

SURVEY

HOW DESIGN LIVE

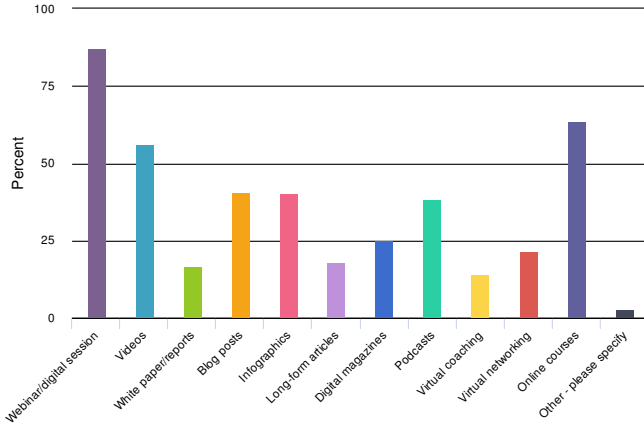
HOW DO YOU PREFER TO STAY DIGITALLY CONNECTED TO THE DESIGN INDUSTRY?

TOP 5

- Webinar/Digital Session 87.4%
- Online Courses 63.6%
- Videos 56.3%
- Blog posts 40.8%
- infographics 40.3%



3. How do you prefer to stay digitally connected to the design industry? (Select all that apply)

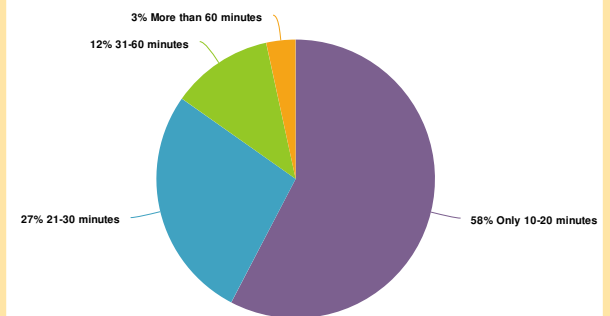


Value	Percent
Webinar/digital session	87.4%
Videos	56.3%
White paper/reports	16.5%
Blog posts	40.8%
Infographics	40.3%
Long-form articles	18.0%
Digital magazines	25.2%
Podcasts	38.3%
Virtual coaching	14.1%
Virtual networking	21.8%
Online courses	63.6%
Other - please specify	2.9%

HOW MUCH TIME DO YOU DEVOTE TO READING AND RESEARCHING INDUSTRY NEWS AND TRENDS ON AN AVERAGE DAY?

