



IPREX Blogbarometer 2015

2,134 bloggers from 13 different countries participated in the survey.

Three quarters of all bloggers are female.

Two-thirds of the bloggers are younger than 35 years.

The most popular blog themes

are focused on consumer and lifestyle topics like beauty, fashion, food and traveling.

The main goals for blogging

are sharing information and experiences, having fun and professional development.

When approached for PR or marketing reasons

a majority (85%) of respondents thinks positively about such approaches and actually wish for more engagement (52%).

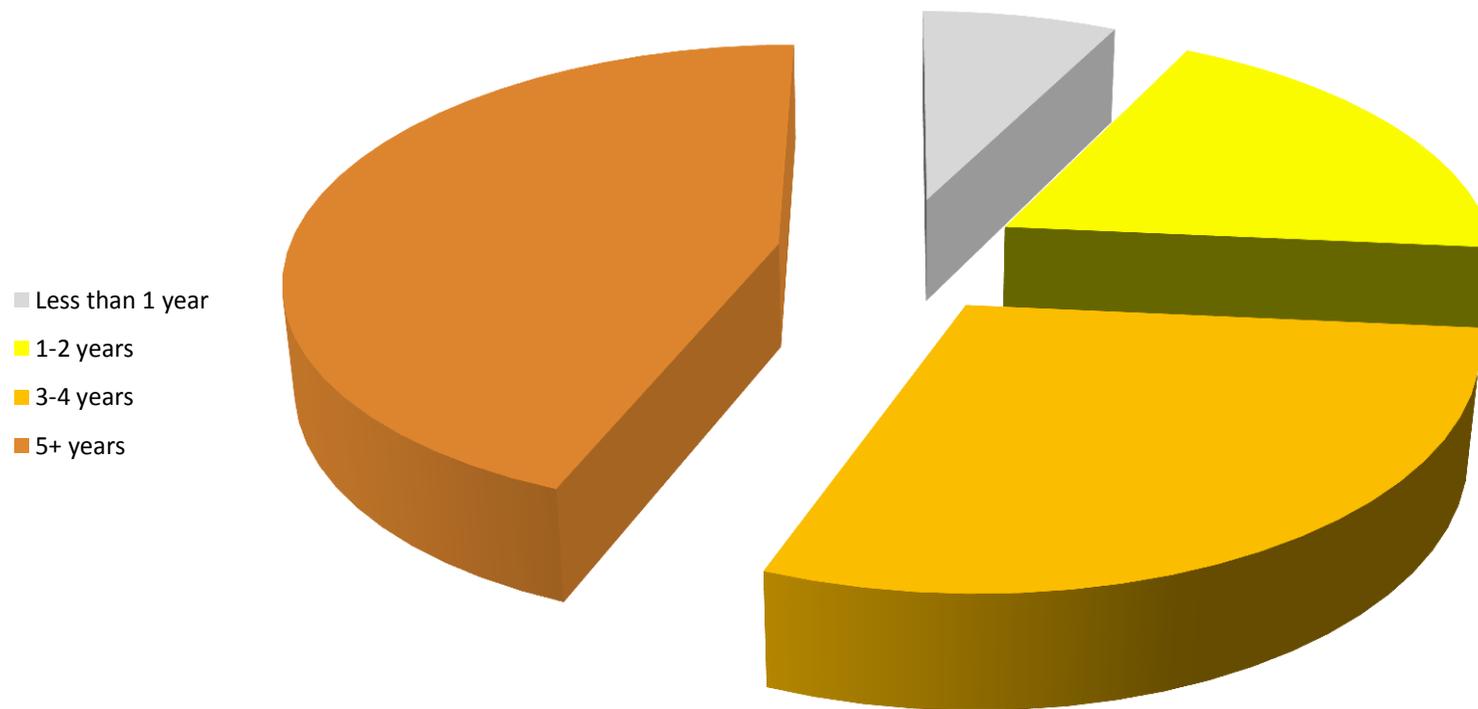
The highest rated social media channels

for blog promotion are Facebook and Instagram.



