

Blog Data Brief

Highlights

- Technorati, an internet search engine for blogs, recently tracked over 70 million weblogs worldwide.
- Technorati also reported that 120,000 new blogs are created worldwide each day – or about 1.4 blogs created every second of every day!

Bloggers by the Millions	
Number of American adults who use the internet	147 million
Number of American adults who read blogs	57 million
Number of American adults who keep a blog	12 million

Source: Pew Internet & American Life Project Surveys. January 2006; Feb-April 2006; Nov-Dec 2005 and Feb-April 2006.

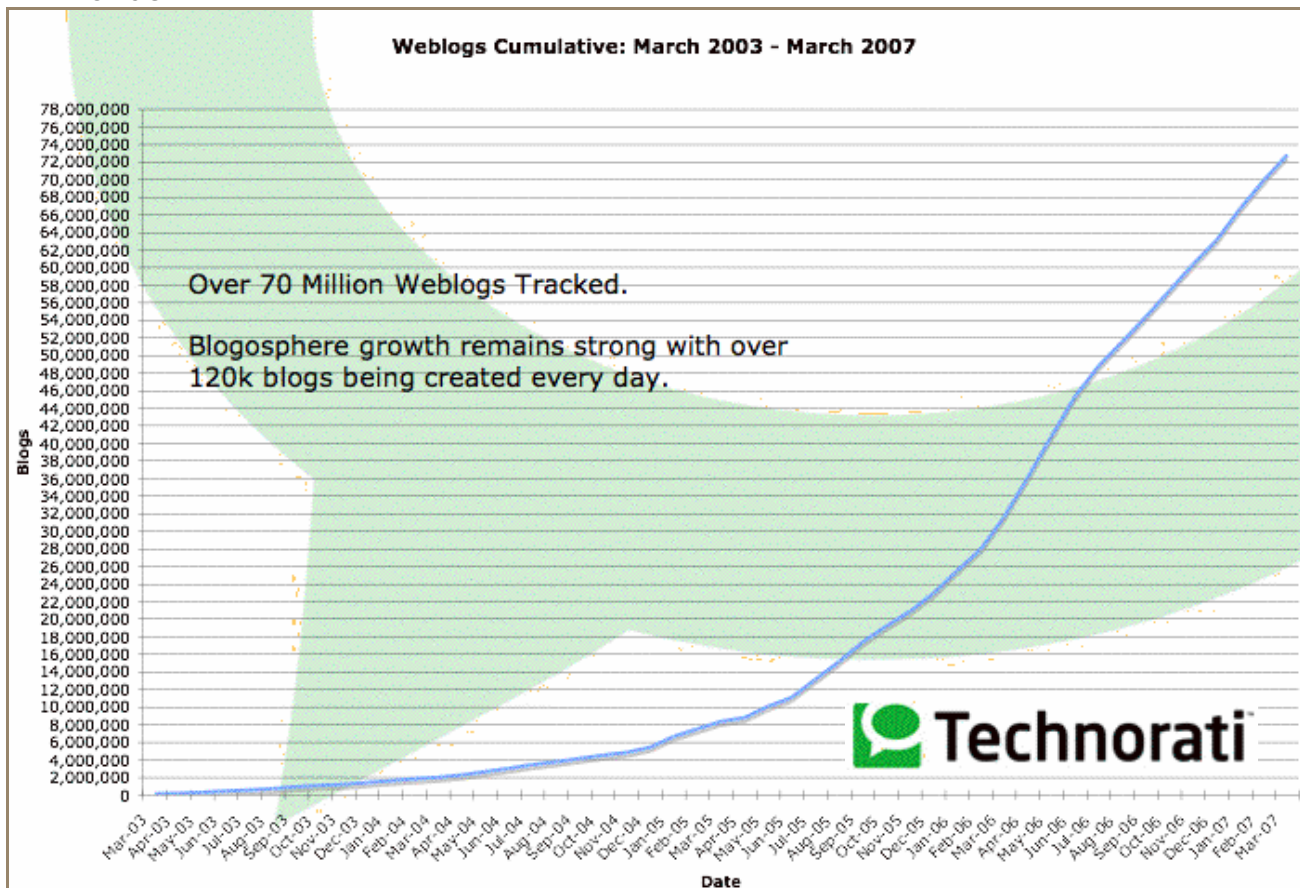
From: <http://www.sifry.com/alerts/archives/000493.html>

