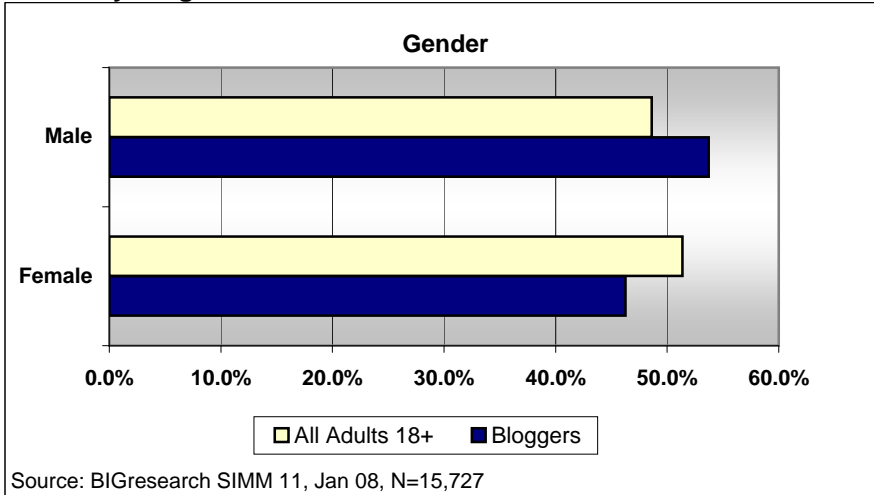




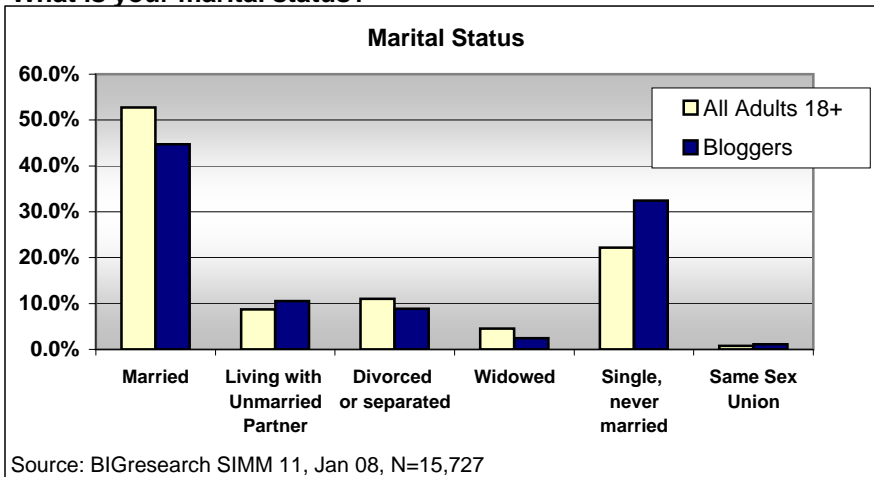
Bloggers Profile (Those who regularly or occasionally blog)
 Source: BIGresearch SIMM 11, Jan 08, N=15,727
 All Adults 18+ vs. Bloggers

What is your gender?



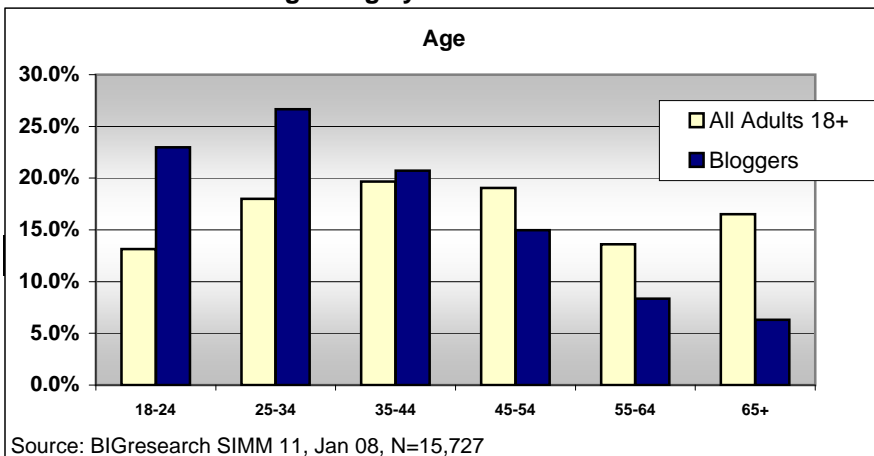
Source: BIGresearch SIMM 11, Jan 08, N=15,727

What is your marital status?



