

The Gnomie Report

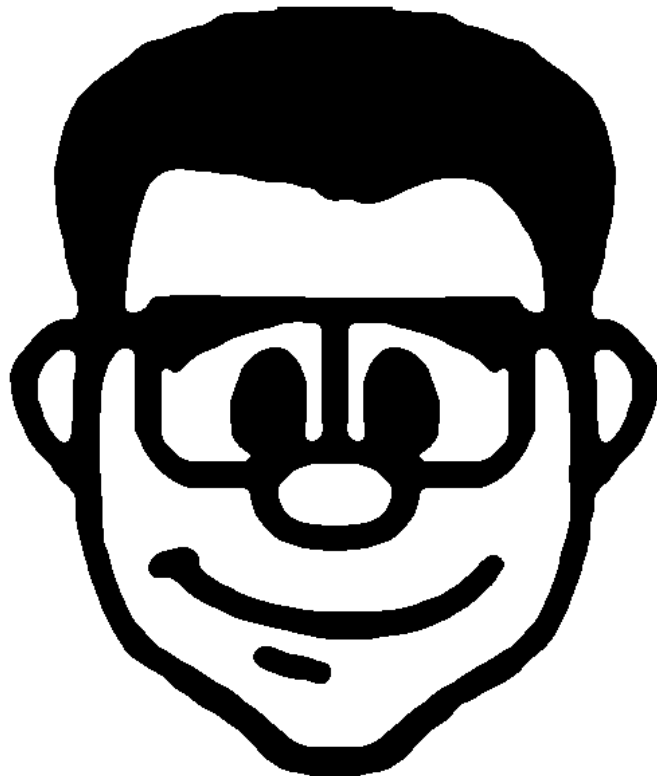
You wanna know more about the type of people who subscribe to Lockergnome? Statistics aren't always what they seem. Instead of asking for demographic information up front, we wait until an individual has our trust before asking any questions. This way, answers are more likely to be truthful. How often have you filled out a Web form honestly? Exactly.

The following data was compiled from informal polls asked of 20,000 Gnomies. Note that at the time answers were collected, these people represented 10% of our user base. We used a giveaway as the collection vehicle in the Spring of 2000.

Paragraphs highlighted in **red** are unsolicited quotes from Gnomies.

If you have any questions, please contact me.

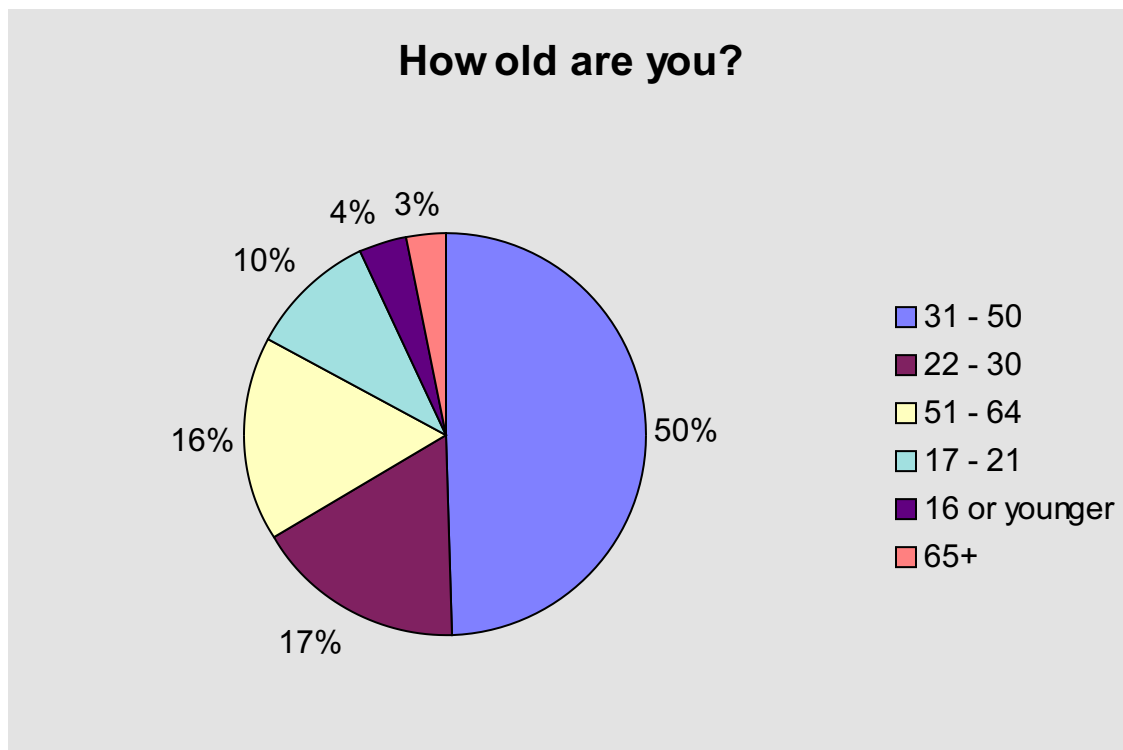
Chris Pirillo
chris@lockergnome.com



How Old Are You?

Simple question, but the results prove that not everybody online is from Generation X. The older audience is looking for reliable information, precisely what Lockergnome provides on a regular basis.

“Have meant to tell you for quite a while that your daily epistle Makes My Day. I'm retired, miss the tech discussions, miss the opportunity to show off and fix other peoples' computers! You fill that void -- helping me to keep the brain alive. Although I do keep about 10 family machines going. That's where the Reboots come in handy. Thanks Again! Keep up the good work.” (“Grandma” Jackie)



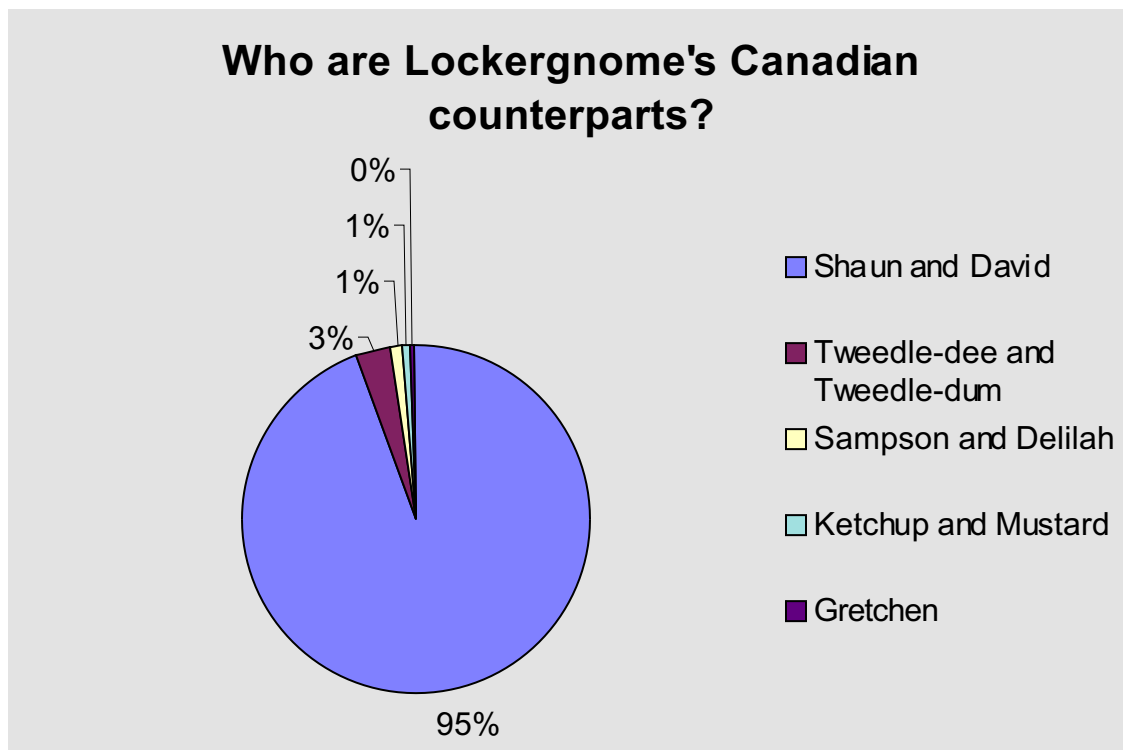
Who Are Lockergnome's Canadian Counterparts?

Chris is the only person writing and editing our publication at this time. Every once in a while, he'll mention his friends and family members by name. Two contract employees are named Shaun and David; they don't get mentioned all that often.

But why should you care?

An overwhelming majority of Gnomies know them (if only by name). To have that information, people must read Lockergnome on a regular basis. It isn't just about sending them an e-mail newsletter, it's about getting them to read it often.

“I am a longtime Lockergnome reader and usually scan the latest issues in my inbox even before I scan my personal mail and client mail, and I just wanted to say thanks for the great articles and program links! Keep of the good work...it IS appreciated!” (Ken)

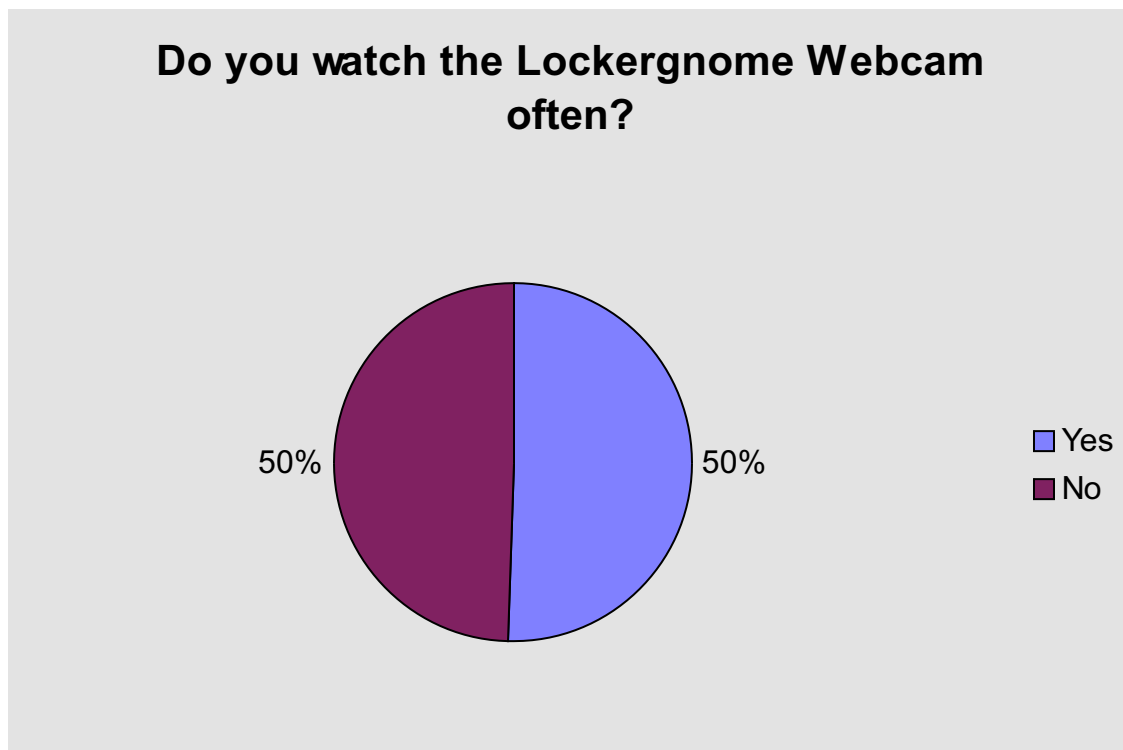


Do You Watch The Lockergnome Webcam Often?

