What Should Marissa Mayer Do With Yahoo?

July 18, 2012 by Todd Olmstead

Yahoo! made news this week when it named longtime Google employee Marissa Mayer as its new CEO. Mayer steps in just two months after Scott Thompson resigned in May.

Mayer was not seen as a candidate for Yahoo's top spot. Earlier this summer, it was thought that Hulu CEO Jason Kilar and interim CEO Ross Levinsohn were the frontrunners. Mayer was a long-time Google employee who had been with
Urtak: statistical sample

Icelandic
DO YOU USE CURSE WORDS OFTEN?

- **YES**: 60%
- **NO**: 40%

*source urtak.com*
Antanas Mockus
20,000 participants
77% wanted him to run for mayor of Bogotá
92% wanted him to stay in politics
WHAT'S SURPRISING ABOUT DISH READERS?

A reader asks Andrew Sullivan: With the recent demographic data collected from your Urtak survey, what was the most surprising thing you learned about Dish readers?
Dish Readers: Who Are You?

Will you vote for Ron Paul if he wins the Republican nomination?
- Yes
- No
- Don't Care

Will you likely vote for Obama in 2012?
- Yes

Asked by a user.

Have you ever purchased and/or read one of Andrew's books?
- Yes
- No

Asked by a user.

Are you a homeowner?
- Yes

We're beginning to include ads again in the Dish, after our mercifully smooth transition to the Beast. Many of you have already been surveyed by the suits (and we mean that in the nicest way) and we have some of the basic details of who you are (younger than most political sites, and much better educated, for example). But it occurred to me that the usual demo questions for ad-buyers could be spiced up a little and the sample expanded a large amount - if only for curiosity's sake. So we brain-stormed some of the questions we'd like most to know about you, and have also set up this poll for you to brainstorm and add your own questions - and answer them. Feel free to ignore questions that might help us get ads, unless you're feeling generous this Christmas season. But do throw in some questions about your fellow Dishheads that you've always wondered about or wanted to know.

The above Urtak is a quick and easy survey to get a better sense of you, the typical Dish reader. Submit Yes/No questions of your own in the field at the very top and ask away! We'll share the results as we get them. Don't forget to hit the 'Ask' button to share the results!
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The above Urtak is a quick and easy survey to get a better sense of you, the typical Dish reader. Submit Yes/No questions of your own in the field at the very top and we'll keep an eye on them. We know we're being fickle, but we're not sure how much more of this we can take.
Daily Beast – Dish Readers Who Are You?
Would you want The Dish to continue even if Andrew quit blogging?
Daily Beast – Dish Readers Who Are You?
Do you make over $100,000 per year?
Daily Beast – Dish Readers Who Are You?

Do you make over $100,000 per year?

- 35% Yes (25212 Votes)
- 65% No (99% Care)

Asked by me
Answered by 25,000 people
There are so many of you, that we want to know more about you.

OK. OK, full disclosure: the more we know about you (things like where you live, what you like to do, etc.) the better job our sales people can do at bringing you ads for products that could benefit you. But this information will also make The Blaze a more responsive site. You see, the more information we have about your likes and dislikes, helps us tailor our stories to better match your interests.

Can you please spend a few minutes (seriously, just a couple of minutes) answering some “Yes, No, Don’t Care” questions?

Feel free to suggest a question of your own!

(H/T: Andrew Sullivan of The Daily Beast – he did a similar survey on his page.)

UPDATE:

In just 24 hours we garnered two million responses. You can see the results of your responses here.
ENTERTAINMENT
BLAZE READERS: HERE’S YOUR CHANCE TELL US ABOUT YOURSELVES! (NEW POLL)

There are so many of you, that we want to know more about you.

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The Blaze – Men... Women... Trust... And Appearances
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Is it ok for a married woman to have contact with men other than her husband via social media sites, i.e., Facebook, Twitter, second life... when her husband isn't home?
The Blaze – Tell Us About Your Faith Results
Have you sincerely investigated another religion?
The Blaze – Tell Us About Your Faith Results
El Tiempo
9 Million Responses

50,000 Users

400 Questions
Are banking services in Colombia outrageously expensive?
What Should Marissa Mayer Do With Yahoo? Results

18 Questions  9,077 Responses

Viewer

Should Marissa Mayer fix Flickr?

Questions in this Urtak

- Should Yahoo! seek a partnership with Facebook to try to deliver more targeted digital media?
- Will Yahoo be relevant in the next 2 years?
- Should Yahoo seek to reinvent itself?
- Will Yahoo be relevant in 5 years?
- Should Marissa Mayer sell the current Yahoo campus and seek more creative work environment(s)?
- Is Marissa Mayer the next coming of Steve Jobs?
- Should Marissa Mayer turn Yahoo into a social media company?
- Will Marissa Mayer be the CEO of Google one day?
- Will Yahoo be still an independent company in 24 months?
- Would Flickr be better off without Yahoo?
Infographics

Which Canadian artist would you cover?

COVER ME CANADA is uncovering the best vocal acts throughout the country. Here’s your chance to prove you’ve got the talent to pack an arena. Pick your favourite with your unique interpretation.

Want to take part? Visit www.coverme.ca.

77% 60% 61% 61% 50% 47% 41% 38% 32% 21%
Over the last week and a half, students, alumni and faculty have reacted to the possibility of an end to the Cooper Union's free tuition policy. Following are a couple of results from the Urtak that received over 3,000 responses with 32 questions.

- **95%** think we will find a solution
- **62%** think that if tuition is charged, Cooper Union will not be Cooper Union
- **17%** say Cooper would rather charge tuition and not see the school close
- **9%** will not donate time and/or money to Cooper if a tuition is instituted
- **80%** think Cooper has an internal communication problem
- **91%** think the administration should be more transparent with students and faculty
- **97%** think the school should stay tuition free
- **59%** think the school should expand
- **57%** agree with the decision of the board
- **59%** disagree with the decision of the board
Thanks!
Ask a Yes or No Question

Yes

No

Asked by the audience

Cancel