



The BlogHer – iVillage 2010 Social Media Matters Study

Co-sponsored by Ketchum and the Nielsen Company

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Study objectives



- To size, scale, qualify and compare *media usage* patterns across cross-sections of the population:
 - Gender
 - Generation
 - Blogging focus
 - Media channel preference



- To show the *purchasing behavior* of social media users
 - Bloggers
 - Social Networking
 - Online vs. offline media consumption & influence

Methodology



Samples:

Two data samples collected and compared in March '10:

- **U.S. Total Online Population**, survey fielded on **Nielsen Online** panel. Results weighted by age to be representative of US online characteristics
- **BlogHer Network sample**, survey fielded across 2,500 blogs and 20MM+ audience

Age:

- Men and women 18-76, with segmentation for
 - Millennials (18-25)
 - Gen X and Y (26-42)
 - Boomers (43-61)
 - Seniors (62-76)

Size (n)

- US Online, N=1,373 women and 379 men
- BlogHer, N= 1,782 women and 94 men

Survey Design, Methodology and Data Analysis:

- Conducted with consultation from CustomerImpact

Core findings and summary

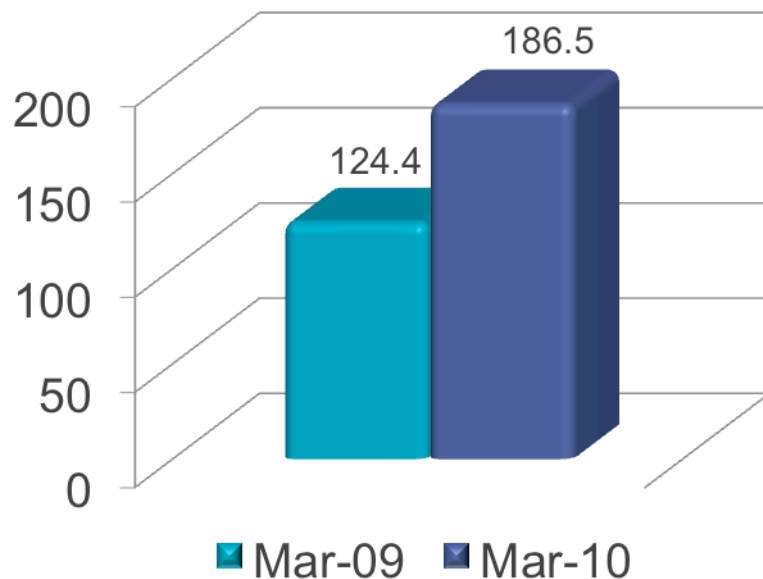
- **BlogHer Network users choose blogs as preferred media source for product purchasing information**
Only internet search ranks higher
- More women on the BlogHer network **turn to blogs to find out about new products** (59%) vs social networks (20%)
- 77% of the BlogHer Network women **also turn to blogs to get information**, far more than they turn to social networks (37%)
- **BlogHer users are more active with the top social media platforms than the average online woman**
 - 8x more likely to read blogs daily, 7X more likely to Twitter daily and 30% more likely to use Facebook daily
- **Social Media Usage continues to grow**
73% percent of online adults participate weekly or more often. These “active” social media users turn to social media more often than traditional media sources

Key Findings: Sizing the Landscape

Third-party source confirms: Social media has grown sharply year over year

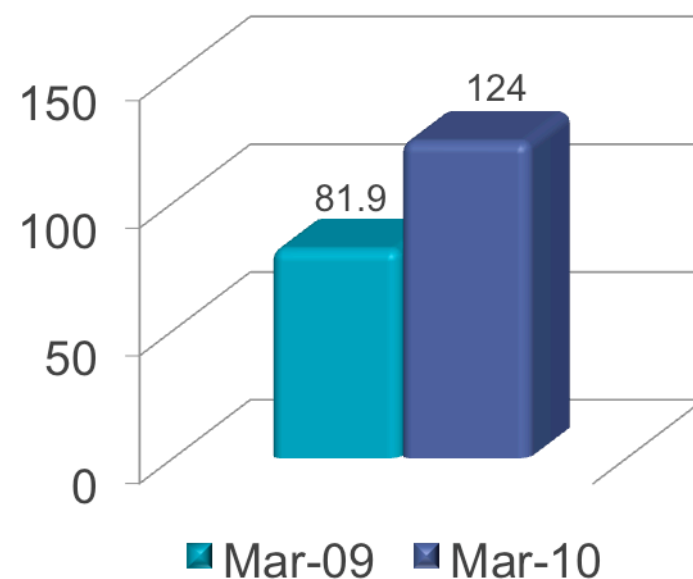
+50%

**Social Networking Sites
(Millions)**



+51%

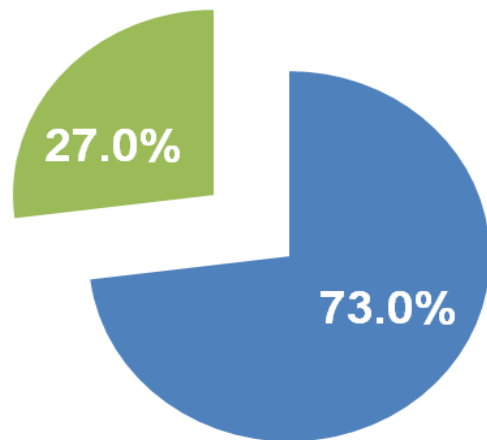
**Blogging Sites
(Millions)**



If size matters, social media is huge in the U.S.

