

BlogSweden 2

A survey of 700 Swedish bloggers and blog readers

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Summary

To get a better picture of the Swedish blogger and blog reader, I conducted an online survey between June 28 and July 4, 2006 where 700 blog readers answered a number of questions. Here are some key results:

Bloggers: The typical Swedish blogger in the survey is:

- Female
- 26-30 years old
- has a college/university degree
- would vote for the Social Democratic Party if there was an election today (read: between June 28 and July 4, 2006)
- has a broadband connection
- blogs because she likes to write
- updates her blog every day
- has nothing against being contacted by companies in her role as a blogger
- is anonymous
- reads 6-10 blogs daily
- spends 6-10 hours per week reading blogs
- never uses an RSS reader to read blogs
- likes to read blogs about everyday life experiences
- reads blogs to read "ordinary" people's views
- has never clicked on an advertisement on a blog

Blog readers: The typical blog reader in the survey has a similar profile, but:

- would vote for the Moderate Party if there was an election today (read: between June 28 and July 4, 2006)
- reads 1-5 blogs daily

Other interesting results from the survey:

- Half of all Swedish blog readers in the survey spend 5 or more hours per week reading blogs (43 minutes or more per day) which is more than the Swede generally spends on reading daily newspapers.
- Most female blog readers don't use an RSS reader to read blogs, (25.5% use RSS at least sometimes), but male blog readers do (59.6%)
- Male blog readers prefer reading blogs about:
 - Politics and society (69.9%)
 - Journalism and media (59.3%)
 - IT and blogging (54.7%)
 - Everyday life experiences (35.6%)
 - Literature and writing (24.9%)
 - Economy and entrepreneurship (24.6%)
 - Advertising and PR (23.4%)
- Female blog readers prefer reading blogs about:
 - Everyday life experiences (74.7%)
 - Fashion and design (39.9%)
 - Journalism and media (38.8%)
 - Literature and writing (38.5%)
 - Politics and society (32.2%)
 - Parenthood and children (31.3%)
 - Food and beverages (31.3%)
- Women blog anonymously (68.2%), but men don't (29.6%)
- Nearly four out of ten bloggers have at least once regretted something they posted on their blog.
- One in four bloggers have at least once felt harassed by comments in the blogosphere.

- Male bloggers blog to a higher extent than female bloggers to influence others, strengthen their brand, to create an archive of information and because there is a need for more voices in the public debate.
- Nine out of ten bloggers update their blog every week. Female bloggers update their blogs more often than male bloggers (68.9% at least once a day, compared to 46.6% of male bloggers).
- Male bloggers more often than female bloggers have ads on their blogs (18.2% compared to 3.9%).
- More male bloggers say they have clicked on an advertisement on a blog (40.8% compared to 28.4% of female bloggers).

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¹ <http://creativecommons.org/licenses/by-nc-sa/2.5/>

Method and selection

In the remainder of this report I will use the following terms for the different respondents:

- a) **blog readers** – all 700 respondents in the survey, which means everyone who read blogs, including those who have their own blog
- b) **bloggers** – respondents who blog

Since I estimated that it would be hard to narrow down all blog readers and from this group make a random sampling, I decided to do a convenience sample. This means that the results from this survey is only representative to the respondents of the survey and not necessarily reflect the profile of all Swedish bloggers and blog readers. Therefore any comparison between this survey and BlogSweden 1.0² may not be done with any statistical certainty. But since there is a lack of research in this area I still believe this survey can serve as a starting point for further research and discussions.

The survey was performed via SurveyMonkey.com between June 28 and July 4, 2006. I put up a text³ on my own blog with a link to the survey⁴ and encouraged other bloggers to promote the survey on their blogs. I also randomly chose 10 other bloggers that I contacted and asked if they couldn't post about the survey. In total, more than 50 bloggers linked to the survey at Surveymonkey.

SurveyMonkey has a feature that prevents the same respondent from answering the survey more than once (from the same computer).

One Response per Respondent - After completing the survey, respondents will be prevented from entering additional responses. Respondents that return to a survey later will be able to edit their existing answers. Respondents that return to an incomplete survey will be taken to the point that they left off.

A check of the IP addresses from the respondents also ruled out any signs of systematic cheating.

On some of the questions I chose to let the answers be listed randomly so that one answer would not benefit from always being listed first.

² <http://www.kullin.net/blogsweden.pdf>



³ http://www.kullin.net/arkiv/2006_06_01_mc.html#115148376950041367

⁴ <http://www.surveymonkey.com/s.asp?u=956142272223>

Results – all blog readers




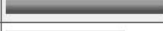






These are the results from all respondents in the survey, i.e. all blog readers. Please note that the original questions and answers were in Swedish and the English translation is just added for the purpose of this report.

