

# Blogger Research Screener

## Target Audience

The audience will consist of 9 people who are represent 3 different audience segments of the Blogger user base.

## Screening Criteria

9 people recruited for 60-minute interviews on February 19th and 20th in downtown San Francisco, with an expected 8 interviews.

## Demographic Profile

- Half-half gender split
- Six users 25-35 years old, one 20-24, two over 40
- Income, geography not important.

## Webographic Profile

- Online at least 1 year
- 5-15 hours personal Net use per week, prefer 5-10, 1-2 with 10+
- Turn to Web as source of current news and entertainment, addition to product research, information, etc.
- Have used Google.com, Yahoo.com, or Altavista search engines.

## Behavior and Attitude Profile

- A mix of users based on their familiarity with blogging and blogging tools
  - 3 users who do not know what the word “blog” means, and do not have their own Web site
  - 3 users who can define “blog”, visit them on occasion, and do not have their own Web site
  - 3 users of the Blogger.com service.
- have not participated in any marketing research in last 12 months
- do not work in marketing, web, software, or hardware industry

## Logistics

- can come into downtown SF facility
- available between 10AM and 6PM February 19 or 20.
- each will receive a \$100 incentive honorarium.

## Screener

Hello, my name is \_\_\_\_\_ from \_\_\_\_\_. We are conducting a study and I would like to ask you a few questions. This is not a sales call and there will be no sales follow up.

Question	Answers	Instructions
1. Do you or any member of your household work in any of the following businesses or industries:	- Market Research - Software, Hardware or Web development	IF YES TO ANY, TERMINATE
2. Have you participated in any marketing or usability interviews or focus groups in the last 12 months?	Yes No	TERMINATE ASK Question 3
3. How old are you?	Less than 20-24  25-35  40+	TERMINATE after quota of 1  ASK Question 4  TERMINATE after quota of 1
4. Do you have a personal computer at home or work?	Yes No	ASK Question 5 TERMINATE
5. Do you use the Internet?	Yes No	Ask Question 6 TERMINATE
6. How long have you been using the Internet?	Less than 12 months 12+ months	TERMINATE ASK Question 7
7. Do you use the World Wide Web?	Yes No	ASK Question 8 TERMINATE
8. How much time do you spend on the Web in a typical week?	Less than 5 5-15 15+	TERMINATE ASK Question 9 TERMINATE after quota of 2
9. Do you use Internet search engines?	Yes No	ASK Question 10 TERMINATE
10. Can you name the search engines you use?	“Google”, “Yahoo”, “Hotbot” or “Alta Vista” Cannot name any	ASK QUESTION 11  TERMINATE
11. Have you ever hear the term “blog”?	Yes	ASK Question 12

	No	TERMINATE after quota of 3; ASK Question 14
12. Do you read any blogs regularly?	No Yes	TERMINATE ASK Question 13
13. Have you ever used the BLOGGER.COM service to create your own blog?	Yes. No.	ASK Question 14 TERMINATE after quota of 3; ASK Question 14
14. In a couple of sentences, describe why you typically go online and what kinds of things you do there?  [OPEN-ENDED]		IF articulate and motivated by information (rather than chat, entertainment or shopping) SCHEDULE, OTHERWISE TERMINATE
TERMINATE		Those are all the questions I have. Thank you very much for participating in our survey.

For a reimbursement of \$100, would you be willing to come into our San Francisco offices for a 60 minute interview on February 19<sup>th</sup> or 20<sup>th</sup> ? Your help will be greatly appreciated by a group of people who are making a product you may be interested in.

## Directions

We are located in the Hobart Building at 582 Market Street in San Francisco. It is at the corner of Market and Second St., and the entrance is between Quiznos sandwich shop and a Citibank branch. There is reasonably-priced parking at the Sutter/Stockton Garage a few blocks away, and our building is above the Montgomery Street BART/MUNI Station. Check in at the front desk, and you'll be directed to suite 602 on the Sixth floor.