Every good geek has one; Chris set one up to let the Gnomies know that he was (indeed) a real person. Every once in a while, he'll make a wacky face or hold up a new piece of software for the snap. Updated regularly, this dynamic image is located in the sidebar in all Daily HTML issues.

People trust people, not companies.

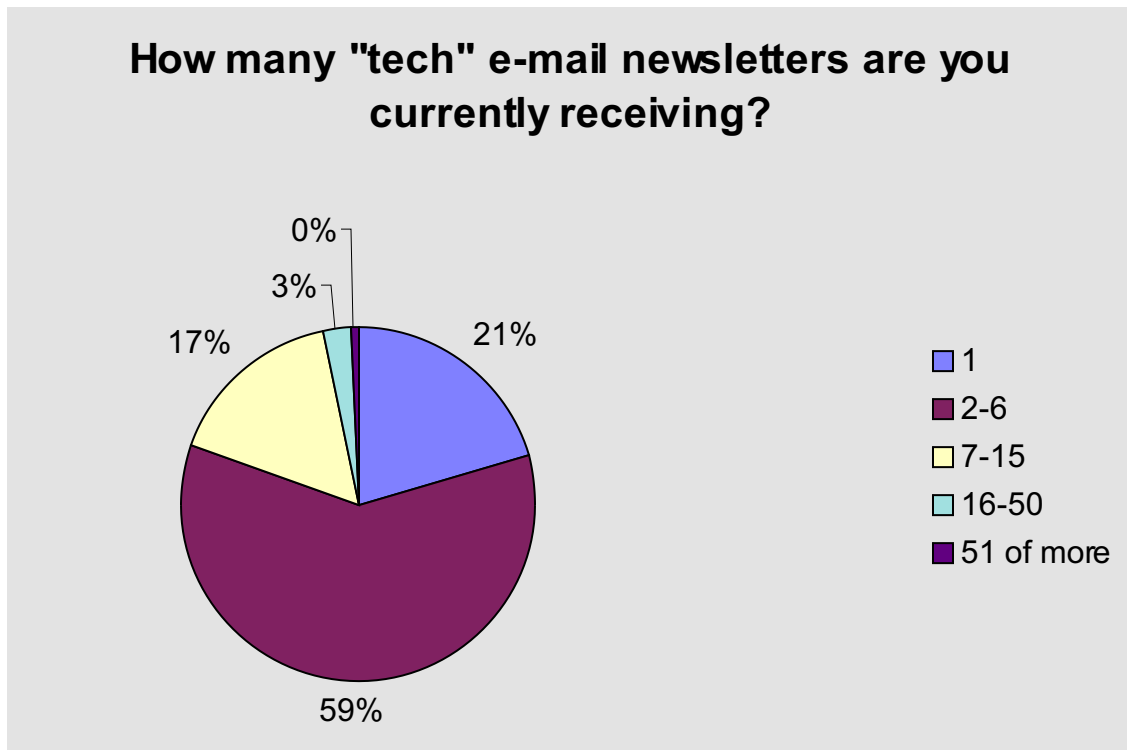
“I can't imagine anyone getting their knickers in a wad just cause you switched the sidebar from one side to the other! I think it makes it more convenient to read, and I'm more prone to read it. The natural eye movement is from left to right and you can read a segment of Lockergnome and scan the sidebar content as you scroll down the page. I also enjoy the Webcam shots, at times they are so funny. I've taken up enough of your time for now, but keep up the good work. I do so enjoy Lockergnome.” (Barbara)



How Many Tech Newsletters Do You Get?

There's more than one kid on the block; in fact, the neighborhood is downright flooded. With thousands of newsletters to choose from, Lockergnome is lucky enough to be one of the six that most of this audience reads. Biased? Perhaps. But isn't it telling of the industry when 21% of these people choose to receive only *one* tech e-zine?

“People often ask me for a list of newsletters yours has been on it for as many years as I've been helping others with computer problems. Keep up the good work!” (Sheryl)

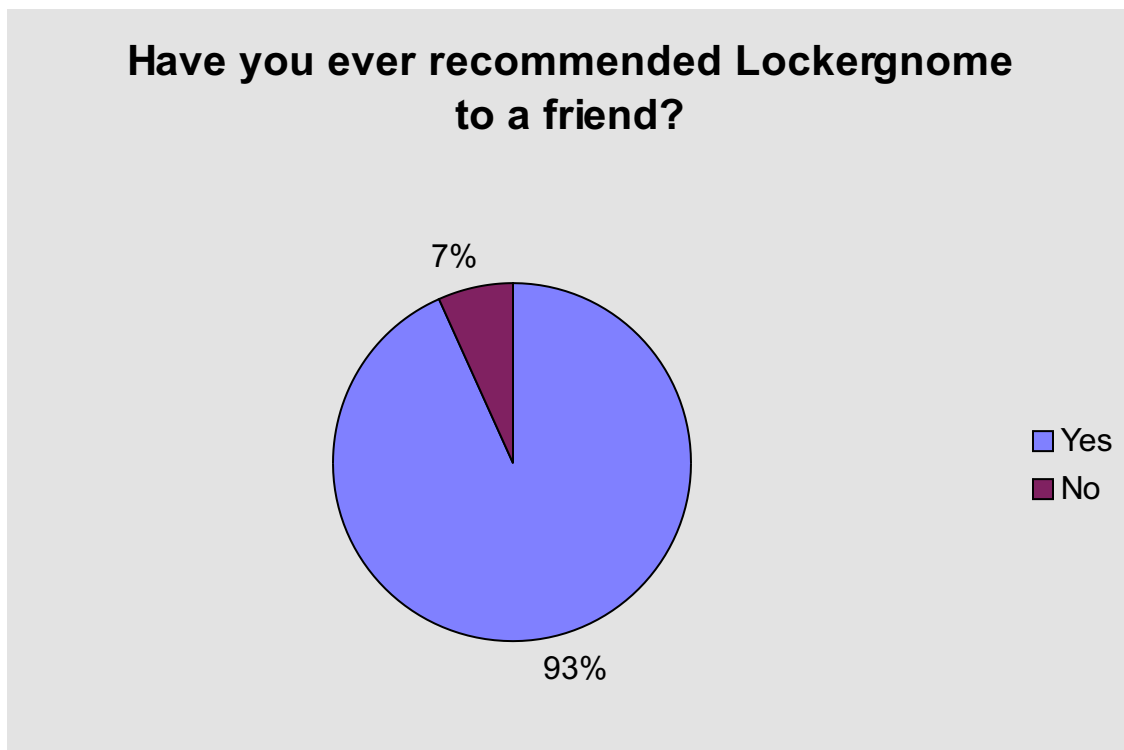


Have You Ever Recommended Lockergnome To A Friend?

When you really like something, do you keep it to yourself or do you run out and tell everyone within earshot? You've probably heard of this 'viral marketing' thing before; Gnomies are the healthiest ones around.

One person tells ten people...

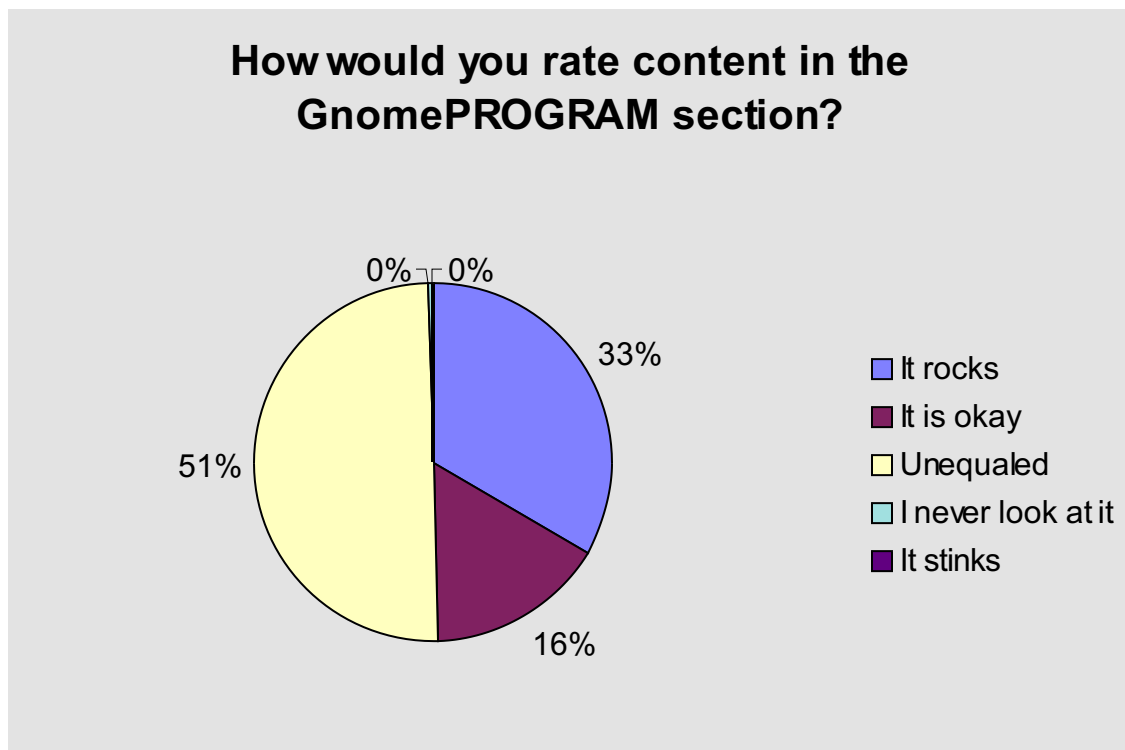
“Been a fan for well over a year now and have never told you how much I enjoy your newsletter. Well, now that you are overwhelmed with 1000's of messages, I thought it was time. Anyway, thanks for your resource and keep up the great work.” (Chris)



How Would You Rate the GnomePROGRAM Section?