The blogs: age and size

41% of bloggers have operated their blog for more than five years. Newcomers (under one year) represented only 8% of those surveyed.



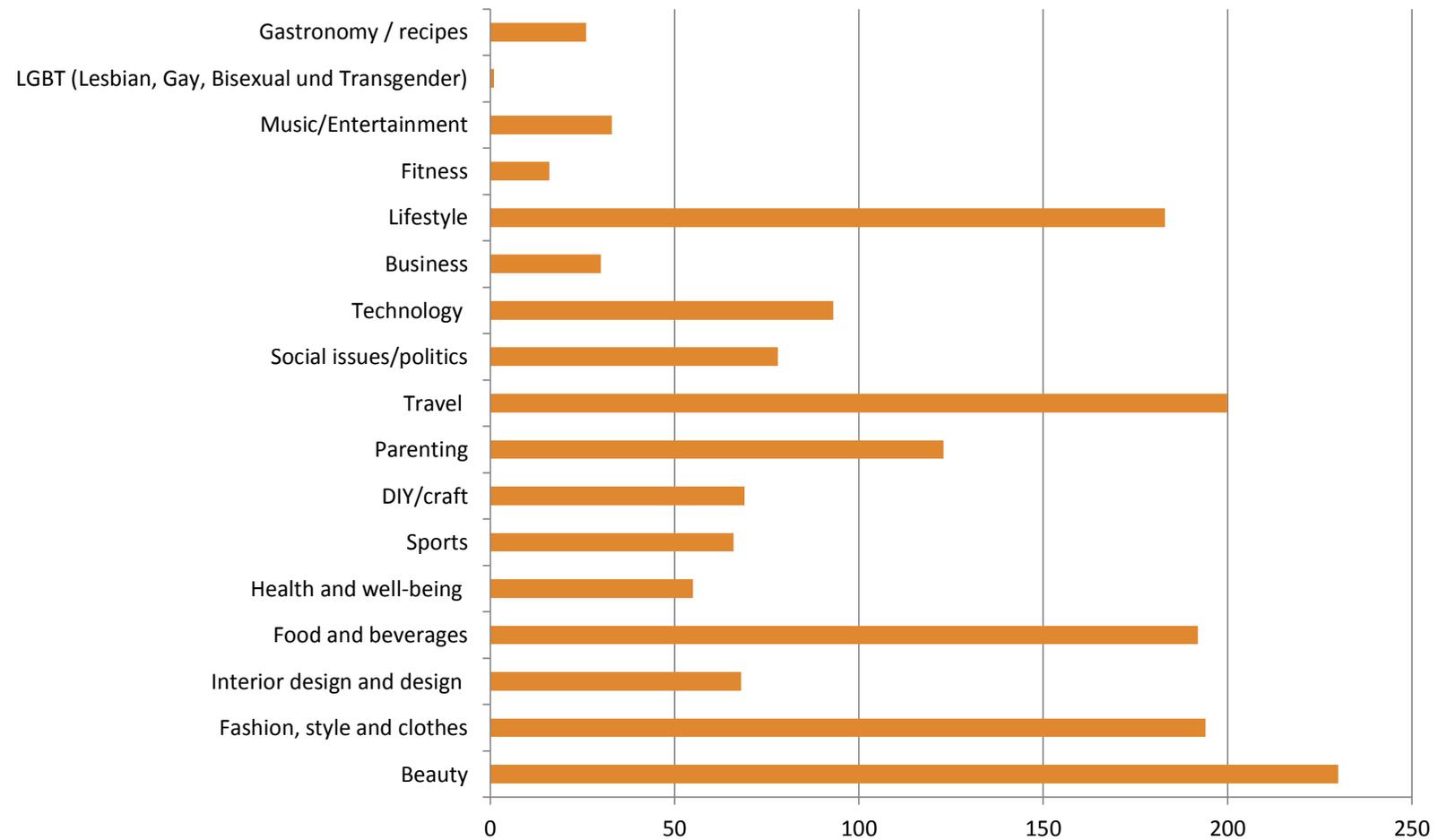


Main blog themes are beauty and lifestyle

- "Beauty" 12%
- "Food & beverage" 10%
- "Fashion, style and clothes" 10%
- "Travel" 10%
- "Lifestyle" 9%



Main blog themes: detail





Themes and their sources

When asked where bloggers find material only 28% said they obtained them through press releases and product samples.