1. Sex:

1. Sex			
		Response Percent	Response Total
Female		51.4%	360
Male		48.6%	340
Total Respondents			700
(skipped this question)			0

Among the 700 respondents, 51.4% are female. In last year's survey, 63.5% of all blog readers were male.

2. Age:

2. Age			
		Response Percent	Response Total
0-15		0.9%	6
16-20		5.6%	39
21-25		15.7%	110
26-30		24%	168
31-35		18.9%	132
36-40		11.4%	80
41-45		9.3%	65
46-50		6.3%	44
51-65		7%	49
66 or older		1%	7
Total Respondents			700
(skipped this question)			0

One in four blog readers are between 26 and 30 years old, which is about the same as in last year's survey. The majority (57.7%) of blog readers are between 21 and 35 years which is a decrease since last year when the same figure was 63.4%. The difference is mainly due to an increase in the older age groups, and specifically in the category 41-45 years.

3. Your highest level of education.

The average blog reader has a high level of education. 58.3% has a college or university degree (61.7% last year).

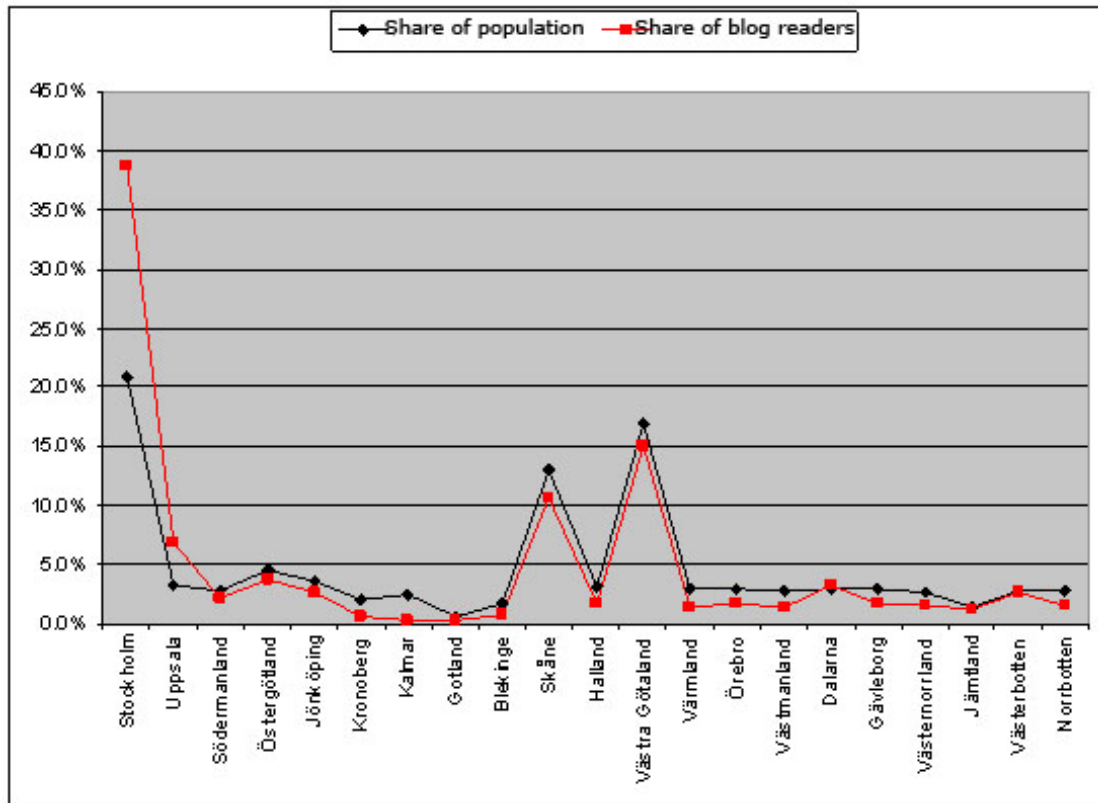
4. What province (län) do you live in?

