

## Blog Data Brief

### Highlights

Key eMarketer Numbers: Blogging	
<b>150.4 million</b>	US blog readers* in 2014, up from 112.7 million in 2010
<b>60.0%</b>	US blog readers* % of internet users in 2014, up from 51.0% in 2010
<b>33.4 million</b>	US bloggers** in 2014, up from 26.2 million in 2010
<b>13.0%</b>	US bloggers** % of internet users in 2014, up from 11.3% in 2009

*Note: \*internet users who read blogs at least monthly; \*\*internet users who update a blog at least monthly*  
Source: eMarketer, Aug 2010

- About half (51%) of internet users in the United States, or 113 million people read blogs on a monthly basis, according to the eMarketer chart on the right. Additionally, eMarketer projects growth to 150 million in 2014.

Source: eMarketer, August 2010. Chart 118542.

- Likewise, almost 12% of US internet users write a blog (this data does not include marketers or media companies with public-facing blogs).

Source: eMarketer, August 2010. Chart 118543.

- Blogs are going mainstream. For example, the news blog Huffington Post, now attracts more readers than the sites for the L.A. Times or Washington Post. In June 2010, the Huffington Post had 13.3 million unique visitors, compare to the 7.7 million for the L.A. Times and 7.8 for the Washington Post.

Source: Compete.com. Accessed from

<http://siteanalytics.compete.com/huffingtonpost.com+latimes.com+washingtonpost.com/?metric=uv> on October 12, 2010.

- Blogs are not a huge influence on those seeking health information. But people with chronic health conditions do value online sources like blogs that detail someone else's experience with a health condition - 37% of "e-patients" turn to these sources.

Source: eMarketer, March 2010. Chart 98106

From: [http://totalaccess.emarketer.com/Chart.aspx?R=98106&Ntt=health+blogs&No=16&xsrc=chart\\_head\\_sitesearchx&N=0&Ntk=basic](http://totalaccess.emarketer.com/Chart.aspx?R=98106&Ntt=health+blogs&No=16&xsrc=chart_head_sitesearchx&N=0&Ntk=basic) and <http://www.pewinternet.org/Reports/2010/Chronic-Disease/Acknowledgements.aspx?r=1>

- Microblogs, like Twitter, are popular. There were 18 million adult Twitter users in 2009.

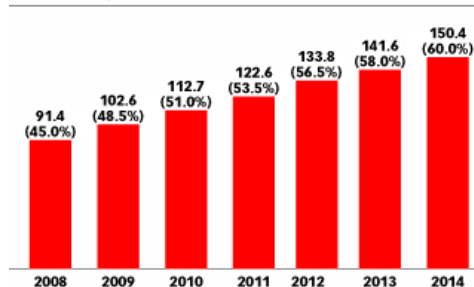
Source: eMarketer, April 2010. Chart 94784.

### Trends

When social media started to gain speed, blogs were one of the only ways to establish feedback with readers or audiences. In the last few years, this has changed and there are now a variety of options for communicators to interact with audiences, including social networking sites, microblogs, and video sharing sites. In the 2010 Social Media Matters Study conducted by Blogher and iVillage found that active social media users read, wrote and interacted with blogs much more than average internet users.

**US Blog Readers, 2008-2014**

millions and % of internet users



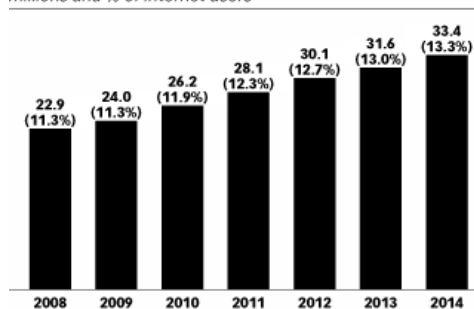
*Note: internet users who read blogs at least monthly*  
Source: eMarketer, Aug 2010

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**US Bloggers, 2008-2014**

millions and % of internet users



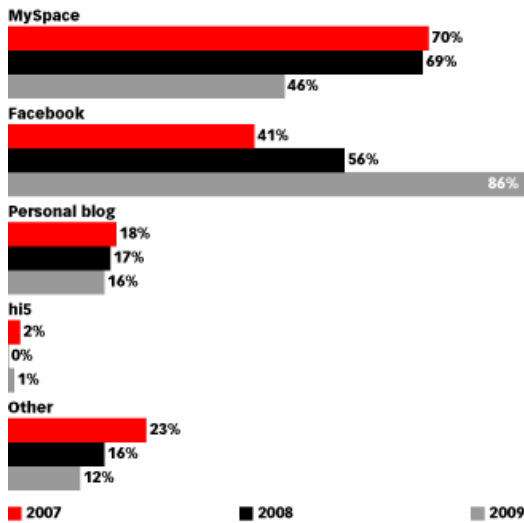
*Note: internet users who update blogs at least monthly*  
Source: eMarketer, Aug 2010