Source: BIGresearch SIMM 11, Jan 08, N=15,727

Please tell us which age range you are in:



Source: BIGresearch SIMM 11, Jan 08, N=15,727

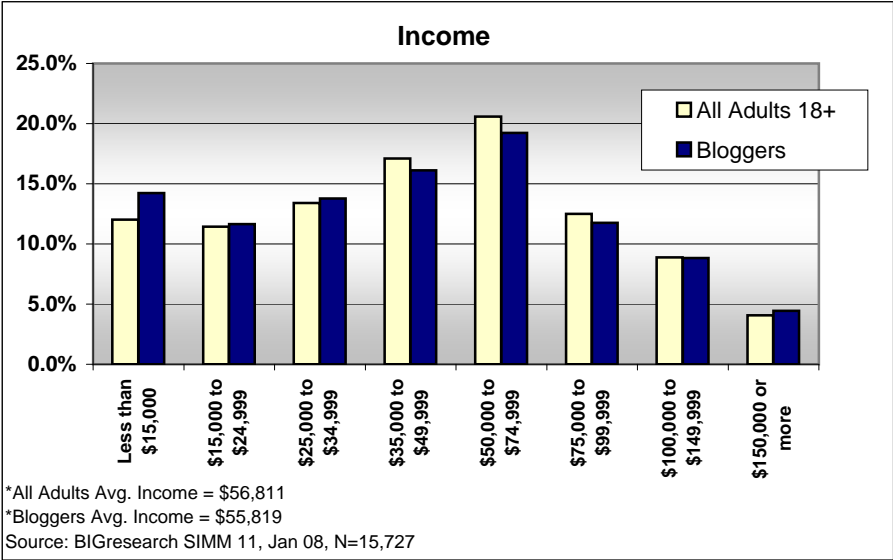
Bloggers Profile (Those who regularly or occasionally blog)

N = 15,727

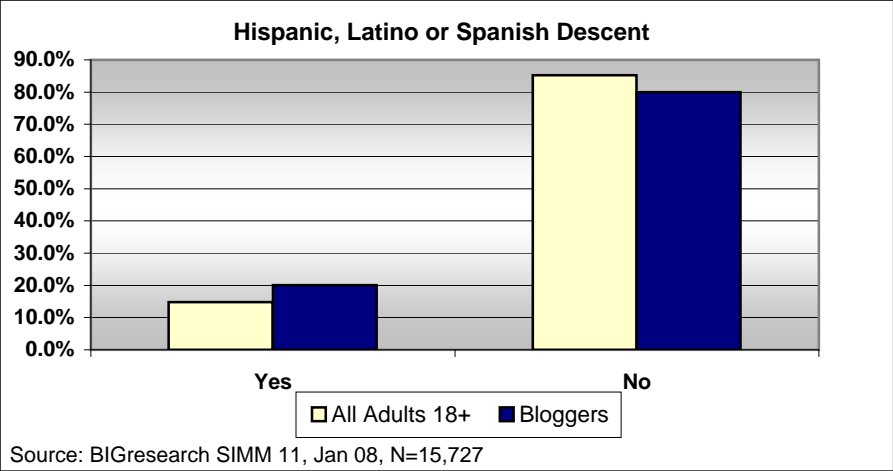
Source: BIGresearch SIMM 11, Jan 08, N=15,727

All Adults 18+ vs. Bloggers

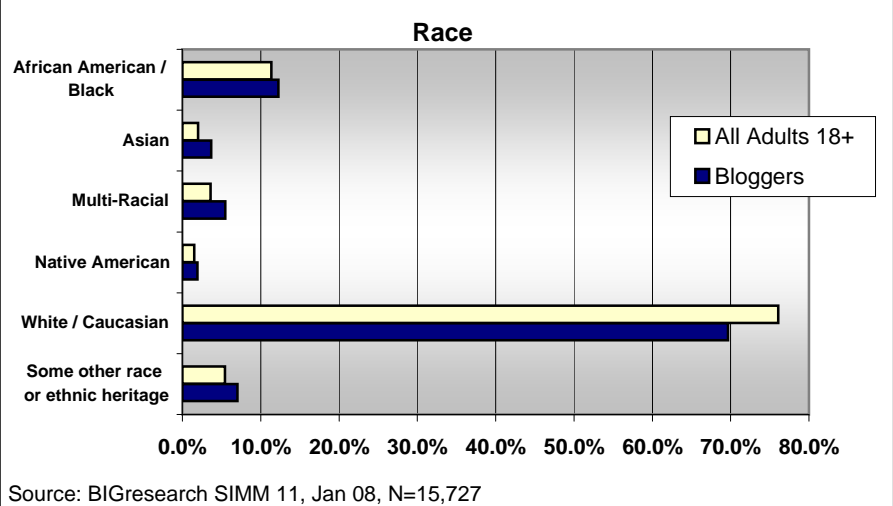
What is the annual total income of your household?



