

# Surveys

Online surveys are a powerful tool for learning people's views and helping organisations take decisions that are supported by members and/or the public.

## 1. Set up a survey page

The survey page is special in that it does not use widgets, though you can include widgets (e.g. pictures, explanatory text, etc.) in an information column on the right-hand side of the page.

The screenshot shows the Digital Fife website with a survey page. The page has a header with navigation links (Home, Websites, Latest, Learning, Training & Networking, Volunteering, Management Committee, Contact) and a search bar. The main content area features the survey title 'Digital survey 2019' and the question 'How digital is your life?'. Below the title is a paragraph explaining that digital technology offers benefits but also has problems. The page is divided into 'On the up side' and 'On the down side' sections, each with a list of bullet points. A 'Launch survey!' button is prominently displayed. The page also includes a copyright notice for Digital Fife and a footer with a disclaimer about cookies.

Home | Digital Fife | Text mode | Mobile Select Language Colours ... Text ...

## Digital Fife

www.digitalfife.com

Home Websites Latest Learning Training & Networking Volunteering Management Committee Contact

### Digital survey 2019

#### How digital is your life?

Digital Technology pervades our lives and offers many benefits, but also leads to some problems.

**On the up side:**

- Most adults now own a smart mobile phone that allows them to do far more than make and receive phone calls
- Online shopping can be both convenient and save money
- Social media, such as Facebook, allow people to stay in touch and share thoughts irrespective of distance
- Thanks to digital television, we can now enjoy over 100 TV channels free-of-charge, and many more if we are prepared to pay
- Satellite navigation makes it easier and safer to drive from a to b without consulting a map.

**On the down side:**

- Addictive video games, online gambling, pornography and online criminal activities have proliferated
- We are increasingly concerned about privacy and sharing our personal information
- Social media can be used to spread false information and encourage divisiveness in society
- Many people - especially the elderly - are being left behind by the digital revolution

**In this survey we are interested in learning how people in Fife are adapting to and making the most of digital technology.**

You can now click the button to start the survey. You can also create a **printed copy** that can be used for reference or completion by hand.

**Launch survey!**

The survey will run until the end of October 2019, when we will analyse the results and publish the results on the Digital Fife website.

Digital Fife is supported by Fife Council and the voluntary sector. Cookies are not used on this site to store personal information or track users.

Home | Log in

This shows a typical survey page with an introduction describing the purpose of the survey, the launch button (which is added automatically) and a conclusion

## 2. Setting up

Surveys need careful planning. Questions should be neutral and not lead the respondent towards a particular response.

They should also be interesting otherwise respondents might answer one or two questions and then lose interest.

Finally they should be as short as possible – both in the number of questions and the complexity of each question.

Here is the above survey page in edit mode: just one question has so far been inserted.

Home | Digital Fife | Text mode | Mobile Listen Select Language Colours ... Text ...

# Digital Fife

www.digitalfife.com

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## Digital survey 2019?

### How digital is your life??

[options](#) [new question](#) [renumber](#) [responses](#) [analyse](#) [export](#)

Digital Technology pervades our lives and offers many benefits, but also leads to some problems.

Most adults now own a smart mobile phone that allows them to do far more than make and receive phone calls. It can be used for shopping, banking, and social media. It can also be used for navigation, entertainment, and communication. It can be used for many other things that we have not yet thought of.

As digital technology advances, we are becoming more dependent on it. This has led to a number of concerns, including the fact that many people are becoming increasingly isolated and lonely. It has also led to a number of security concerns, as our personal information is often stored on devices that can be hacked or lost.

In this survey we are interested in learning how you are adapting to and making the most of digital technology.

[edit introduction](#)

You can now click the button to start the survey. You can also download a [printed copy](#) that can be used for reference or completion by hand.

**Question 1. Digital technologies**  
Which of the following technologies do you use? (Tick the boxes that apply) [edit 1](#)

The survey will run until the end of October 2019, when we will analyse the results and publish the results on the Digital Fife website.

[edit conclusion](#)

[Launch survey!](#)

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Home | Log out Edit off | Page settings | New page | Menu | Library | Admin

### 3. Questions

There are 13 different question types and a good survey mixes these around a little, so not all questions look alike. Starred question types include a list of up to 20 items.

