

## Blogging Common: Initial Survey Results

English / June 2011

### 1. At this time, Blogging Common is only surveying adults. Are you 18 or older?

#	Answer	Response	%
1	No	6	1%
2	Yes	430	99%
	Total	436	100%

### 2. About how many years have you been blogging?

#	Answer	Response	%
1	Less than 1 year	5	1%
2	1 year	10	2%
3	2 years	44	10%
4	3 years	61	14%
5	4 years	61	14%
6	5 years	54	13%
7	More than 5 years	194	45%
	Total	429	100%

### 3. About how many months is that?

#	Answer	Response	%
1	Less than 3 months	1	20%
2	3-5 months	0	0%
3	6-9 months	2	40%
4	10-12 months	2	40%
	Total	5	100%

**4. How many blogs have you started or contributed to?**

#	Answer	Response	%
1	1	82	19%
2	2	92	22%
3	3-5	188	44%
4	More than 6	65	15%
	Total	427	100%

**5. How many blogs do you currently contribute to?**

#	Answer	Response	%
1	1	190	45%
2	2	116	27%
3	3-5	108	25%
4	More than 6	11	3%
	Total	425	100%

**6. What's your first language?**














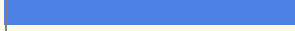
Statistic	Value
Total Responses	428

**7. What language do you usually speak at home?**

Statistic	Value
Total Responses	428









### 8. In which country were you born?

Answer	Response	%
Australia	13	3%
Austria	1	0%
Azerbaijan	1	0%
Bangladesh	1	0%
Belgium	1	0%
Canada	25	6%
Chile	1	0%
China	2	0%
Colombia	1	0%
Croatia	1	0%
Denmark	1	0%
Egypt	1	0%
Finland	1	0%
France	4	1%
Germany	3	1%
Hong Kong (S.A.R.)	1	0%
Iceland	2	0%
India	7	2%
Indonesia	7	2%
Iran, Islamic Republic of...	2	0%
Israel	1	0%
Italy	2	0%
Japan	1	0%
Kenya	1	0%
Kuwait	1	0%
Lebanon	1	0%
Libyan Arab Jamahiriya	1	0%
Malaysia	9	2%
Mauritius	1	0%
Mexico	1	0%
Morocco	1	0%
Nepal	1	0%
Netherlands	3	1%

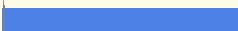


New Zealand		4	1%
Nigeria		1	0%
Pakistan		3	1%
Philippines		10	2%
Poland		1	0%
Portugal		1	0%
Republic of Korea		1	0%
Serbia		1	0%
Singapore		5	1%
South Africa		4	1%
Sweden		1	0%
Switzerland		3	1%
United Kingdom of Great Britain and Northern Ireland		28	7%
United States of America		266	62%
Total		429	100%

### 9. In which country do you currently reside?

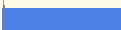
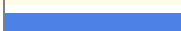



Answer	Response	%
Australia	19	4%
Austria	1	0%
Bangladesh	1	0%
Belgium	3	1%
Canada	30	7%
China	1	0%
Colombia	1	0%
Denmark	1	0%
Egypt	1	0%
Finland	1	0%
France	4	1%
Germany	2	0%
Iceland	1	0%
India	4	1%
Indonesia	3	1%
Iran, Islamic Republic of...	1	0%
Ireland	1	0%
Israel	3	1%
Japan	1	0%
Kuwait	2	0%
Lebanon	1	0%
Libyan Arab Jamahiriya	1	0%
Malaysia	8	2%
Mauritius	1	0%
Mexico	1	0%
Netherlands	4	1%
New Zealand	3	1%
Norway	1	0%
Pakistan	2	0%
Philippines	8	2%
Poland	1	0%
Republic of Korea	1	0%
Saudi Arabia	1	0%

Singapore		6	1%
South Africa		1	0%
Spain		1	0%
Sweden		1	0%
Switzerland		2	0%
Turkey		1	0%
United Kingdom of Great Britain and Northern Ireland		27	6%
United States of America		273	64%
Total		426	100%

**10. Do you blog under your own name, or do you use a pseudonym or a made-up name?**

#	Answer	Response	%
1	I blog using my full name		215 50%
2	I blog using only my first or last name		75 17%
3	I use a pseudonym		139 32%
	Total	429	100%