Are you of Hispanic, Latino or Spanish descent?



Which ONE of the following categories best describes your race?



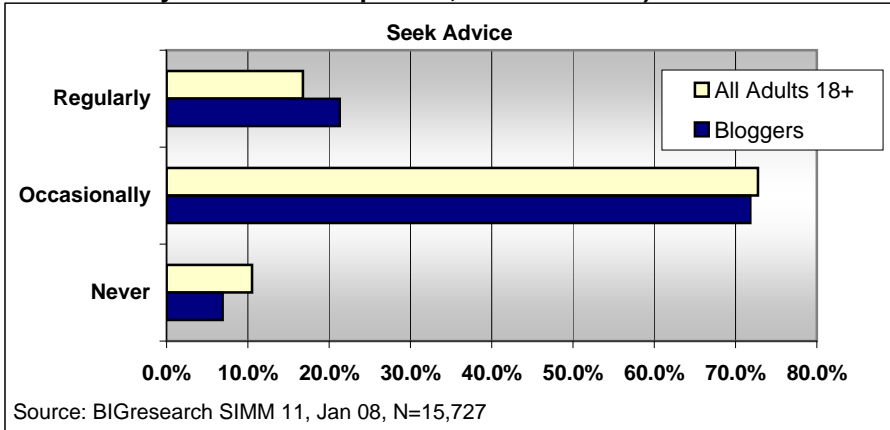
Bloggers Profile (Those who regularly or occasionally blog)

N = 15,727

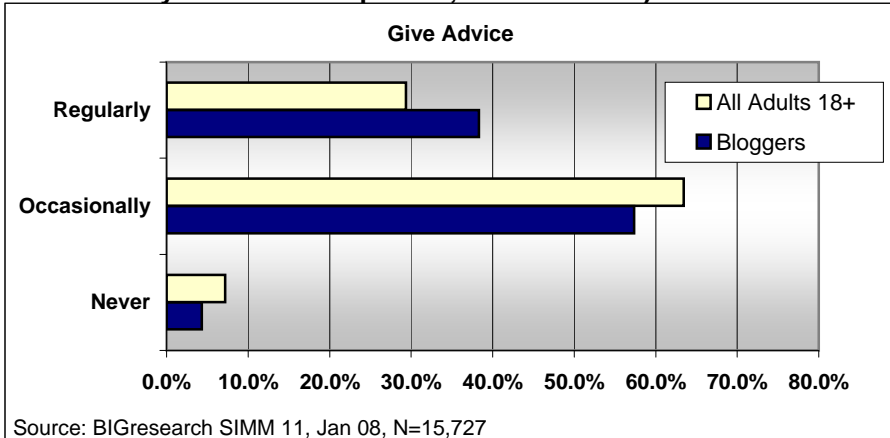
Source: BIGresearch SIMM 11, Jan 08, N=15,727

All Adults 18+ vs. Bloggers

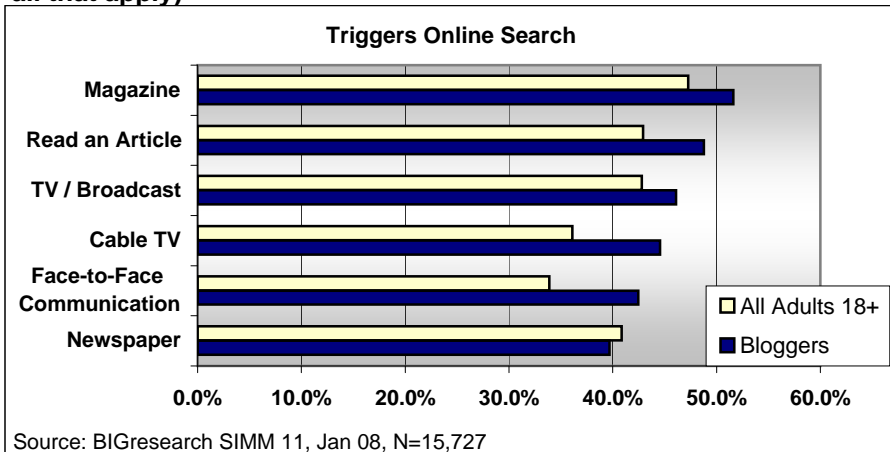
When you purchase products or services, do you seek advice from others before buying? (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits)



Do you give advice to others about products or services you have purchased? (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits)



Which of the following triggers you to start an online search? (Check all that apply)





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