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## **Ferndale Residents Significantly Satisfied with Library Service, Survey Finds**

*Recent Study Commissioned by City Government Found High Approval Ratings for the Library*

**FERNDALE, MI (February 19, 2023—)** Ferndale Library is pretty popular with its patrons. The City of Ferndale recently commissioned an Engagement and Priority Assessment, which surveyed a random sample of residents, and it turns out that satisfaction rates are quite high when it comes to Ferndale Area District Library's resources and programming.

Last fall, Ferndale's city government worked with Cobalt Community Research to better understand the community's values and priorities while gauging citizens' overall satisfaction regarding a wide range of services across all demographics. The survey results were presented in early December 2023, showing that people liked Ferndale's diversity, walkability, safety, and its central location in the Metro Area.

But it was also apparent that Ferndalians are significantly satisfied with their local public library: a majority of residents across all age groups showed a prevailing positive opinion of the library overall, with particular satisfaction for both the quality and variety of programming and the adequacy of library resources to meet the needs of its citizens.

Nearly 75% of residents made at least a few or several visits to the library in 2023, with nearly a quarter visiting 12 times or more. According to Cobalt's research, the Ferndale Library is significantly ahead of the national average regarding residents' approval ratings of their public libraries, particularly regarding programming. Ferndale locals also reported an 87% overall satisfaction rating of the library's resources in 2023, compared to 65% in 2009.

The study revealed high approval ratings from those in the 18-34 age group and notably high ratings from 35-54. Furthermore, Ferndale Library received nearly perfect ratings across the board from surveyed LGBTQ+ residents and very high ratings from Black, Latino, and Asian residents.

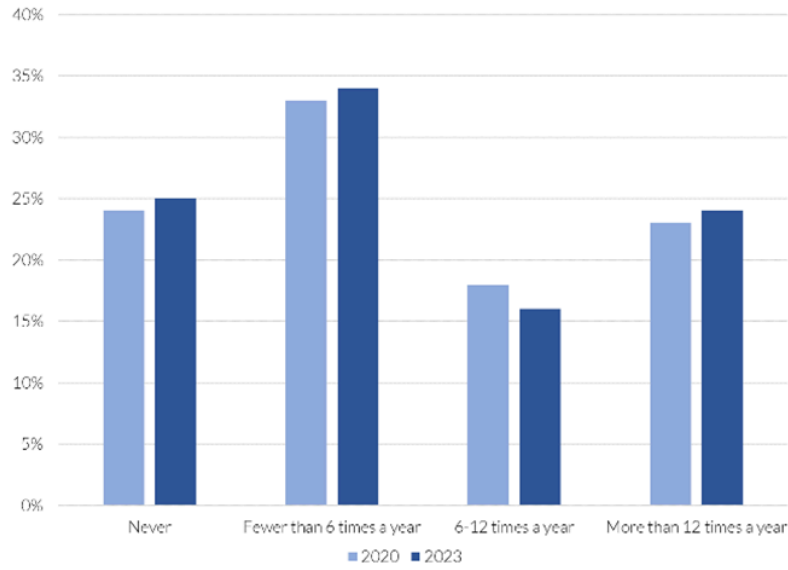
In all four major categories—*hours, resources, programming quality, and programming variety*—the library's ratings were higher than in previous years: slightly higher than in 2020 and markedly higher than in 2009. Between 2020 and 2023, the library added several new recurring programs for varying age groups, including new book clubs, craft events, partnerships with local organizations and businesses, and additions to circulating collections like the Library of Things. A library card is not needed, though, to visit or use the library—free WiFi is available to anyone inside the building, and access to private spaces for meetings or studying is available. Meanwhile, ongoing plans for monthly events continue to advance the library's mission of providing programming that educates, entertains, and enriches the community.

More information can be found at: [www.fadl.org/](http://www.fadl.org/)

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## Library Use



CobaltCommunityResearch.org

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## Drivers of Satisfaction and Behavior:

### Library

