Food for Thought:
A cost-effective survey to obtain user feedback about collections

- What do we use for a donut survey?
  - High volume
  - Target pedestrians around campus
  - Short (<3 min)
- What is a donut survey?
- Donuts or fruit for responses

What went well
• 1,184 responses from 9 surveys
• Targeted locations for underrepresented populations
• Used QR codes to handle high traffic
• Used randomized sub-surveys to be able to ask more questions

What went badly
• 1st location was low traffic
• Not enough responses to use at dept. level
• Donut supply issues

Improvements
• Offer library info cards for outreach
• Adding a pop-up banner for advertisement
• Added/changed some questions for the new year

Tips for your donut survey
• Keep food options simple
• Use eye-catching and library-branded décor
• Choose high traffic locations
• Keep the survey short

Tips for your donut survey

- Use About the Same 13%
- Non-Users of Library Books 19%
- Only eBooks 16%
- Mostly eBooks 30%
- Mostly Print 30%
- Only Print 6%

How often can you find what you need?
- Usually 49%
- Sometimes 11%
- Rarely 3%
- Never 1%
- Haven’t Tried 9%

How frequently do you use library resources for...

- Physical A/V, 3%
- Other, 8%
- Never Had Issues, 26%
- Online A/V, 5%
- Print Book, 15%
- Journal Article, 20%
- eBook, 12%

What was the last thing you couldn’t find?

- Use About the Same 13%
- Non-Users of Library Books 19%
- Only eBooks 16%
- Mostly eBooks 30%
- Mostly Print 30%
- Only Print 6%

What we learned...

- 1,184 responses from 9 surveys
- Targeted locations for underrepresented populations
- Used QR codes to handle high traffic
- Used randomized sub-surveys to be able to ask more questions

- 1st location was low traffic
- Not enough responses to use at dept. level
- Donut supply issues

- Offer library info cards for outreach
- Adding a pop-up banner for advertisement
- Added/changed some questions for the new year

- Keep food options simple
- Use eye-catching and library-branded décor
- Choose high traffic locations
- Keep the survey short

- Use library info cards for outreach
- Adding a pop-up banner for advertisement
- Added/changed some questions for the new year

- Keep food options simple
- Use eye-catching and library-branded décor
- Choose high traffic locations
- Keep the survey short