**11. How important is it to you to maintain your anonymity on your blog?**

#	Answer	Response	%
1	Very important		35 25%
2	Somewhat important		52 37%
3	Somewhat unimportant		24 17%
4	Not at all important		27 19%
5	Don't know/not sure		1 1%
	Total	139	100%

**12. What did you blog about in the past month? Please use commas to separate individual topics (example: travel, parenting, music, health care).**

Statistic	Value
Total Responses	427

**13. What percentage of your blog is represented by the following?**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation
1	Diary and personal experience	0	100	25.38	22.96
2	Original art and/or fiction	0	100	10.84	18.65
3	Hobbies, crafts, professional interests	0	100	23.65	23.52
4	Commentary and opinion	0	100	40.13	29.35

**14. Below are some types of original art and fiction. For each one, please indicate whether you post it to your blog.**

#	Question	Yes	No	Don't know/not sure	Responses	Mean
1	Poetry	72	122	2	196	1.64
2	Photography	170	32	3	205	1.19
3	Drawings/sketches	81	113	2	196	1.60
4	Digital art	74	115	5	194	1.64
5	Short stories	76	114	8	198	1.66
6	Original music	26	167	3	196	1.88
7	Original videos	81	114	2	197	1.60
8	Other	32	45	20	97	1.88

**15. Do you blog about the following topics?**

#	Question	Yes	No	Don't know/Not sure	Responses	Mean
1	News, politics and law	260	155	4	419	1.39
2	Entertainment, culture and the arts	301	112	6	419	1.30
3	Business and money	163	239	6	408	1.62
4	Technology	224	177	9	410	1.48
5	Religion, spirituality and faith	193	209	7	409	1.55
6	Hobbies, crafts or professional interests	320	85	9	414	1.25
7	Science	170	229	9	408	1.61
8	Education	222	178	9	409	1.48
9	Health	174	226	6	406	1.59
10	Parenting and family	169	225	8	402	1.60

**16. Within news, politics and law, do you blog about the following topics?**

#	Question	Yes	No	Don't know/Not sure	Responses	Mean
1	Domestic news and politics	231	22	3	256	1.11
2	International news and politics	209	40	4	253	1.19
3	Law	128	103	5	236	1.48
4	Other	37	28	20	85	1.80

**17. Within entertainment, culture and the arts, do you blog about the following topics?**

#	Question	Yes	No	Don't know/Not sure	Responses	Mean
1	Movies and film	221	65	1	287	1.23
2	Art	162	111	6	279	1.44
3	Music	180	99	4	283	1.38
4	The media	206	78	5	289	1.30
5	Sports	93	181	3	277	1.68
6	Fashion, beauty and style	93	172	8	273	1.69
7	Television	172	106	4	282	1.40
8	Literature	202	80	2	284	1.30
9	Travel	158	116	2	276	1.43
10	Other	37	56	21	114	1.86

**18. What technology-related topics do you blog about? Please use commas to separate individual topics (example: amateur radio, programming, smartphones).**

Statistic	Value
Total Responses	218

**19. Within business and money, what do you blog about? Please use commas to separate individual topics (example: personal finance, coupons, stock market).**

Statistic	Value
Total Responses	159



**20. What hobbies, crafts or professional interests do you blog about? Please use commas to separate individual topics (example: knitting, fishing, cooking, astronomy).**

Statistic	Value
Total Responses	316

**21. Below are some reasons a person might blog. Please tell us if each one is a major or minor reason you personally blog.**

#	Question	Yes, a major reason	Yes, a minor reason	Not a reason	Don't know/not sure	Responses	Mean
1	To express myself creatively	267	116	41	1	425	1.47
2	To influence the way other people think	178	140	104	4	426	1.85
3	To motivate other people to action	167	157	97	3	424	1.85
4	To document my personal experiences and share them with others	206	148	71	1	426	1.69
5	To share practical knowledge or skills with others	179	152	94	2	427	1.81
6	To network or meet new people	98	186	140	2	426	2.11
7	To entertain people	144	183	93	3	423	1.89
8	To stay in touch with friends and family	79	99	240	4	422	2.40
9	To make money	39	84	295	4	422	2.63
10	To store resources or information that is important to me	169	135	116	5	425	1.90