4.			
		Response Percent	Response Total
Blekinge län		0.7%	5
Dalarnas län		3.2%	22
Gotlands län		0.3%	2
Gävleborgs län		1.6%	11
Hallands län		1.6%	11
Jämtlands län		1.2%	8
Jönköpings län		2.6%	18
Kalmar län		0.3%	2
Kronobergs län		0.6%	4
Norrbottnens län		1.4%	10
Skåne län		10.2%	71
Stockholms län		37.1%	258
Södermanlands län		2.2%	15
Uppsala län		6.6%	46
Värmlands län		1.3%	9
Västerbottens län		2.6%	18
Västernorrlands län		1.4%	10
Västmanlands län		1.3%	9
Västra Götalands län		14.4%	100
Örebro län		1.6%	11
Östergötlands län		3.6%	25
Live abroad		4.3%	30
Don't know		0%	0
Total Respondents			695

For obvious reasons are a large part of all blog readers from Stockholm's län (37.1%).

Compared to the entire population⁵ we find that blog readers in Stockholm's, Uppsala and marginally Dalarna's län are overrepresented.

⁵ <http://www.scb.se>. People living abroad not counted.



5. Your monthly income before tax (kronor)?

5. Your monthly income before tax (kronor)?		Response Percent	Response Total
Less than 10000		24.9%	171
10001-12000		4.5%	31
12001-14000		3.5%	24
14001-16000		3.6%	25
16001-18000		4.5%	31
18001-20000		7.9%	54
20001-22000		8%	55
22001-24000		6.7%	46
24001-26000		7.1%	49
26001-28000		4.2%	29
28001-30000		5.1%	35
30001-32000		4.1%	28
32001-34000		2.8%	19
34001-36000		2.3%	16
36001-38000		1.6%	11
38001-40000		1.6%	11
40001-42000		1.3%	9
42001-44000		1.5%	10
More than 44000		4.7%	32
Total Respondents			686
(skipped this question)			14

As a comparison, the average monthly income in 2004 for Swedes with at least 3 years of higher education was 35,000 kronor for men and 26,000 kronor for women.⁶

1 krona is about 7.20 USD.

6. What party would you vote for if there was an election in Sweden today?

6.			
		Response Percent	Response Total
Centerpartiet		7.3%	51
Feministiskt initiativ		2.7%	19
Folkpartiet		10.2%	71
Kristdemokraterna		2.9%	20
Miljöpartiet		7.1%	49
Moderaterna		15%	104
Socialdemokraterna		13.7%	95
Vänsterpartiet		9.2%	64
Don't know		24.4%	169
<input type="button" value="View"/> Other (please specify)		7.5%	52
Total Respondents			694
(skipped this question)			6

As many as 24.4 of respondents did not know, three months before the general election, what party to vote for (up from 22.2%).

The Moderate Party is still the largest party among blog readers (down to 14.6% from 23.9%). Second largest party is the Social Democratic Party (13.7%).

7. Which of the following does your household have access to (multiple answers possible)?

7. Which of the following does your household have access to (multiple answers possible)?			
		Response Percent	Response Total
Subscribed morning paper		55.5%	386
DVD player - with harddrive		18.7%	130
DVD player - without harddrive		74%	514
Internet access - 0.5 Mbit/s or faster		93.7%	651
Internet access - slower than 0.5 Mbit/s		5.6%	39
IP telephony		22.7%	158
Mp3 player		80.6%	560
Total Respondents			695
(skipped this question)			5

Respondents have a much higher broadband penetration than the Swedish population (93,7%). According to Mediebarometern, 68% of households with Internet access have broadband⁷ and 54 % of Swedish households have a fixed Internet broadband connection at home⁸. Pew Internet says that 79% of bloggers in the US have broadband compared to 62% of all American Internet users.⁹

⁶ http://www.scb.se/templates/tableOrChart____149081.asp

⁷ Mediebarometern 2005 (befolkning 9-79 år):
http://www.nordicom.gu.se/common/publ_pdf/230_inetbar%202005%20arbetsunderlag_2005.pdf

⁸ Mediavision. <http://www.dn.se/DNet/jsp/polopoly.jsp?d=678&a=564160>

⁹ <http://www.pewinternet.org/pdfs/PIP%20Bloggers%20Report%20July%2019%202006.pdf>



A smaller percentage of the respondents have access to a subscribed morning paper than the average Swede (55.5% compared to 74 % of the population)¹⁰.

74% say they have access to DVD player without hard drive, 18.7% have DVD player with hard drive (overlap possible since respondents may have filled in both alternatives). According to Mediebarometern, 67% of the population between 7 and 79 years had access to a DVD player in the home in 2005.

Mediebarometern also reveal that 32% of the population have access to an mp3 player in the home, while 80.6% of the respondents in the survey said they did.

22.7% of respondents have access to IP telephony, but I have not found any statistics for the entire population to compare with.







