SurveyNinja

Website visitor survey

14 questions. About 2 min to answer.

Internet habits

1. How often do you use the Internet?

Choose one answer.

- ○ Every day
- ○ Several times a week
- ○ Once a week
- ○ Several times a month
- ○ Once a month
- ○ Rarely

2. How much time do you spend on the Internet each day?

Choose one answer.

- ○ Less than 1 hour
- ○ 1–3 hours
- ○ 4–5 hours
- ○ More than 5 hours

3. Which devices do you use?

Choose all that apply.

- ☐ PC
- ☐ Laptop
- ☐ Smartphone
- ☐ Tablet

4. What do you need the Internet for?

Choose all that apply.

- ☐ Work
- ☐ Entertainment
- ☐ Education
- ☐ Self-development
- ☐ Communication & networking
- ☐ Online shopping
- ☐ News
- ☐ Other: _____

Search and social media

5. Which search engines have you used (at least once) from the list below?

Choose all that apply.

- ☐ Google
- ☐ Bing
- ☐ Yahoo
- ☐ Swisscows
- ☐ DuckDuckGo

6. What's your favorite search engine?

Choose one answer.

- ○ Google
- ○ Bing
- ○ Yahoo
- ○ Swisscows
- ○ DuckDuckGo

7. Which social media do you use?

Choose all that apply.

- ☐ Facebook
- ☐ Instagram
- ☐ X (Twitter)
- ☐ LinkedIn
- ☐ Other: _____

8. Which social network is your favorite?

Choose one answer.

- ○ Facebook
- ○ Instagram
- ○ X (Twitter)
- ○ LinkedIn
- ○ Other: _____

Work

9. Do you work at the moment?

Choose one answer.

- ○ Yes
- ○ No

10. Which department do you belong to?

Choose one answer.

- ○ Administrative Staff
- ○ Logistics & Purchasing
- ○ Finance & Accounting
- ○ Technical Staff
- ○ IT
- ○ Marketing, Advertising & PR
- ○ Customer Services
- ○ Senior Management
- ○ R&D
- ○ Sales
- ○ Other: _____

Profile

11. What's your gender?

Choose one answer.

- ○ Male
- ○ Female
- ○ Would rather not say

12. How old are you?

Choose one answer.

- ○ Younger than 18
- ○ 18–24
- ○ 25–34
- ○ 35–44
- ○ 45–54
- ○ 55–64
- ○ 65 and older

13. What's your marital status?

Choose one answer.

- ○ Single
- ○ Married
- ○ Divorced
- ○ Widowed
- ○ Other: _____

14. What's your educational background?

Choose one answer.

- ○ No schooling completed
- ○ Nursery school to 8th grade
- ○ Some high school, no diploma
- ○ High school graduate, diploma or equivalent
- ○ Some college credit, no degree
- ○ Trade/technical/vocational training
- ○ Associate degree
- ○ Bachelor's degree
- ○ Master's degree
- ○ Professional degree
- ○ Doctorate degree

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