

Blog Stats

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Blogs, Blogs and More Blogs

JULY 18, 2006

Welcome to the blogstream.

According to the latest figures from [comScore Media Metrix](#), blogs are not merely becoming mainstream, they are turning into a flood of information. Or, as [iMedia Connection](#) put it, "blogs are now as ubiquitous to the web as reality shows are to television."

Scary.

Nevertheless, comScore reports that the traffic to blogs continues to grow, up 56% over the past year to 58.7 million visitors, and that represents 34% of the total Internet audience.

Perhaps more importantly, in a very real way blogs are an indication of how the Internet is shifting from a medium where users gather information into a medium where they disperse information. Willy-nilly the web is transforming itself into a democracy, a community of millions of voices and opinions.

It is early days, however. Blog visitors still skew young. Users between the ages of 12 and 17 are 21% more likely than average to visit blogs. But, as with other past Internet usage trends, the older population may soon be following in their mouse clicks.

Demographic Profile of US Visitors to Blog Sites, May 2006 (% of unique visitors and composition index)

	% of unique visitors	Composition index*
Age		
12-17	11.9%	121
18-34	30.0%	114
35-44	19.4%	106
45-54	19.5%	97
55+	14.2%	81
Household income		
Under \$25,000	8.7%	92
\$25,000-\$39,999	9.4%	87
\$40,000-\$59,999	25.8%	96
\$60,000-\$74,999	14.8%	101
\$75,000+	41.3%	108
Region		
West North Central	9.8%	111
Mountain	6.6%	95
Pacific	16.6%	107
New England	6.1%	107
Mid Atlantic	14.0%	99
South Atlantic	16.0%	94
East South Central	4.6%	87
West South Central	10.6%	106
East North Central	15.5%	95

*Note: home, work and university users; *represents the proportion of the given group within a specific site audience compared to the proportion of that group in the total online population*

Source: comScore Media Metrix, July 2006; iMedia Connection, July 2006

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Blog visitation also tend to come from higher income households, with households with incomes of least \$75,000 and higher 8% more likely than the average to check out blog material.

"Blogs combine the power of word of mouth with the efficiency of the Internet," said eMarketer Senior Analyst James Belcher. "Companies that want to know what's being said about them should be monitoring the blogosphere, where word — good and bad — spreads quickly."

While comScore makes no claim to tracking the entire online universe of blogs, when it comes to blog networks the researcher found the top-rated blog network was Blogger.com, with 20.8 million visitors in May 2006. MySpace Blogs was second with 14.4 million visitors, and MSN Spaces was third with 9.6 million visitors.

Top 10 Blog Networks among US At-Home, At-Work and University Internet Users, May 2005 & May 2006 (thousands of unique visitors and % increase/decrease vs. prior year)

	May 2005	May 2006	% change
1. Blogger	12,871	20,811	62%
2. MySpace Blogs	6,700	14,434	115%
3. MSN Spaces	3,140	9,566	205%
4. xanga.com	8,397	7,146	-15%
5. Yahoo! 360°	-	4,936	-
6. TypePad.com	4,948	4,608	-7%
7. LiveJournal.com	7,394	3,904	-47%
8. AOL Journals	2,199	1,367	-38%
9. GreatestJournal.com	987	666	-33%
10. WordPress.com	-	571	-
Total blogs category	37,703	58,738	56%
Total internet audience	165,420	172,120	4%

Source: comScore Media Metrix, July 2006; iMedia Connection, July 2006

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