

1. Age?		Response	Response Total
<14		0.10%	17
14-21		4.60%	1398
21-30		20.30%	6101
31-40		24.50%	7378
41-50		23.30%	7007
51-60		18.40%	5549
61-70		6.80%	2040
71+		2%	591
		Total Respondents: 30081	

2. Sex		Response	Response Total
Male		75.50%	22711
Female		24.50%	7370
		Total Respondents: 30081	

3. Annual family income:		Response	Response Total
0-\$10,000		2.80%	799
\$10-\$20,000		3.60%	1042
\$20-\$30,000		6.10%	1746
\$30-\$45,000		10.60%	3038
\$45-\$60,000		13.30%	3811
\$60-\$90,000		21.30%	6113
\$90-\$120,000		17.80%	5103
\$120-\$150,000		9.20%	2633
\$150-\$200,000		7.40%	2124
\$200-\$300,000		4.30%	1248
\$300-\$500,000		2%	589
>\$500,000		1.70%	502
		Total Respondents: 28748	

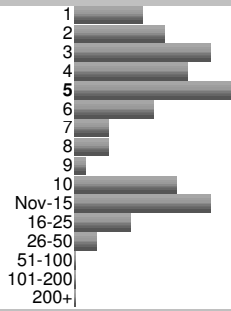
4. Job title:		Response	Response Total
Accountant/auditor		1.50%	441
Admin Assistant		2%	599
Analyst		2.50%	757
Artist/musician/entertainer		1.60%	494
Architect		0.60%	169
Associate		0.70%	215
Broker/trader/adviser		1%	287
CEO/Chairman/President		1.70%	518
CFO,COO,CTO,CIO		0.70%	222
Clergy		0.50%	142
Clerical worker		1%	294
Computer professional		8.10%	2450
Consultant		3.20%	963
Director		2.20%	665
Doctor		1.30%	380
Educator		5.60%	1674
Engineer		4.50%	1368
Entrepreneur		1.80%	545
Government official		1.30%	384
Health care worker (other than Dr.)		1.20%	373
Homemaker		2.20%	661
Lawyer/Judge		5.10%	1521
Manager		4.90%	1473
Military officer		0.40%	135
Partner/principal/owner		1.60%	492
Researcher		1.90%	567
Sales		2.70%	814
Skilled labor		1.20%	348
Scientist		1.80%	534
Service provider		0.70%	222
Student		10%	3009
Supervisor		0.70%	220
Technician		1.60%	477
Vice President		1.30%	396
Writer/editor		4.80%	1442
Retired		6.70%	2002
Other (please specify)		9.40%	2828
		Total Respondents: 30081	

5. Industry:

	Response Percent	Response Total
Accounting	0.90%	249
Agriculture	0.70%	197
Architecture, Design	1.20%	344
Arts, Entertainment	4.80%	1313
Computers, Software, Tech	10.50%	2891
Construction	2.10%	574
Consulting	3.10%	859
Education	14.80%	4088
Engineering	3.40%	940
Finance, Banking, Brokerage	5.60%	1560
Government, Diplomacy	5.30%	1458
Health care	5.70%	1566
Homemaker	1.40%	386
Import, Export, Trade	0.40%	106
Information Management/Library	1.20%	344
Insurance	1.60%	429
Legal	7.10%	1950
Manufacturing	4.20%	1148
MarCom, Advertising, PR	2%	542
Media	4.40%	1202
Military	1.40%	382
Non-profit/Associations	2.80%	767
Pharmaceuticals	0.90%	251
Real-estate	1.70%	478
Recruiting/HR	0.20%	67
Religious	0.70%	205
Retired	2.10%	593
R&D	1.40%	380
Retail	2.50%	683
Social Services	0.70%	197
Telecommunications	2.10%	579
Transport	1.40%	397
Travel, Hospitality	1.10%	313
Wholesale	0.70%	190

Total Respondents: 27628

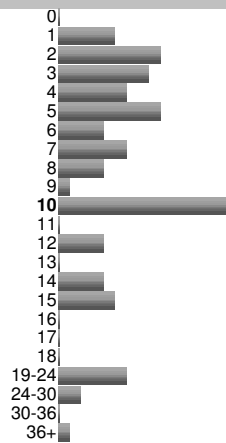
11. How many blogs do you read daily?



Response	Percent	Response Total
1	7%	2094
2	8.80%	2653
3	12.30%	3702
4	10.30%	3108
5	14.40%	4317
6	7.40%	2224
7	3.80%	1144
8	4%	1197
9	1.10%	336
10	9.50%	2853
Nov-15	12.10%	3639
16-25	5.40%	1633
26-50	2.40%	714
51-100	0.90%	273
101-200	0.40%	119
200+	0.20%	73

Total Respondents: 27628

12. In an average week, roughly how many hours do you spend reading blogs?



Response	Percent	Response Total
0	0.60%	195
1	5%	1513
2	9.20%	2764
3	8%	2416
4	6.60%	1978
5	9.20%	2769
6	4.80%	1429
7	6.70%	2009
8	5%	1492
9	1.30%	382
10	16%	4804
11	0.40%	133
12	4.30%	1303
13	0.30%	104
14	4.60%	1369
15	5.20%	1575
16	0.90%	277
17	0.20%	64
18	1%	293
19-24	6.90%	2087
24-30	2.10%	632
30-36	0.50%	156
36+	1.10%	336

Total Respondents: 30081

13. Do you have your own blog?



Response	Percent	Response Total
Yes	20.70%	6232
No	79.30%	23847

Total Respondents: 30079

Information du site Blogad au lien internet: http://www.blogads.com/survey/2005_blog_reader_survey.html