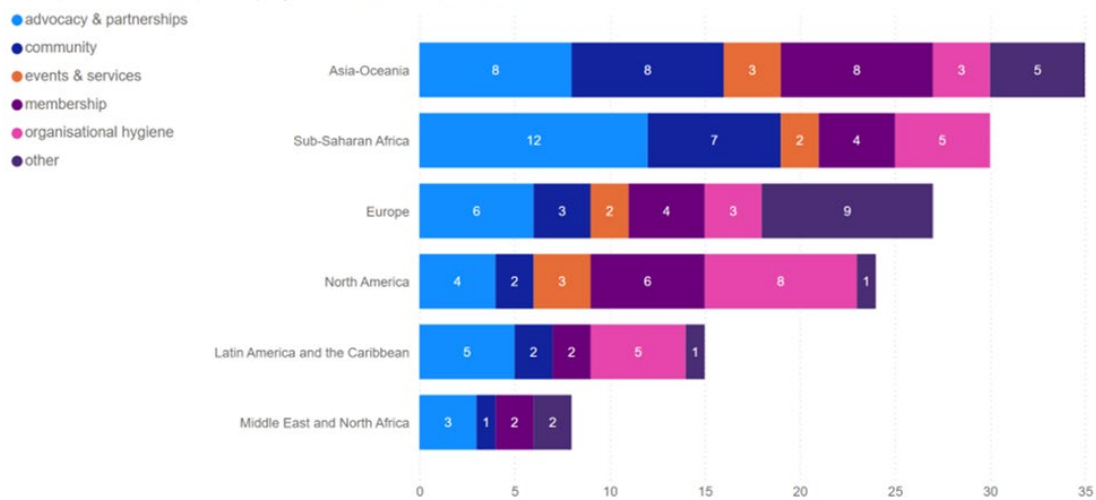
Question	Region	Member Type	Response					
			Highly sustainable outlook – IFLA	Somewhat sustainable outlook – IFLA	Neutral / uncertain outlook – IFLA	Somewhat unsustainable outlook – IFLA	Very unsustainable outlook – IFLA	I don't know
How do you perceive IFLA's sustainability?	Asia-Oceania	Associations	33%	44%	11%			11%
		Institutions	37%	53%	11%			
		Individuals	18%	50%	18%	5%		9%
		Total	28%	50%	14%	2%		6%
	Europe	Associations	23%	54%	12%			12%
		Institutions	19%	50%	17%			14%
		Individuals	20%	60%	5%		5%	10%
		Total	20%	53%	13%		1%	13%
	Latin America and the Caribbean	Associations	17%	50%	17%	17%		
		Institutions	30%	40%	10%	10%		10%
		Individuals	25%	50%	25%			
		Total	25%	45%	15%	10%		5%
	Middle East and North Africa	Associations		100%				
		Institutions	18%	55%	18%			9%
		Individuals	20%	40%	40%			
		Total	18%	53%	24%			6%
	North America	Associations	14%	57%	14%		14%	
		Institutions	29%	43%	21%			7%
		Individuals	12%	50%	18%			21%
		Total	16%	49%	18%		2%	15%
	Sub-Saharan Africa	Associations	43%	43%	14%			
Institutions		14%	57%	14%			14%	
Individuals		75%	25%					
Total		39%	44%	11%			6%	
Total			23%	50%	15%	1%	1%	10%

Topics discussed in responses to the question about IFLA's long-term sustainability

In an open-ended question, members were asked to share their suggestion for what IFLA should focus on to strengthen its long-term sustainability.

What do you think IFLA should focus on to strengthen its long-term sustainability?

Main topics discussed in responses by region, in # of times the topic is mentioned



Quotes from survey respondents

“To strengthen its long-term sustainability, IFLA should focus on diversifying its funding sources beyond membership fees—such as building partnerships with international organisations, foundations, and private sector stakeholders who support access to information and education. Additionally, investing in capacity-building for regional structures, encouraging more youth involvement, and embracing digital transformation will ensure ongoing relevance and resilience. Strengthening internal transparency and accountability, while also promoting a clear value proposition for members, will help retain and grow its global support base,” **Tesfaye Zeleke, House of people’s representatives of Ethiopia (Sub-Saharan Africa).**

“Surveys like this, along with other activities to strengthen the connection with ordinary members, who have direct contact with library users and their needs, are very important,” **Olga Kronberga, an IFLA individual affiliate (Europe).**

“To be actively engaged in all regions of the world,” **Anonymous respondent, an IFLA individual affiliate (Asia-Oceania).**

“Updates to the Trend Report will help IFLA stay relevant and allow it to deal with current global issues,” **Anonymous respondent, a representative of an IFLA institutional member (North America).**

“Keep up with the excellent statistics and showcase them to all those responsible for funding to highlight the value that libraries provide to their citizens, wherever they may be,” **Philip Wilson, an IFLA individual affiliate (Europe).**

Perceptions about IFLA being well-managed organisation

To explore members’ perceptions of IFLA as a well-managed organisation, members were asked to rate the effectiveness of IFLA’s leadership in ensuring the organisation’s long-term success and sustainability. Responses were collected using a five-point scale, with each option defined as follows:

- **Very effective** – IFLA’s leadership is strong and fully capable of securing a sustainable future
- **Effective** – IFLA’s leadership is doing well
- **Neutral** – IFLA’s leadership is somewhat effective
- **Ineffective** – IFLA’s leadership faces significant challenges in securing a sustainable future
- **Very ineffective** – I do not believe the leadership can ensure long-term sustainability
- **I don’t know**