**22. What factors determine when you post new material on your blog?**

#	Answer	Response	%
1	I only post new material when something inspires me	189	44%
2	I post new material on a regular schedule	70	16%
3	Both	171	40%
	Total	430	100%

**23. Overall, would you say you blog mostly for yourself, or mostly for your readers?**

#	Answer	Response	%
1	Mostly for myself	131	31%
2	Mostly for my readers	71	17%
3	Both equally	208	48%
4	Neither	4	1%
5	Don't know/not sure	15	3%
	Total	429	100%

**24. How often, if ever, do you do each of the following things on your blog?**

#	Question	Often	Sometimes	Rarely	Never	Don't know/not sure	Responses	Mean
1	Quote other people or media sources directly	204	147	55	19	3	428	1.76
2	Post corrections to something I have written	33	172	166	48	7	426	2.59
3	Take content from other sources and remix it into something new	76	137	121	86	8	428	2.56
4	Discuss current events or news	175	134	89	27	3	428	1.95
5	Include links to original source material I have cited or used in some way	294	95	22	14	2	427	1.44
6	Spend extra time trying to verify facts I want to include in my post	264	106	33	20	4	427	1.58
7	Respond to posts or comments from others	209	160	47	11	1	428	1.68
8	Get permission to post copyrighted material	80	70	108	128	42	428	2.96

**25. Do you have advertising on your blog?**

#	Answer	Response	%
1	Yes	156	36%
2	No	263	61%
3	Don't know/not sure	10	2%
	Total	429	100%

## 26. How do you manage the advertising on your blog?

#	Answer	Response	%
1	I use self-serve tools that offer contextual ads or pay per click ads	80	51%
2	I have affiliate advertising links and get paid for purchases generated from my visitors	53	34%
3	I negotiate with advertisers directly	50	32%
4	I sell my ad inventory through a blog network	25	16%
5	I get paid to post reviews of products	20	13%
6	I have a dedicated sales force that sells ads	8	5%
7	Other	15	10%

## 27. Why have you decided not to put advertising on your blog?

#	Answer	Response	%
1	I don't want my blog cluttered with ads	149	57%
2	I am not interested in making money on my blog	126	48%
3	I don't have enough visitors to make it worthwhile	93	35%
4	I don't want to appear less impartial or less credible by including ads	99	38%
5	I don't know how to set up my blog to accept advertising	34	13%
6	Other	34	13%

**28. Below are some blog topics. Please indicate which of these topics you consider too personal to blog about.**

#	Question	Too personal to blog about	Not too personal to blog about	Don't know/not sure	Responses	Mean
1	Romantic relationships	284	126	14	424	1.36
2	Sexuality	245	163	15	423	1.46
3	Family	163	245	16	424	1.65
4	Friends	144	263	15	422	1.69
5	Work/career	96	310	14	420	1.80
6	Religion	124	280	15	419	1.74

**29. Below are a number of organizations. For each one, please indicate how much confidence you have in them.**

#	Question	Absolute confidence	A lot	Not very much	None at all	Don't know/not sure	Responses	Mean
1	Religious organizations	20	79	152	131	34	416	3.19
2	The armed forces	48	167	119	43	40	417	2.66
3	The press	11	81	227	72	25	416	3.05
4	Television	5	34	240	112	25	416	3.28
5	Labor unions	9	89	175	94	47	414	3.20
6	The police	19	186	151	33	27	416	2.67
7	The courts	11	170	176	28	31	416	2.75
8	The government in your country's capital	8	95	221	71	21	416	3.00
9	Political parties	2	24	229	131	28	414	3.38
10	The civil service	11	126	187	40	52	416	2.99
11	Major domestic companies	8	77	206	81	43	415	3.18
12	Major international companies	4	71	193	106	42	416	3.27
13	Environmental organizations	12	167	140	57	40	416	2.87
14	Women's organizations	9	174	140	43	49	415	2.88
15	Charitable or humanitarian organizations	26	239	117	7	27	416	2.45
16	The United Nations	15	125	157	81	37	415	3.00