

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

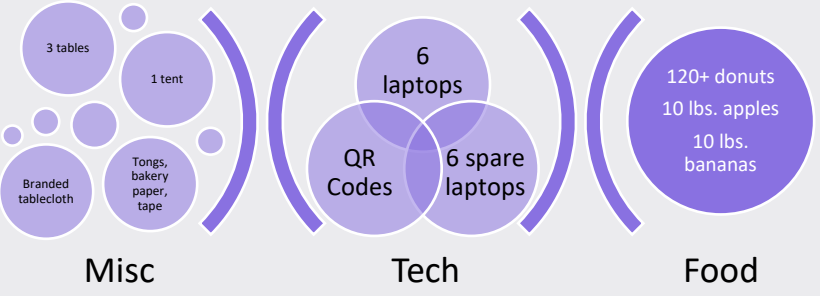
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## What do we use for a donut survey?



### 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

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

### Improvements

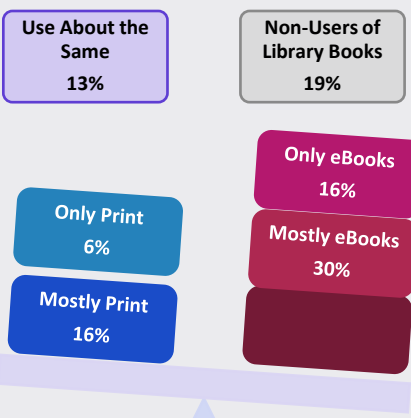
- Offer library info cards for outreach
- Adding a pop-up banner for advertisement
- Added/changed some questions for the new year

### Tips for your donut survey

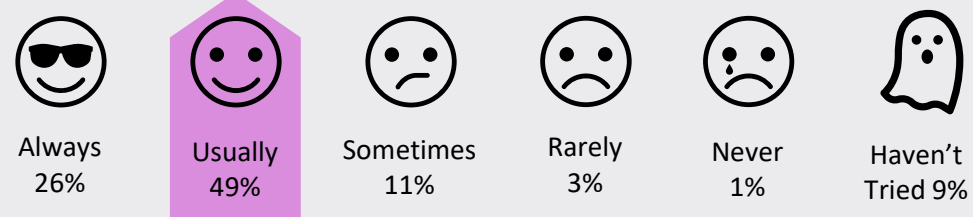
- Keep food options simple
- Use eye-catching and library-branded décor
- Choose high traffic locations
- Keep the survey short

## What we learned...

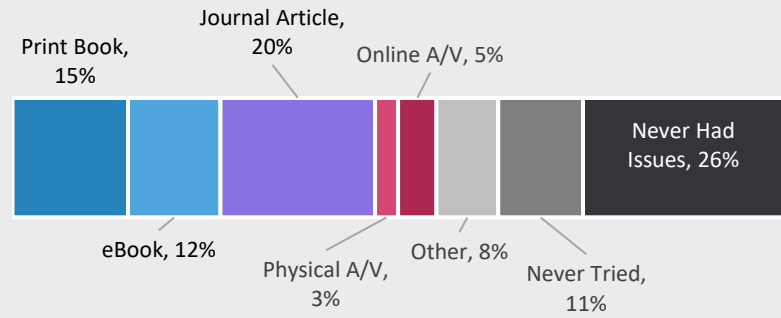
### Print or eBooks?



### How often can you find what you need?



### What was the last thing you couldn't find?



### How frequently do you use library resources for...