- Only 10-20 Minutes 57.6%
- 21-30 27.1%
- 31-60 11.8%
- More than 60 3.4%

5. How much time do you devote to reading and researching industry news and trends on an average day?

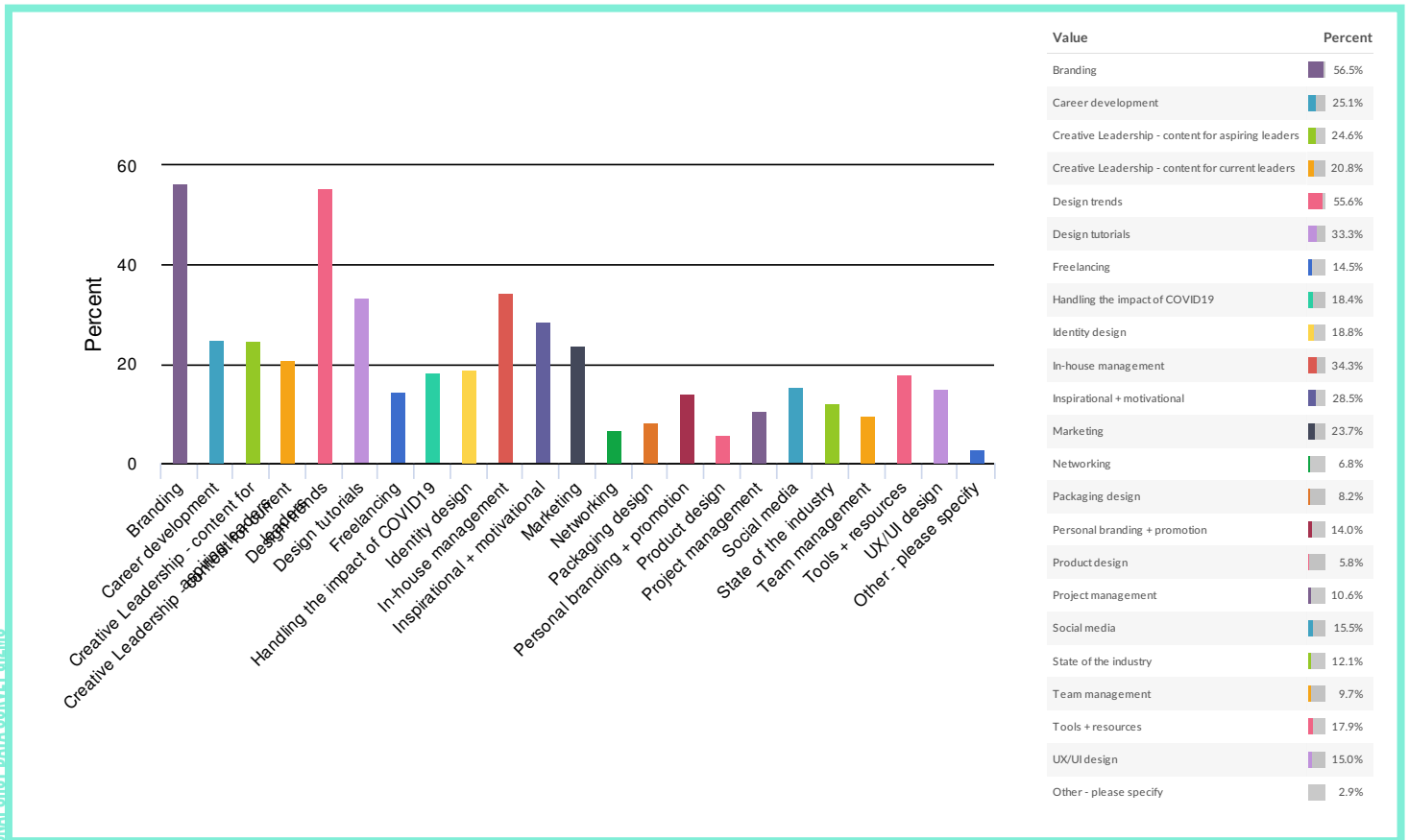


Value	Percent
Only 10-20 minutes	57.6%
21-30 minutes	27.1%
31-60 minutes	11.8%
More than 60 minutes	3.4%

WHAT TOPICS ARE YOU MOST INTERESTED IN FOCUSING ON RIGHT NOW?

TOP 15

Branding	56.50%
Design trends	55.60%
In-house management	34.30%
Design tutorials	33.30%
Inspirational + motivational	28.50%
Career development	25.10%
Creative Leadership - Content for aspiring leaders	24.60%
Marketing	23.70%
Creative Leadership - Content for current leaders	20.80%
Identity design	18.80%
Handling the impact of COVID19	18.40%
Tools + resources	17.90%
Social media	15.50%
UX/UI design	15.00%
Freelancing	14.50%



SNAPSHOT DATA SURVEY Q1/20

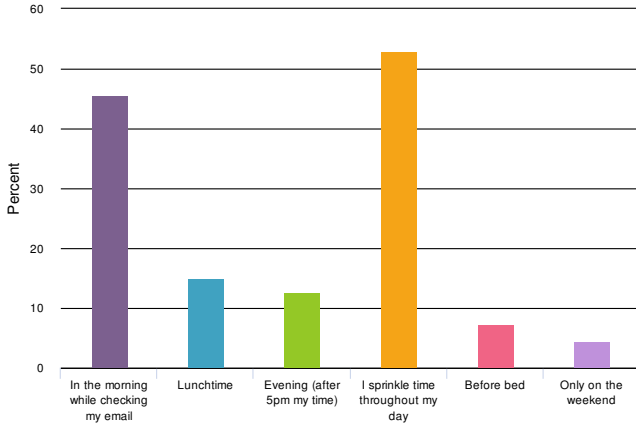
WHEN DO YOU TEND TO READ AND RESEARCH THE LATEST INDUSTRY NEWS AND TRENDS?

