



**Urtak**

[Ads by Google](#)

[Yahoo E Mail](#)

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[Yahoo Email](#)

[Yahoo Email](#)



## TRENDING STORIES



**Hacker Group Claims to Have Romney's Tax Returns**  0

 6  0



**12 YouTube Clips of Hungry, Hungry Kitties**  0

 61  945

## What Should Marissa Mayer Do With Yahoo?



July 18, 2012 by **Todd Olmstead**

 13

[Ads by Google](#)

**[Social Media Advertising](#)** - Social Media Strategy Specifically Designed For Enterprise Companies  
[R2integrated.com/Social\\_Strategy](http://R2integrated.com/Social_Strategy)

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

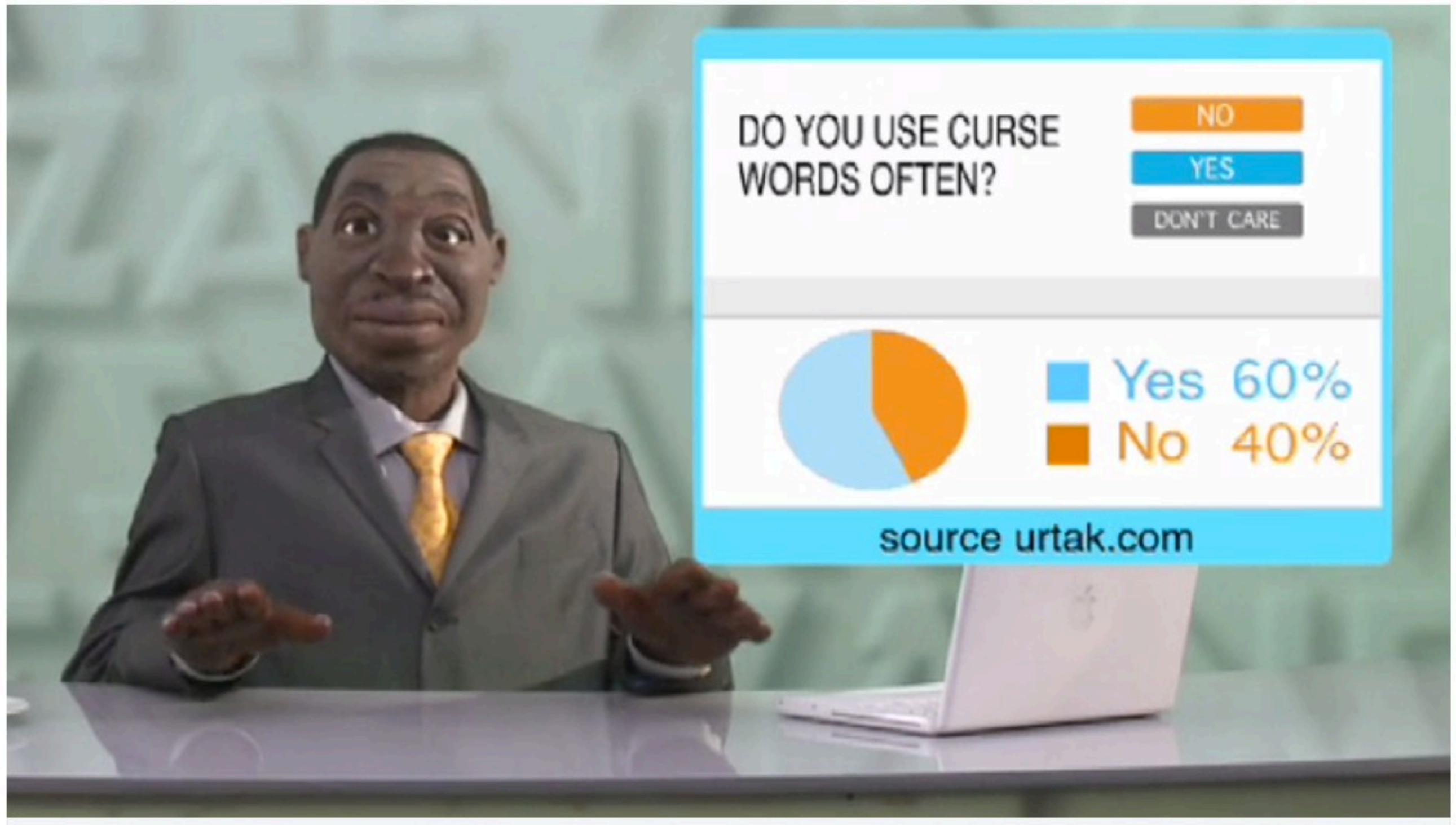


LIKE

LATER

SHARE





## Antanas Mockus







20,000 participants

77% wanted him to run for mayor of Bogotá

92% wanted him to stay in politics



# BEAST<sup>TV</sup>



01:23

02:23

EMBED

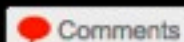


## WHAT'S SURPRISING ABOUT DISH READERS?

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?



