

Weekly Content Consumption Survey

Hello Folks!

This survey is part of a research project for STATS 220 at the University of Auckland. We're interested in understanding people's content consumption habits specifically for last week. Your honest responses will be incredibly helpful!

We take your privacy seriously! All your responses will be completely anonymous. Only the instructors and course markers involved in this survey will see the data.

Thank you for your time! Your participation is greatly valued and will help us learn more about content consumption patterns.

* Indicates required question

1. What age group do you belong to? *

Mark only one oval.

- ☐ Under 18
- ☐ 18 - 21
- ☐ 22 - 30
- ☐ 31 - 45
- ☐ 46 - 64
- ☐ 65 and above

2. Thinking about all the videos, shows, and other online content you watched last week, approximately how many total hours would you estimate you spent watching this content? *



3. Considering all the streaming services you used last week, where did you spend the majority of your time watching content? *

Mark only one oval.

- ☐ Netflix
- ☐ Disney+
- ☐ Amazon Prime Video
- ☐ YouTube (Premium/Non-Premium)
- ☐ TVNZ (Premium/Non-Premium)
- ☐ I don't use any streaming services

4. Which device did you primarily use to watch online video content last week? *

Mark only one oval.

- ☐ Smartphone
- ☐ Tablet
- ☐ Laptop/Computer
- ☐ Smart TV
- ☐ Gaming Console

5. When selecting online video content such as YouTube videos, short clips, or documentaries, what is your preferred duration for the content? Please provide a specific number (in minutes) rather than a range! *

How it feels to find the perfect Youtube video to watch while eating:



6. Reflecting on last week, which of the following categories best describes the type of the online video content you watched? *

Tick all that apply.

- ☐ Entertainment (e.g., movies, TV shows, comedy skits)
- ☐ Music Videos
- ☐ Gaming
- ☐ Cooking Videos
- ☐ Education & How-To (e.g., tutorials, documentaries, lectures)
- ☐ News & Current Events
- ☐ Lifestyle & Vlogs (e.g., beauty, travel, fitness)

Thank you :)



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