8. Do you have your own blog?

8. Do you have your own blog?			
		Response Percent	Response Total
Yes		77.4%	542
No		22.6%	158
Total Respondents			700
(skipped this question)			0

Almost four out of five blog readers (77,4%) have a blog of their own (up from 60.4%).

[Respondents who answered 'no' on this question continued to question number 19. The following information is still the answers of all respondents.]

19. How many blogs do you read daily?

19. How many blogs do you read daily?			
		Response Percent	Response Total
None		0.9%	6
1-5		28.3%	192
6-10		25.9%	176
11-15		15.5%	105
16-20		9.1%	62
21-25		4.6%	31
26 or more		15.8%	107
Total Respondents			679
(skipped this question)			21

28.3% of blog readers in the survey read 1-5 blogs daily (down from 38.7% last year). A number of heavy users who read 26 or more blogs make up 15.8% of all respondents (up from 11.1%). The answers indicate that more blog readers read more blogs this year.

¹⁰ Mediebarometern 2005 (befolkning 9-79 år):
http://www.nordicom.gu.se/common/publ_pdf/230_inetbar%202005%20arbetsunderlag_2005.pdf

20. How many hours per week do you normally spend reading blogs?

20. How many hours per week do you normally spend on reading blogs?			
		Response Percent	Response Total
0		0.7%	5
1		10.2%	69
2		14%	95
3		13.7%	93
4		8.5%	58
5		15.9%	108
6-10		23.7%	161
11 or more		13.3%	90
Total Respondents			679
(skipped this question)			21

Almost one in four (23.7%) spend 6-10 hours per week reading blogs.

About half of all blog readers spend 5 hours or more per week reading blogs, or 43 minutes or more per day. Compare this to statistics from Mediebarometern 2005¹¹ which show that the average Swede spend 5 hours and 41 minutes per day consuming media (341 minutes per day, down 10 min). The Swede spends most time on radio (105 minutes per day, down 18 min), followed by tv (95 min, down 7 min), internet (30 min, up 5 min), dailies (27 min, down 1 min), CDs and books (21 minutes each, same as in 2004). In other words, half of the blog readers in the survey spend more time on blogs than the average Swede spend on dailies.

21. Do you use an RSS reader when you read blogs (a software that lets you subscribe to news from blogs)?

21. Do you use an RSS reader when you read blogs (a software that lets you subscribe to news from blogs)?			
		Response Percent	Response Total
Yes, most of the time		28.4%	192
Sometimes		13.6%	92
No, never		52.8%	357
Don't know		5.2%	35
Total Respondents			676
(skipped this question)			24

Less than half, or 42% of all blog readers use an RSS reader to read blogs, at least sometimes. Down from 47.2%.

Most female blog readers don't use an RSS reader to read blogs (25.5% use RSS at least sometimes), but male blog readers do (59.6%)

¹¹ http://www.nordicom.gu.se/?portal=publ&main=info_publ2.php&ex=228&me=13&

22. What types of blogs do you usually read (multiple answers possible):

22. What types of blogs do you usually read (multiple answers possible)?			
		Response Percent	Response Total
Animals		6.8%	46
Business and entrepreneurship		14.3%	97
Feminism		16%	108
Film and TV		21.3%	144
Photography and art		16.2%	110
Parenthood and children		18.9%	128
Healthcare and handicaps		9.5%	64
IT and blogging		40.5%	274
Journalism and media		48.7%	330
Literature and writing		31.9%	216
Food and beverages		20.5%	139
Fashion and design		28.4%	192
Music		19.2%	130
Politics and society		50.5%	342
Travel		9.7%	66
Religion		8.3%	56
Advertising and PR		16.8%	114
Sex and dating		12.4%	84
Sports and leisure		8.7%	59
Languages		8.9%	60
Education		6.4%	43
Everyday life experiences		55.7%	377
Science		14.9%	101
<input type="button" value="View"/> Other		9.6%	65
Total Respondents			677
(skipped this question)			23

A common comment to online articles about blogs is the following:

- Who is interested in what some poor anonymous creature has written in his blog...¹²

The answer is that many people are interested in this anonymous person's blog. "Everyday life experiences" is the most popular blog category among readers.

"Politics and society" is the second most popular category followed by "journalism and media".