We were attempting to illustrate how users feel toward Lockergnome content. Out of seven sections, the most popular is... well, it's a toss up. Some Gnomies like fonts, others like tips, and some still like discovering the latest site to come online.

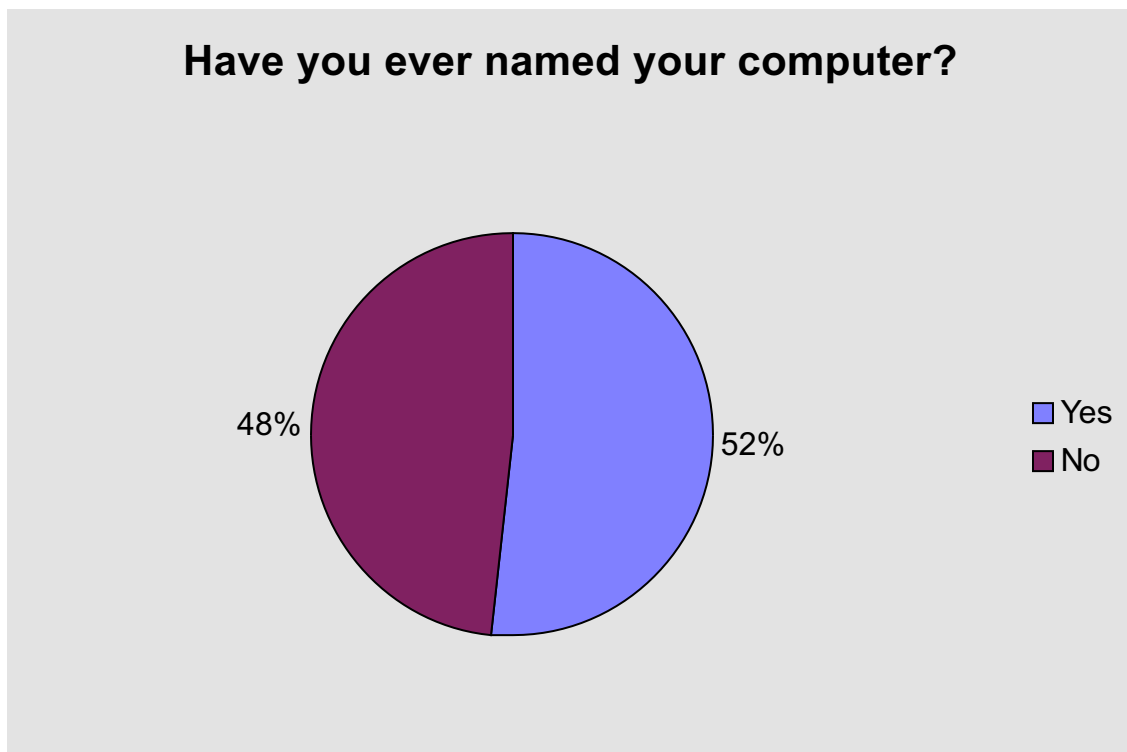
“Just dropping a note to say how much I look forward to your GnomeREPORT. I learn something new every time.” (Dawna)



Have You Ever Named Your Computer?

For some of us, the PC is more than just another household appliance. When was the last time you truly interacted your toaster?

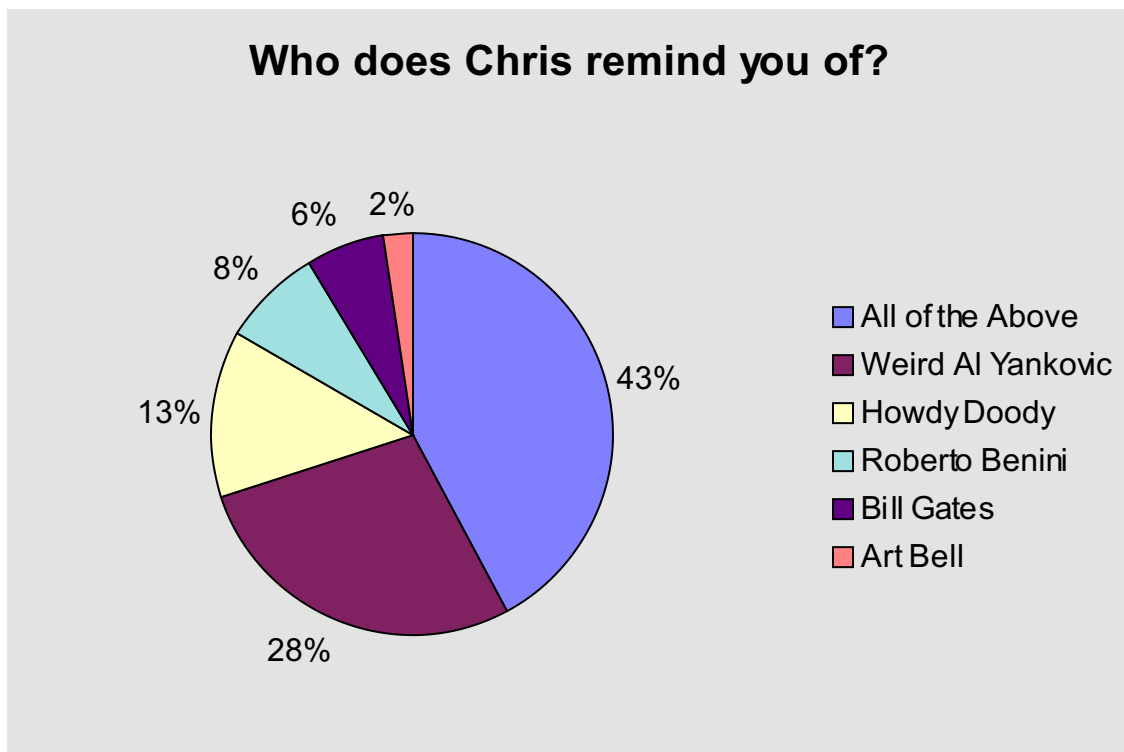
“My kids always laugh at me for reading my Lockergnome first thing in the morning while brushing my teeth. It's just part of my morning routine.” (Sharon)



Who Does Chris Remind You Of?

He's Nutty, Cuckoo, Ding-Dong... or so Fortune Magazine says! Chris Pirillo is a geek in every sense of the word, but he doesn't forget to have fun while he's informing the Gnomies.

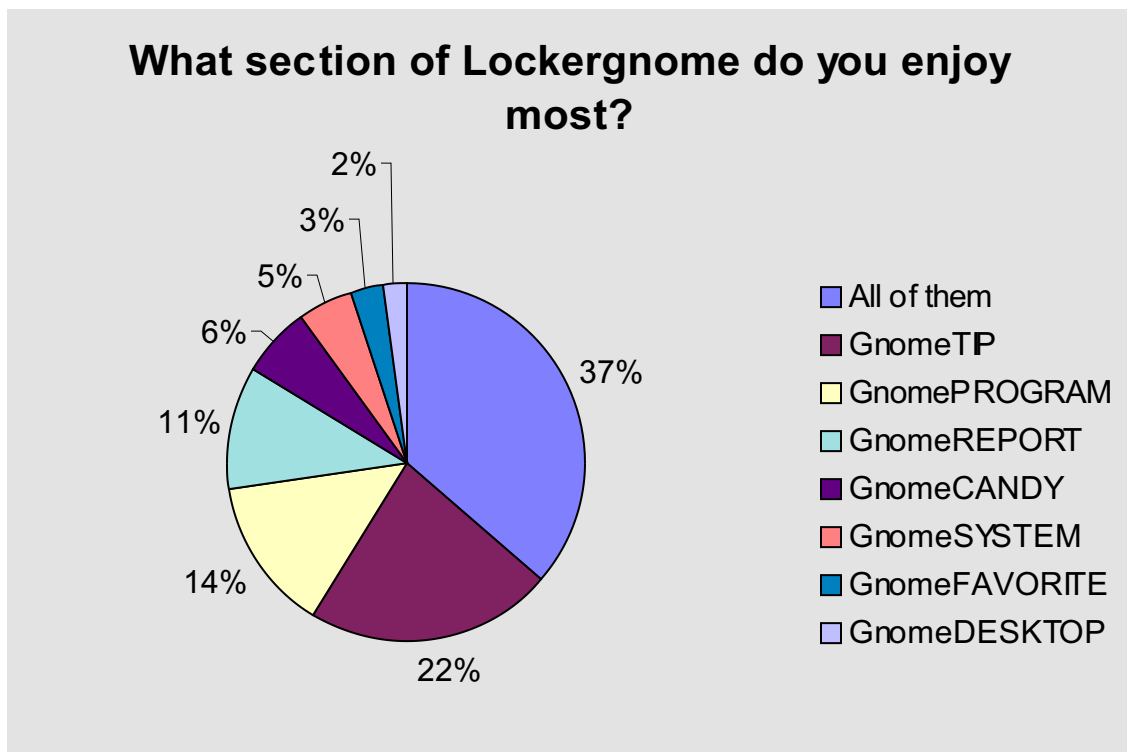
“I have been on the LG list for a while now, and every day I am impressed with the quality content and tips you provide. I look forward to the next one, EVERY TIME.” (Jim)



What Section Of Lockergnome Do You Enjoy Most?

Trick question.

