



# IPREX Blogbarometer EMEA No. 1/2014

**Bloggers are predominantly open for contact inquiries from companies but wish that these are more professionally presented than before.**



## The **IPREX Blogbarometer 2014**

IPREX is an international network of owner-managed PR agencies, where 1,500 specialists work in more than 100 offices worldwide.

As part of the first "IPREX Blogbarometer" 1,200 bloggers were interviewed by member agencies for the first time in 9 European countries/regions in 2014.

Below we present some results of the survey amongst European bloggers.



## The IPREX Blogbarometer 2014

The survey was conducted in the following countries/regions:

- Germany
- Finland
- Great Britain
- Ireland
- Italy
- Northern Ireland
- Spain
- Slovenia
- The Czech Republic



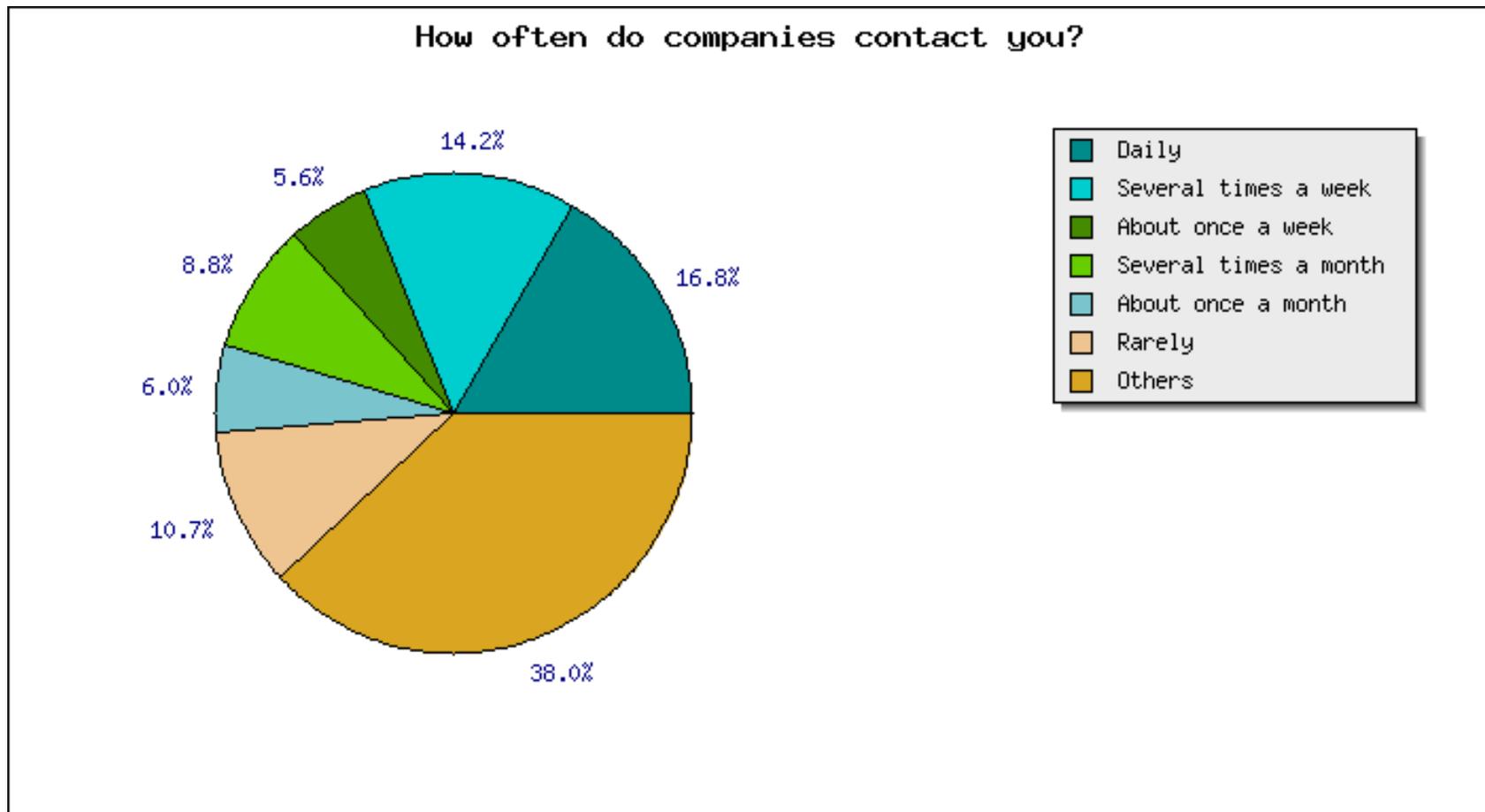
## Bloggers and companies

Across Europe 67.9 % of the bloggers have acknowledged that they have been approached for PR or marketing purposes. 14.2 % were contacted weekly and 16.8 % daily.