Size of Social Media Users Online

*Active social media use defined as 1x weekly or more for Blog reading, writing, commenting or Message Board reading or commenting, Facebook, Twitter, Linked in or other social networks



- Social Media Users
- Light or Non-Users

Three Quarters of the Online Population are Frequent Social Media Users*

• 163.8 million = Total U.S. Adult Online Population
87.1 million = Women online 18-76

• 126.9 million* = Total U.S. Social Media Users
67.5 Million = Women using Social Media Weekly or more often

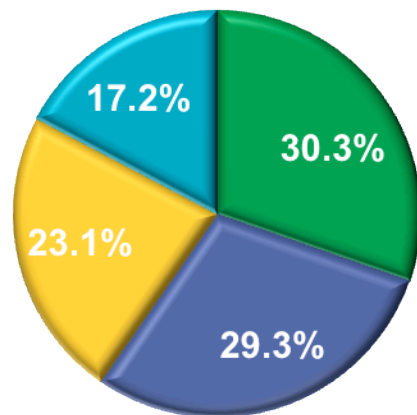
• Social media adoption did not vary by gender: Men participate at the same rate as women

Nielsen NetView sizes weekly Social Media activity for women at **77.5%**

Blogging Activity Skews to the Younger Demographics

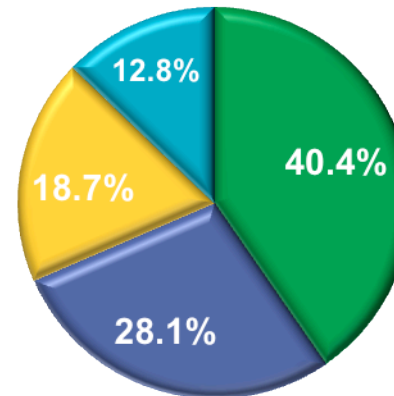
**Participating in Activity Weekly or More
Responses Calculated to show Percentage by Age Segmentation**

Read Blogs



One third are 18-25

Write Blogs



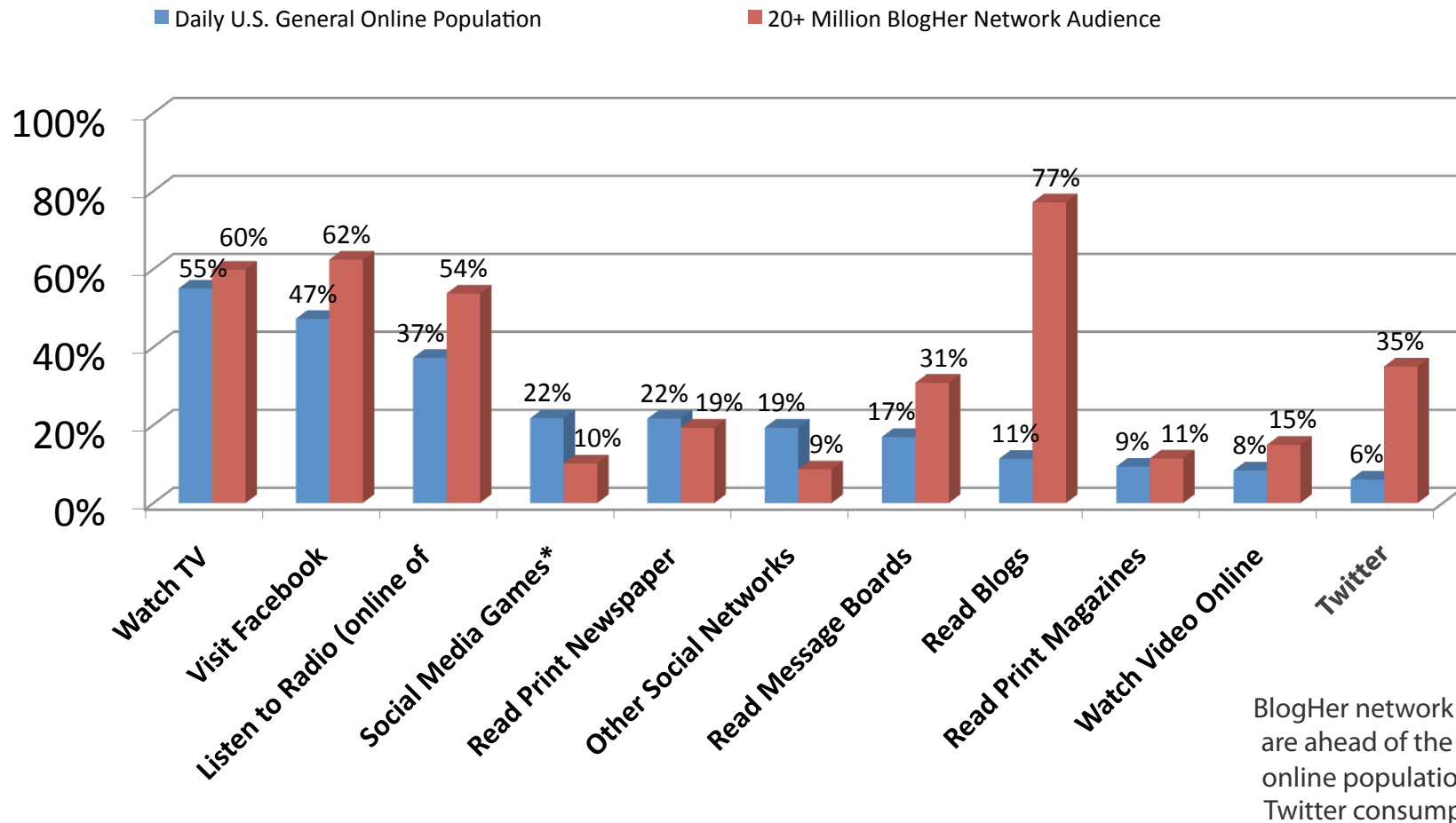
Nearly one half are 18-25

- Millennial
18-25
- Gen XY
26-42
- Boomers
43-61
- Seniors
62-76

Key Findings: Passion and Motivation

More than half of top ten *daily* media destinations (U.S. Total Online and BlogHer) are *social* media