TOP 5

- Sprinkle time throughout my day 52.9%
- Morning while checking email 45.6%
- Lunchtime 15.0%
- Evening (after 5:00pm)..... 12.6%
- Before Bed..... 7.3%

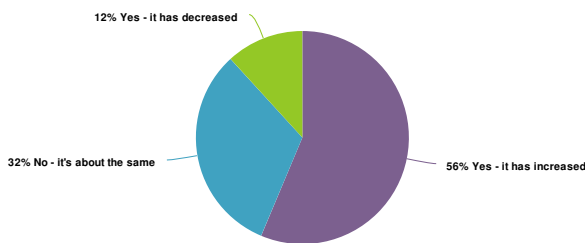


6. When do you tend to read and research the latest news and trends?



Value	Percent
In the morning while checking my email	45.6%
Lunchtime	15.0%
Evening (after 5pm my time)	12.6%
I sprinkle time throughout my day	52.9%
Before bed	7.3%
Only on the weekend	4.4%

9. Has your consumption of educational/professional development content (in the form of webinars, tutorial videos, online courses, etc.) changed this year when compared to prior years?



Value	Percent
Yes - it has increased	56.4%
No - it's about the same	31.9%
Yes - it has decreased	11.8%

HAS YOUR CONSUMPTION OF EDUCATIONAL/PROFESSIONAL DEVELOPMENT CONTENT CHANGED THIS YEAR?

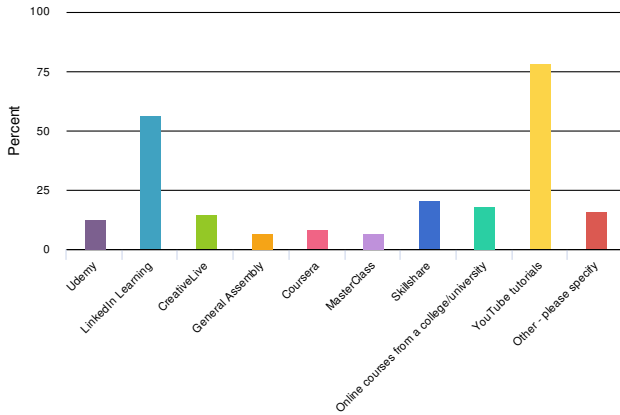
- Yes. It has increased..... 56.4%
- No. It's about the same..... 31.9%
- Yes. It has decreased 11.8%

WHAT ONLINE EDUCATIONAL RESOURCE/PLATFORMS DO YOU USE FOR PROFESSIONAL DEVELOPMENT?

TOP 5

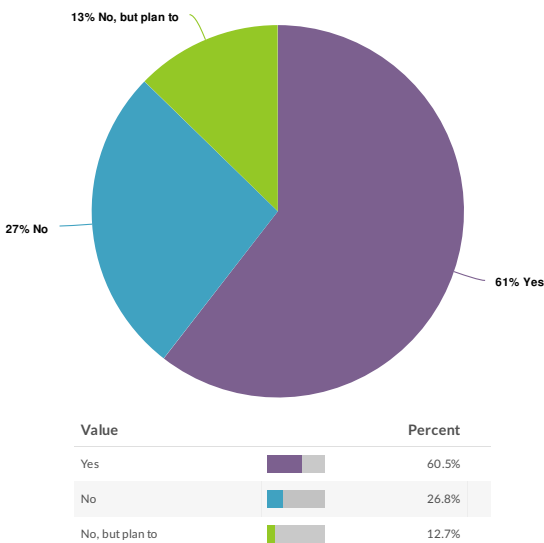
- YouTube tutorials.....78.2%
- LinkedIn Learning..... 56.4%
- Skillshare.....20.3%
- Online courses from a college/university 18.3%
- Others.....15.8%

7. What online educational resources/platforms do you use for professional development? (Select all that apply)



Value	Percent
Udemy	12.9%
LinkedIn Learning	56.4%
CreativeLive	14.4%
General Assembly	6.9%
Coursera	8.4%
MasterClass	6.9%
Skillshare	20.3%
Online courses from a college/university	18.3%
YouTube tutorials	78.2%
Other - please specify	15.8%

11. Have you attended any virtual events over the past year?



HAVE YOU ATTENDED ANY VIRTUAL EVENTS OVER THE PAST YEAR?

