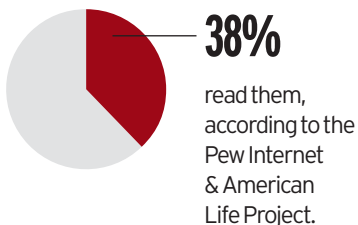
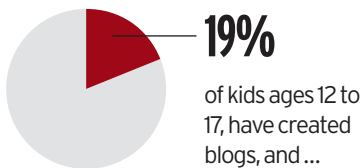
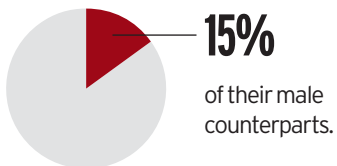
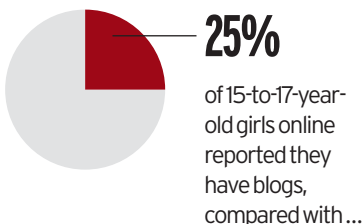


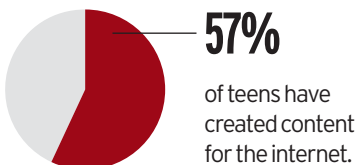
**Teenagers are much more likely than adults to have blogs** and read other people's blogs. More than 4 million teens in the U.S., or ...



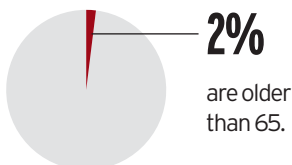
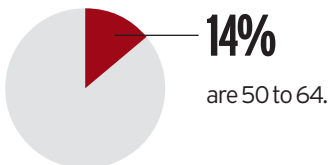
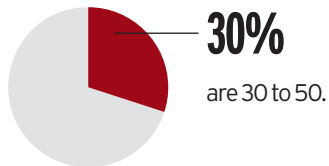
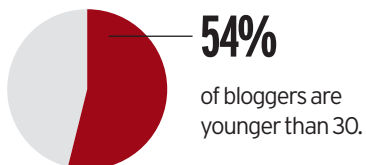
**Older girls led teen blogging:**



**Yet blogging is not the** only way teens express themselves online. The same study found that a whopping ...

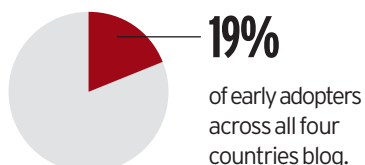


**A separate Pew study found that ...**

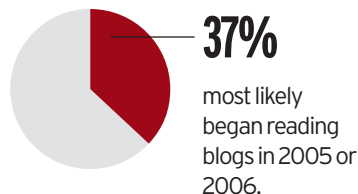
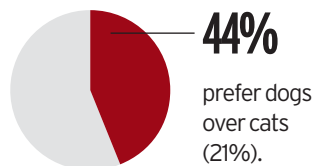
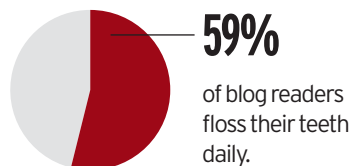


(By comparison, 45% of all internet users are 30 to 49, 24% are 50 to 64 and 7% are older than 65.)

**The majority of bloggers come from four countries:** the U.K., Germany, Japan and the U.S., according to Continental Research and Knots Research's International Convergence 2007 Report. Japan leads these technologically innovative and sophisticated countries, with 28% of early adopters creating blogs.



**According to the ongoing Blog Reader Project,** launched in April by Blogads—whose own readers, by the way, are older than 35 (65%), never attend church (63%), have a Mac (55%) and leave comments on blogs (76%) ...



Bloggers who participate in the survey project can craft their own demographic surveys and find out about their own readers while contributing to the overall project. More than 600 bloggers have joined.

**It's still a man's world out there in the blogosphere.** Women's blogging networks such as Blogger.org count more than 9,000 member blogs run by women (and a few men) writing on women's issues. And women account for roughly half of all bloggers. However, much like in the corporate world, only a handful of the most-read blogs are run by women. In Technorati's list of the top 20 blogs, only three are noticeably written by women—Arianna Huffington, Michelle Malkin and Kathy Sierra.

**While you might think many bloggers** are hoping to be the next millionaire on the blogging block, the majority make middle-income wages from a "real job" separate from blogging. Pew Internet research found that 85% of bloggers said they don't do it for money—and 52% said they do it just to express themselves creatively. The most common way for bloggers to make money is taking ads from Google AdSense; however, with the low traffic levels typical of most blogs, even several hundred visitors a day would generate less than a few dollars a day.

**Bloggers are more racially diverse** than the general online population, according to Pew research.