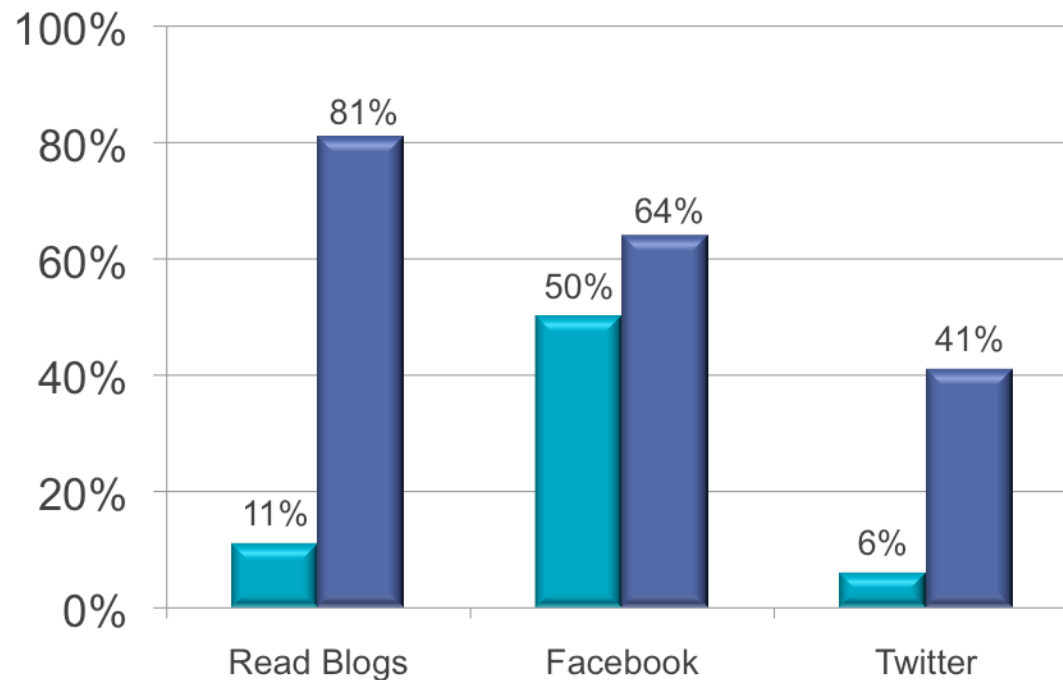
BlogHer Network users show strongest media activity



BlogHer Users are More Active on a Daily Basis with the Top Social Media Platforms

- **8X more using blogs daily**
- **7X more using Twitter daily**
- **28% more using Facebook daily**

Women who visit Daily



US. Women Active Users
(weekly or more often):