- A single line of text – e.g. where do you live?
- A number – e.g. how old are you?
- Comment – e.g. please explain how you feel about ...
- Yes or no – e.g. do you own a car?
- \*Drop-down list – e.g. Please select a colour from the following list
- \*Radio buttons – e.g. Which of the supermarkets is the best
- Attitude – e.g. How do you respond to the following statement (choose agree, disagree, etc.)
- \*Check boxes – e.g. Which of the following vegetables did you grow this year? (tick all that apply)
- Ranking – e.g. How satisfied are you with your broadband speed (choose high, low, etc.)
- \*Rating list – e.g. Please rate the following on the scale 1 (poor) to 5 (excellent)
- \*Text list – e.g. Please type your favourite meal on each of the following occasions
- \*Number list – e.g. Please enter an age against each of these celebrities
- No question – useful as an introduction to a group of questions

The most useful question types are those that can be analysed, i.e. they force the respondent to choose from options rather than simply type in an answer.

Here is an example of a check boxes question using a list:

Page 1 of 2

## Digital technologies

Which of the following technologies do you use?  
*Do not include technologies you only use at work*

- Mobile phone with apps (e.g. Apple, Android)
- Laptop computer
- Desktop computer
- Tablet (e.g. ipad)
- Streaming TV (e.g. Netflix, BBC iPlayer)
- Streaming audio (e.g. Spotify, Apple Music)
- Smart speaker (e.g. Amazon Alexa)
- Satellite navigation (e.g. TomTom)
- Other (list below)

Please list any other digital technologies you use and, if you wish, expand on your answers.:

< Back
Next >

Any question can optionally include a comment box, as in the example above.

#### 4. Managing and analysing responses

You can keep an eye on responses from the “responses” link on the survey page. Edit lets you edit any responses that need changing (e.g. to remove offensive comments). Status lets you include or exclude individual responses.

### Survey responses

Here are the respondents to your survey in order of starting date and time. "Excluded" indicates the response is excluded from analysis.

"edit" allows you to review and change a response whilst "delete" removes an entire response. The respondent ID number is listed in the analysis of text or comment fields.

ID	Ref Date	Time			
7941	06 September 2019	11:59:47	Included	[ edit   delete   status ]	
7942	06 September 2019	12:03:13	Included	[ edit   delete   status ]	
7943	06 September 2019	12:04:54	Included	[ edit   delete   status ]	
7944	06 September 2019	12:58:15	Included	[ edit   delete   status ]	
7945	06 September 2019	14:08:36	Included	[ edit   delete   status ]	
7946	06 September 2019	14:09:45	Included	[ edit   delete   status ]	
7947	06 September 2019	14:10:21	Included	[ edit   delete   status ]	
7948	06 September 2019	14:31:50	Included	[ edit   delete   status ]	
7949	06 September 2019	14:39:05	Included	[ edit   delete   status ]	
7950	06 September 2019	14:45:03	Included	[ edit   delete   status ]	

Close

### Which of the following technologies do you use?

10 responses:

Technology	Count	Percentage	Bar
Mobile phone with apps (e.g. Apple, Android)	9	90%	<div style="width: 90%; background-color: red;"></div>
Laptop computer	3	30%	<div style="width: 30%; background-color: red;"></div>
Desktop computer	3	30%	<div style="width: 30%; background-color: red;"></div>
Tablet (e.g. ipad)	2	20%	<div style="width: 20%; background-color: red;"></div>
Streaming TV (e.g. Netflix, BBC iPlayer)	6	60%	<div style="width: 60%; background-color: red;"></div>
Streaming audio (e.g. Spotify, Apple Music)	5	50%	<div style="width: 50%; background-color: red;"></div>
Smart speaker (e.g. Amazon Alexa)	4	40%	<div style="width: 40%; background-color: red;"></div>
Satellite navigation (e.g. TomTom)	6	60%	<div style="width: 60%; background-color: red;"></div>
Other (list below)	2	20%	<div style="width: 20%; background-color: red;"></div>

The “analyse” link in the survey page allows you to view the results of the survey graphically, as well as list the freeform comments.

Finally the “export” link allows the raw results of the survey to be exported to Excel for further analysis. The export is unprocessed and work will be needed in Excel to make use of the data.

## **5. Conclusion**

The survey page is a powerful tool to engage with and gain the views of community group members and the general public. Surveys need to be designed carefully and should be tested on a small group of users before being launched to the target group.

The different question types can make a survey engaging to users, helping to ensure they put time into responding accurately and complete all questions.

Finally, the results of a well-designed and executed survey can prove invaluable in supporting fundraising applications as well as guiding strategy.

*Bob Crichton - HOP Associates, 6<sup>th</sup> September 2019*