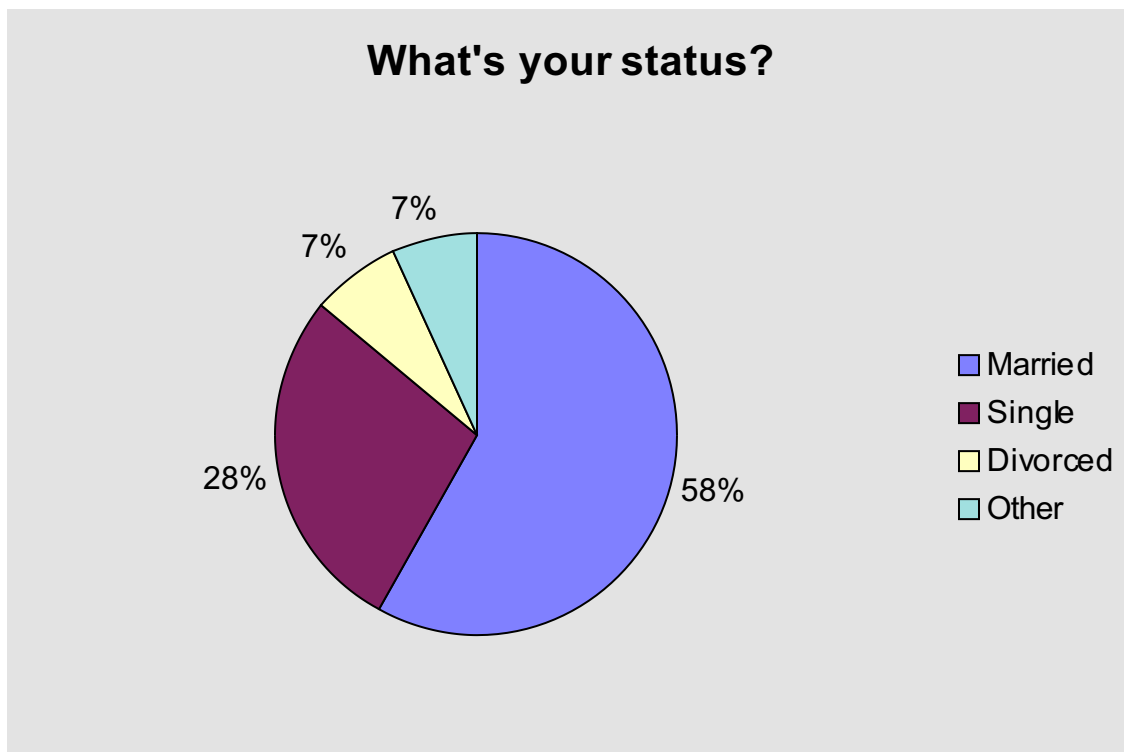
“Still enjoying your newsletter; you can change the format anytime. It's the content, man it's the content that's important. Keep up the good work.” (Stevix)



What's Your Status?

A better question might have been: has a loved one ever threatened to leave you if you didn't get offline?

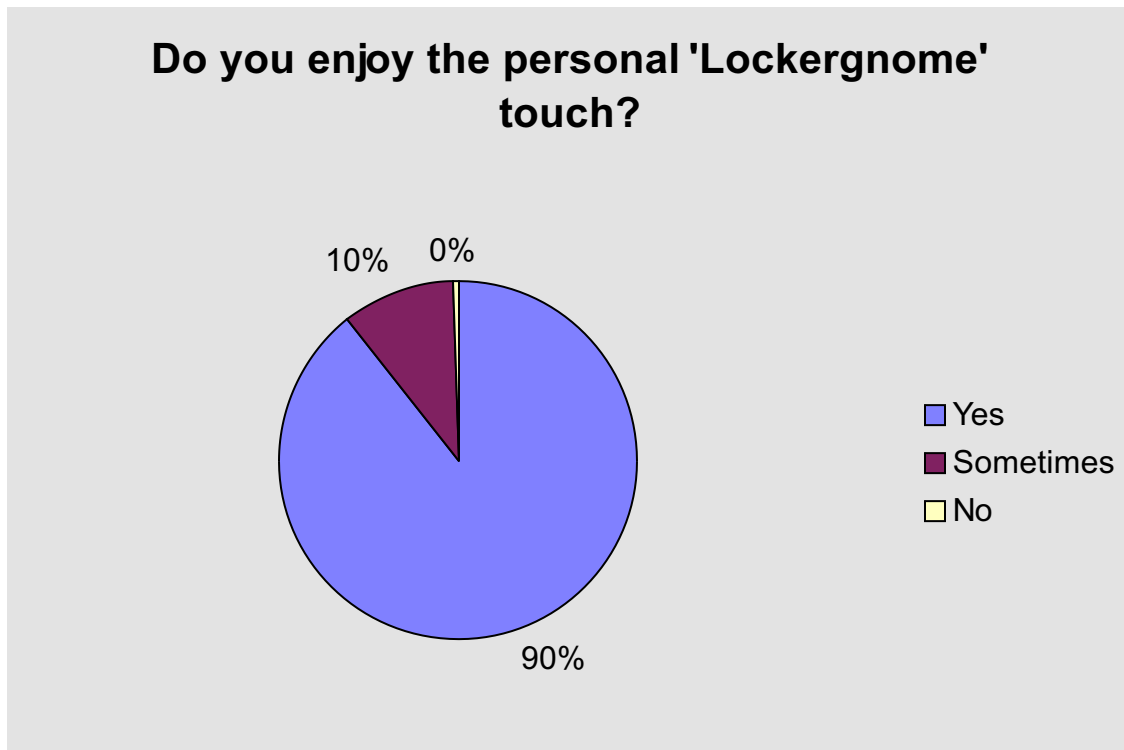
“Last November you were kind enough to review my site, Parenting Humor Magazine (now known as ParentingHumor.com) in your newsletter. I received my highest page views ever from that review and it lasted for days. I can't tell you how much I appreciated it.” (Kellie)



Do You Enjoy The Personal Lockergnome Touch?

A little personality goes a long way. Unless you're the type of person who enjoys hearing: "Press '7' to hear more options."

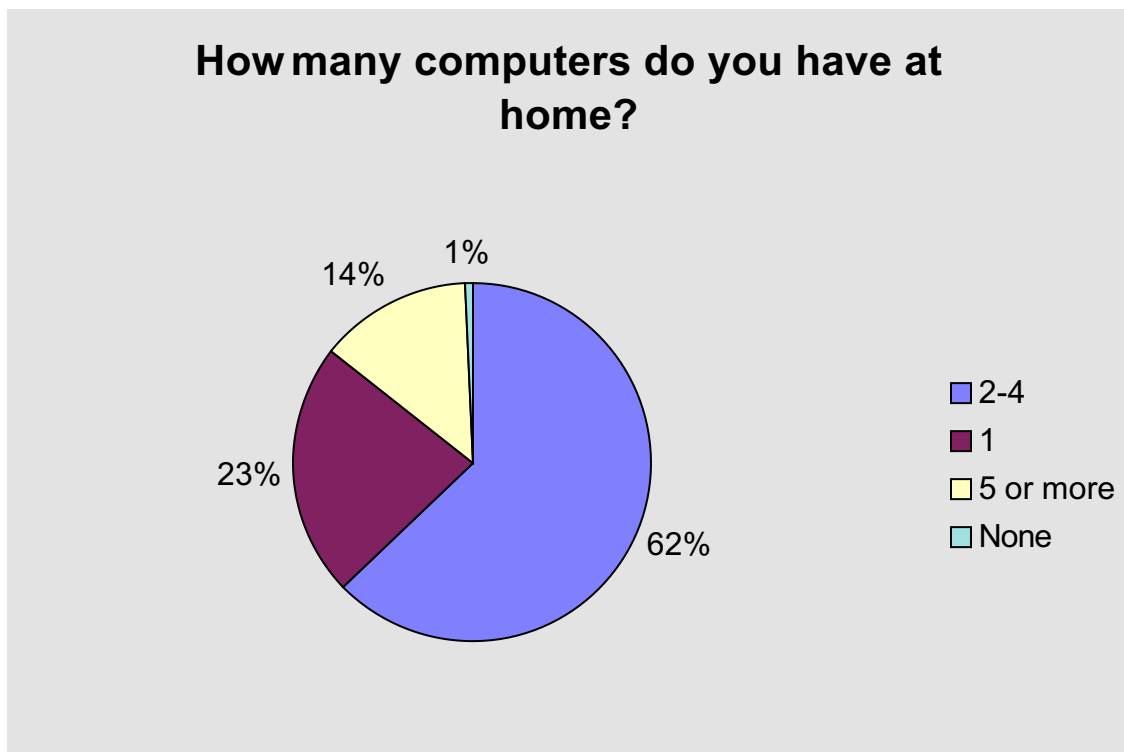
"You said in Lockergnome that your newsletter is only as good as the content you can find, but I don't think that is true at all. I have read and subscribed to many newsletters over the past few years, but Lockergnome is the only one that I read daily and have kept consistently. The reason isn't the content that you are able to find on the internet and tell me about, sure that is a great part of your letter, but many other letters have that. Yes, you have terrific taste in programs and such, that helps, but again, I have seen that in other letters. What other letters do not have is you. You have a fantastic sense of humor and a great passion for the life that we computer geeks all follow. Your witty, fun and interesting and that is why I have been a subscriber since I discovered Lockergnome over 3 years ago. I have bought things you recommended, visited many of the site you feature and advertise for, but I read your letter not as much for those things, as I do to see what it is you have to say each day. That became even more true for me with your radio show. You have a great newsletter that I continue to read and tell everyone about, but don't think that it's all about content....it's about you." (Aaron)



How Many Computers Do You Have At Home?

This digital stuff is addictive. And I'm sure you don't appreciate when a loved one messes with YOUR settings, do you? One computer just isn't enough anymore.

“First of all I want to say you are doing a great job, yours is the first e-mail I open when I log on everyday.” (Tom)

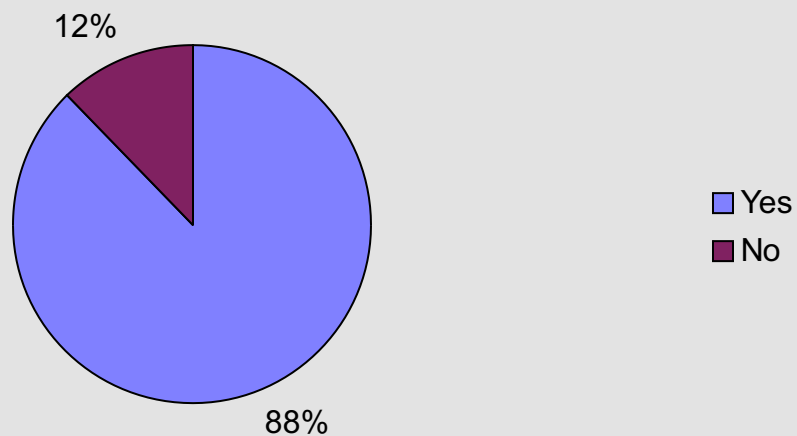


Would You Ever Buy Lockergnome Merchandise?

Chris sports a Lockergnome-branded t-shirt in front of the Webcam; five minutes later, his Inbox is flooded with purchase requests. This isn't your run-of-the-mill subscriber base, folks.