Bloggers in the US report that their blogs mainly are about "my life and experiences" (37%), "politics and government" (11%), and "entertainment" (7%).¹³

¹² http://www.idg.se/tjanster/artikelforum/default.asp?art=20050826112745_IW#287657

¹³ <http://www.pewinternet.org/pdfs/PIP%20Bloggers%20Report%20July%2019%202006.pdf>

23. You read blogs because (multiple answers possible):

23. Reasons why you read blogs (multiple answers possible):			
		Response Percent	Response Total
To get news faster		22.7%	153
To get news about my profession		24.7%	167
To get the latest trends		27.3%	184
More personal than other media		52.6%	355
More honest than other media		23.1%	156
To get more perspectives on news		53.9%	364
To get news I can't find elsewhere		37.5%	253
To stay in contact with friends		25.2%	170
To network		25.2%	170
To read 'ordinary' people's opinions		57.6%	389
<input type="button" value="View"/> Other		13.5%	91
Total Respondents			675
(skipped this question)			25

Last year, most blog readers said they read blogs because they want more perspectives and opinions on news stories than they feel they get from traditional media. But as a result from comments made last year, I added the alternative "to read ordinary people's opinions" which also became the most popular answer (57.4%). Some comments:

- "Find people to identify with."
- "To satisfy the voyeurist in me."
- "Read about the everyday life of people."
- "Because it is fun to read about people's lives."
- "People blurt out their egos and that is interesting."

Apart from that, the pattern is similar from last year, with these three categories on top: "more perspectives on news", "more personal than other media" and "news I can't find elsewhere".

24. Have you ever clicked on an ad on a blog?



24. Have you ever clicked on an ad on a blog?			
		Response Percent	Response Total
Yes		34.2%	232
No		59.8%	406
Don't know		6%	41
Total Respondents			679
(skipped this question)			21

A third of all respondents have clicked on an ad on a blog.

Results – bloggers









Below you can find the results from bloggers – the respondents who answered ‘yes’ on the question “do you have your own blog?”. The respondents who answered ‘no’ on the same question have been left out, which is illustrated by the comment “filtered out” in the graphs below.

1. Sex:

1. Sex			
		Response Percent	Response Total
Female		53.1%	288
Male		46.9%	254
Total Respondents			542
(filtered out)			158
(skipped this question)			0

In the survey there are more female than male bloggers: 53.1% to 46.9%. A year ago a majority of bloggers were male, 60.7% to 39.3%.

2. Age:

2. Age			
		Response Percent	Response Total
0-15		0.7%	4
16-20		5.7%	31
21-25		16.6%	90
26-30		24.2%	131
31-35		18.6%	101
36-40		11.3%	61
41-45		10.1%	55
46-50		6.5%	35
51-65		5.7%	31
66 or older		0.6%	3
Total Respondents			542
(filtered out)			158
(skipped this question)			0

One in four bloggers are 26-30 years old. As many as 46.5% are between 31 and 50 years old, compared to only 30% of US bloggers, according to Pew Internet.¹⁴

3. Your highest level of education.

The average blogger has a high level of education. 56.5% has a college or university degree.

¹⁴ <http://www.pewinternet.org/pdfs/PIP%20Bloggers%20Report%20July%202019%202006.pdf>

4. What province (län) do you live in?

4. What province (län) do you live in?			
		Response Percent	Response Total
Blekinge län		0.6%	3
Dalarnas län	■	3%	16
Gotlands län		0.4%	2
Gävleborgs län	■	1.3%	7
Hallands län	■	1.1%	6
Jämtlands län		0.9%	5
Jönköpings län	■	3.2%	17
Kalmar län		0.2%	1
Kronobergs län		0.4%	2
Norrbottnens län	■	1.7%	9
Skåne län	■	11.3%	61
Stockholms län	■	36.4%	196
Södermanlands län	■	2%	11
Uppsala län	■	7.1%	38
Värmlands län	■	1.5%	8
Västerbottens län	■	2.8%	15
Västernorrlands län	■	1.3%	7
Västmanlands län		0.9%	5
Västra Götalands län	■	14.7%	79
Örebro län	■	2%	11
Östergötlands län	■	3.7%	20
I live abroad	■	3.5%	19
Don't know		0%	0
Total Respondents			538
(filtered out)			157
(skipped this question)			5

The trend was similar among bloggers as among blog readers, which means that blog readers in Stockholm's and Uppsala län are overrepresented.

5. Your monthly income before tax (kronor)?

5. Your monthly income before tax (kronor)?			
		Response Percent	Response Total
Less than 10000		25.8%	137
10001-12000		4.9%	26
12001-14000		3.9%	21
14001-16000		3.9%	21
16001-18000		5.1%	27
18001-20000		8.8%	47
20001-22000		7.5%	40
22001-24000		6.8%	36
24001-26000		5.6%	30
26001-28000		4.1%	22
28001-30000		4.7%	25
30001-32000		3.6%	19
32001-34000		3%	16
34001-36000		2.1%	11
36001-38000		2.1%	11
38001-40000		1.5%	8
40001-42000		1.3%	7
42001-44000		1.3%	7
More than 44000		3.9%	21
		Total Respondents	532
		(filtered out)	154

6. What party would you vote for if there was an election in Sweden today?

The Social Democratic Party is the most popular choice among bloggers (13.6%), followed by the Moderate Party (12.7%) and the Liberal Party (10.1%).