Email



Comments



+1



Tweet

2



Like


0



## Dish Readers: Who Are You?


Will you vote for Ron Paul if he wins the Republican nomination?

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? **NO**



Asked by a user.

Are you a homeowner? **YES**

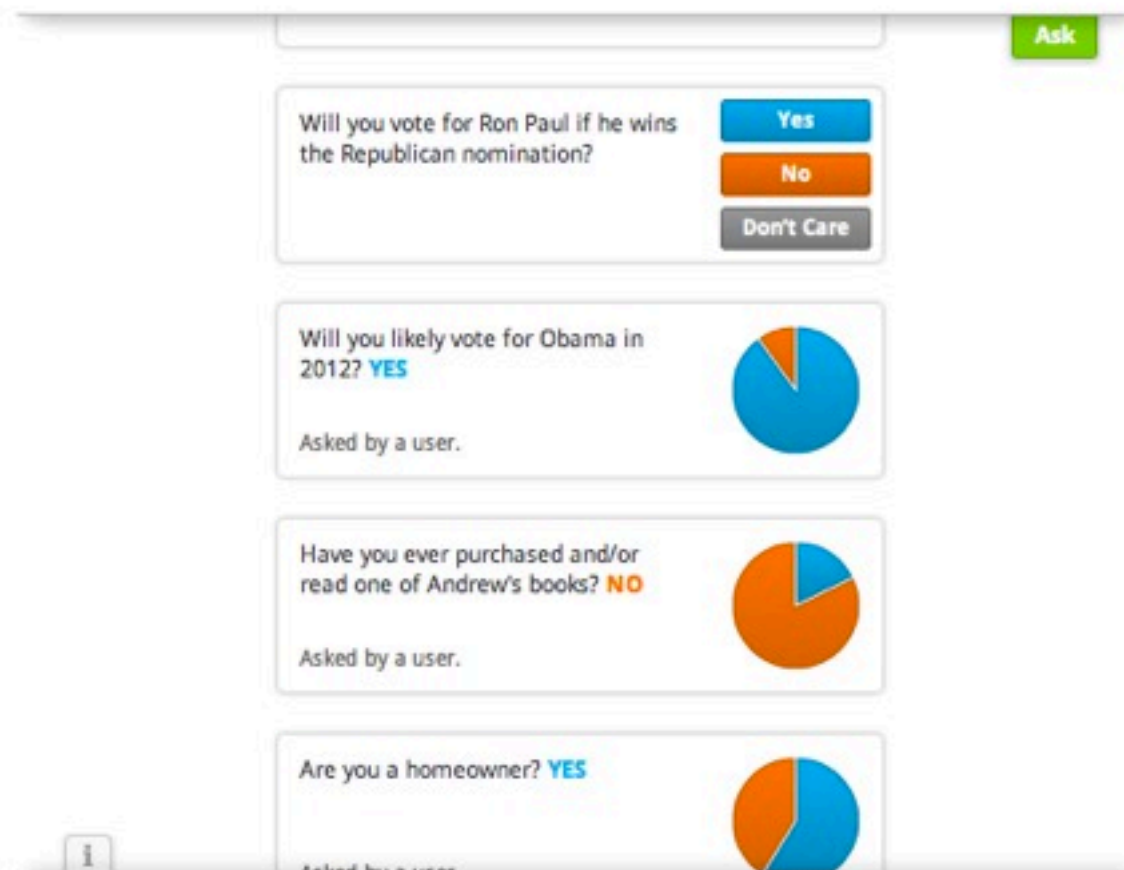


Asked by a user.

