



Blogging By The Numbers

By [Robyn Greenspan](#)

The blog [[define](#)] revolution is well underway, giving every Internet user the opportunity to become an online journalist. While it is difficult to calculate exactly how many individuals are using Web sites as journals, [Blogcount](#) estimates that there are roughly 2.4 million to 2.9 million active Weblogs as of June 2003.

Of this figure, Blogcount attributes more than 1.6 million active users to the top three centrally hosted services. Smaller hosts, intranet blogs, and standalone tools account for the remainder.

How Many Blogs?			
	Registered	Active	As of
LiveJournal	1,121,464	526,535	June 2003
Blogger	1,500,000	705,000	June 2003
DiaryLand	850,000	400,000	March 2003
TOTALS	3,471,464	1,631,535	
Note: Based on management reports			
Source: Blogcount			

Of the 655,631 Weblogs currently indexed by [the The National Institute for Technology and Liberal Education \(NITL\) BlogCensus](#), the overwhelming majority are published in the English language.

Top Blogging Languages	
Language	Count
English	350097
Portuguese	54496
Polish	42677
Farsi	27002
French	10381
Spanish	9509
German	7736
Italian	7017
Dutch	3684

Icelandic	3542
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Source: NITL BlogCensus

Roughly 2 percent of the online community has created a blog, according to [Jupiter Research](#) (a unit of this site's corporate parent). Interestingly, the majority (60 percent) of bloggers are dialing up to access their online journals, and more than half (57 percent) have a household income below \$60,000 per year. Jupiter also found that blogging is split evenly among the genders, with most (70 percent) bloggers having an online tenure of more than 5 years.

While there may be several million blogs eating up bandwidth, Jupiter estimates that only 4 percent of the online community read them. The demographics of blog readers differ from those that create and publish to the sites — particularly in the gender and income categories.

Blogs seem to be read mostly by men (60 percent vs. 40 percent women), in homes where the total income is more than \$60,000 per year (61 percent). Dial-up remains the connection of choice (54 percent compared to 46 percent broadband), and the majority (73 percent) of blog readers have been online for more than 5 years.

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