7. Which of the following does your household have access to (multiple answers possible)?

7. Which of the following does your household have access to (multiple answers possible)?			
		Response Percent	Response Total
Subscribed morning paper		54.3%	293
DVD player - with harddrive		18.9%	102
DVD player - without harddrive		75.2%	406
Internet access - 0.5 Mbit/s or faster		94.6%	511
Internet access - slower than 0.5 Mbit/s		5.7%	31
IP telephony		23%	124
Mp3 player		82%	443
		Total Respondents	540
		(filtered out)	155
		(skipped this question)	5

8. Do you have your own blog?

Since this section only contains bloggers, the response to this question was 100% 'yes'.

9. Why did you start a blog (multiple answers possible)?

9. Why did you start a blog (multiple answers possible)?			
		Response Percent	Response Total
Because I like to write		81.2%	428
To get in contact with others		32.1%	169
To market a product or service		3.4%	18
To influence others		25%	132
To stay in contact with friends and family		18%	95
To strengthen my personal brand		25%	132
To make money		3%	16
There is a need for alternative voices in the public debate		22.8%	120
To create an archive of interesting information		25.2%	133
<input type="button" value="View"/> Other		16.7%	88
Total Respondents			527
(skipped this question)			173

Just like last year most people start a blog from a will of self expression and to write. (81.2% compared to 79.3%). In Pew Internet's US survey the single most important reason to start a blog is "to express yourself creatively" (52%).¹⁵ Some comments in my survey:

"To write"
 "To vent"
 "To let off steam"
 "To express feelings"
 "To be able to write about myself."
 "Because I have so much to tell."
 "I needed some place to store my thoughts."
 "To convey thoughts, feelings, to develop my writing."

Many started a blog to build and develop relations to relatives, friends and other people with shared interests.

"To keep a set of friends together."

Others want to influence with their blogs and contribute to the public debate.

"Missionize!"
 "To stir up a debate"
 "Alternative to leftist media"
 "Collect voters for the Christian Democrats"

Bloggers also use their blogs as a tool to collect thoughts, ideas, interesting articles and to learn more about a subject.

"To remember things."
 "Documentation for personal use."

A new alternative this year was "to strengthen my personal brand" which as many as 25% answered. But very few blog to make money or to market products.

¹⁵ <http://www.pewinternet.org/pdfs/PIP%20Bloggers%20Report%20July%2019%202006.pdf>

Once again, a comparison with the survey by Pew Internet is interesting. Main reasons why people in the US blog are:

- To express yourself creatively (major reason: 52%)
- To document your personal experiences or share them with others (50%)
- To stay in touch with friends and family (37%)
- To share practical knowledge or skills with others (34%)
- To motivate people to action (29%)
- To entertain people (28%)
- To store resources or information that is important to you (28%)
- To influence the way other people think (27%)
- To network or to meet new people (16%)
- To make money (7%)

10. How often do you update your blog?

10. How often do you update your blog?			
		Response Percent	Response Total
Several times per day		18.2%	96
Every day		40.2%	212
Every week		32.1%	169
More seldom than every week		9.5%	50
Total Respondents			527
(skipped this question)			173

Bloggers are hard-working writers. Almost six out of ten update their blog each day, or several times per week. Nine out of ten update their blog each week. According to Pew Internet, only 13% of US bloggers update their blog each day or more often.¹⁶

Female bloggers update their blogs more often than male bloggers (68.9% at least once a day, compared to 46.6% of male bloggers).

¹⁶ <http://www.pewinternet.org/pdfs/PIP%20Bloggers%20Report%20July%2019%202006.pdf>

11. What blog service do you use to publish your blog (multiple answers possible if you have several blogs)?

11. What blog service do you use to publish your blog (multiple answers possible)?			
		Response Percent	Response Total
Aftonbladet blogg		12%	63
Expressen blogg		1.3%	7
Wordpress		19.8%	104
Spray blogg		0.4%	2
Webblogg.se		2.3%	12
Blogg.se		10.3%	54
Zoomin.se		0%	0
Bloggsite.se		0.4%	2
Blogsome.com		2.1%	11
Blogggratis.se		0.2%	1
MSN Spaces		1.7%	9
Passagen blogg		4%	21
Squarespace.com		0.4%	2
Livejournal.com		1.1%	6
b2evolution		0.8%	4
Blogger/Blogspot.com		41.9%	220
TypePad		1%	5
Moveable Type		3.8%	20
<input type="button" value="View"/> Other (please specify)		10.3%	54
Total Respondents			525
(skipped this question)			175

Since the survey used a convenience sample, we should be careful about using the results as evidence for the entire Swedish blogosphere. That may be particularly important on this question since for example, no bloggers using Expressen's service linked to the survey and Expressen therefore may run the risk of being underrepresented. But if we look at the results from a broad perspective we can still assume that a majority use international tools like Blogger and Wordpress.



