

Social Media Focus Group

Date: _____

Background Form

1. Age: _____

2. Are you Hispanic or Latino? (Please check one)

- Yes
- No

3. What is your race? (Please check one)

- American Indian or Alaska Native
- Black or African American
- White
- Asian
- Native Hawaiian or Pacific Islander
- Other

4. What is your highest grade completed in school? (Please check one)

- Grade 6 or below
- Grade 7
- Grade 8
- Grade 9
- Grade 10
- Grade 11
- Grade 12 or GED
- Some College
- Graduated 2 Year College
- Graduated College
- Post Graduate

5. What is your employment status? (Please check one)

- Full time
- Part time
- Homemaker
- Retired
- Unemployed
- Other _____

6. Which of the following do you use *most often*? (Please check one)

- Facebook
- Twitter
- YouTube and other video sources
- Blogs

7. How frequently do you use Facebook? (Please check one)

- Very Frequently (3 or more times a day)
- Frequently (about once or twice a day)
- Occasionally (3 times a week)
- Rarely (3 times a month)
- Very Rarely (once a month or less)
- Never (not at all)

8. How frequently do you use YouTube and other video sources? (Please check one)

- Very Frequently (3 or more times a day)
- Frequently (about once or twice a day)
- Occasionally (3 times a week)
- Rarely (3 times a month)
- Very Rarely (once a month or less)
- Never (not at all)

9. How frequently do you use Blogs? (Please check one)

- Very Frequently (3 or more times a day)
- Frequently (about once or twice a day)
- Occasionally (3 times a week)
- Rarely (3 times a month)
- Very Rarely (once a month or less)
- Never (not at all)

10. How frequently do you use MySpace? (Please check one)

- Very Frequently (3 or more times a day)
- Frequently (about once or twice a day)
- Occasionally (3 times a week)
- Rarely (3 times a month)
- Very Rarely (once a month or less)
- Never (not at all)

11. How frequently do you use Twitter? (Please check one)

- Very Frequently (3 or more times a day)
- Frequently (about once or twice a day)
- Occasionally (3 times a week)
- Rarely (3 times a month)
- Very Rarely (once a month or less)
- Never (not at all)

12. How frequently do you use Pinterest? (Please check one)

- Very Frequently (3 or more times a day)
- Frequently (about once or twice a day)
- Occasionally (3 times a week)
- Rarely (3 times a month)
- Very Rarely (once a month or less)
- Never (not at all)

13. How frequently do you use Google+? (Please check one)

- Very Frequently (3 or more times a day)
- Frequently (about once or twice a day)
- Occasionally (3 times a week)
- Rarely (3 times a month)
- Very Rarely (once a month or less)
- Never (not at all)