Read Blogs: 32.4%

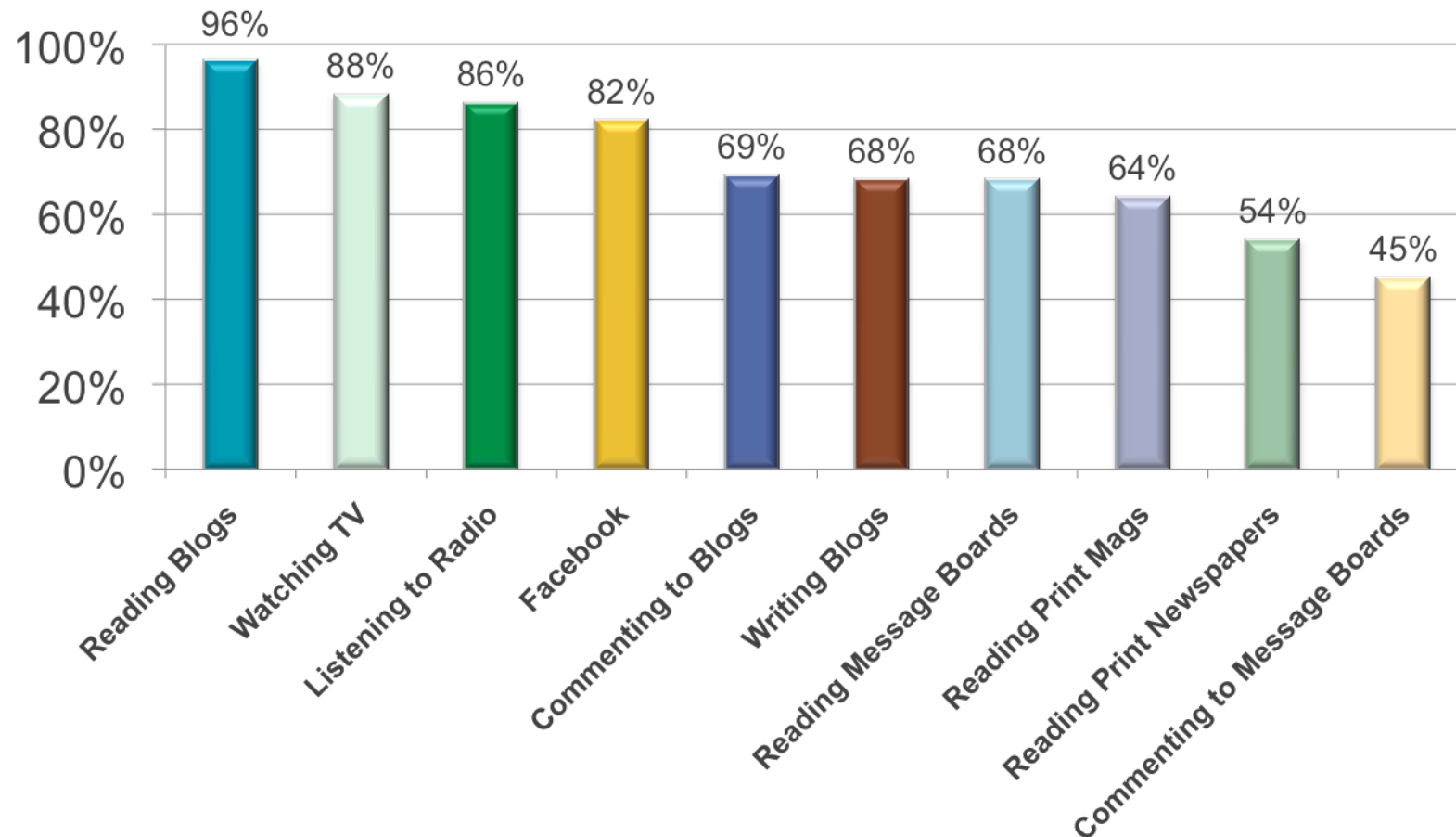
Facebook: 82.6%

Twitter: 15.1%

■ US Total Online
■ BlogHer Network

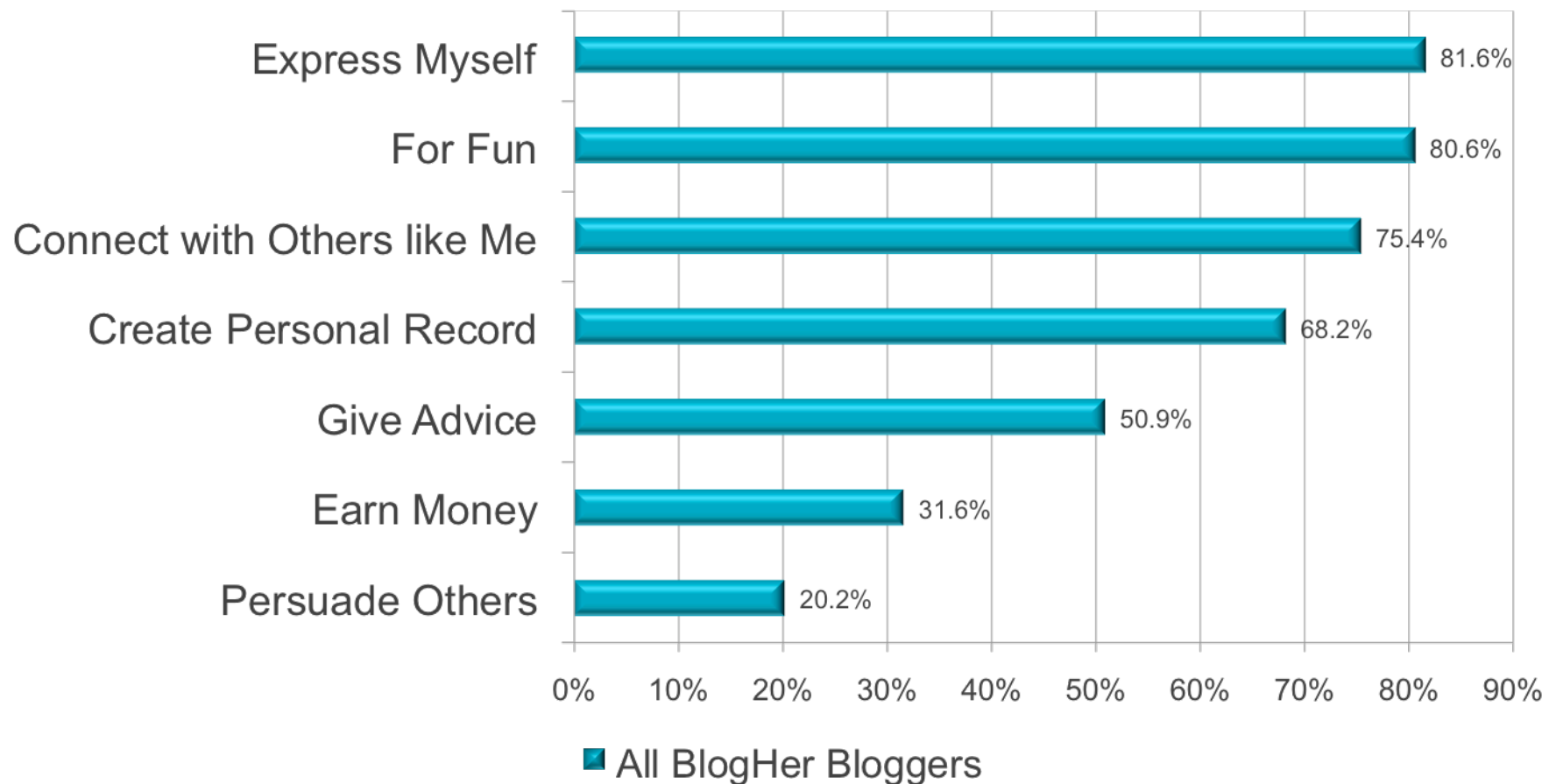
Reading Blogs Dominates the Attention of BlogHer Network Users

“How often do you engage in the following types of activities”
(Weekly or more: Active Social Media Users)



What motivates bloggers to write?

