

Pinterest 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 most recent Pinterest visit during the past 30 days. Every question is optional. Please do not share your username, private board titles, account details or personal links. This survey does not change your Pinterest account.

1. What was your main purpose for your most recent Pinterest visit?

- ☐ Finding general inspiration
- ☐ Planning a specific project or occasion
- ☐ Finding instructions for something
- ☐ Exploring products or purchase ideas
- ☐ Returning to an idea I had saved
- ☐ Sharing my own ideas
- ☐ Another purpose
- ☐ Not sure

2. Which activity best describes what you mainly did on that visit?

- ☐ Browsed ideas without a specific search
- ☐ Searched for a specific topic
- ☐ Saved ideas for later
- ☐ Revisited saved ideas
- ☐ Shared or created content
- ☐ Another activity
- ☐ Not sure

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3. How useful were the ideas you found for your purpose?

- ☐ Very useful
- ☐ Somewhat useful
- ☐ Neither useful nor unhelpful
- ☐ Somewhat unhelpful
- ☐ Very unhelpful
- ☐ I did not find ideas to judge

4. If you tried to return to a saved idea on that visit, how easy was it to find?

- ☐ Very easy
- ☐ Somewhat easy
- ☐ Neither easy nor difficult
- ☐ Somewhat difficult
- ☐ Very difficult
- ☐ I did not try to return to a saved idea
- ☐ Not sure

5. What was the main further action you took because of an idea from that visit?

- ☐ Tried or made something
- ☐ Read more on the linked source
- ☐ Compared products or services
- ☐ Made a purchase
- ☐ Discussed the idea with someone
- ☐ Another action
- ☐ No further action yet
- ☐ Not sure

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6. Which missing detail would most have helped you use an idea from that visit?

- ☐ Clear steps or instructions
- ☐ Materials or tools needed
- ☐ Cost information
- ☐ Measurements or specifications
- ☐ A working link to the original source
- ☐ More context or explanation
- ☐ Another detail
- ☐ No important detail was missing
- ☐ I cannot judge

7. What one change would make ideas like these more useful to you?

Do not include usernames, private board titles or personal links.
