

Welcome!

Before we get started:

- Today's webinar is scheduled to last 1 hour including Q&A
- Click the CC button for Closed Captions
- BSL interpretation is available
- The recording of this webinar will be available on our website in 7 days
- Ask questions using the Q+A button
- Say hello in the chat (select "Everyone" from the dropdown). You can also use the reaction buttons! 🤔 🎉 😊

Designing your own survey: research basics and top questions

October 2025



**Digital Culture
Network**



Webinar

Jack Roscoe

Tech Champion

Audience Data Collection and Evaluation

I can support you to:

- Identify key research objectives
- Improve the quality of your surveys
- Train your team in survey collection skills



Access free one-to-one support



Get in touch

Events

Knowledge Hub

Awards ▾

External Support ▾

News

About ▾



Ask a Tech Champion

Ask a Tech Champion

Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

First Name

Last Name



Email

Organisation

What is it about?

Which discipline is your area of focus?

What region are you based in?

How did you hear about us?

Please tell us about the support you need:

Agenda

1

Do you need to design your own survey?

2

4 useful survey questions

3

Hands on: survey design skills

4

Survey platforms

5

Q&A

Do you need to design your own survey?



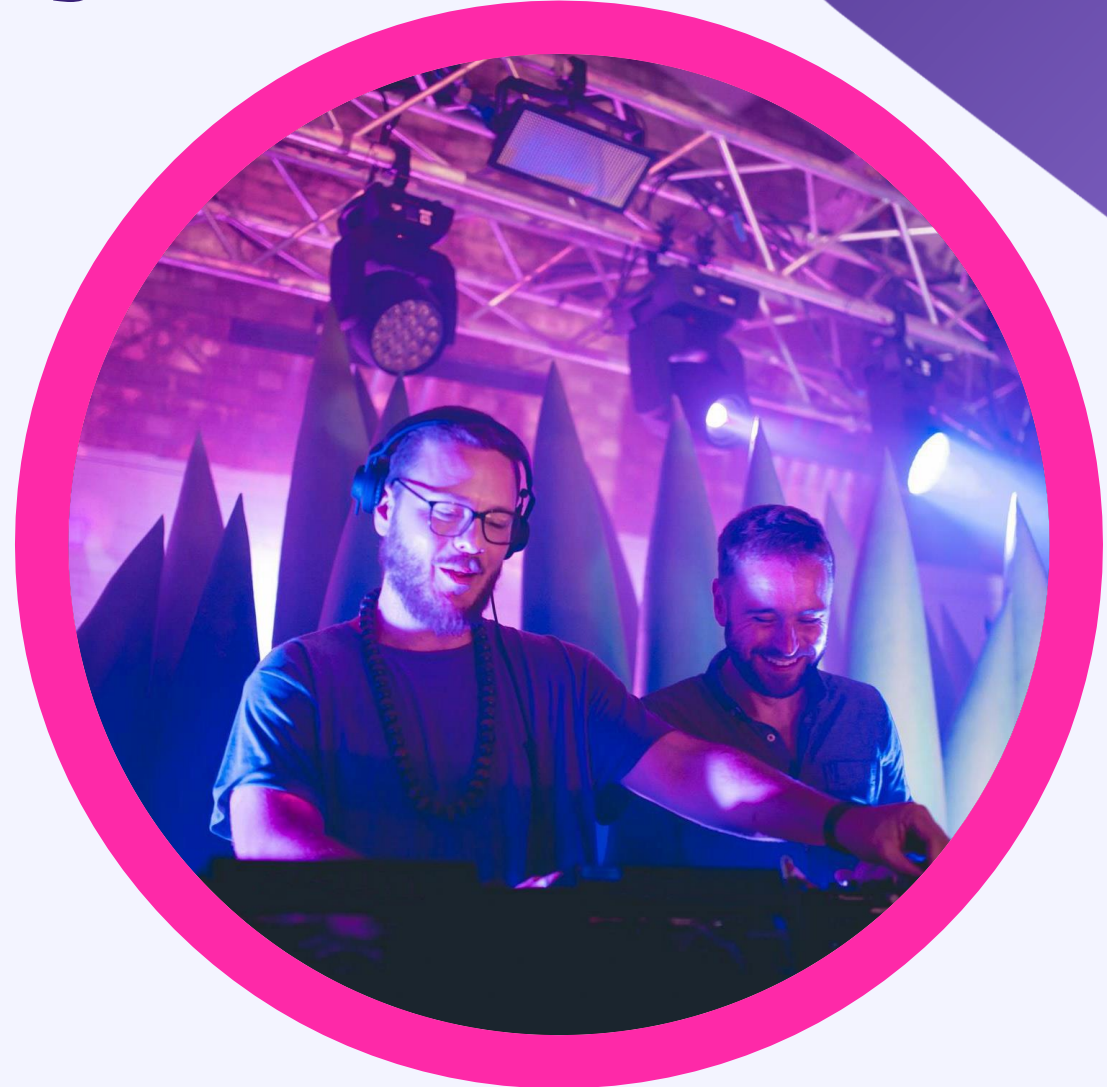
Surveys

- Collect statistical data from a large number of people