“Chris having been an avid reader for a couple of years through a couple of address changes I thought you would get a kick out of the fact that my 10 year old son came to me the other day and asked me if the strike against the phone company here in the North east would effect our internet hookup. Because if it did how was he going to read his daily issue of Lockergnome. Also is there anyway to obtain Lockergnome t-shirts both my son and I would like to purchase one if we could.” (Mike)

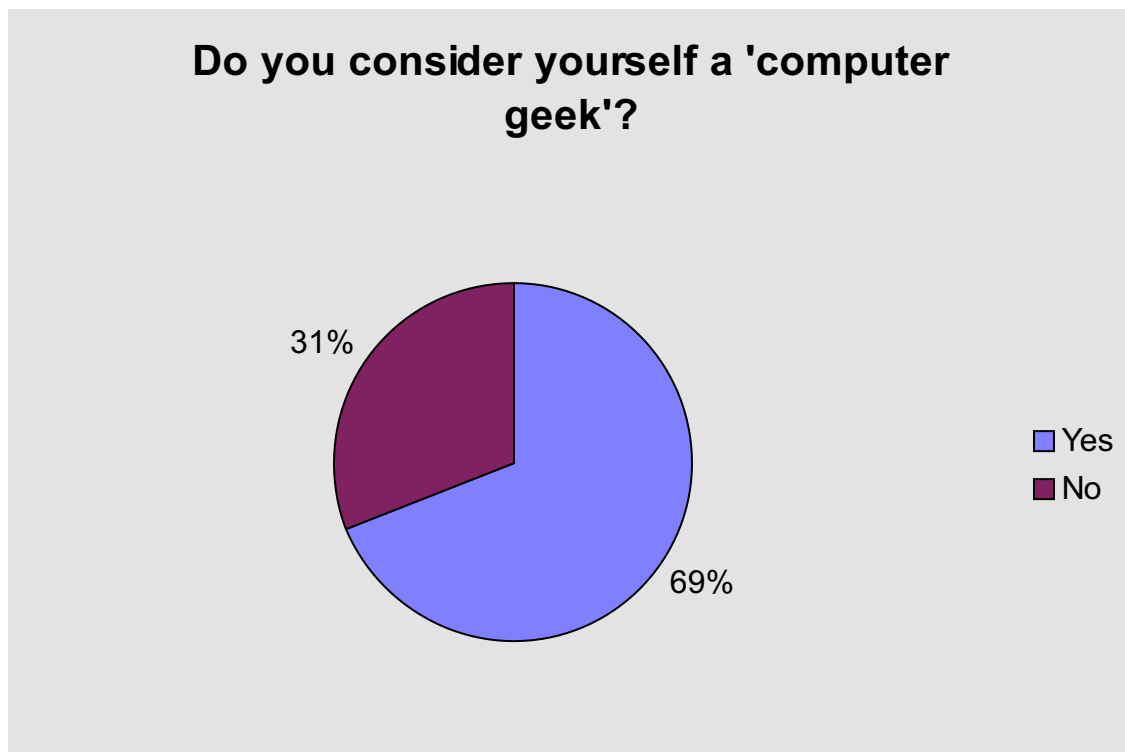
Would you ever buy Lockergnome merchandise (if the price was right)?



Do You Consider Yourself A Computer Geek?

Just because you don't know how to point and click your way across the Desktop doesn't mean you're not willing to learn. Lockergnome's audience is curious; they're looking for help. Chris acts as a filter, passing along only the stuff worth looking at.

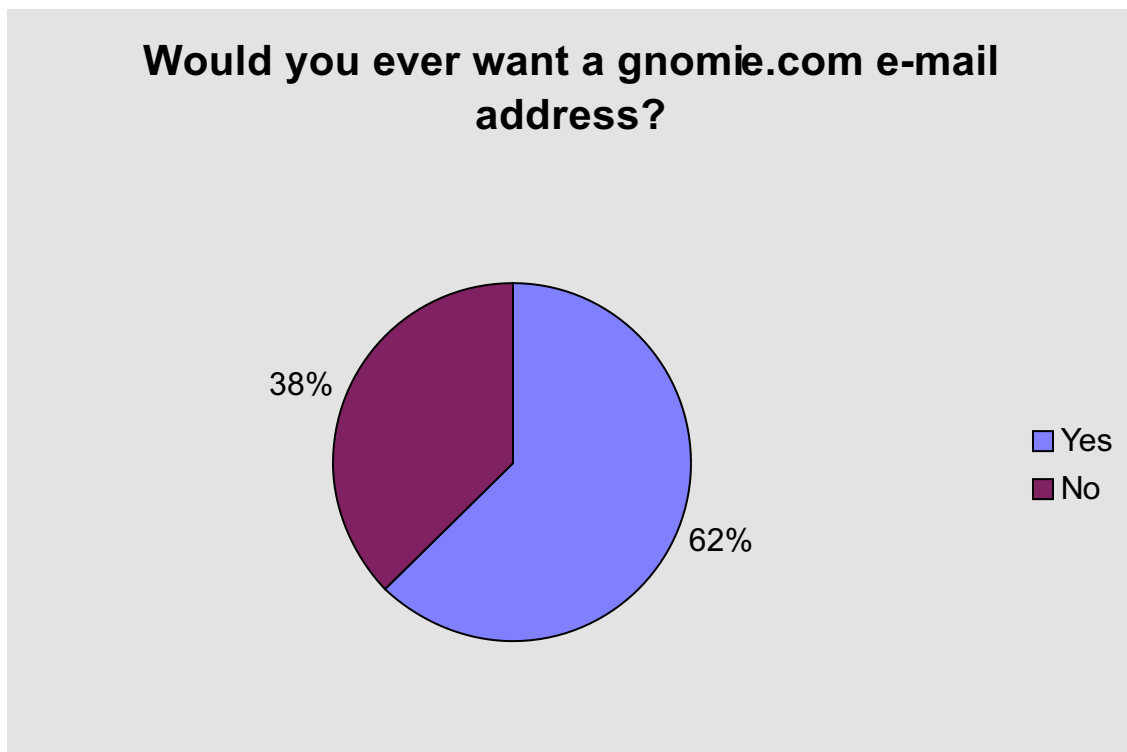
**“When I first started reading Lockergnome, most of it was over my head. Now a lot of it is still over my head, but I am learning more and more as time goes on.”
(Howard)**



Would You Ever Want A Gnomie.com E-mail Address?

Every other company offers a Webmail account, why not us?

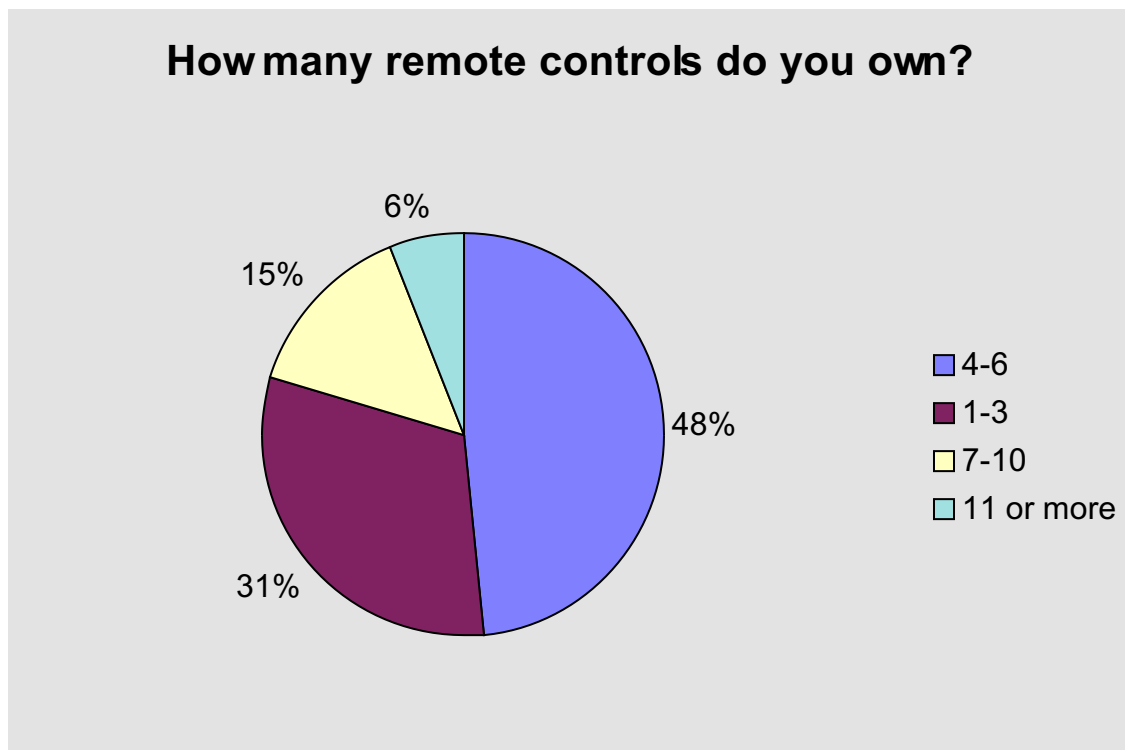
“Love your eMag. Sometimes I get busy and don't read it every day, but then when I do, I'm always saying: "Why don't I read this more often; I almost always find something useful in it." (Chuck)



How Many Remote Controls Do You Own?

There are a lot of electronic devices nowadays; how much more can your entertainment console hold? It's "PC" to have more than a PC; technology has infiltrated our lives.

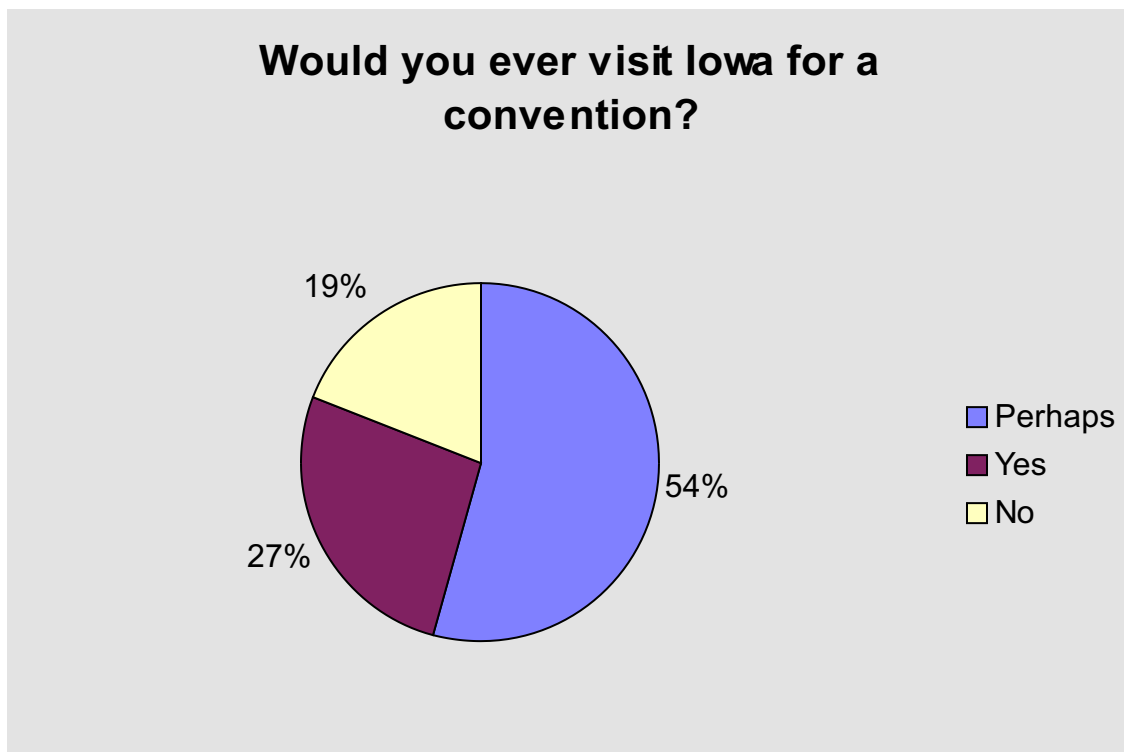
"I was riding down the elevator one morning heading to a session, when two men joined me. They were discussing which of the two [panel discussions] to attend. Although both interested them, they agreed to attend whichever one you were speaking at. They enjoyed your enthusiasm and insight into the world of shareware. I completely agree." (Hugh)



Would You Ever Visit Iowa For A Gnomie Convention?

