

Weekly Social Media Usage

Hi there :) This survey's goal is to gather information on social media usage. This is part of a Stats220 project from the University of Auckland. All data gathered from this survey will be anonymous, and will be shared with Stats220 tutors and lecturers.

Should you have any questions or feedback, do reach out to me at
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* Indicates required question

1. How many social media accounts do you have? *

2. What is your main purpose for using social media? Select all that apply *

Tick all that apply.

- ☐ Keep up with friends
- ☐ Socialize
- ☐ Business (side hustle, small business, etc.)
- ☐ Celebrities
- ☐ Entertainment
- ☐ Learning

3. On average, how many hours do you spend on social media a day? Round to the nearest hour. *

4. How often do you check your social media? *

Mark only one oval.

- ☐ Every 30 minutes
- ☐ Every hour
- ☐ 2-3 times a day
- ☐ Daily
- ☐ Every other day or longer

5. When do you use social media? Select all that apply *

Tick all that apply.

- ☐ When waking up
- ☐ Before sleeping
- ☐ Travelling
- ☐ Eating
- ☐ In the toilet
- ☐ Studying

6. Do you want to increase, decrease or maintain your social media usage? *

Mark only one oval.

- ☐ Increase
- ☐ Decrease
- ☐ Maintain

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