It's Both Personal and Pragmatic



Key Findings: The BlogHer Demographic

The BlogHer Network demographic landscape

BlogHer Network users are younger, better educated, more affluent

Status	U.S. Population	BlogHer Network	BlogHer Index
Millennial (18-24)	10.3%	11.1%	108
Gen X & Y (26-42)	34.9%	56.3%	161
Boomers (43-61)	38.2%	26.4%	69
Seniors (62-76)	16.6%	4.9%	30
Income >\$25K	18.9%	5.8%	31
Income \$50-75K	20.5%	17.6%	86
Income \$125K+	4.2%	12.7%	202
H.S. Grad or Less	16.6%	5.0%	30
College Grad	34.7%	39.6%	114
Post Grad Degree	5.2%	21.5%	313

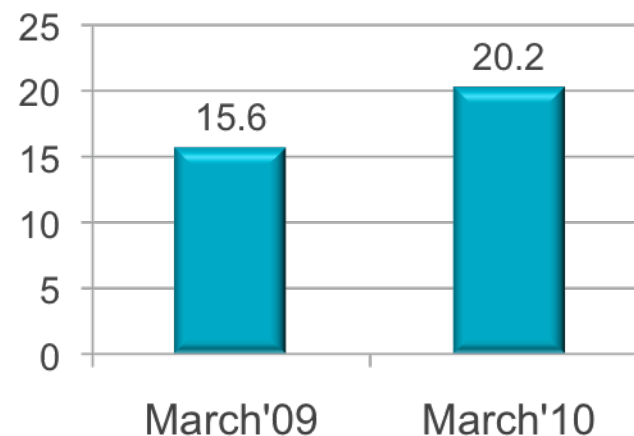
BlogHer audience qualifications are mirrored in other research sources

BlogHer Audience in Nielsen @ Plan

- 31% higher than the total online population for Gen X and Y generation
- 21% higher than the total online population for users with upper income \$150K+
- 44% more likely for users to have a Post Grad college degree