Given the right reason(s), a few thousand would actually venture to the Silicorn Valley for a gathering. All you need is a couple of major sponsors and the event would be a success.

“I have never been to America, but if you hold a conference in Iowa I'm gonna come!” (Ian from London)

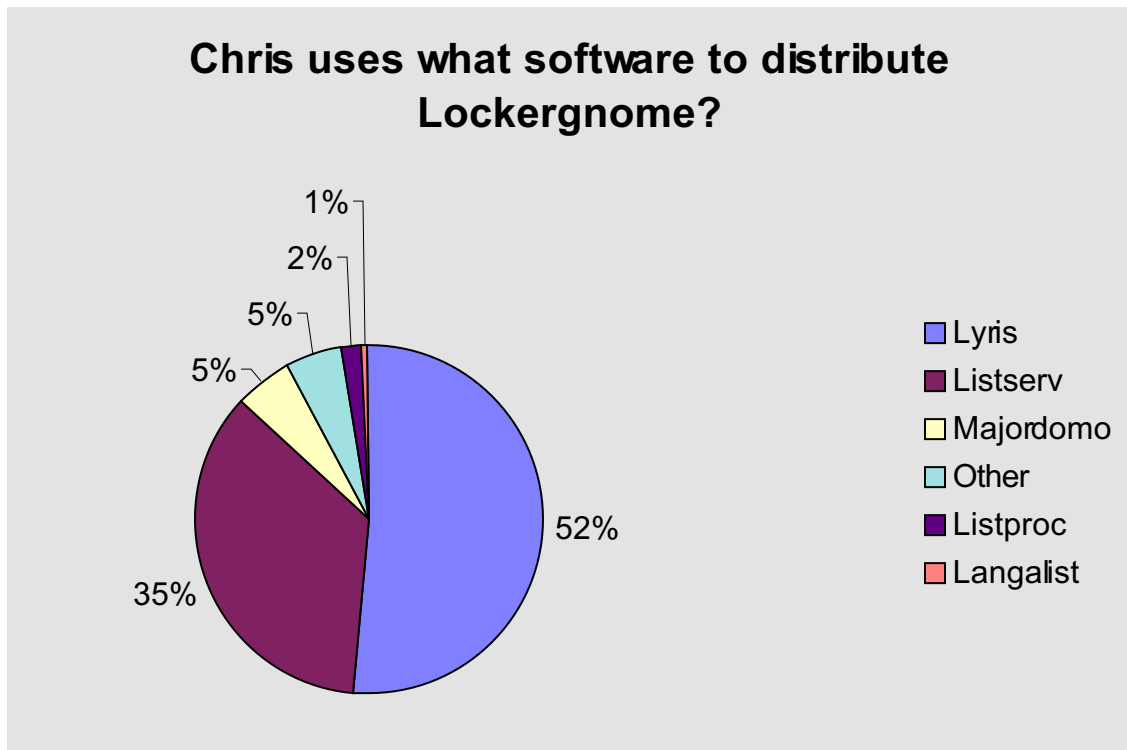


Chris Uses What Software To Distribute Lockergnome?

Branding. That's what it's all about. I talk about what I use. CPC and CPA models may work for smaller sites, but Lockergnome only deals on a CPM level. How many users recognize your name brand? That number typically increases after being seen in Lockergnome.

Gnomies were crashing servers long before Slashdot.

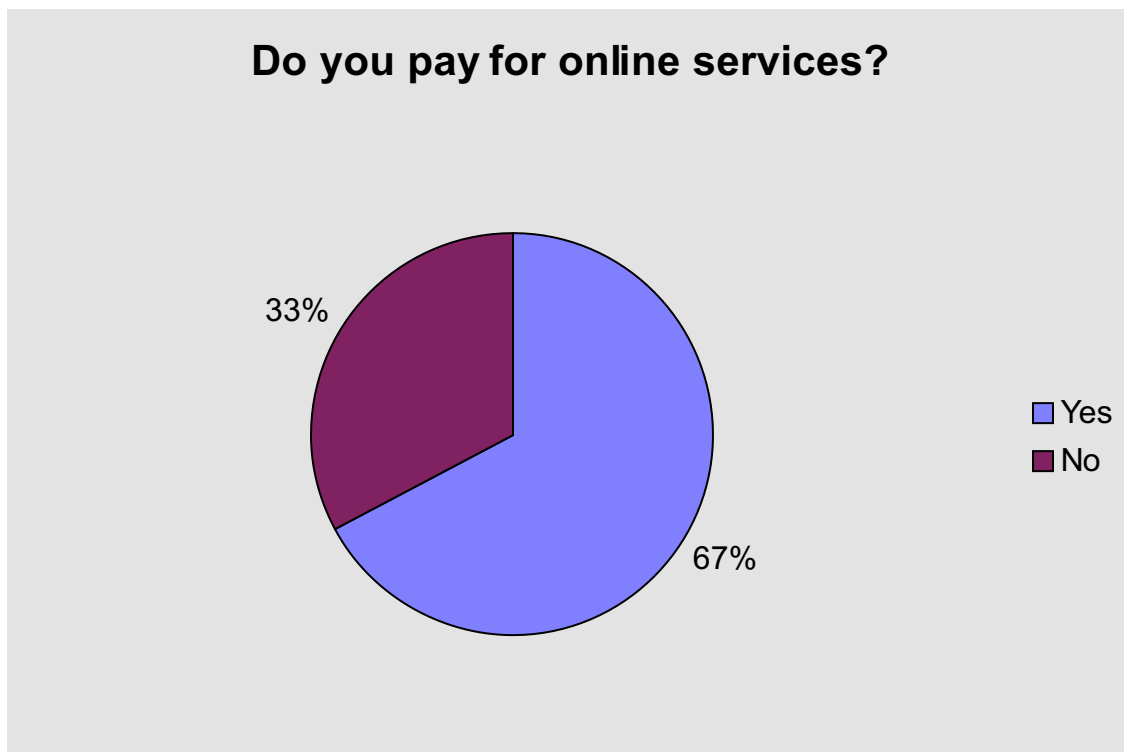
“Thanks for including me in today's newsletter... now I know why my Web tracker is going crazy.” (Randy)



Do You Pay For Online Services?

Free is a buzzword, but even when the number is above zero, Gnomies are interested.

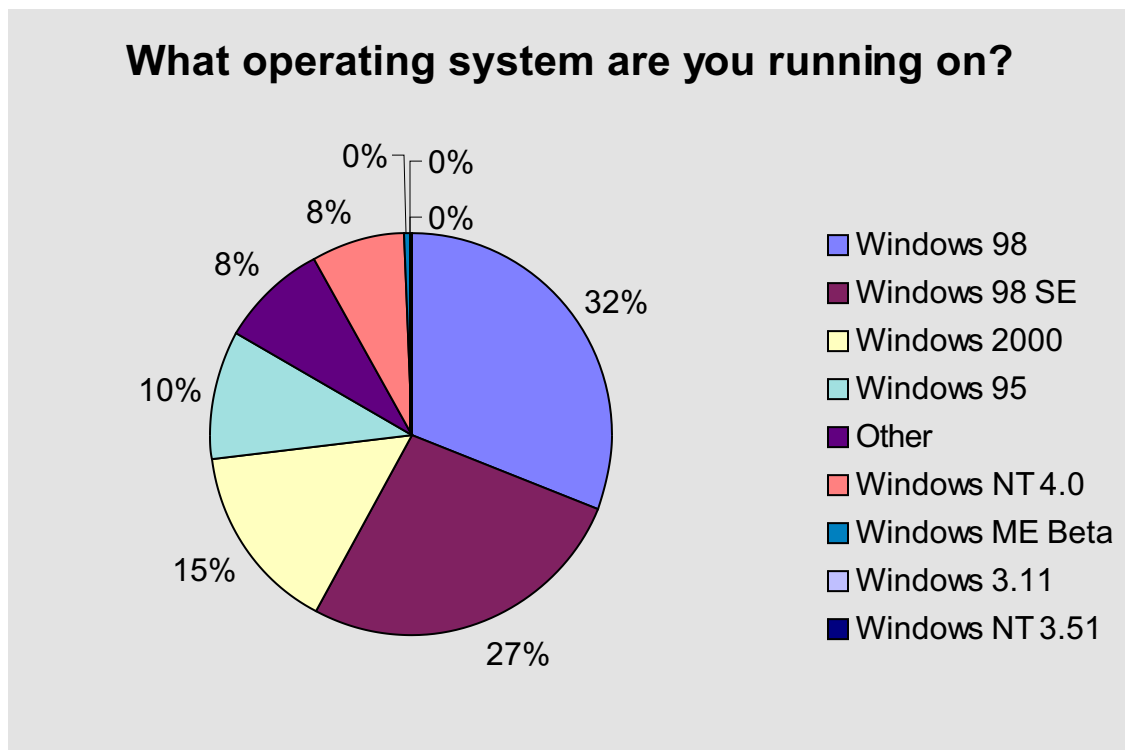
“Wow! I don't believe it! I've been away from Lockergnome for over a year (no home Net access and a lot of traveling). As soon as I got back online, I quickly signed up for your newsletter again, and surprise, surprise: it's just as good as it ever was! Perhaps even better in some parts. I'm impressed, Mr. Pirillo. You've consistently maintained one of the most useful sites I know. Don't ever change.”
(Chad)



What Operating System Are You Running On?

The world is running newer versions of Windows. They're online and ready to click on the next best thing.