A number of people said they had developed their own publishing tools.

12. How do you react to the following statement? "I don't mind if companies contact me in my role as a blogger."

12. How do you react to the following statement?						
	I completely disagree	I agree to a small extent	I partly agree	I agree to a large extent	I completely agree	Response Average
I don't mind if companies contact me in my role as blogger	20% (103)	17% (88)	22% (117)	17% (90)	24% (125)	3.09
Total Respondents						523
(skipped this question)						177

As many as 61% partly or fully agree with the statement above and only 20% have strong negative feelings against being contacted by companies.



13. Are you anonymous when you write in your blog?

13. Are you anonymous when you write in your blog?			
		Response Percent	Response Total
Yes		50.1%	264
No		49.9%	263
Total Respondents			527
(skipped this question)			173

Last year a majority (57.5%) of bloggers revealed their identity while blogging but this year anonymous bloggers make up half of the respondents. A qualified guess is that this is due to an increase in the number of female bloggers. Women are to a much higher extent anonymous than men (68.2% compared to 29.6% of men). The same difference was found in last year's survey.




According to Pew Internet¹⁷ are 55% of US bloggers anonymous.

14. Have you ever regretted something you have written on your blog?

14. Have you ever regretted something you have written on your blog?			
		Response Percent	Response Total
Yes		37.8%	199
No		62.2%	327
Total Respondents			526
(skipped this question)			174

Some of the advantages of blogs, like the interactivity and the easy publishing tools, can also lead to feelings among bloggers that they sometimes published a post too quickly. Others have reacted on the negative tone between commenters in blogs. Therefore it is not surprising that four out of ten bloggers have at one point regretted something they published on their blog.

15. Have you ever felt harassed by what others have written about you in comments on your blog or on their blogs?

15. Have you ever felt harassed by what others have written about you in comments on your blog or on their blogs?			
		Response Percent	Response Total
Yes, several times		5.9%	31
Yes, at some point		19.3%	102
No		74.8%	395
Total Respondents			528
(skipped this question)			172

Since anonymous comments are so common, threats and mobbing are common in the blogosphere.¹⁸ This is how journalist and blogger Isobel Hadley-Kamptz commented on the fact why she (temporarily) quit blogging:

Every time I checked comments I unconsciously hardened myself to be able to cope with the negative energy.¹⁹



One in four bloggers in the survey have felt harassed.

¹⁷ <http://www.pewinternet.org/pdfs/PIP%20Bloggers%20Report%20July%202019%202006.pdf>

¹⁸ <http://metro.se/se/article/2006/06/27/10/3759-22/index.xml>







¹⁹ <http://sigge.squarespace.com/sigges-blogg/2006/8/15/intervju-med-isobel-hadley-kamptz-om-hennes-beslut-att-sluta-blogga.html>

16. Do you have ads on your blog, from which you get a part of the revenue?

16. Do you have ads on your blog, from which you get a part of the revenue?			
		Response Percent	Response Total
Yes		10.6%	56
No		89.4%	472
Total Respondents			528
(skipped this question)			172






Few bloggers have ads from which they get part of the revenues. Male bloggers more often than female bloggers have ads on their blogs (18.2% compared to 3.9%).

17. Which ad network do you use to place ads on your blog (multiple answers possible)?

17. Which ad network do you use to place ads on your blog (multiple answers possible)?			
		Response Percent	Response Total
Google AdSense		85.7%	48
Tradedoubler		23.2%	13
Double.se		10.7%	6
Direct contract or affiliate with the advertiser (for ex. Unibet)		7.1%	4
Don't know		3.6%	2
<input type="button" value="View"/> Other (please specify)		7.1%	4
Total Respondents			56
(skipped this question)			644

Google AdSense is by far the most common network for blog ads.