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

## Dish Readers: Who Are You?



Ask

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? NO

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Are you a homeowner? YES

1.5 Million Responses

26,000 Users

80 Questions

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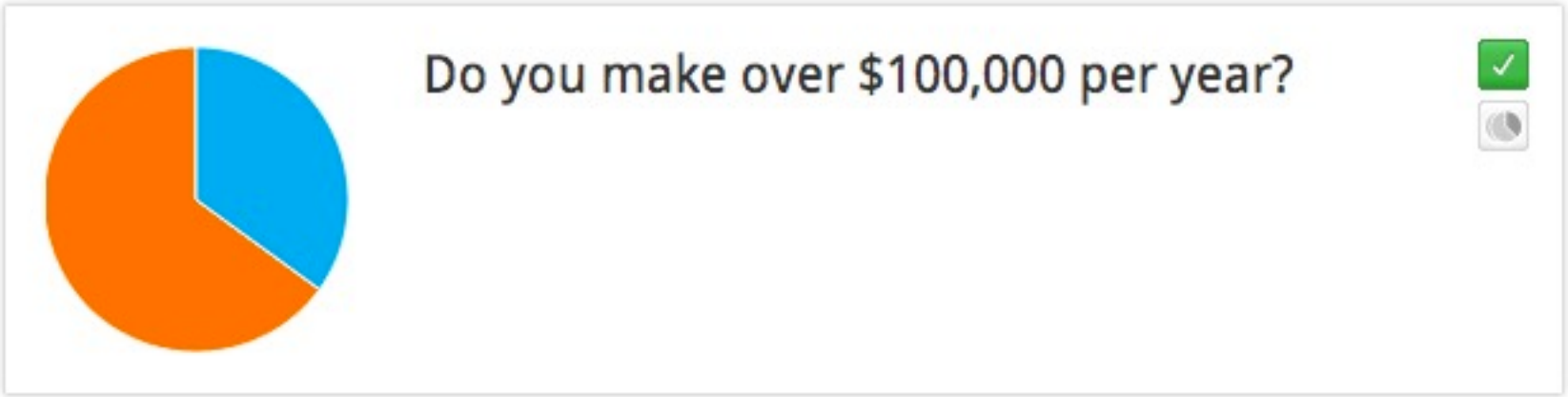
Would you want The Dish to continue  
even if Andrew quit blogging?











Daily Beast – Dish Readers Who Are You?



Asked by me  
Answered by 25,000 people

# BLAZE READERS: HERE'S YOUR CHANCE TELL US ABOUT YOURSELVES! (NEW POLL)

Posted on December 22, 2011 at 9:46am by  Mike Opelka

[Email »](#) [Print »](#)

 Like 56  Send  +1 1  Tweet 26

[Comments \(439\)](#)

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?


Ask

WOULD YOU ABOLISH THE  
FEDERAL RESERVE?

Yes  
No  
Don't Care


Do you believe political  
contributions control election  
outcomes? YES

Asked by a user.




Should elected officials have to go  
through a polygraph test while  
taking their oath of office? YES

Asked by a user.



Do you own more than one car? NO

Asked by a user.



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](#).



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## 3.2 Million Responses

## 30,000 Users

## 150 Questions

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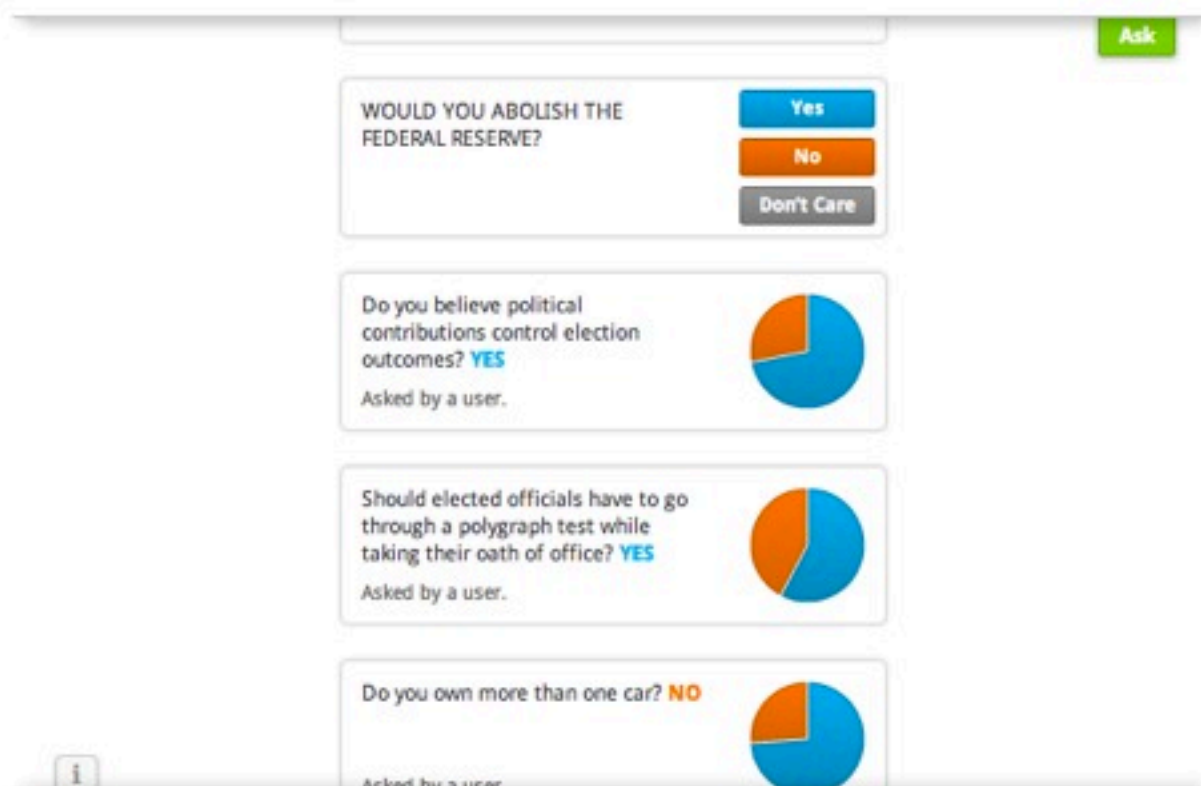
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## 30,000 Users