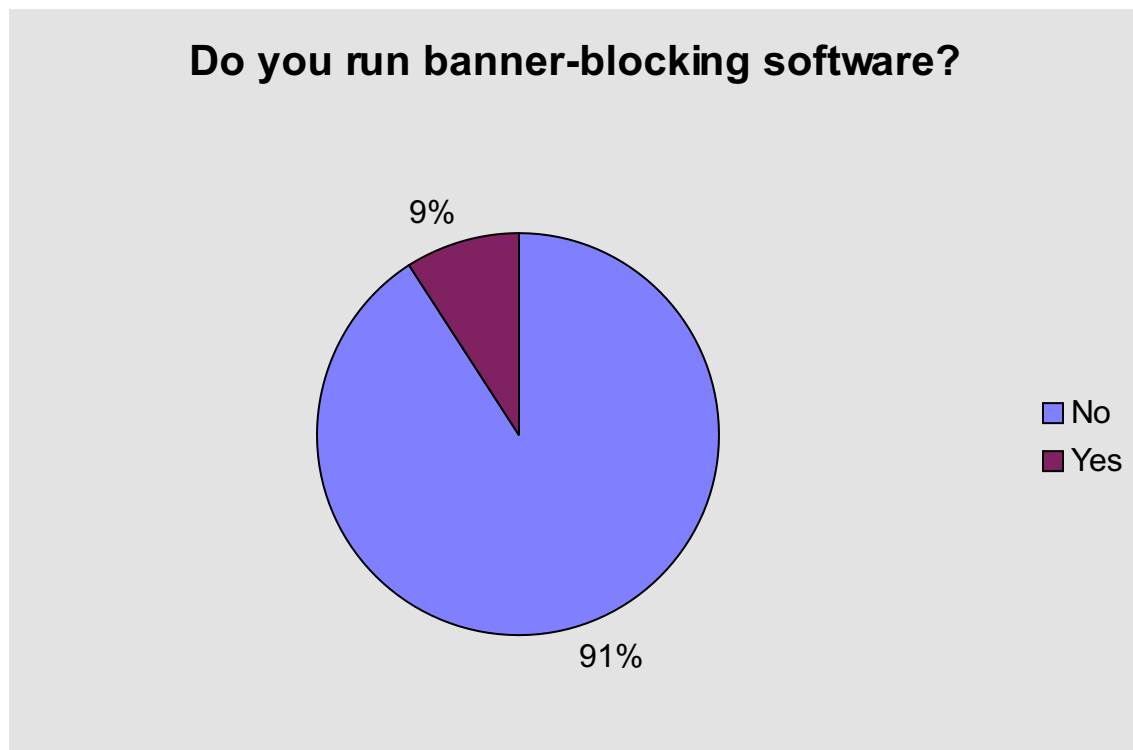
“Hi Chris, just wanted to rattle your chain. I have found the best Windows 98 and 2000 patch yet: it's called Linux. Keep up the good work!” (Ed)



Do You Run Banner-Blocking Software?

If you show microtargeted ads to a microtargeted audience without going overboard, they won't be annoyed. That's logic. A user's trust is more valuable than any CPM we've seen.

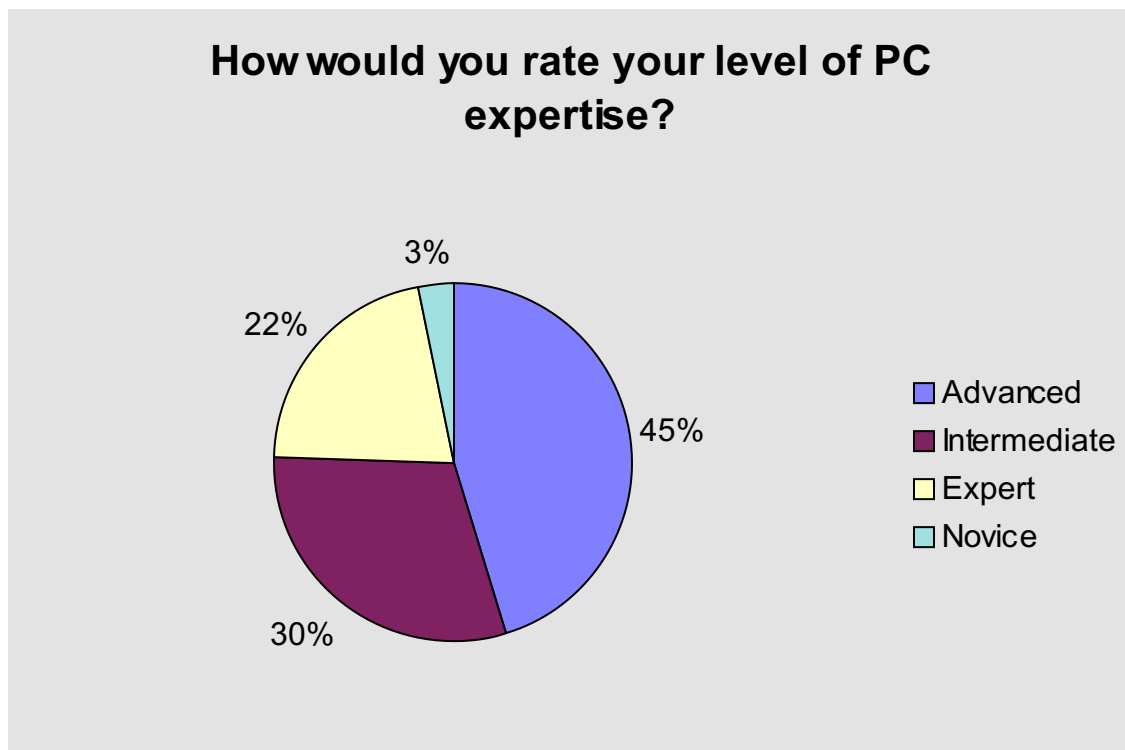
“I'm pro at avoiding ads on sites, but your box headed "Sponsor" at the top of the "Private Clue" issue was ideal advertising. I read it over two or three times easily and didn't feel like someone was pounding at my head. Perfect work. I will read and check out your ads.” (Teri)



How Would You Rate Your Level Of PC Expertise?

They're smart, sophisticated, and getting an online education for free thanks to Lockergnome.

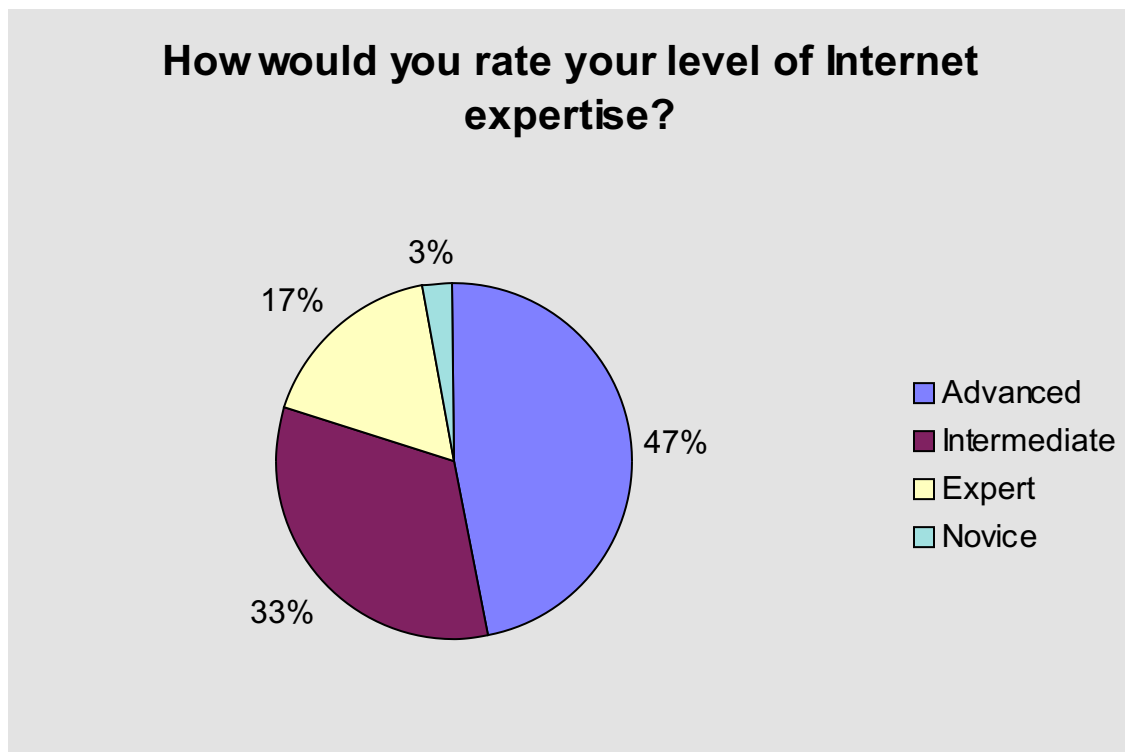
**“I've been reading your newsletter since I stumbled across it way back in 1997, and to this day I have yet to find a better newsletter, and not just in the IT technology field. Nothing else is more concise, more detailed or more useful. From every weekly text newsletter that I get.. I can guarantee that I'll find at least something that will be useful. I even have a Lockergnome Downloads folder.”
(Cameron)**



How Internet Savvy Are You?

At least we're sure they know how to check their e-mail. What's the first thing you do when YOU get online?