- Allows sophisticated data analysis 🧐
- Research your existing audience 🔬
- Other applications include evaluating your work, website user testing, researching non-visitors 🔭

Is your survey giving you..

- Useful and practical insights
- Opportunities and new ways forward
- A shared vision
- Data YOU find useful

Tell us in the chat – are you thinking of updating or creating a new survey?



Journey to a better survey



Episode 10: Nadia Sommella
from Barber Institute of Fine Arts



Digital
Culture
Podcast



 Digital
Culture
Awards

Agenda

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Q&A

What makes a good question?

- Simple and focused
- Gives you useful information
- Works together with other questions using **cross-analysis**



Cross-analysis

Answers to one question split people into groups

Look at how these groups answered the rest of the survey

 Checking for significant differences in response to questions

Rather than lumping everyone together

Cross analysis: What are your favourite Christmas songs?

Son	All responses	Aged 18-24	Aged 25-34	Aged 35-44	Aged 45-54	Aged 55-64
Fairytale of New York	30%	19%	21%	27%	36%	43%
Last Christmas	25%	22%	24%	26%	29%	25%
All I Want for Christmas Is You	23%	36%	35%	29%	24%	12%
White Christmas	15%	12%	9%	10%	8%	20%
Santa Tell Me	7%	32%	8%	6%	5%	2%

Cross-analysis



Very cross

1. Have you visited before?

Have you visited [venue] before?