BlogHer Audience Size*

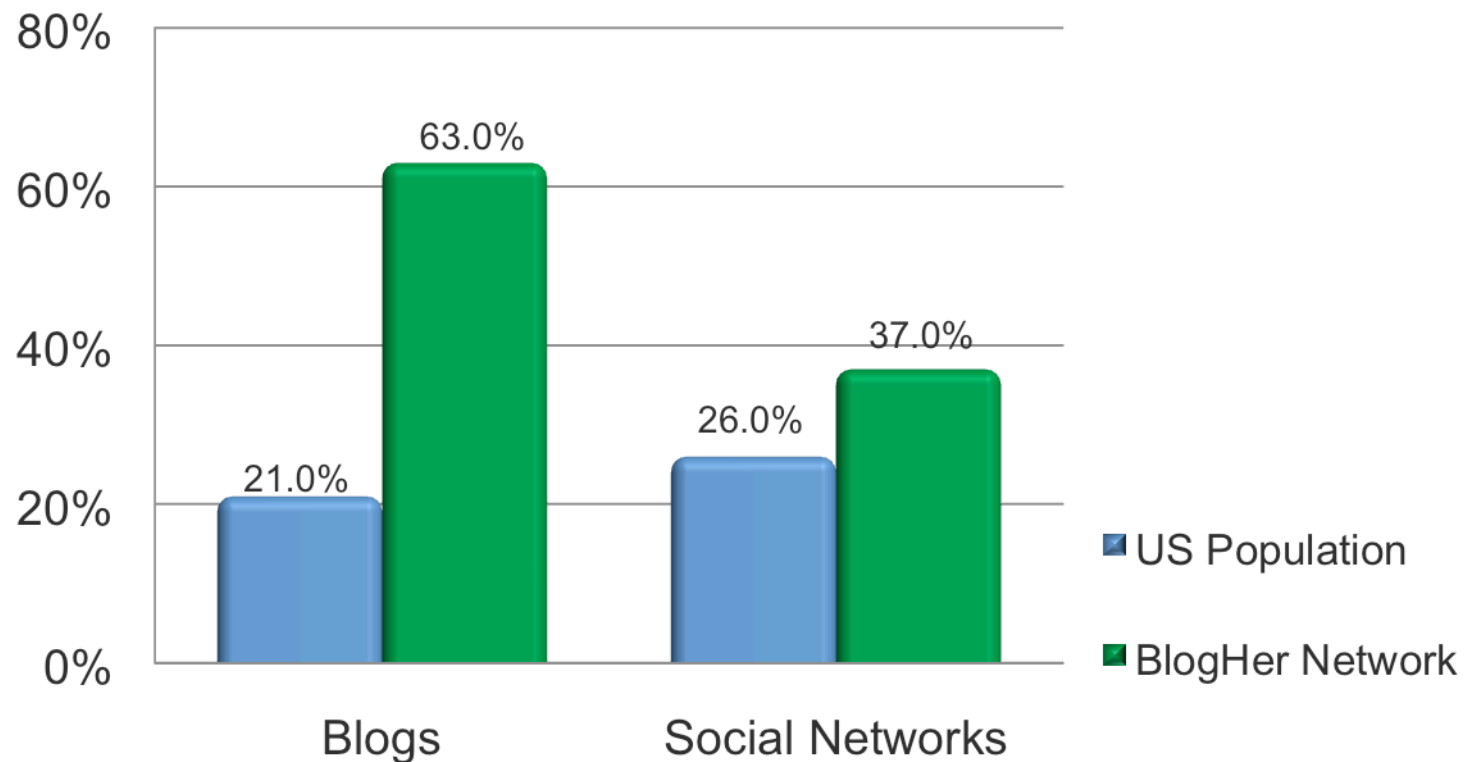
Unique Browsers In Millions



Key Findings: Blogs are a Go-to Resource Driving purchasing decisions

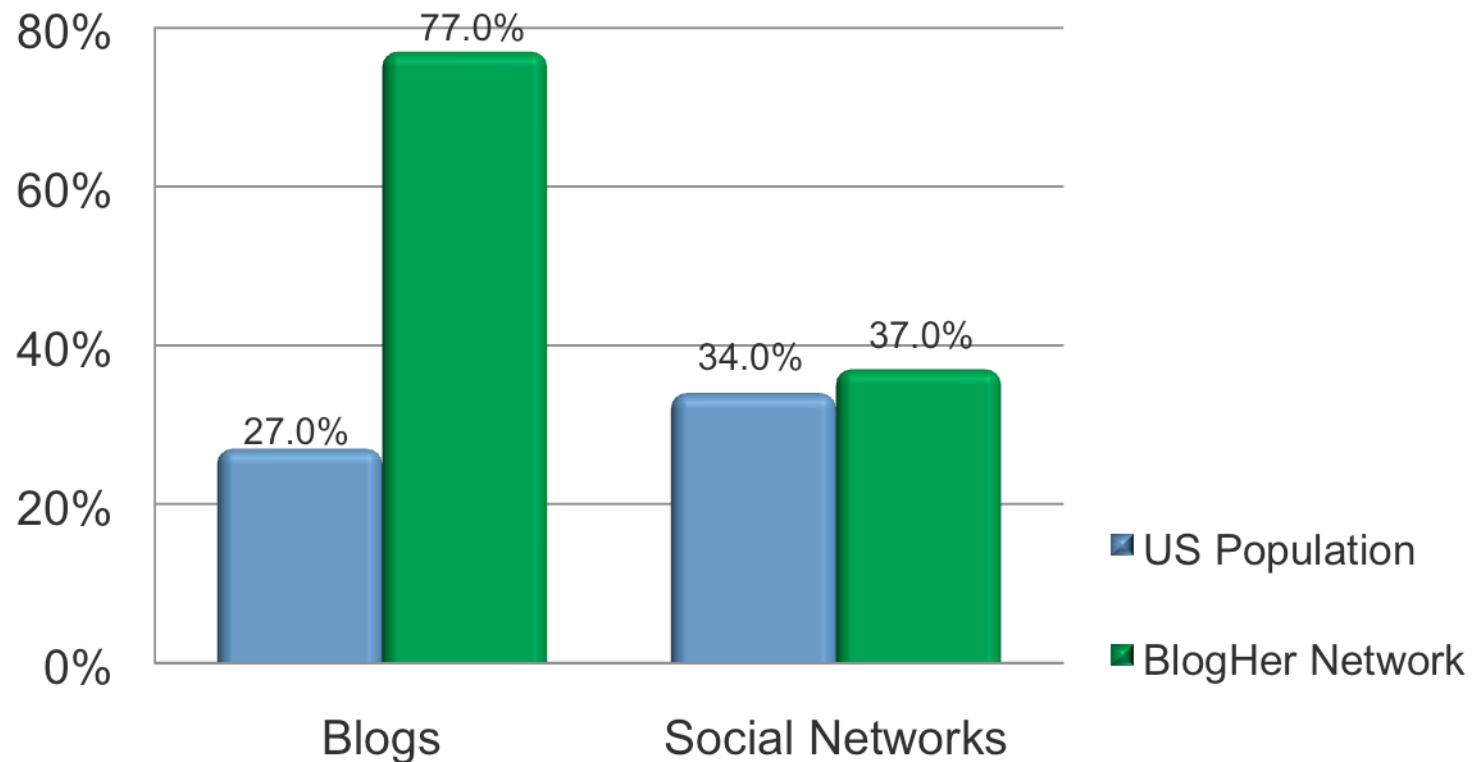
Women turn to social media for: Advice and Recommendations

“Which of these media destinations do you like to visit for advice and recommendations?”