“I just want you to know that I thoroughly enjoy every newsletter I receive from you and am know for quoting you on occasion. I have learned from you and pass that knowledge along. By the way the old adage, You can't teach an old dog new tricks, is not true. I have been married longer than you have been on this earth and like I said have learned a lot from reading your column.” (Bennett)

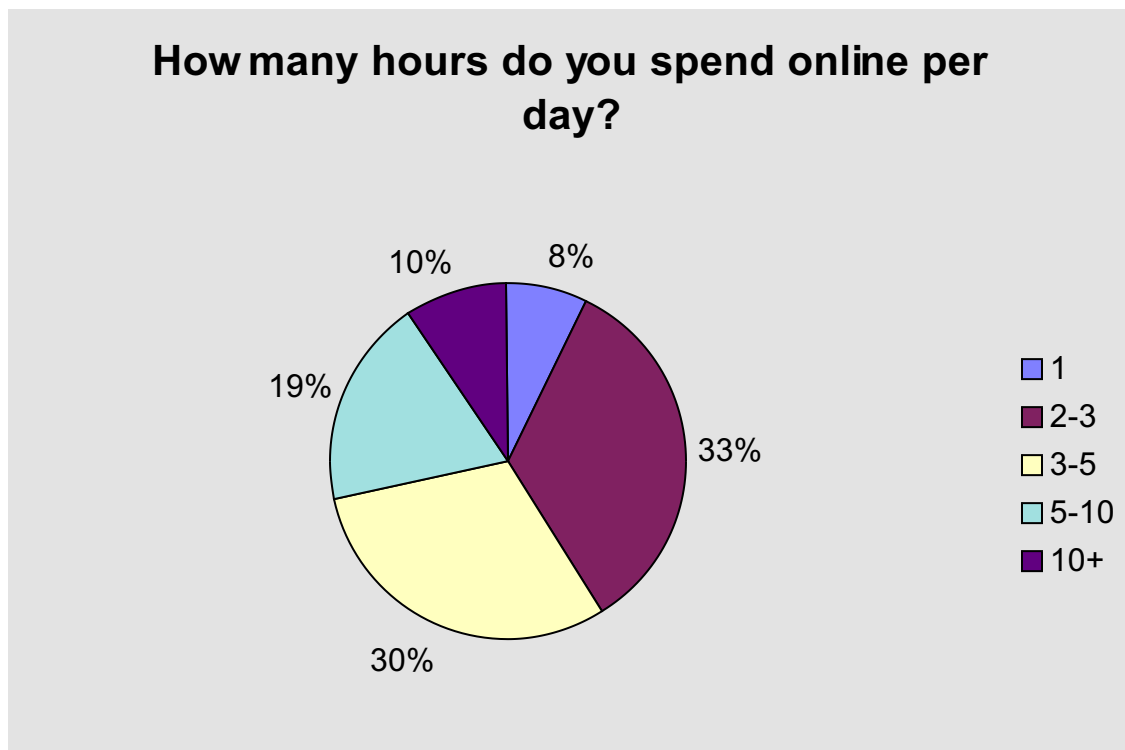


On Average, How Many Hours Do You Spend Online Per Day?

TV is out. PC is in. Lockergnome acts as a starting point for most Gnomies. With a small set of links in their Inbox, they're ready to explore the world within minutes of getting online.

It's never about quantity it's about quality.

“Hello Chris love your website, your advice has saved me on numerous of occasions. The insightful information is a computer users dream come true.”
(Jocelyn)



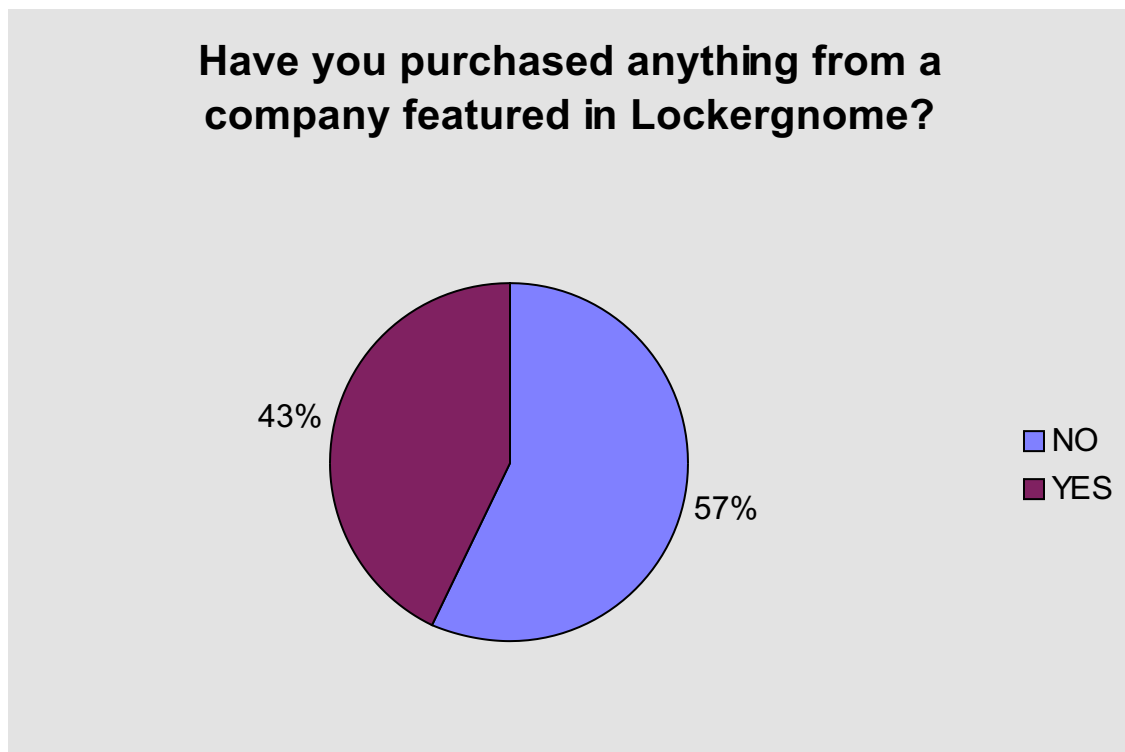
Have You Purchased Something Featured In Lockergnome?

What if you had something cool that everybody wanted, but you didn't know how to get it in front of them? Crying shame.

**“I purchased a Sony DSC-S70 because I liked yours and [trust] your advice.”
(Kris)**

“Thank you! My new Synchron 8 arrived today... which, of course, I purchased because of your recommendation.” (Ken)

“I'd just like to thank you and all the other Gnomies for confirming my decision about the [Mavica FD-91] camera. I put this on my list based largely on your recommendation and also based it on the NUMEROUS pictures that people submitted when you asked for them about a month ago.” (Eric)

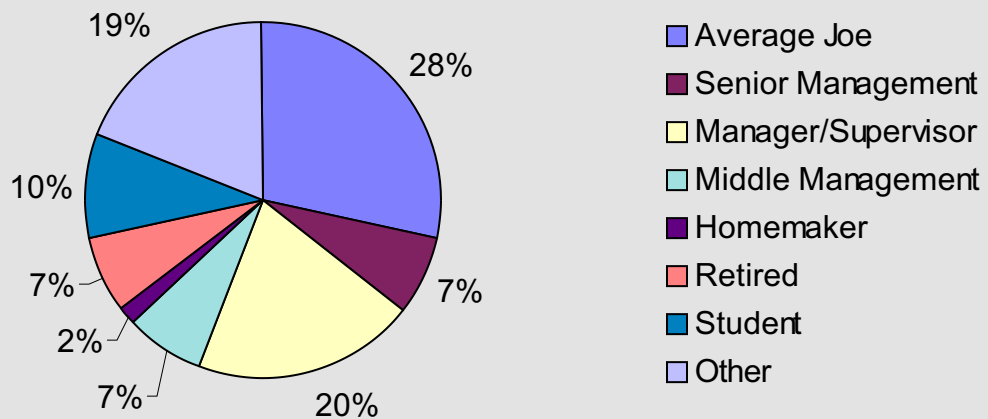


Which Best Describes Your Position At Work?

Most of us are doing our best NOT to get fired. Lockergnome's useful tips have made a few "office heroes" out of regular Internet surfers.

"I have sent your newsletter info to Jim the executive officer of the South Carolina Association of REALTORS. He may do a broadcast of this tip and your newsletter address to ~3000 SC realtors." (Perry)

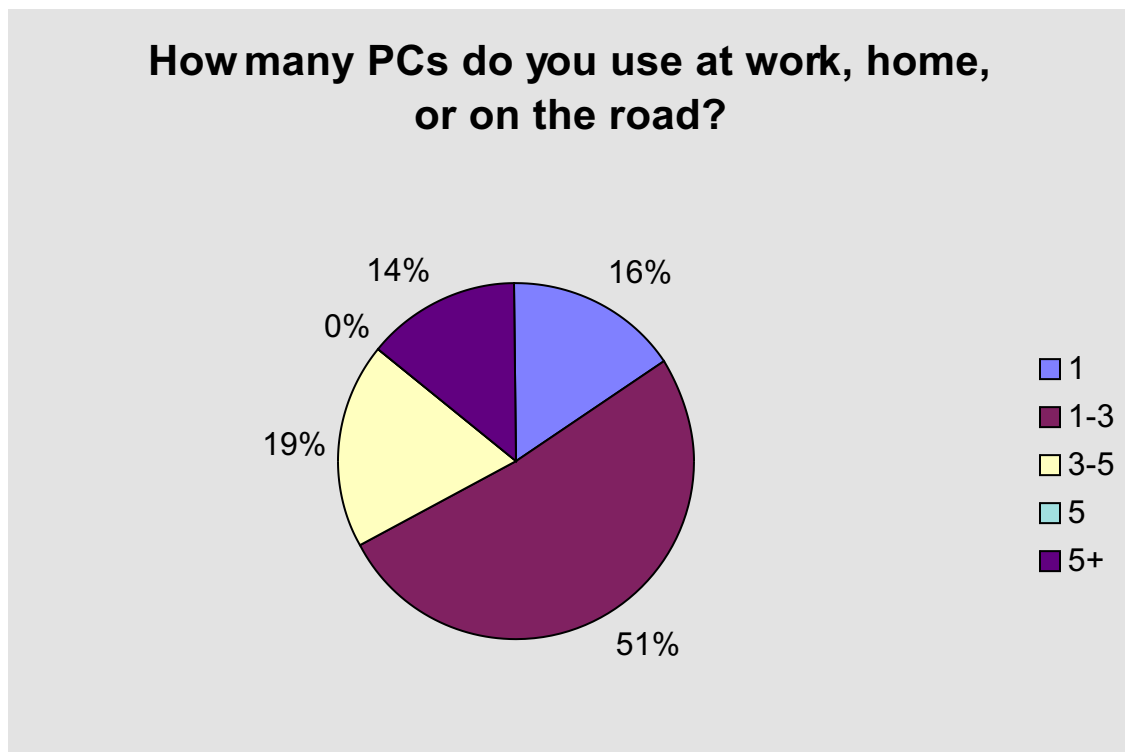
Which of the following best describes your position at work?



How Many PCs Do You Use At Work, Home, Or On The Road?

Like we keep trying to tell you, this stuff is everywhere. So are Gnomies.

“First, let me thank you for your e-mails. I can't tell you how helpful you have been in recommending some really great sites and things for me at home as well as at work. I'm a manager for the Kennedy Space Center Visitor Complex and would love to have you and your wife over for a tour. Seems it's the least I can do for you.” (Brian)



Where do you most often access the Internet?

For most, getting online is a nightly routine. It's been said that people will forget to brush their teeth before they'll forget to check their e-mail. Think of Lockergnome as an Internet Hygenist.

“Remember when you had that contest to gave away those neat little phone cord retractor things? They had a little Lockergnome sticker on them. Was there anybody that won in Western Washington? I found one in one of the offices of someone I work with and this person isn't really a computer type.” (Doug)

