

# Social media usage survey

Answer for yourself and your own accounts. There are no right answers, and you can leave out any question.

Group or organisation

Date

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

**1** Which of these social media sites or apps do you use? (tick all that apply)

- ☐ YouTube ☐ Facebook ☐ Instagram ☐ TikTok ☐ WhatsApp ☐ Reddit ☐ LinkedIn ☐ X  
☐ Another app ☐ None of these

**2** Which one do you use the most?

- ☐ YouTube ☐ Facebook ☐ Instagram ☐ TikTok ☐ Another app

**3** About how often do you visit or use the app you use most?

- ☐ Several times a day ☐ About once a day ☐ A few times a week ☐ Every few weeks ☐ Less often

**4** On a typical day, about how much time do you spend on social media?

- ☐ Under 30 min ☐ 30 to 60 min ☐ 1 to 2 hours ☐ 2 to 4 hours ☐ Over 4 hours

**5** What do you mostly use social media for? (tick all that apply)

- ☐ Family, friends ☐ News ☐ Entertainment ☐ Shopping ☐ Learning ☐ Work ☐ Hobbies

**6** How often do you get news from social media?

- ☐ Often ☐ Sometimes ☐ Rarely ☐ Never

| STATEMENT                                                               | STRONGLY DISAGREE          |                            |                            |                            |                            | STRONGLY AGREE |  |  |  |  |
|-------------------------------------------------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------|--|--|--|--|
| <b>7</b> Most of what I see in my feeds is worth my time.               | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                |  |  |  |  |
| <b>8</b> I can put social media down when I mean to.                    | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                |  |  |  |  |
| <b>9</b> I check whether a post is true before I share it.              | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                |  |  |  |  |
| <b>10</b> I know how to control who can see my posts.                   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                |  |  |  |  |
| <b>11</b> Social media helps me stay in touch with people I care about. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                |  |  |  |  |

**12** What would make your time on social media better?

## Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

### Posting and taking part

13 Which best describes how you use social media?

- ☐ Mostly watch or read ☐ React and comment ☐ Post my own things ☐ Mostly private messages

14 How often do you post something of your own?

- ☐ Daily ☐ Weekly ☐ Monthly ☐ Rarely ☐ Never

15 Which kinds of posts do you enjoy most? (tick all that apply)

- ☐ Short videos ☐ Long videos ☐ Photos ☐ Text posts ☐ Live streams ☐ Stories

16 How often do you send posts to friends in private messages?

- ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always

| STATEMENT                                                | STRONGLY<br>DISAGREE           |                                |                                |                                | STRONGLY<br>AGREE              |
|----------------------------------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| 17 I feel comfortable giving my opinion in public posts. | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> | <input type="text" value="4"/> | <input type="text" value="5"/> |

### Brands, ads and shopping (for marketers)

18 Where do you usually find out about new products or brands? (tick all that apply)

- ☐ YouTube ☐ Instagram ☐ TikTok ☐ Facebook ☐ Search engines ☐ Friends in person

19 Do you follow any brands or businesses on social media?

- ☐ Yes, more than ten ☐ Yes, a few ☐ No

20 In the past three months, have you bought something after seeing it on social media?

- ☐ Yes, more than once ☐ Yes, once ☐ No, but I thought about it ☐ No

| STATEMENT                                            | STRONGLY<br>DISAGREE           |                                |                                |                                | STRONGLY<br>AGREE              |
|------------------------------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| 21 The ads I see on social media are relevant to me. | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> | <input type="text" value="4"/> | <input type="text" value="5"/> |

22 Which kind of brand post are you most likely to stop for?

- ☐ A how-to or tip ☐ A discount or offer ☐ Behind the scenes ☐ A customer review  
☐ A creator I follow

## Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

### Brands, ads and shopping (for marketers) (continued)

23 If you have a question for a company, where do you ask it first?

- ☐ A social media message ☐ Email ☐ Phone ☐ Chat on their website ☐ I search for the answer

24 Name a brand that does social media well. What do they do?

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### News, trust and privacy

25 How much do you trust the news you see on social media?

- ☐ A lot ☐ Some ☐ Not much ☐ Not at all

26 How often do you see posts you think are false or misleading?

- ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always

27 What do you usually do when a post looks false?

- ☐ Scroll past ☐ Check another source ☐ Report it ☐ Reply or comment  
☐ Tell the person who shared it

28 Which of these settings have you changed in the past year? (tick all that apply)

- ☐ Who sees my posts ☐ Ad preferences ☐ Location sharing ☐ Two-step login ☐ None of these

### Time and balance

29 Check the screen time settings on your phone. How many minutes did social apps use yesterday?

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30 When do you use social media most?

- ☐ Morning ☐ Breaks at work or school ☐ Evening ☐ In bed ☐ Spread across the day

# Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

## Time and balance (continued)

31 How often do you scroll while doing something else, such as watching TV or working?

- ☐ Never   ☐ Rarely   ☐ Sometimes   ☐ Often   ☐ Always

| STATEMENT                                                      | STRONGLY<br>DISAGREE  |                       |                       |                       | STRONGLY<br>AGREE     |
|----------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 32 I usually feel better after using social media than before. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

33 Have you taken a break from a social media app in the past year?

- ☐ Yes, I deleted an app   ☐ Yes, a few days off   ☐ No, but I thought about it   ☐ No

## About you (optional)

34 How old are you?

- ☐ 18 to 29   ☐ 30 to 49   ☐ 50 to 64   ☐ 65 or older

35 What is your gender?

- ☐ Woman   ☐ Man   ☐ Another identity   ☐ Prefer not to say

36 Which best describes where you live?

- ☐ City   ☐ Suburb   ☐ Small town   ☐ Rural area