However, the activity of companies towards bloggers is quite different from country to country. While in Finland (93.9 %) and Great Britain (93.8 %) have been approached by companies noticeably fewer have been approached in the Czech Republic (33.9 %) and Slovenia (48.3%).



## Blogger und companies





## Through which means is contact made?

It is not surprising that at 42.5 % the receiving of sent informational material is the most common method.

41.5 % of bloggers received invitations to company events and 39.15 % received cooperation offers.

Astonishingly, however, only 26.1% of the bloggers received photo material from companies.



## What is the reaction by bloggers to the approaches by companies?

More than half of them view things positively and actually wish for more.

A smaller percentage of the bloggers are reserved (5 %) or against (1.2 %)



## What is the reaction by bloggers to the approaches by companies?

What is your attitude toward companies contacting you?





## What disturbs bloggers in regards to PR approaches?

Interesting are the comments of the 37.5 % who did not wish to decide for pre-supplied answers.

The bottom line is that companies had not adequately prepared themselves for the needs of the bloggers.



## What disturbs bloggers in regards to PR approaches?

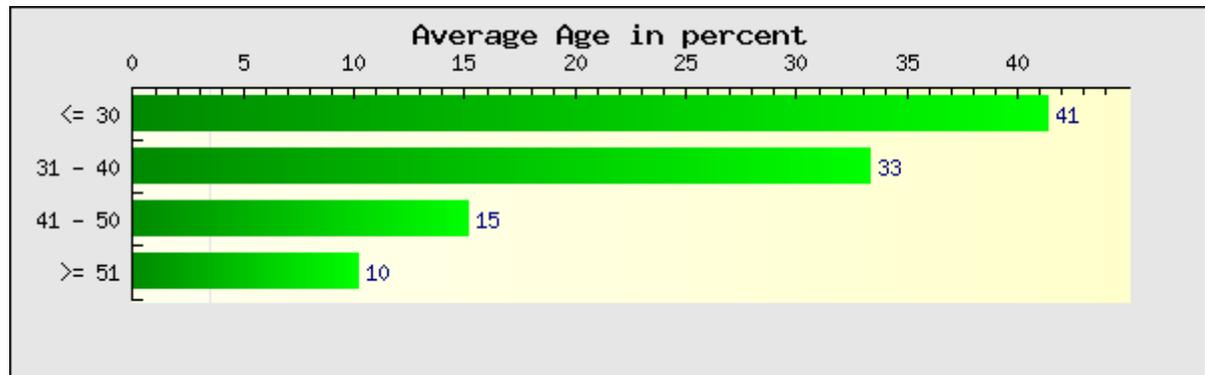
**Selected quotes:** "The approach is often impossible + + + The number is not important, and it would be desirable if the contact take more time with the blog to see if he even fits the mark.+ + + It might be good if the sender would pay attention to relevance. A maximum of 10 percent of the letters are relevant. + + + I think it's good, but would like contacts who research whether their offer suits my blog. + + + I want honest and suitable offers, which are also rewarded accordingly. + + + I think it's good , but the number of companies that want quick and cheap advertising, are still too many. + + + I find it good, but often the themes are alien and therefore not interesting for me. In addition, the requests are often too commercial. + + + Many inquiries are too unfocused and thus uninteresting, and create expenses. + + + The quality of the inquiries is miserable + + + Basically good, but highly variable in quality. I wish for more high-quality contacts. + + + The quality of the contacts could be better. There are too many press releases that are totally irrelevant to my blog."



## Bloggers are older than one thinks

Blogging is an activity that requires a certain life experience as well as having something to say.

The average age of the surveyed European bloggers was 37.



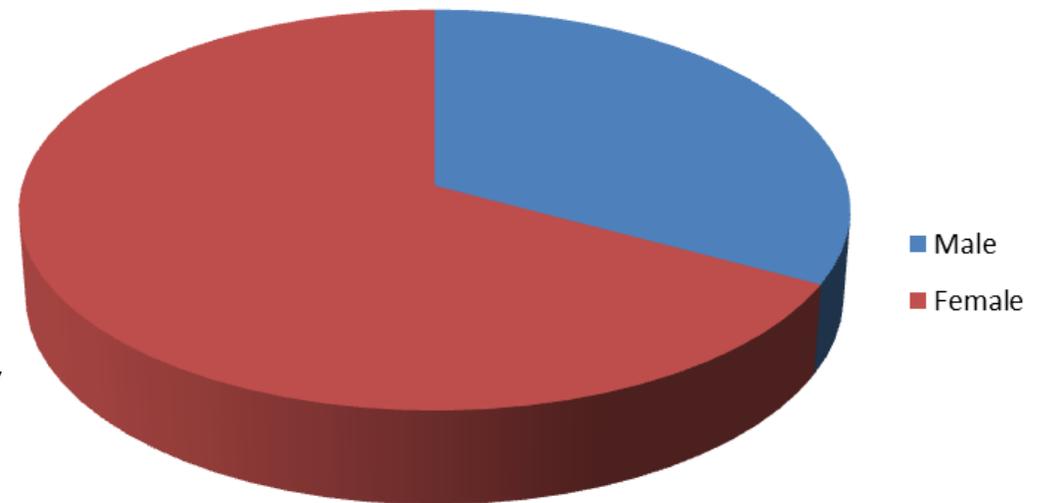
Apparently the oldest live in Germany (40) and Great Britain (36), while the youngest live in the Czech Republic (31) and Finland (31).