First-time

No, this is my first time

Regular

Yes, in the past 2 years

Lapsed

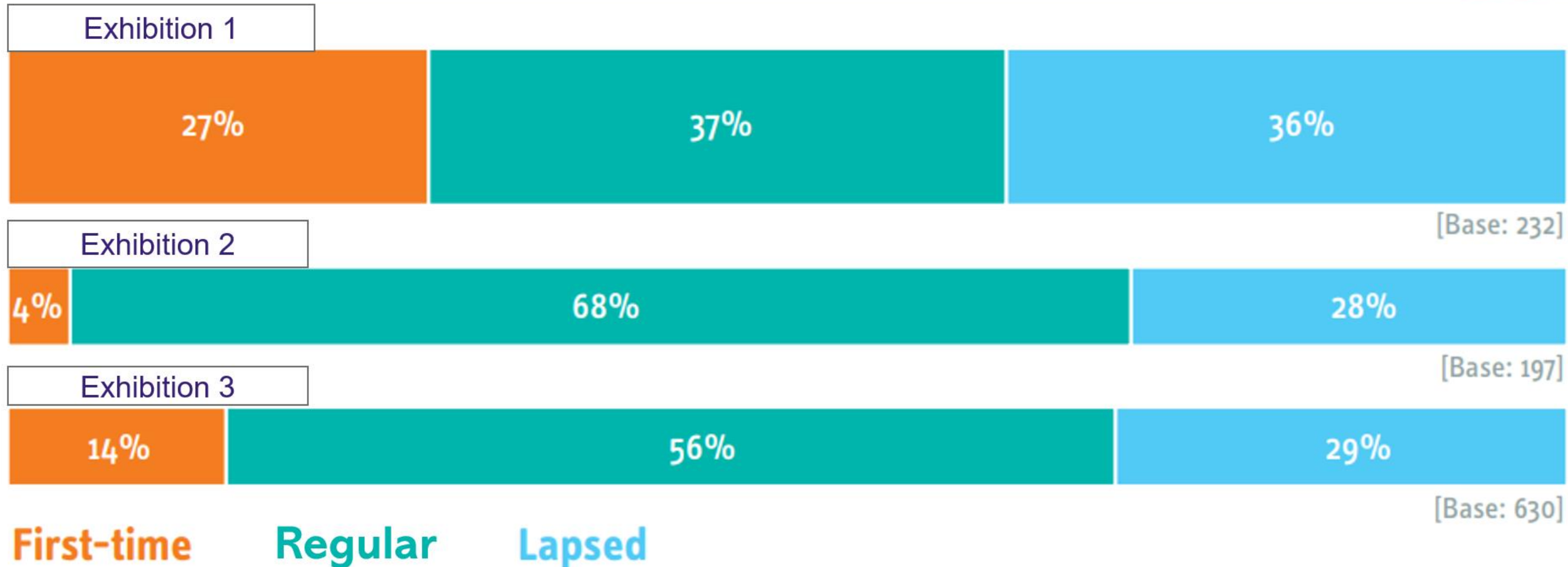
Yes, between 2-5 years ago

Lapsed

More than 5 years ago

1. Have you visited before?

British Museum special exhibitions



British Museum exhibitions

Which attracted the MOST first-time visitors? (27% of the total)



Rodin

See Rodin's iconic sculptures in a new light.



Manga

A graphic world where art and storytelling collide in the largest exhibition of manga ever to take place outside of Japan.



I Am Ashurbanipal

Warrior. Scholar. Empire builder. King slayer. Lion hunter. Librarian

British Museum exhibitions

Which attracted the LEAST first-time visitors? (4% of the total)



Rodin

See Rodin's iconic sculptures in a new light.



Manga

A graphic world where art and storytelling collide in the largest exhibition of manga ever to take place outside of Japan.



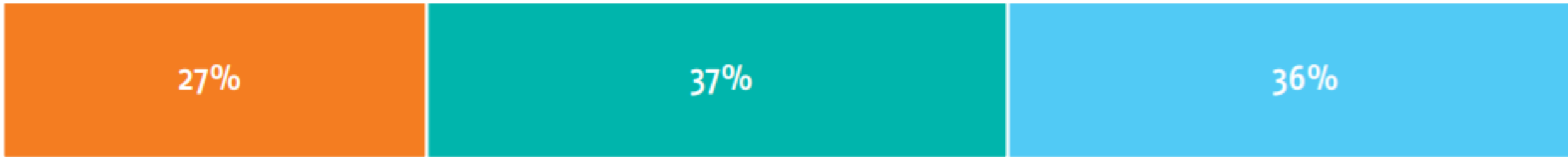
I Am Ashurbanipal

Warrior. Scholar. Empire builder. King slayer. Lion hunter. Librarian

1. Have you visited before?

British Museum special exhibitions

Manga



[Base: 232]

I am Ashurbanipal



[Base: 197]

Rodin



[Base: 630]

First-time

Regular

Lapsed

1. Have you visited before?

Have you visited [venue] before?

First-time No, this is my first time

Regular Yes, in the past 2 years

Lapsed Yes, between 2-5 years ago

Lapsed More than 5 years ago

Cross-analysis will show different responses to questions from these different groups



2. Marketing channels

Where did you see or hear about us before visiting?

