

Bloggers Have Broad Impact But Comprise Less Than Four Percent of the U.S. Adult Population

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NEW YORK, NY, October 19, 2009—People who wrote a blog in the last 30 days comprise less than 4% of U.S. adults, but their potential impact on consumers has prompted the government to tighten rules about product review disclosure.

According to the latest data from Mediamark Research & Intelligence, 10.1% of U.S. adults report having visited a blog in the last 30 days, while just 3.4% of adults actually wrote a blog in the same time period.

The Federal Trade Commission in early October proposed new rules governing endorsements and testimonials in advertising; these rules would mandate disclosure by bloggers of compensation by marketers whose products or services they review. The new restrictions, which would bring Internet regulations more in line with print and television, have ignited debate over how much control the government should exert in the blogosphere.

“This is the latest evidence of the impact a small group of people can have on society at large,” said Anne Marie Kelly, SVP, Marketing & Strategic Planning, at MRI. “The influence of blogs on mainstream media reporting has long been clear and now the government is taking steps to ensure consumers know the motivation behind blog product endorsements and recommendations. Yet, relatively speaking, very few consumers read or write blogs.”

The heaviest activity among blog browsers and writers occurs in the 18-24 and 25-34 age brackets. Adults ages 18-24, for example, are 118% more likely to have written a blog (in the last 30 days) than the total adult population.

Who's Blogging?	% Adults	% Ages 18-24	% Ages 25-34	% Ages 35-44	% Ages 45-54	% Ages 55-64
<u>Visited</u> a Blog in the Last 30 Days	10.1	15.5	16.1	12.0	8.6	6.4
<u>Wrote</u> a Blog in the Last 30 Days	3.4	7.5	5.9	3.8	2.4	1.25

Source: Mediamark Research & Intelligence, Spring 2009 Survey of the American Consumer

The incidence of both visiting and writing blogs declines consistently in the higher age ranges. Just 6.4% of adults aged 55-64 visited a blog in the last 30 days while only 1.3% of them wrote a blog.

About MRI:

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes. Because these interviews are structured as an area probability study, the results are projectable to the entire U.S. adult population.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

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