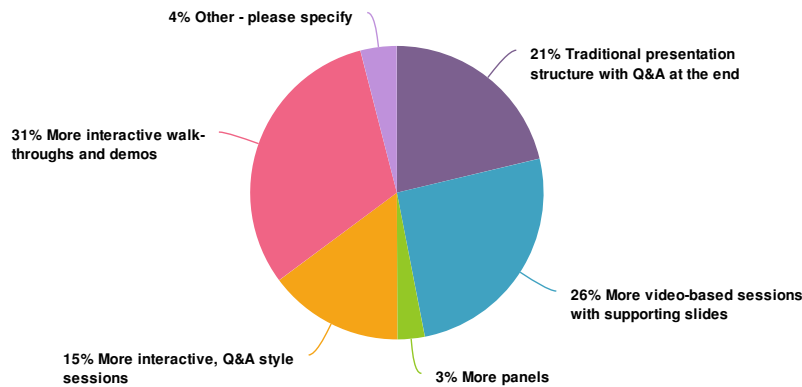
- Yes60.5%
- No.....26.8%
- No, but plan to 12.7%



WHAT WEBINAR FORMAT/STRUCTURE DO YOU WISH BRANDS WOULD OFFER MORE?

- TOP 3**
- More interactive walk-throughs and demos 31.2%
 - More video-based sessions with support slides 25.7%
 - Traditional presentation structure with Q&A at the end..... 21.3%

10. What webinar format/structure do you wish brands would offer more?

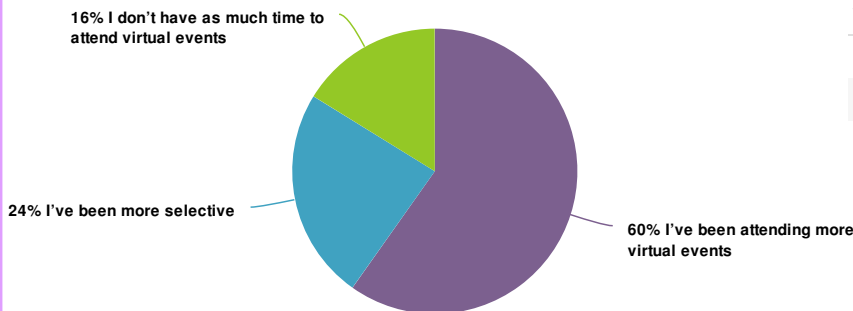


Value	Percent
Traditional presentation structure with Q&A at the end	21.3%
More video-based sessions with supporting slides	25.7%
More panels	3.0%
More interactive, Q&A style sessions	14.9%
More interactive walk-throughs and demos	31.2%
Other - please specify	4.0%

HOW HAS YOUR ATTENDANCE IN VIRTUAL EVENTS CHANGED SINCE THE COVID-19 PANDEMIC?

- TOP 3**
- I've been attending more virtual events..... 59.8%
 - I've been more selective..... 24.0%
 - I don't have as much time to attend virtual events..... 16.2%

13. How has your attendance in virtual events changed since the COVID-19 pandemic?



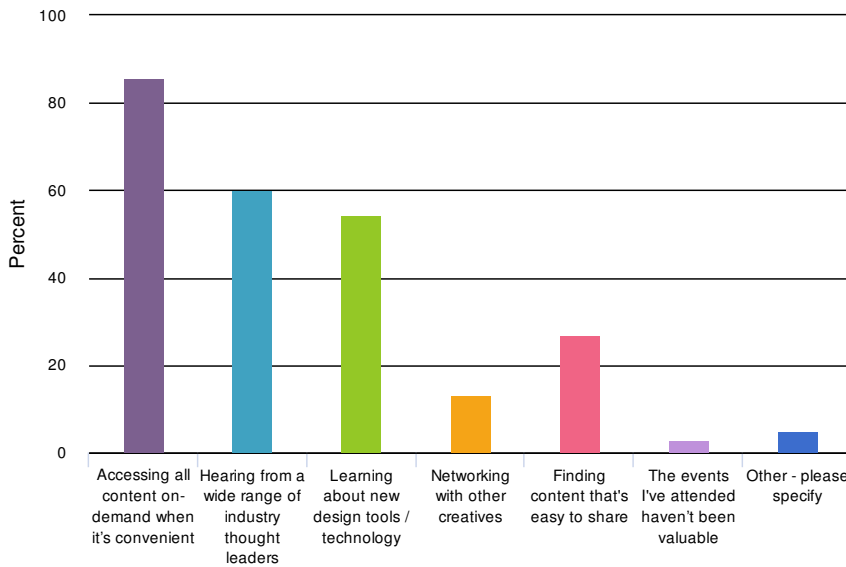
Value	Percent
I've been attending more virtual events	59.8%
I've been more selective	24.0%
I don't have as much time to attend virtual events	16.2%

