

# Pilot Study



## Questionnaire on The Usage of Social Networking Sites

This survey investigate the usage of Social Networking Sites such as Facebook, Twitter, Instagram, YouTube, WhatsApp, etc. We highly appreciate your participation.

### Demographics:

1. Gender: 1 ☐ Male 2 ☐ Female
2. Age (years): 1 ☐ Under 17 2 ☐ 18-24 3 ☐ 25-34 4 ☐ 35-44 5 ☐ 45-54 6 ☐ 55 and older
3. Status in Kuwait: 1 ☐ Citizen 2 ☐ Resident 3 ☐ Visitor/Tourist
4. Education: 1 ☐ Intermediate school 2 ☐ High school 3 ☐ Diploma 4 ☐ Bachelor 5 ☐ MSc/Ph.D.
5. Occupation: 1 ☐ Student 2 ☐ Employed (Government/Private) 3 ☐ Retired 4 ☐ Unemployed

### Social Media Usage

6. Do you utilize the following Social Networking Sites?

Twitter: 1 ☐ Yes 2 ☐ No

Facebook: 1 ☐ Yes 2 ☐ No

YouTube: 1 ☐ Yes 2 ☐ No

Instagram: 1 ☐ Yes 2 ☐ No

WhatsApp: 1 ☐ Yes 2 ☐ No

Linkedin 1 Yes 2 NO  
Others (please specify) \_\_\_\_\_

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7. Which of the above Social Networking Sites you use the most (rank **three** of the mostly used)?

- a. First site: \_\_\_\_\_
- b. Second site: \_\_\_\_\_
- c. Third site: \_\_\_\_\_

7a. For what purposes do you use your mostly common Social Networking sites? \_\_\_\_\_

8. Do you use Instagram to sell a product/service (i.e. having a **business Instagram** account)?

1 ☐ Yes      2 ☐ No

8a. If **Yes**, what do you sell/offer (type of business/service)? \_\_\_\_\_

9. Do you buy from Instagram?      1 ☐ Yes      2 ☐ No

9a. If **Yes**, what do you buy the most (name 3 most common items)? \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

**Thank you for your kind participation**