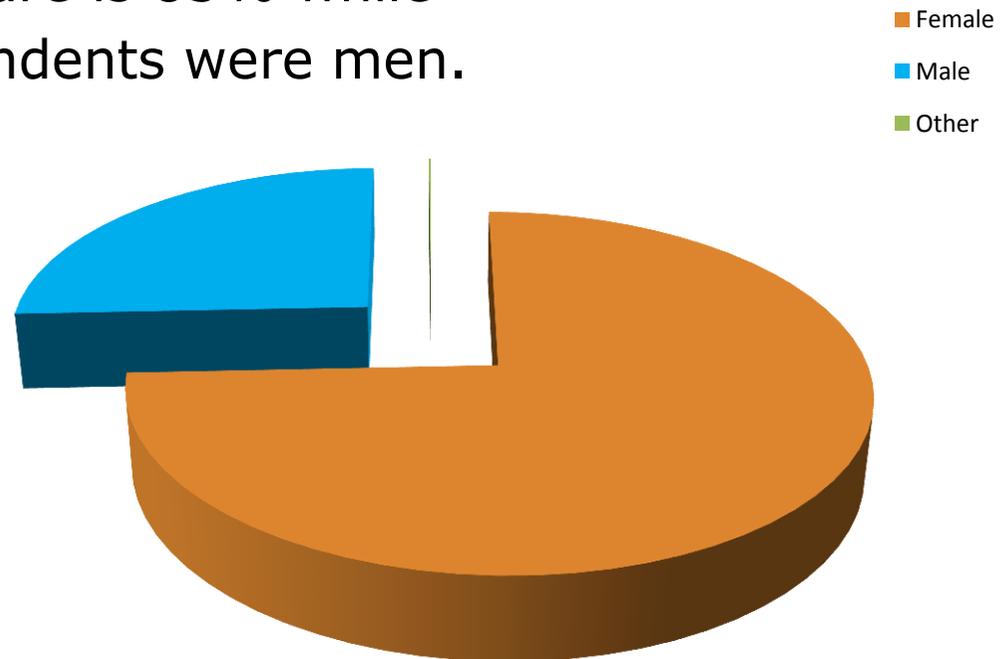
My own experience and thoughts	84%
Current events, issues and news	34%
Collaboration or partnerships with brands or companies	30%
Press releases or product samples sent to me	28%
Discussion topics in other blogs and networks	28%
Experiences of people I know	24%
Newspapers, magazines or books	23%
Blogger events	21%
Topics trending on social media	19%
Radio and TV	11%
News and lifestyle apps on my phone	4%



Blogging is dominated by women

72% of the surveyed bloggers were women.