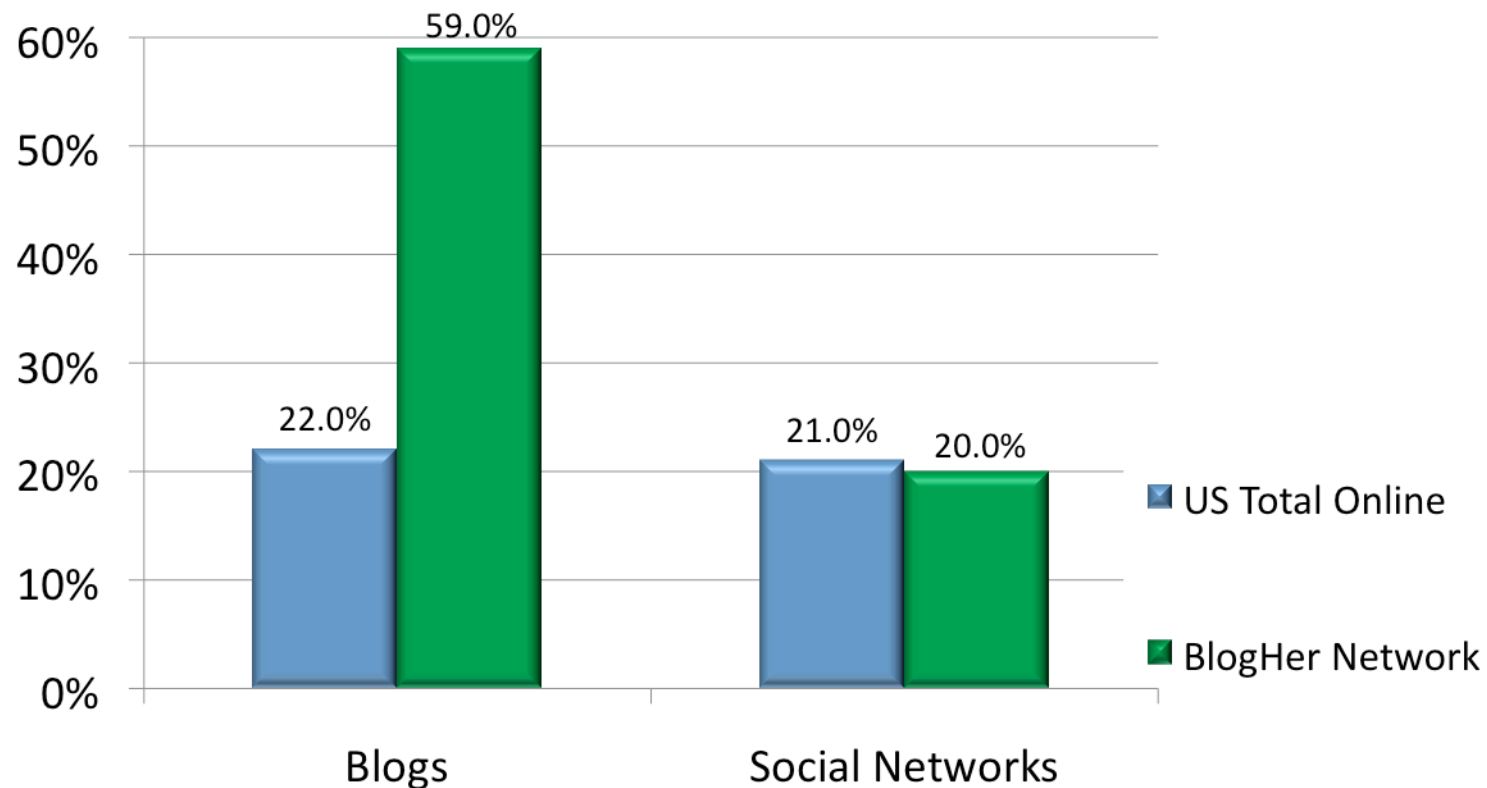
Women turn to social media to: Get Information

“Which of these media destinations do you like to visit for to get information?”



Women prefer blogs vs. social networks to find out about new products

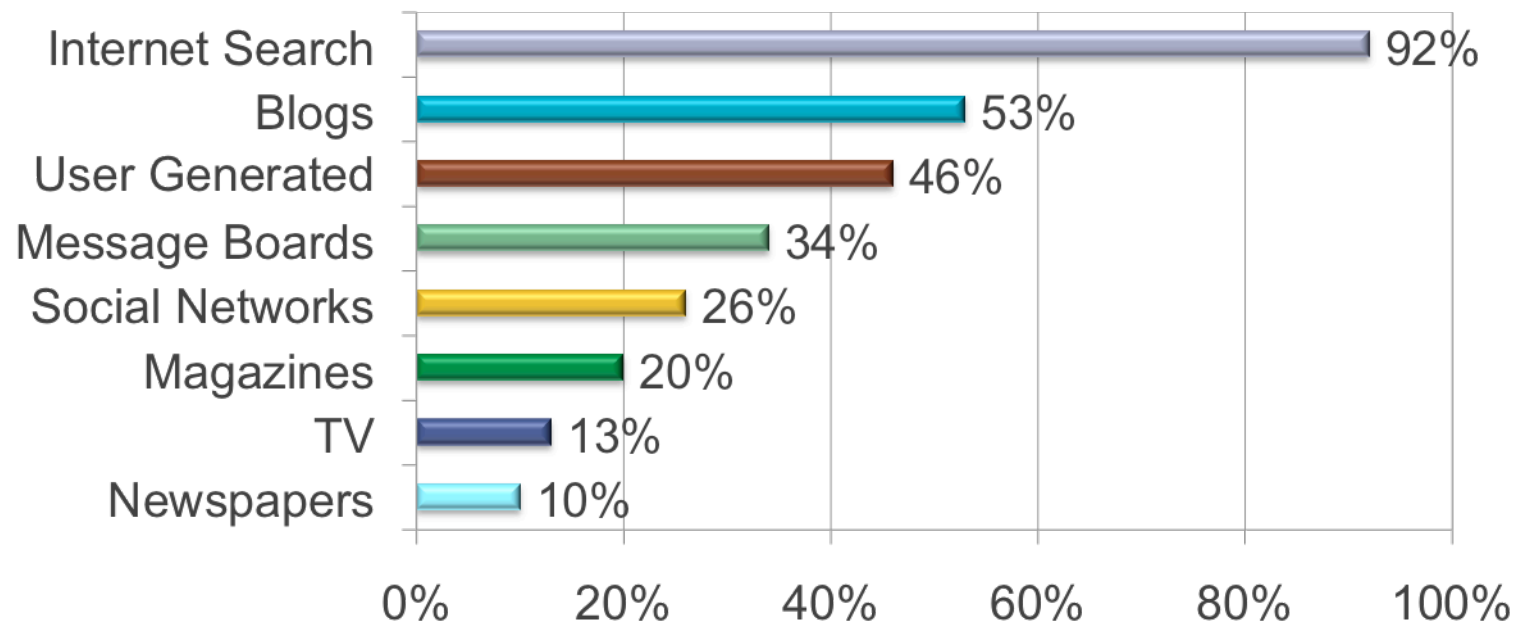
“Which online sources are best suited to find out about new products”?