- Email
- Website
- Recommendation from friends or family
- Social Media
- Leaflet
- Google Maps / TripAdvisor
- Signage
- Online advertising
- Posters / outdoor advertising
- Press coverage

Cross-analysis will show different marketing channels seen by different audience groups



Don't worry!

A recording of this webinar will be available within 7 days 📍

Plus a survey template featuring all of today's questions and more 📄✍️

Book in for free one-to-one support



3. Motivations

Which of these motivated your visit?

- To spend time with friends or family
- For a special occasion
- To be entertained



Social



-
- To be intellectually stimulated
 - I was curious
 - For me or my child to learn something
 - For academic or professional reasons



Intellectual



3. Motivations

Which of these motivated your visit?

- To do something new or out of the ordinary
- To see beautiful or awe-inspiring things
- To support my mental health and wellbeing
- To feel a sense of emotional connection



Emotional



-
- To be inspired or feel creative
 - For peaceful, quiet reflection
 - [Artform] is an important part of who I am



Spiritual



3. Why Motivations are useful

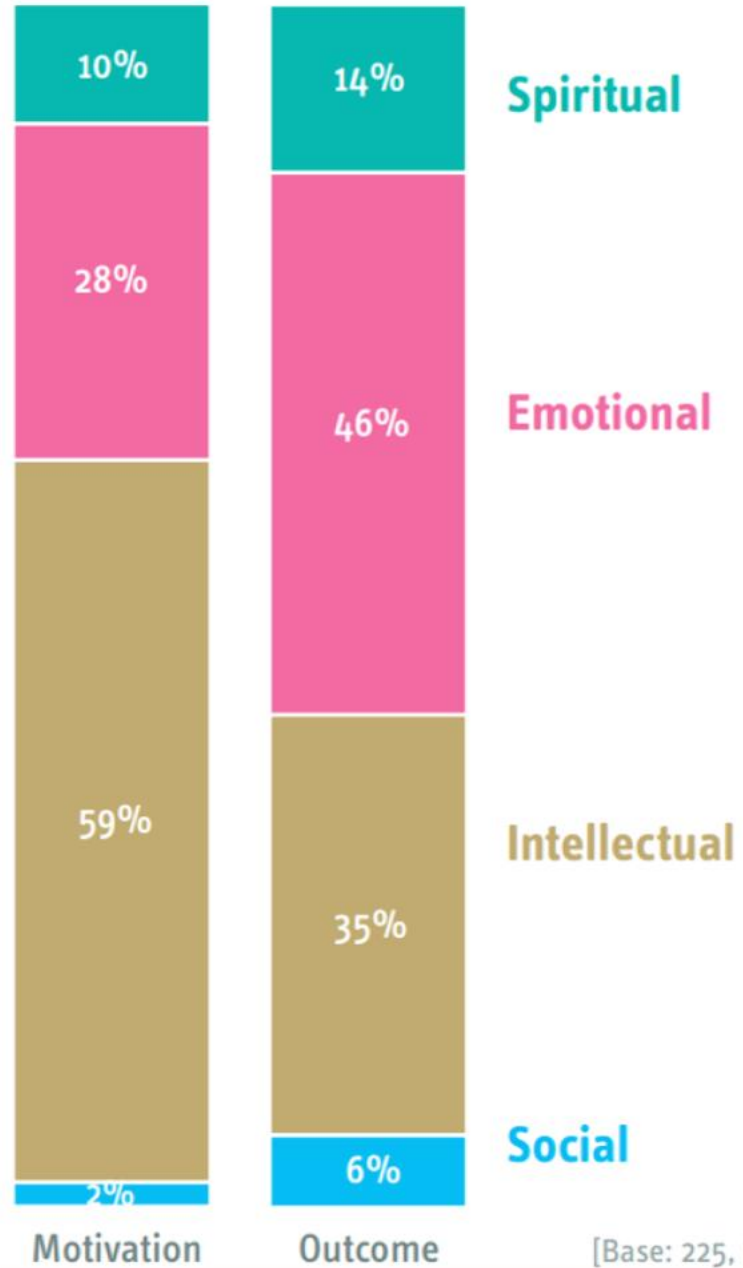
- Tells you what audiences expect from visits
- Concepts that excite and motivate them



