

Social Media Usage Survey for Marketing Research

Conducting a **social media usage survey** provides valuable insights into consumer behavior and preferences. This data helps businesses tailor their marketing strategies effectively across various platforms. Understanding user engagement patterns enables more targeted and impactful campaigns.

Participant Information

Age:

Gender:

1. What social media platforms do you use regularly?

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter/X
- ☐ LinkedIn
- ☐ TikTok
- ☐ Other

2. On average, how many hours per day do you spend on social media?

- ☐ Less than 1 hour
- ☐ 1-2 hours
- ☐ 3-4 hours
- ☐ More than 4 hours

3. What type of content do you engage with most on social media? (Select all that apply)

- ☐ News
- ☐ Videos
- ☐ Photos
- ☐ Memes
- ☐ Advertisements
- ☐ Reviews
- ☐ Other

4. How often do you interact with branded content (likes, comments, shares, etc.)?

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

5. Have you ever made a purchase based on a social media advertisement?

- ☐ Yes

☐ No

Additional Comments

Your comments here...

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