**Sample Market Research Survey 4**

1. Are you: Male Female

2. How old are you: 14 15 16 17 18

3. Grade: Freshman Sophomore Junior Senior

4. Which of the following social media outlets do you ACCESS on a regular (more than once a week) basis? This includes looking for, reading or viewing content on the site, but NOT interacting with it by creating your own content (posts, videos, etc).

\_\_\_ Facebook \_\_\_ Twitter \_\_\_ YouTube

\_\_\_ Pinterest \_\_\_ Tumblr \_\_\_ Instagram

\_\_\_ Flickr \_\_\_ Vine \_\_\_ Spotify

\_\_\_ Other(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. How do you use social media, in general?

\_\_\_ I read posts from my friends \_\_\_ I comment on posts

\_\_\_ I read posts from well-known people \_\_\_ I “like” posts

\_\_\_ I post about my life/ideas I have \_\_\_ I post photos/videos

\_\_\_ I post about what I read or see \_\_\_ I join groups or pages

\_\_\_ I look at photos/videos \_\_\_ I play games

6. Which of the following social media outlets do you USE on a regular (more than once a week) basis? This includes interacting with it by creating your own content (posts, videos, etc).

\_\_\_ Facebook \_\_\_ Twitter \_\_\_ YouTube

\_\_\_ Pinterest \_\_\_ Tumblr \_\_\_ Instagram

\_\_\_ Flickr \_\_\_ Vine \_\_\_ Spotify

\_\_\_ Other(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. How much time do you spend using social media each day?

\_\_\_ < 30 min \_\_\_ < 1 hour \_\_\_ 1-2 hours \_\_\_ > 2 hours

8. Put a check mark next to which of the following devices you use on a regular basis.

\_\_\_ Laptop computer \_\_\_ Desktop computer \_\_\_ Smartphone

\_\_\_ iPad \_\_\_ Kindle Fire \_\_\_ Other tablet

\_\_\_ Other(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_