- **Cross analysis will show very different motivations for different audience groups**



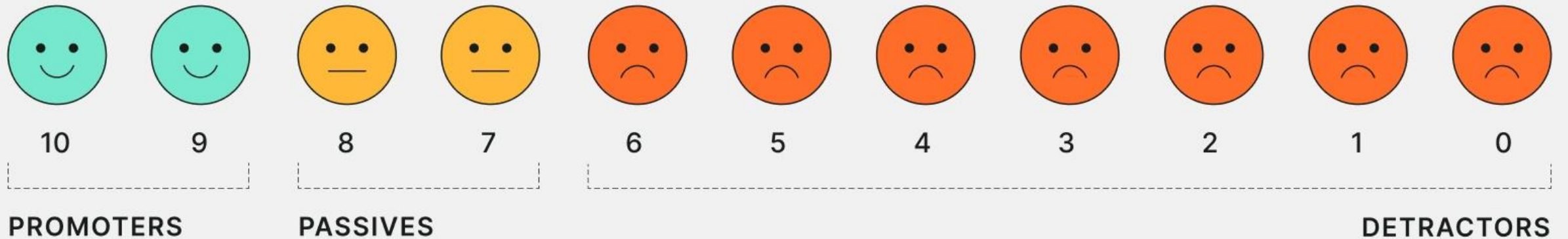
Main outcome compared to main motivation



Manga exhibition (British Museum)

4. Net Promoter Score (NPS)

On a scale of 0 to 10, how likely are you to recommend a visit to a friend or colleague?



4. Net Promoter Score (NPS)

HfC

HALL FOR
CORNWALL

Useful as a simple, versatile numeric metric

Powerful when combined with other questions..
..for **cross-analysis**

- Looking at average NPS score among **different audience groups**
- Or looking at what went wrong for **detractors**

Agenda

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Q&A

Survey design challenges

- Bored and tired 
- Unclear or leading questions 
- Overwhelmed 

Survey design skills toolkit

- Making a good introduction
- How to structure a survey
- Grid questions
- Neutral language and bias
- Survey logic / branching

Making a good introduction

Webinar survey

Your feedback is extremely valuable to us..

We won't share your answers with anyone else.

Making a good introduction

We need your help! Thank you for clicking on our survey. It should take no more than 5-10 minutes to complete.

At the Digital Culture Network, we want to make sure that we provide high quality and accessible learning that makes a real impact to our audience. Your feedback is so important for us to do this and to reach more people.

This survey is completely anonymous and confidential, and the answers you give will be used only for our research.

Structure of the survey

1

Have you visited a Digital Culture Network webinar before?

- No, this is my first time
- Yes, in the past 12 months
- Yes, between 1-3 years ago
- More than 3 years ago

Structure of the survey

7

Now that you've finished today's webinar, what do you feel you got out of it?

- I met and spent virtual time with like-minded people
- I was entertained
- I brushed up on my skills or learned something new
- I feel I can now develop my audience research and scale new heights of insight
- I now feel less overwhelmed and more positive about my work
- I feel inspired or more creative
- I reflected on my practice and how I work

Structure of the survey

9

How likely are you to attend another one of our webinars in the future? *

0

1

2

3

4

5

6

7

8

9

10

Not at all likely

Extremely likely

Back

Submit

Leading and bias

Bias can come from the survey questions and language..

..but respondents have their own biases too



Neutral language

Would you agree that access to webinars like this are a fantastic FREE offer for the creative and cultural sector?

1. Yes

2. No

Neutral language

How far would you agree or disagree with the following statement:

The Digital Culture Network's webinars are a high-quality, free offer.