WHAT DO YOU BELIEVE IS MOST BENEFICIAL ABOUT THE VIRTUAL EVENT EXPERIENCE?

TOP 5

- Accessing all content on-demand when it's convenient.....85.8%
- Hearing from a wide range of industry leaders60.3%
- Learning about new design tools/technology.....54.4%
- Finding content that's easy to share27.0%
- Networking with other creatives.....13.2%

14. What do you believe is most beneficial about the virtual event experience? (Select top 3)



Value	Percent
Accessing all content on-demand when it's convenient	85.8%
Hearing from a wide range of industry thought leaders	60.3%
Learning about new design tools / technology	54.4%
Networking with other creatives	13.2%
Finding content that's easy to share	27.0%
The events I've attended haven't been valuable	2.9%
Other - please specify	4.9%

SNAPSHOT DATA SURVEY GIZMO

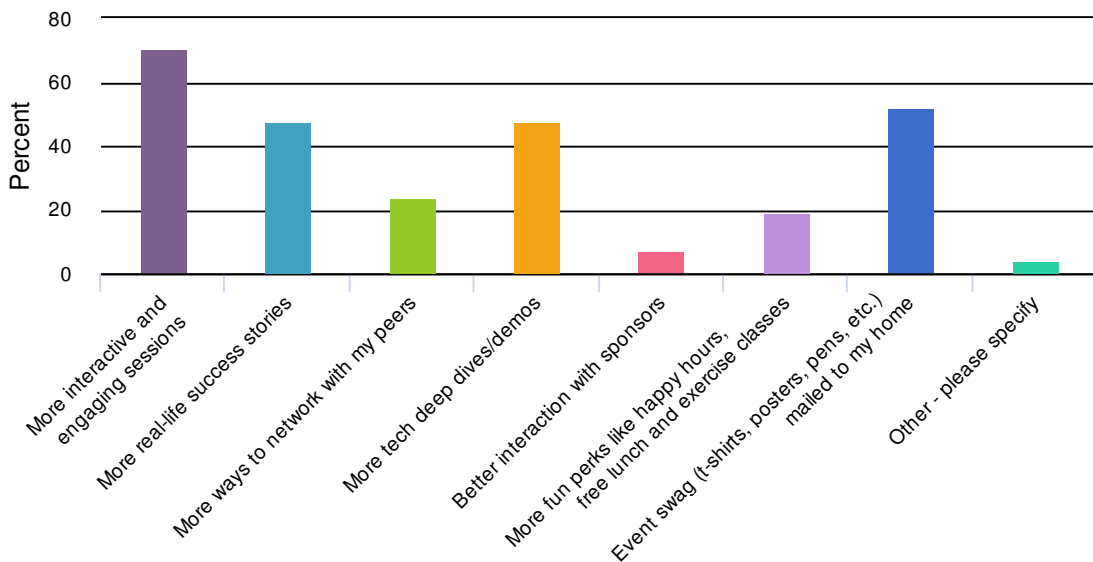


WHAT WOULD YOU LIKE TO SEE MORE OF FROM VIRTUAL EVENTS?

TOP 5

- More interactive and engaging sessions 70.6%**
- Event swag mailed home 52.0%**
- More real-life success stories 47.5%**
- More tech deep dives/demos..... 47.5%**
- More ways to network with my peers 24.0%**

15. What would you like to see more of from virtual events? (Select all that apply)



Value	Percent	Value	Percent
More interactive and engaging sessions	70.6%	Better interaction with sponsors	6.9%
More real-life success stories	47.5%	More fun perks like happy hours, free lunch and exercise classes	19.1%
More ways to network with my peers	24.0%	Event swag (t-shirts, posters, pens, etc.) mailed to my home	52.0%
More tech deep dives/demos	47.5%	Other - please specify	4.4%