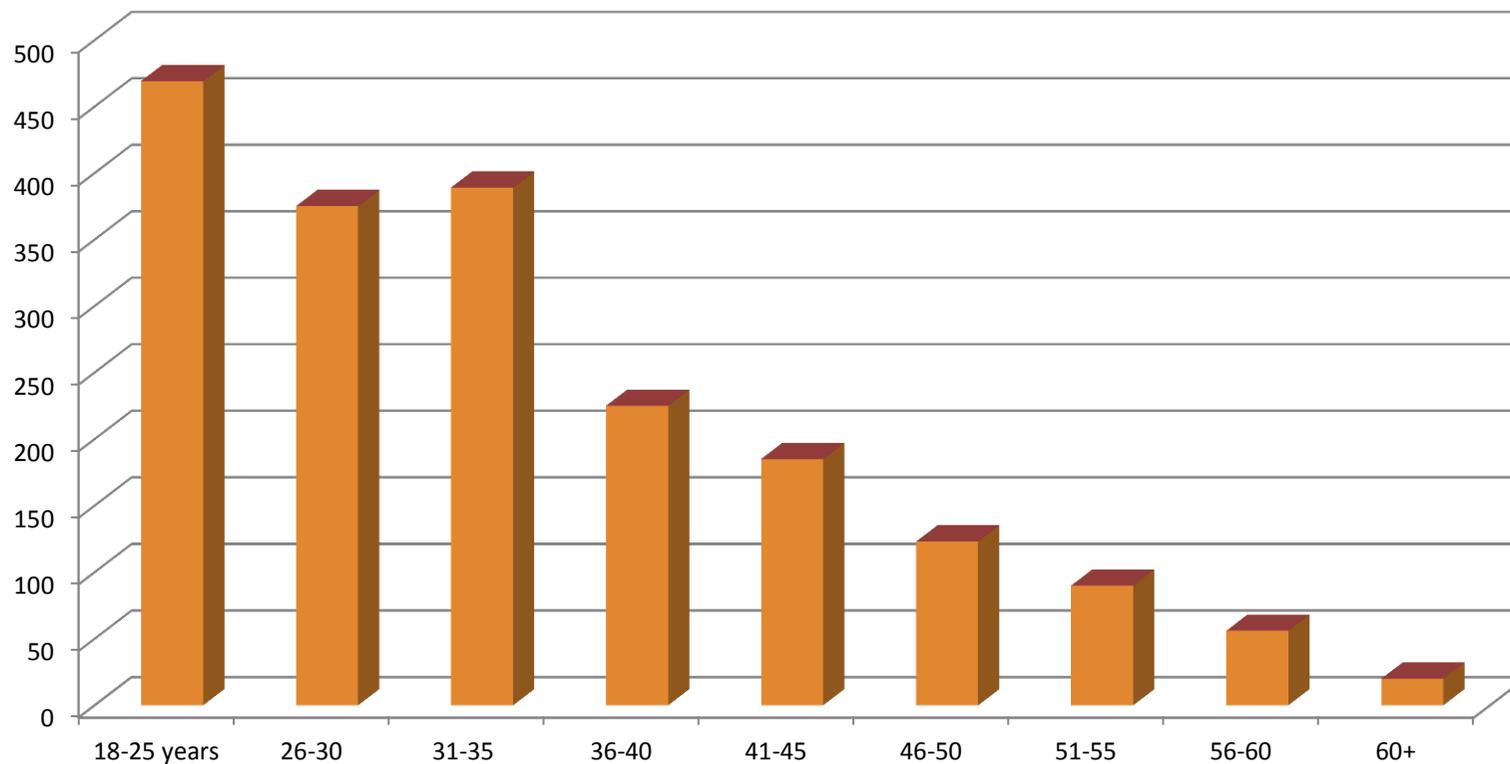
In the Netherlands the figure is 83% while in Germany 60% of respondents were men.





Bloggers are older than expected

While dominated by those under age 35, blogging is an activity that requires a certain life experience as well as having something to say. A healthy number of bloggers are age 45+.





Bloggers and companies

73% of bloggers said they have been approached for PR or marketing reasons.