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**Social Media Sites Used by US Social Media Users to Keep a Personal Blog or Profile, 2007-2009**

% of respondents

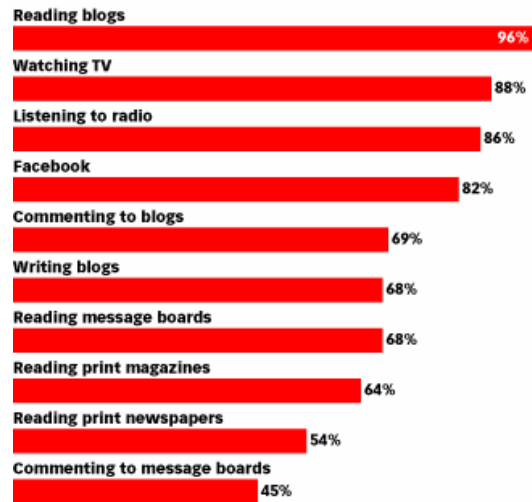


Note: for self-publication, social networking or other purposes  
Source: USC Annenberg School Center for the Digital Future, "The Digital Future Project-Year Nine" as cited in press release, April 26, 2010

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**Online and Offline Activities Among Active\* US Social Media Users\*\*, March 2010**

% of respondents



Note: n=1,550; \*use social media weekly or more; \*\*BlogHer site users only  
Source: BlogHer and iVillage, "2010 Social Media Matters Study" co-sponsored by Ketchum and The Nielsen Company, April 15, 2010

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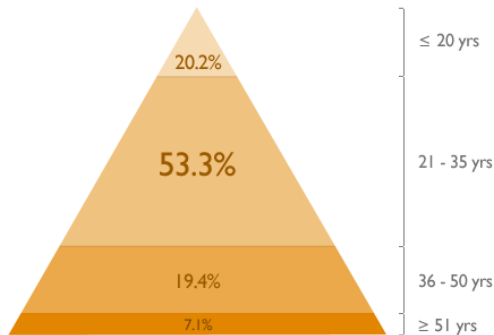
**Demographics**

**Age**

- More than half of bloggers (74%) are under 35.
- However, from 2006 to 2009 teens and young adults are blogging at lower percentages, and those over 30 years of age are blogging at higher percentages.

Sources: eMarketer, February 2010. Charts 111283 and 111284.

**Age distribution**



Over 100 million blog posts analyzed. Source: sysomos.com



**US Teen Internet Users Who Blog, 2006 & 2009**

% of respondents

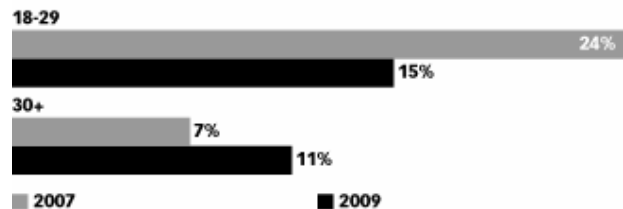


Note: ages 12-17  
Source: Pew Internet & American Life Project, "Social Media and Mobile Internet Use Among Teens and Young Adults," February 3, 2010

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**US Internet Users Who Blog, by Age, 2007 & 2009**

% of respondents in each group



Source: Pew Internet & American Life Project, "Social Media and Mobile Internet Use Among Teens and Young Adults," February 3, 2010

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**Sex**

- Two-thirds of bloggers are male.
- Dads (55%) are more likely to have a Twitter account than moms (32%).  
From: [http://www.responsibilityproject.com/infographics/rp-survey-parents-kids-online#fbid=2w9VHhvsD\\_](http://www.responsibilityproject.com/infographics/rp-survey-parents-kids-online#fbid=2w9VHhvsD_)
- Mommy bloggers are a big influence: 71% of U.S. female internet users turned to them for useful information, and 52% read them for product recommendations.

From: [http://totalaccess.emarketer.com/Article.aspx?R=1007826&Ntt=moms&No=-1&xsrc=article\\_head\\_sitesearchx&N=0&Ntk=basic](http://totalaccess.emarketer.com/Article.aspx?R=1007826&Ntt=moms&No=-1&xsrc=article_head_sitesearchx&N=0&Ntk=basic)

- A recent survey showed that 37% of women internet users listed trusted bloggers as a source that influenced them to have a discussion with their doctor.

Source: eMarketer, April 2010. Chart 97785

**Race**

- African-Americans (37%) are more likely to post to a blog than whites (24%) or Hispanics (24%)

Source: eMarketer, November 2009. Chart 93529

**Income and Education**

- Bloggers tend to be well educated and high income earners.

Source: sysomos. Accessed from <http://sysomos.com/reports/bloggers> on October 13, 2010.