

BLACK WEBLOG AWARDS DEMOGRAPHICS*

66%
are female

34%
are male

92%
are university educated

76%
are gainfully
employed

AGE	%
Under 18	1
18-24	24
25-34	49
35-44	23
45+	3

HOUSEHOLD INCOME	%
Under \$20,000	19
\$20,000 - \$30,000	12
\$30,000 - \$40,000	18
\$40,000 - \$50,000	14
\$50,000 - \$75,000	14
\$75,000+	3

Preferred Not To Answer: 20%

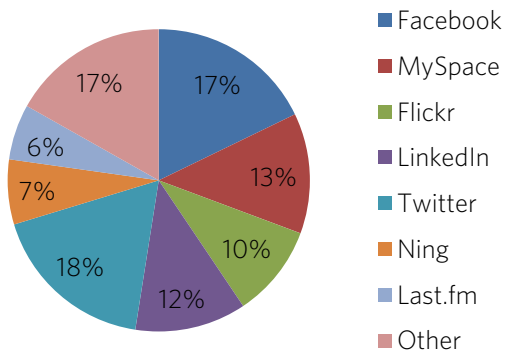
82%
have a blog

86%
read blogs everyday

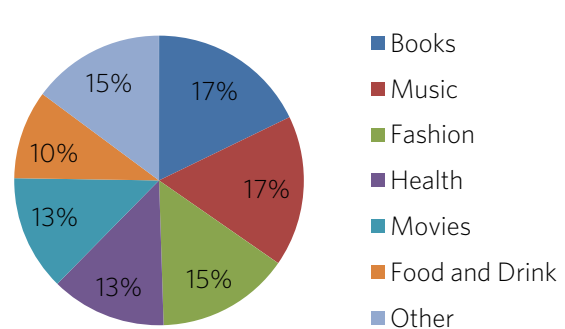
99%
are on social networks

93%
say blogs have
influenced their
shopping patterns

Social Networks Users Inhabit



Shopping Areas Where Blogs Influence Users



*Based on 2009 survey results.