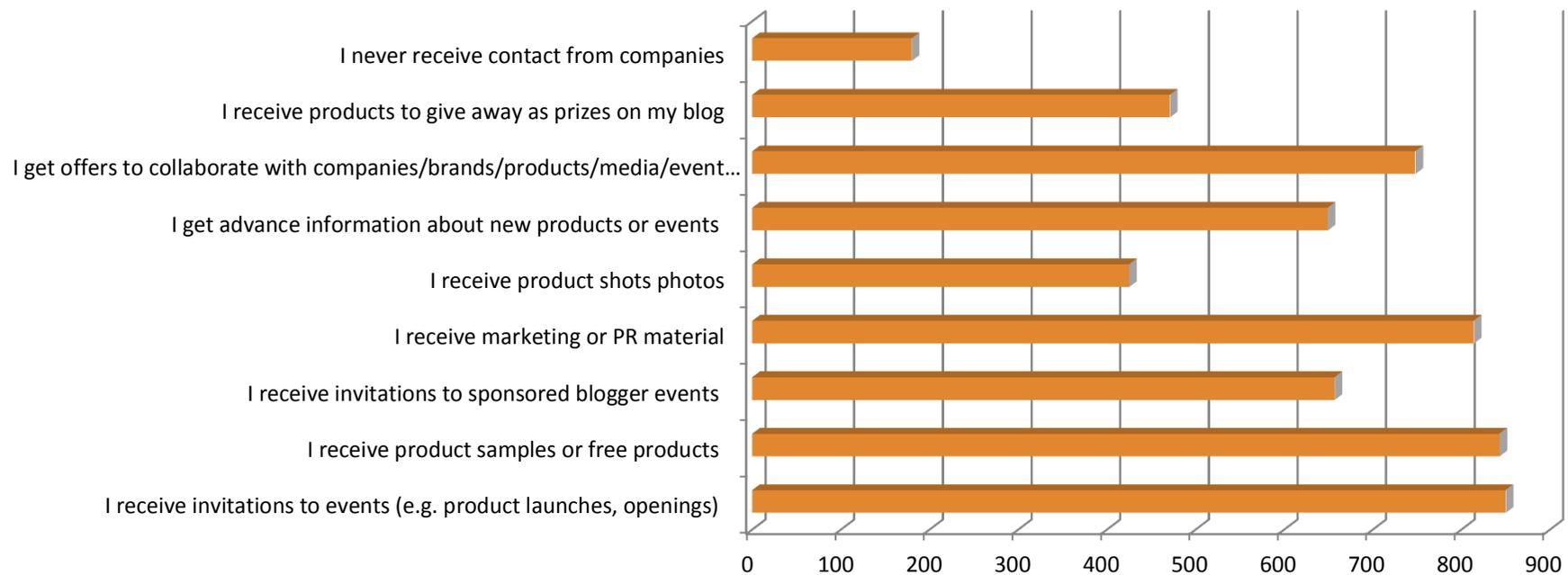
27% were contacted weekly and 19% daily.

Major regional difference: in “advanced technology” countries, a much higher proportion of bloggers is targeted by companies.



How do companies communicate with bloggers?

Invitations to events, marketing or PR material and product samples or free products are the most common communications. Surprisingly, only 20% of bloggers received photos or other images from companies.





How do bloggers react to these approaches by companies?

More than half of them (52%) view PR connections positively and actually wish for more. Only 7% are reserved about this contact and only 2% are against.

I think it is a good thing and I wish for more contacts	52%
I think it is a good thing and the current amount of contacts is good	17%
I think it is a good thing but there are too many contacts	5%
It is an OK thing	12%
I have reservations about contacts from companies	7%
I don't want companies to contact me	2%
If something else, what?	5%



Monetisation

30% said that they wished to earn money from blogging.

48% reported that they already earn money.





The IPREX Blogbarometer 2015

The participating countries:

- Czech Republic
- Estonia
- Finland
- Germany
- Italy
- Northern Ireland (UK)
- Netherlands
- Republic of Ireland
- Slovenia
- Spain
- China
- Malaysia
- United States of America



The IPREX Blogbarometer 2015

IPREX is an international network of owner-managed communication agencies, where 1,500 specialists work in more than 100 offices worldwide.

A group of European IPREX partners decided to study the impact of blogging on the communication industry and so conducted an informal email survey among bloggers, inviting three non-European countries to participate for comparison.

In total, survey results were derived from the responses of 1,934 bloggers living in 13 countries.



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