1. Strongly agree
2. Slightly agree
3. Neutral
4. Slightly disagree
5. Strongly disagree

Neutral language

How far would you agree or disagree with the following statements about today's Digital Culture Network's webinar

	Stongly disagree	Slightly disagree	Neutral	Slightly agree	Strongly agree
It was high quality and engaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel more confident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wouldn't be able to access paid learning alternatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What I've learned will help me grow my audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Primacy bias

Now that you've finished today's webinar, what do you feel you got out of it?

1. I now feel less overwhelmed and more positive
2. I feel inspired or more creative
3. I was entertained
4. I have a good idea of next steps in my work
5. I was entertained
6. I'm encouraged to book for one-to-one support

Primacy bias

about my work

I feel inspired or more creative



I reflected on my practice and how I work



+ Add option Add "Other" option

Select total options:

No limit



Multiple answers



Required



✓ Shuffle options

Subtitle

Add branching

Insert new question



Survey logic / branching



7. Have you ever had one-to-one support from a Digital Culture Network Tech Champion?

- Yes
- No - but I'd be interested
- No - and I'm not interested

Survey logic / branching

8. What has been the impact of your one-to-one support? Has it led to any tangible impacts (such as an increase in revenue, audiences or visitors)?

Enter your answer

9. What are your biggest challenges that the Digital Culture Network could provide support with in future?

Enter your answer

10. Can you tell us a bit more about why you're not interested in accessing one-to-one support from the Digital Culture Network?

Enter your answer

Survey logic / branching

9. Have you ever had one-to-one support from a Digital Culture Network Tech Champion?



Add all

No

Maybe



Yes



No - but I'd be interested



No - and I'm not interested



+ Add option

Add "Other" option

Shuffle options

Drop-down

Subtitle

Add branching



Multiple answers



Required



Survey logic / branching

9. Have you ever had one-to-one support from a Digital Culture Network Tech Champion?

- Yes Go to 10. What has bee... ▼

- No - but I'd be interested Go to 11. What are you... ▼

- No - and I'm not interested Go to 12. Can you tell ... ▼

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Survey platforms

Comparing survey platforms

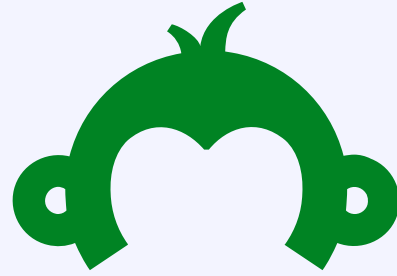
- Survey design features
 - Data analysis features
(including cross-analysis)
 - Cost vs time saved
- 
- A decorative graphic consisting of overlapping green shapes in the bottom right corner of the slide. It includes a dark green rounded rectangle and a lighter green shape partially overlapping it.

Google and Microsoft Forms

- Both free and unlimited
- Both about the same level of features
- You get fairly basic data analysis



SurveyMonkey



- Ability to create data tables, cross-analysis, reports
- Wider range of questions and design features
- Cost – SurveyMonkey starts at £396 p/year 💰

Alternatives include Qualtrics and SurveySparrow



ILLUMINATE

Impact & Insight Toolkit.

- Illuminate: must include 'mandatory' questions, and select from pre-written 'optional' questions
- Impact & Insight Toolkit: write your own questions, simple data export into Illuminate
- **Illuminate surveys are not currently required, though they provide useful data to Arts Council England**

Not sure what's right for you?

Book in for free, unlimited one-to-one support

- Survey platforms
- Questions
- Survey design
- Collecting responses
- Training sessions



Get in touch



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digitalculturenetwork.org.uk



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)



[@ace_dcn](https://twitter.com/ace_dcn)



[Digital Culture Podcast](https://open.spotify.com/show/...)

Upcoming webinars

A beginner's guide to LinkedIn for
Arts & Culture

13 November



How to choose the right CRM

9 December





Digital Culture
Network



Q&A