## 150 Questions

500 comments

## The Blaze – Men... Women... Trust... And Appearances



Is it ok for married men to have meals with women other than their spouse?





## The Blaze – Men... Women... Trust... And Appearances

## The Blaze – Men... Women... Trust... And Appearances



Is it ok for a married woman to have contact with men other than her husband via social media sites, ie facebook, twitter, second life... when her husband isnt home?



## The Blaze – Men... Women... Trust... And Appearances




**The Blaze – Tell Us About Your Faith Results**



**The Blaze – Tell Us About Your Faith Results**

**The Blaze – Tell Us About Your Faith Results**





Are you a Muslim?

☒☐





[illegible]



El Tiempo



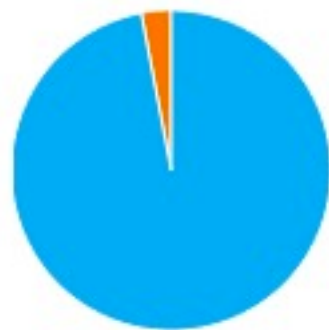
9 Million Responses

50,000 Users

400 Questions







¿Los servicios bancarios en Colombia son escandalosamente costosos?




**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?





<http://urtak.is/NPrj6J>


Questions in this Urtak


AllNewestSearch


 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 Meyer turn Yahoo into a social media company?





 Will Marissa Meyer be the CEO of Google one day?



 Will Yahoo! still be an independent company in 24 months?



 Would Flickr be better off without Yahoo?

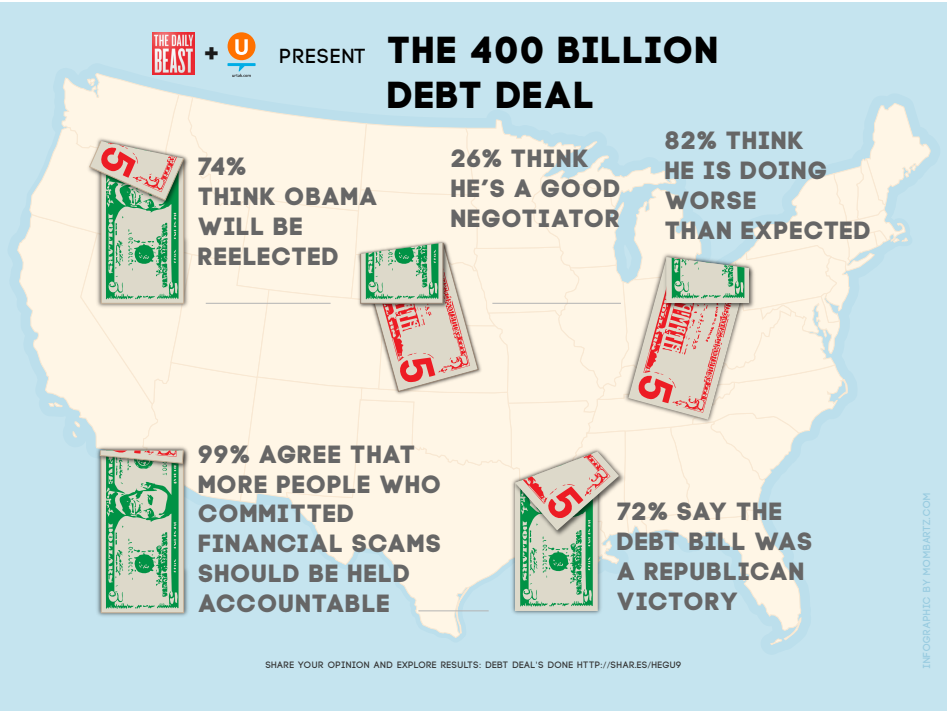


## Infographics





Infographics



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.







GALLUP

nielsen  
.....



Thanks!



Ask a Yes or No Question

Yes

No

Asked by the audience

Cancel