

Skin-Care questionnaire - Holy Name

Please read before starting

-Please do not identify yourself or anyone else at any time during this survey. (Examples: mentioning someone's name, something they did, something specific about them)

-Please be aware that questions that have a 'box' or that say 'Select all that apply' are checkboxes and you may check more than one answer.

-If you come across any sort of writing questions that do not apply to you, please simply type N/A before moving on or in other forms there will be a 'does not apply to me'.

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Not shared

* Indicates required question

General Information



How old are you? *

8

9

10

11

12

Please list gender. *

Your answer



What are your primary/favourite hobbies or things to do outside of school? *

(Select all that apply)

- Participate or play sports
- Dance
- Cheerleading
- Art
- Cultural activities/foreign language (languages)
- Music (playing instruments, singing)
- Gaming
- Writing (stories, poetry)
- Reading
- Outdoor activities (hiking/walking, fishing, camping)
- Baking/cooking
- Volunteering
- Does not apply to me
- Other:



Social Media

Which of the following platforms do you watch/use? (Select all that apply) *

- YouTube
- TikTok
- Instagram
- Facebook
- None
- Other:



How do you have access to the above platforms? (Select all that apply) *

- Devices (example: iPad, tablet, phone, computer)
- Older siblings (13-18 years old)
- Older siblings (18 and above)
- Younger friends (7 and under)
- Friends (8-12)
- Friends (13-18)
- Other family members (relatives - 18 and above)
- Other family members (relatives - 13-18)
- Other family members (relatives - 12 and under)
- Does not apply to me
- Other:

Skincare

For the purposes of this project, when we refer to skincare, we mean:

A range of physical products for the skin such as: lotions, moisturizers, cleansers, sunscreen, toners, serums, and facial mists



Do you have or use any skincare products? *

Yes

No



Who buys your skincare products for you? (Select all that apply) *

- Parents\ guardians
- Older siblings (18 and older)
- Older siblings (12-18)
- Younger siblings (7 and under)
- Older relatives (18 and older)
- Older relatives (12-18)
- Younger relatives (7 and under)
- Older friends (18 and over)
- Older friends (12-18)
- Younger friends (7 and under)
- Myself
- Does not apply to me



If answered yes, please clarify which brands (Select all that apply) *

- Drunk Elephant
- Glow Recipe
- Bubble
- The Ordinary
- CeraVe
- Cetaphil
- Does not apply to me
- Other:

In regards to marketing skincare products, what stands out to you about the marketing of these brands? (example: pretty packaging, good for my skin, bright colours, promotion of the product) (Type N/A if it does not apply) *

Your answer



Have you ever asked for any specific skincare brands? *

Yes

No

If answered yes, for what purpose? (If it does not apply to you simply type N/A) *

Your answer



If so, please clarify which skincare brands. If one of your skincare brands is not listed below, please feel free to add in the 'other' section. (Select all that apply) *

- CeraVe
- Glow Recipe
- Bubble
- The Ordinary
- Drunk Elephant
- Cetaphil
- Elf
- Mario Bedescu
- Does not apply to me
- Other:

Consumer Behaviour

For the purposes of this project, when we refer to the word 'consumer', we mean:
A person who purchases goods and services for personal use.



Have you ever been in a cosmetics store? (example: Sephora, Ulta Beauty, Shoppers Drug Mart) *

Yes

No

If yes, for what purpose was this visit for? (Select all that apply) *

Present for a friend

Errands for my parents\guardians

For personal use

Does not apply to me

Other:

Does anything stand out to you about these cosmetic stores? If yes, please feel free to share with us below (Type N/A if not) *

Your answer



Have you ever been exposed to skincare? *

(When we refer to skincare we mean:

A range of physical products for the skin such as: lotions, moisturizers, cleansers, sunscreen, toners, serums, and facial mists)

Yes

No



How have you been exposed to skincare? (Select all that apply) *

- Social Media (example: YouTube, TikTok, Instagram, Facebook)
- Older siblings (18 and above)
- Older siblings (13-18 years old)
- Friends (8-12)
- Friends (13-18)
- Other family members (relatives - 18 and above)
- Other family members (relatives - 13-18)
- Other family members (relatives - 12 and under)
- Does not apply to me
- Younger friends (7 and under)
- Other:

Who is your favourite skincare influencer? (Please only list the name. If this question does not apply to you please write N/A) *

Your answer



Have you ever seen social media influencers use skincare products online? *

Yes

No

Have you ever felt a sense of need to buy these products after seeing them online? *

Yes

No

Self-esteem



How do you feel after purchasing these skincare products? (Select all that apply) *

- Healthier skin
- Pretty products
- Excited to use them
- Makes me feel better about myself
- Makes me feel like I fit in with my friends
- Popular
- Makes me cool
- Regret
- Sick to my stomach
- Does not apply to me
- Other:



If you are not able to buy a specific skincare product, how does that make you feel? (Select all that apply) *

- Anxious
- Jealous
- Mad
- Sad
- Frustrated
- You don't fit in
- I don't really care
- Does not apply to me
- Other:

Do you feel you need to have a certain skincare product in order to 'fit in' with your peers (friends). *

- Yes
- No



Do you ever get treated differently over having or not having a certain skincare product? *

Yes

No

If answered, how? (Type N/A if it does not apply) *

Your answer

If you have ever gotten treated differently over a skincare product, how did that make you feel? (Type N/A if it does not apply) *

Your answer

Do you have any other comments or concerns about how social media influencers have affected your self-esteem in the past or presently, in regards to skincare or your choices as a consumer? (Type N/A if it does not apply) *

Your answer



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