

Sunday, July 27, 2003

Jupiter teases with more demographics.

Jupiter Media's [Jupiter Research](#)'s announced a new report, [Weblog Best Practices: Seizing Business Benefits](#), by [Melissa Stock](#). Reading its prospectus, the report approaches the blogosphere as an audience pool and advertising target. Keep this in mind as you read Jupiter Media's [CyberAtlas](#)' Robyn Greenspan's [tidbits](#):

Bloggers:

- 2 percent of the online community has created a blog
- 60 percent of bloggers are dialing up
- 57 percent have a household income below \$60,000 per year
- Blogging is split evenly among the genders
- 70 percent of bloggers having an online tenure of more than 5 years

Blog readers:

- 4 percent of the online community read them
- 60 percent male
- 61 percent in homes where the total income is more than \$60,000 per year
- 54 percent dial-up vs. 46 percent broadband
- 73 percent of blog readers have been online for more than 5 years

Blog readers are richer and more male (don't those two often correlate?) than bloggers.

Does Jupiter count online diarists (*Diaryland et al*) as bloggers? How about photoblogs and moblogs?

What is a blog reader: Readers who are not bloggers? Or Readers who blog too? If so, that makes the differences between the blogging community and its *voyeurs* even more extreme.

The dial-up percentage seem low, considering the number of bloggers ex-United States. Same thing for income levels. Potential domestic or English language bias?

I'm eager to learn more of Jupiter's methods, maths, and definitions; needed to interpret results.