

Social Media Survey

1. Do you have Internet access at home?

Yes No

2. Do you have a smartphone or tablet?

Yes No

3. How many hours per day, on the average, do you spend online?

Less than 1 hour

1 to 2 hours

3 to 5 hours

6 to 10 hours

More than 10 hours

4. On average, how much time do you spend with social media per day? _____ (In minutes)

5. How often do you update your status on social media?

Never Very rarely Rarely Occasionally Frequently Very frequently

6. How often do you communicate with friends on social media?

Never Very rarely Rarely Occasionally Frequently Very frequently

7. How many times do you visit each of the follow social media sites in a week?

_____ Facebook

_____ Instagram

_____ Twitter

_____ LinkedIn

_____ YouTube

_____ Pinterest

_____ Tumblr

_____ Snapchat

_____ Google+

8. How do you access social media? (Check all that apply)

Desktop computer

Laptop computer

Cell phone

Tablet

9. When you are on social media, how many other websites do you normally visit?

None

1 to 3 websites

4 to 9 websites

10 to 20 websites

More than 20

10. When communicating with your friends and relatives, what percent of the communication is with each of the following methods? (Please keep in mind the time or percent of your communication that is face-to-face and by telephone.)

- _____ Social media
- _____ Texting (cell phone)
- _____ Instant messaging (Internet)
- _____ Skype or other online video service

11. Where do you look at social media the most?

- Home
- Work
- School

Please provide the following demographic information about yourself.

12. Your gender is Female Male

13. Your age is 18 to 29 30-49 50+

14. Your annual household income is

- 0 to \$10,000
- \$10,001-25,000
- \$25,001- 50,000
- \$50,001+