

Example categories of target audience online use and preferences

Level of internet use (frequency multiplied by duration)

Using these typical usage frequency measures :-

Number of times per day [or hour]

Less than once a day but more than once a week

Less than once a week

Origin of information sought

Mainly Interstate Australia

City

Extent of information most accessed

Broad / general (eg news; education; entertainment)

Narrow / specific (eg bill payments; downloads; weather; how-to guides)

Interactivity & requested on-line needs / potential

High (eg chat-lines; blogs; e-newsletters; email alerts)

Low

Maturity as a user

Experienced user

Beginner (eg less than 1 month)

Self nominated predisposition to try new internet sites / products

High (eg 'early adopter' of online activity / 'explorer' type)

Low interest

Propensity to increase use / advocate others to adopt

High (e.g. enthusiasts; content opinion leaders; information hungry)

Low

Dependence on internet vis-a-vis other information channels

High (eg need Internet access for business / income)

Low (eg self nominated as an irregular user)

Self nominated reliance / preference to use search engines / portals

High

Low

Self nominated tolerance for on-line advertising & or unsolicited e-mail

High acceptance / use / curiosity

Low acceptance / use / curiosity

Preferences / habits of Internet use, eg

Which ISP currently used

How many ISP accounts used

Browser software currently used

Search engine mainly used
Level of SEO accessed
Favourite portals / hubs
Mobile technology used
Future online buying intentions (per category of product / service surveyed)
Definitely would not
Probably would not
May or may not
Probably would
Definitely would
Predisposition toward paying for online bundled services / platforms
Intention to buy (pending prices) bundled platform services – High to Low
.....
<i>General Demographics . . . e.g.</i>
• Normal place of Internet use
At work
At home
both
• Gender
• Employment status
• Preferred special interest websites / blogs / newsletters etc

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