BlogHer Network users choose blogs as preferred media source for product purchasing information

“How often do you turn to each of the following resources to provide you with information that will help with a purchasing decision?”

Among Ad Supported Media

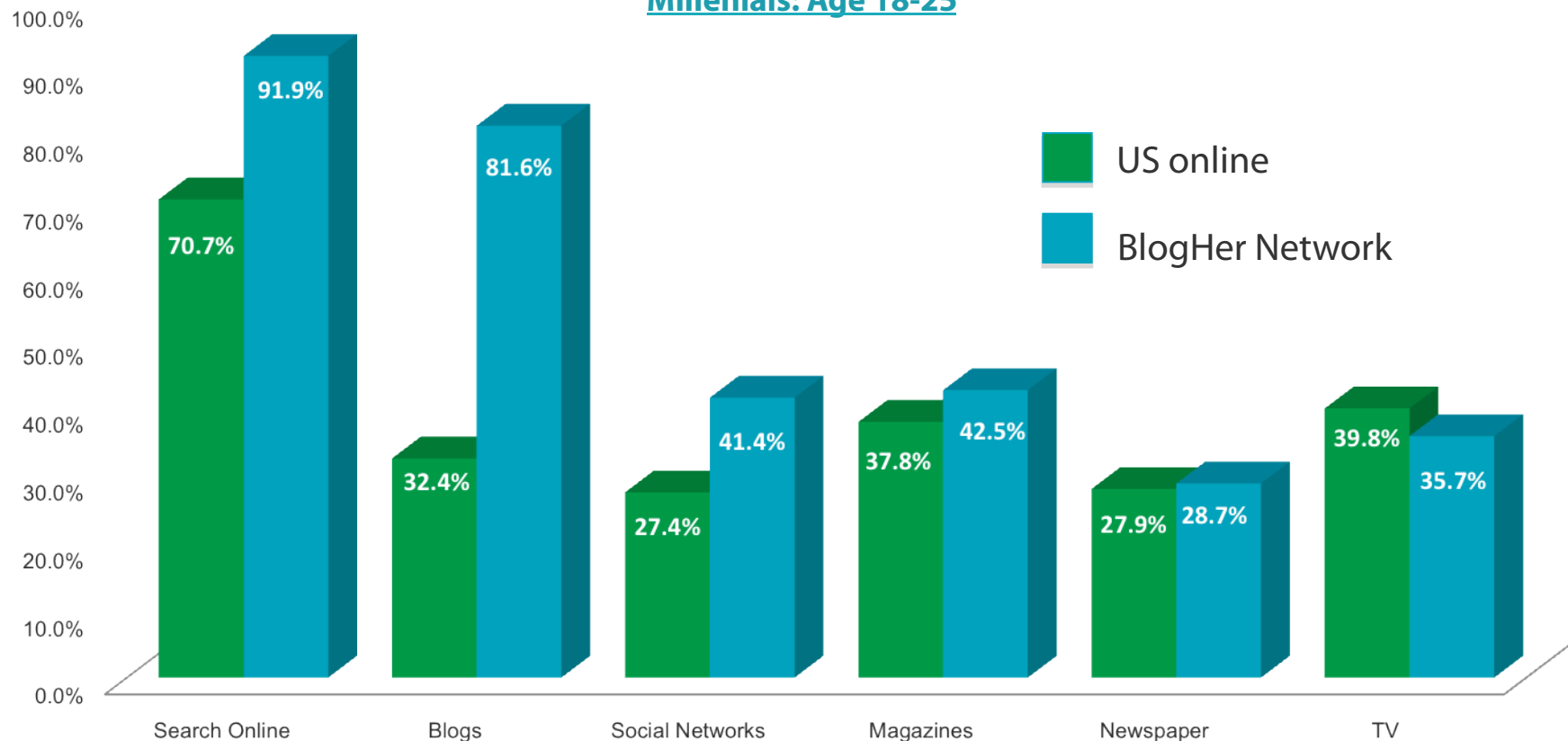


***Top Two Box: “All the Time and Frequently”**

New Media is Influencing Younger User Purchasing Decisions

“Thinking about the products and services you buy, how influential are each of the following resources on your purchasing decision?”*

Millenials: Age 18-25



***Top Two Box: “Very and Somewhat Influential”**

BlogHer Network users use Social Networks but prefer Blogs for almost every purpose

- Blogs are used for entertainment (153 Index), research, purchasing decisions (215 index)
- Blogs are 2X more likely to be used to find new trends and ideas
- Social Networks are great for keeping up with friends and family (Index 150)

“For each of the categories below, which online source is best suited for your purposes?”

Purpose	Blogs	Social Networks
Entertainment	78%	51%
Finding new trends or ideas	61%	30%
Ideas to manage my house	56%	11%
Find out about new products	55%	20%
Help develop new skills	51%	10%
Keep up with friends and family	48%	72%
Help solve a problem	44%	27%
Make a purchase decision	41%	19%
Help parent more effectively	38%	11%