- Meanwhile, in the U.S. alone, Pew Internet & American Life reports that 12 million American adults keep a blog. This is about 8 percent of internet users in late 2005 and early 2006.
- In terms of viewers, Pew estimates that about 39% of all U.S. internet users, or approximately 57 million Americans, read blogs (in late 2005 and early 2006).

From: <http://www.pewinternet.org/pdfs/PIP%20Bloggers%20Report%20July%2019%202006.pdf>

- As for language, 73% of blogs are written in Japanese (37%) or English (36%).

Trends

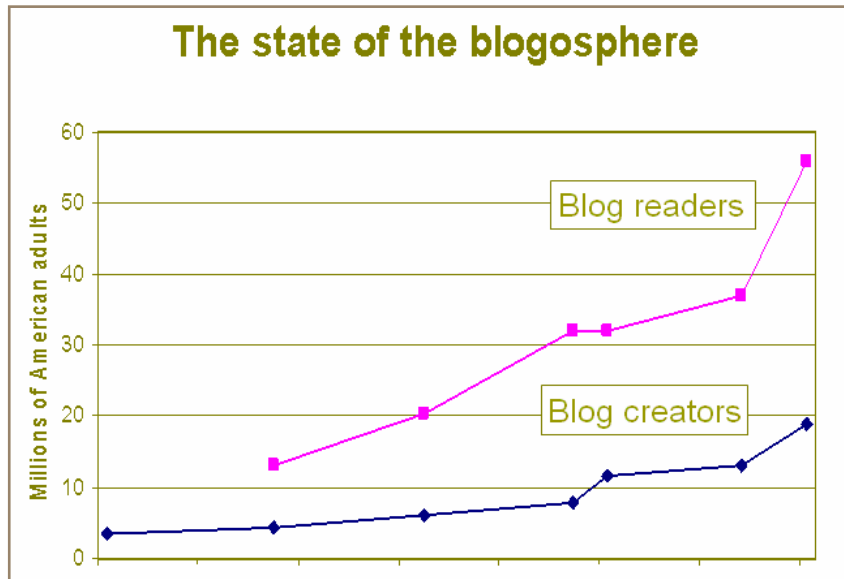


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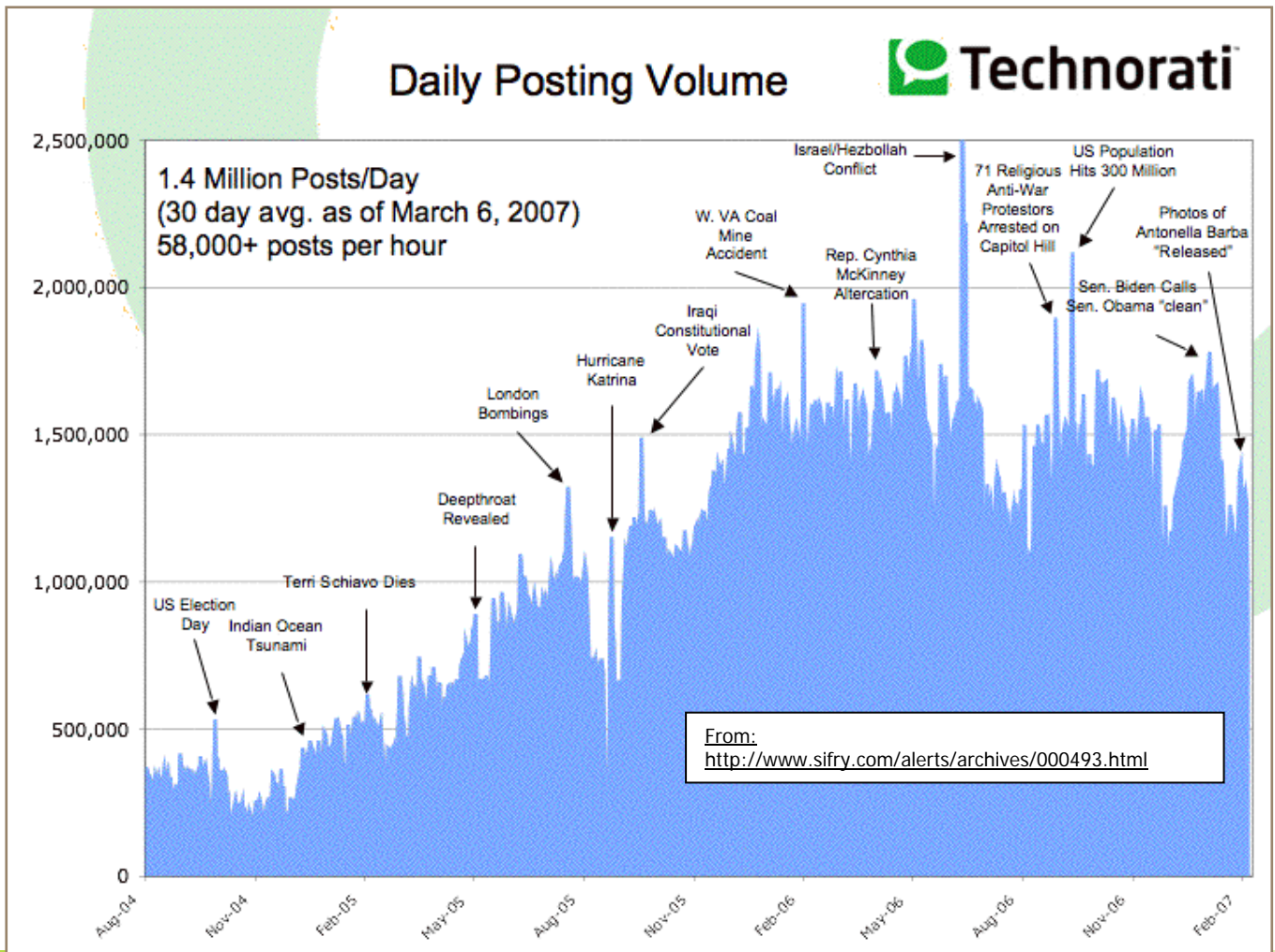
eHealth Marketing



From: From:



From: [http://www.pewinternet.org/ppt/2006%20%203.21.06%20Children's%20Hospitals%20\(final\).ppt](http://www.pewinternet.org/ppt/2006%20%203.21.06%20Children's%20Hospitals%20(final).ppt)



Demographics

- More than half of bloggers are under 30.
- The blogosphere is evenly divided between men and women.
- More than half of bloggers live in the suburbs, a third live in urban areas, and the remainder reside in rural areas.
- Although a high number of bloggers are white, African Americans and Hispanics are also sharing their perspectives as bloggers.

Bloggers vs. Internet Users in General		
Demographic Groups	Bloggers	All Internet Users
Sex	%	%
Men	54	49
Women	46	51
Age		
18-29	54	24
30-49	30	45
50-64	14	24
65+	2	7
Race/Ethnicity		
White (non-Hispanic)	60	74
Black (non-Hispanic)	11	9
Hispanic (English-speaking)	19	11
Other	10	6
Location		
Suburban	51	54
Urban	36	30
Rural	13	16
Access Speed		
Dial-up	20	34
Broadband	79	62

Source: Pew Internet & American Life Project Tracking Surveys, November – December 2005 and February – April 2006. For sample based on bloggers, N=308. Margin of error is $\pm 7\%$. For sample based on internet users, n=4,753, margin of error is $\pm 2\%$.