

Media Usage Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Think about your personal media use during the past seven days, excluding required work tasks. Include voluntary learning, news and entertainment. Select one answer where options are shown. If you used no media, choose the relevant options and leave any written question blank. All questions are optional.

1. Which media format did you spend the most time using in the past seven days?

- ☐ Articles, books or other written content
- ☐ Podcasts or other spoken audio
- ☐ Music
- ☐ Short online videos
- ☐ Longer videos, films or TV programs
- ☐ Another format
- ☐ I used no media
- ☐ Not sure

2. On how many of the past seven days did you use that format?

- ☐ 0 days
- ☐ 1–2 days
- ☐ 3–4 days
- ☐ 5–6 days
- ☐ All 7 days
- ☐ Not sure

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3. What was your main reason for using that format?

- ☐ Entertainment
- ☐ Learning something
- ☐ Keeping up with news
- ☐ Relaxation
- ☐ Finding practical information
- ☐ Another reason
- ☐ I used no media
- ☐ Not sure

4. Where did you most often use that format?

- ☐ At home
- ☐ While traveling or commuting
- ☐ At a place of study
- ☐ During a break at work
- ☐ Somewhere else
- ☐ I used no media
- ☐ Not sure

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5. How did you most often find content in that format?

- ☐ A search
- ☐ Recommendations from a service
- ☐ A person I know
- ☐ A creator or publication I follow
- ☐ Browsing without a specific source
- ☐ Another way
- ☐ I used no media
- ☐ Not sure

6. What most often made the content you wanted difficult to access?

- ☐ Cost
- ☐ Connection or device limitations
- ☐ Language
- ☐ Missing captions, transcripts or another usable format
- ☐ Difficulty finding relevant content
- ☐ Another barrier
- ☐ No access difficulty
- ☐ I did not look for content

7. What content would you like to find more easily in that format?