Findings

- **A large majority (87%) rated IFLA's leadership as effective** in ensuring the long-term success and sustainability of the organisation. Rating ranges from somewhat effective (21%) and effective (44% think that the leadership is doing well) to very effective (22% believe IFLA's leadership is strong and fully capable of securing a sustainable future).
- **Institutional members and individual affiliates gave the higher rating compared to association members.** 23% of institutional members and 25% of individual affiliates think that IFLA's leadership is very effective, compared to 16% of association members.
- Members in **Latin America and the Caribbean** are the most positive (35% rated IFLA's leadership as very effective). This is followed by **Asia-Oceania** and **Sub-Saharan Africa** members (28% in both regions rated IFLA's leadership as very effective). **Middle East and North Africa** are less optimistic – only 6% gave a rating of very-effective.
- **Latin America and the Caribbean** demonstrate polarised responses – while it is a region with the highest share of those rating IFLA's leadership as very effective, it is also a region with the highest share of those giving low rating – ineffective (10%) and very ineffective (5%).
- The highest numbers of “I don't know” responses came from **North America** and **Sub-Saharan Africa**.

Perceptions about effectiveness of IFLA's leadership in ensuring the organisation's long-term success and sustainability

Question	Region	Member Type	Response					I don't know
			Very effective – I..	Effective – IFLA's lead..	Neutral – IFLA's lead..	Ineffective – IFLA's lead..	Very ineffective – ...	
How effective do you think IFLA's leadership is in ensuring the long-term success and sustainability of the organisation?	Asia-Oceania	Associations	22%	44%	33%			
		Institutions	37%	47%	11%	5%		
		Individuals	23%	36%	32%	5%	5%	
		Total	28%	42%	24%	4%	2%	
	Europe	Associations	8%	50%	31%	8%		4%
		Institutions	21%	38%	24%	5%		12%
		Individuals	45%	30%	10%	5%		10%
		Total	23%	40%	23%	6%		9%
	Latin America and the Caribbean	Associations	33%	33%	17%	17%		
		Institutions	40%	20%	10%	10%	10%	10%
		Individuals	25%	25%	50%			
		Total	35%	25%	20%	10%	5%	5%
	Middle East and North Africa	Associations		100%				
		Institutions	9%	45%	36%			9%
		Individuals		80%	20%			
		Total	6%	59%	29%			6%
	North America	Associations	14%	57%	14%		14%	
		Institutions	7%	71%	7%		7%	7%
		Individuals	18%	47%	18%			18%
		Total	15%	55%	15%		4%	13%
Sub-Saharan Africa	Associations	29%	43%	14%	14%			
	Institutions	29%	29%	29%			14%	
	Individuals	25%	50%				25%	
	Total	28%	39%	17%	6%		11%	
Total			22%	44%	21%	4%	1%	8%

Annex

Coding of open-ended responses

To assign topics to open-ended responses, i.e. codes, a mixed approach was applied, combining deductive and inductive coding. Only descriptive type of codes was utilised summarising the basic topic of responses.

Deductive codes were developed based on indicators of IFLA Strategy 2024-2029, based on predefined thematic areas relevant to monitoring and evaluation such as "membership engagement," "member support," "volunteer support," "policy & advocacy," "learning & development" and other. This established a basis for the coding framework, as the same codes used across various questions allowed for comparability of results.

Inductive codes were developed based on processing questions individually, to extend the coding framework. The inductive coding allowed to capture topics not anticipated during deductive coding and consider specific contexts of each question.

The codes were reviewed to ensure clarity and exclude repetitions. The codebook was refined to ensure consistency. Each response was assigned one or more codes as appropriate. To allow for binary quantitative analysis, the presence of a given code in a response was recorded as 1 (present) and absence as 0 (absent). The results are reported against calculation of repetitions of the topics in responses, that is why they should be interpreted as the main topics discussed by respondents.

Applied codes for the questions mentioned in the report

Can you provide specific examples of how have you benefited, personally and/or professionally, from your IFLA membership? If not, what improvements would you suggest enhancing the value of your membership?

Community & networking, learning & development, committee/section/unit involvement, information access, regional & local focus, events/webinars, policy & advocacy, membership engagement, elections, other.

Can you describe a time when you felt a strong sense of belonging to IFLA?

Committee/section/unit involvement, community & networking, elections, events/webinars, information access, publications, strategic input & feedback, vision & mission, none, other.

How have you used and benefited from IFLA guidelines, standards and/or other professional resources in your work to drive services and deliver change for communities you serve?

For this question, the initial codes included: using in their own organisation, improving library services, benchmarking, resharing, policy & advocacy, promoting at the national level, integrating in their own publications, research, teaching, learning and development, other: responses that do not fall into previous topics.

To allow for analysis and more effective data visualisation, parent codes were introduced:

- Using internally: using in their own organisation, improving library services, benchmarking.
- Promoting externally: resharing, policy & advocacy, promoting at the national level.
- Research & education: integrating in their own publications, research, teaching, learning and development.

What do you think IFLA should focus on to strengthen its long-term sustainability?

For this question, the initial codes included:

Regional & local focus, advocacy & value demonstration, events & networking, communication, membership engagement, vision & mission, digital strategy, volunteer support, collaboration & partnership, working with youth.

To allow for analysis and more effective data visualisation, parent codes were introduced:

- Community: working with youth, volunteer support, regional & local focus,
- Organisational hygiene: vision & mission, digital strategy, organisational processes
- Membership: membership engagement
- Events & services: events & networking
- Advocacy & partnerships: communication, advocacy & value demonstration, collaboration & partnerships