18. How much money have you earned from your blog ads during the last 12 months, in total (kronor)?

18. How much monet have you made from your blog ads during the last 12 months, in total (kronor)?			
		Response Percent	Response Total
0-100 kr		39.3%	22
101-500 kr		23.2%	13
501-1000 kr		10.7%	6
1001-5000 kr		14.3%	8
> 5000 kr		12.5%	7
Total Respondents			56
(skipped this question)			644

The majority of bloggers still hardly even make pocket money from blog ads. Other sources of income, like tip jar, donations and selling products, have not been included in this survey.

19. How many blogs do you read daily?

A number of "heavy users" who read 26 blogs or more daily make up 18.4% of all respondents (16.3% last year).

None: 0.6 %
 1-5: 22.6 %
 6-10: 25.8 %
 11-15: 17.6 %
 16-20: 9.9 %
 21-25: 5.2 %
 26 or more: 18.4 %

20. How many hours per week do you normally spend reading blogs?

20. How many hours per week do you normally spend on reading blogs?			
		Response Percent	Response Total
0		0%	0
1		7.1%	37
2		13%	68
3		14.3%	75
4		8.8%	46
5		16.3%	85
6-10		25.6%	134
11 or more		14.9%	78
Total Respondents			523
(filtered out)			156
(skipped this question)			21

21. Do you use an RSS reader when you read blogs (a software that lets you subscribe to news from blogs)?

21. Do you use an RSS reader when you read blogs (a software that lets you subscribe to news from blogs)?			
		Response Percent	Response Total
Yes, most of the time		31.3%	163
Sometimes		14%	73
No, never		49.8%	259
Don't know		4.8%	25
Total Respondents			520
(filtered out)			156
(skipped this question)			24

About half (45.3%) of all bloggers use an RSS reader to read blogs (down from 48.8% last year). This is slightly higher than among all blog readers (42%).

31.3 % use an RSS reader most of the time, 14 % sometimes and 49.8 % never use it.

22. What types of blogs do you usually read (multiple answers possible)?

22. What types of blogs do you usually read (multiple answers possible)?			
		Response Percent	Response Total
Animals		7.9%	41
Business and entrepreneurship		14.4%	75
Feminism		17.8%	93
Film and TV		24.1%	126
Photography and art		18.8%	98
Parenthood and children		21.6%	113
Healthcare and handicaps		11.1%	58
IT and blogging		44.3%	231
Journalism and media		51.5%	269
Literature and writing		34.7%	181
Food and beverages		20.3%	106
Fashion and design		29.7%	155
Music		20.7%	108
Politics and society		47.9%	250
Travel		10.9%	57
Religion		8%	42
Advertising and PR		17.8%	93
Sex and dating		13.6%	71
Sports and leisure		9.4%	49
Languages		9.6%	50
Education		6.9%	36
Everyday life experiences		62.1%	324
Science		15.9%	83
View Other		10%	52
Total Respondents			522
(filtered out)			155
(skipped this question)			23




Bloggers prefer to read blogs about "everyday life experiences", "journalism and media" and "politics and society".

23. You read blogs because (multiple answers possible):

23. Reasons why you read blogs (multiple answers possible):			
		Response Percent	Response Total
To get news faster		23%	120
To get news about my profession		24.4%	127
To get the latest trends		28.6%	149
More personal than other media		54.7%	285
More honest than other media		23.2%	121
To get more perspectives on news		51.4%	268
To get news I can't find elsewhere		34.7%	181
To stay in contact with friends		29.6%	154
To network		30.7%	160
To read 'ordinary' people's opinions		63.3%	330
View Other		13.2%	69
Total Respondents			521
(filtered out)			154
(skipped this question)			25

Last year, most blog readers said they read blogs because they were more personal than traditional media. But as a result from comments made last year, I added the alternative "to read ordinary people's opinions" which also became the most popular answer (63.3%).

24. Have you ever clicked on an ad on a blog?

24. Have you ever clicked on an ad on a blog?			
		Response Percent	Response Total
Yes		34.2%	179
No		60.6%	317
Don't know		5.2%	27
Total Respondents			523
(filtered out)			156
(skipped this question)			21

One in three bloggers have clicked on an ad on a blog, which means that bloggers are not more likely to click on blog ads than blog readers in general.

More male bloggers say they have clicked on an advertisement on a blog (40.8% compared to 28.4% of female bloggers)

Final words

Hopefully this survey has added more knowledge about the Swedish blogosphere. I would like to thank the bloggers who helped promote the survey and all the 700 respondents who took time to fill out the survey.

A special thanks to the bloggers who gave valuable comments on the first draft of this survey.

The graphs and samples in this report are just some of the different facts that are possible to extract from this survey. For further comments please contact me.

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