## Blogging is a domain of women

Across Europe 67.2 % of the surveyed bloggers are women.

Also here there are large national differences:  
While the number of female bloggers in Finland was 89.8 %, two-thirds of surveyed bloggers in Germany were male.





## Age and size of blogs

39 % of bloggers have already operated their blog more than five years. Newcomers (under 1 year) represented only 4 % of those surveyed.

It is similar with the number of readers. The blogs have an average of 32,105 readers. This average should not be deceiving as amongst the blogs there 25 % are smaller ones, each with fewer than 500 readers.



## Fashion and beauty are the main themes

“Fashion, style and clothes” (15.3 %), “beauty” 13 %, “food and beverages” (12.8 %) und “travel” (12.6 %) are by far the main themes amongst European blogs.

There are national differences here as well.

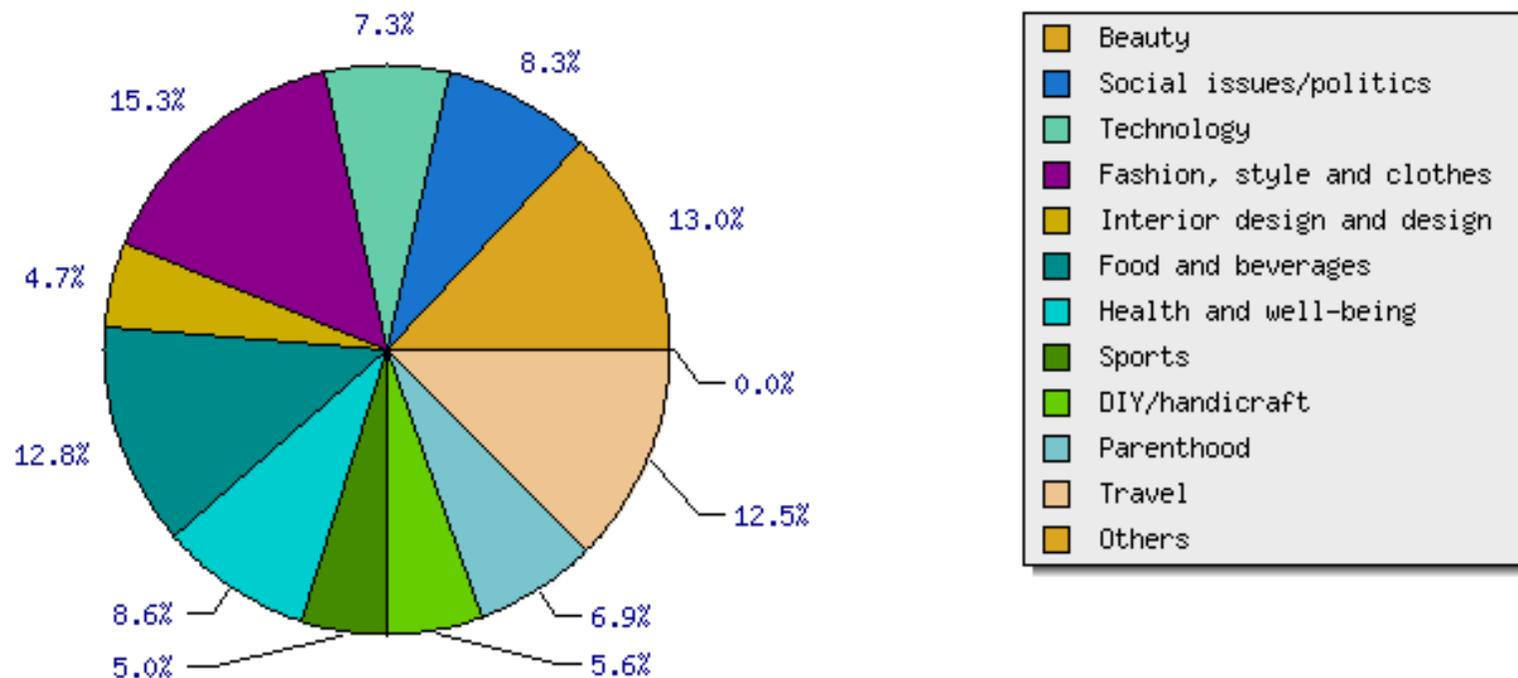
Two examples:

- In Germany “social issues and politics” as well as “travel” are top blog themes with each receiving 11.6 %.
- In Italy more than half of all bloggers concern themselves with “fashion, style and clothes” (30.8 %) and “travel” (19.8 %).



## The complete overview of the main themes

Which of the following is the main theme of your blog?

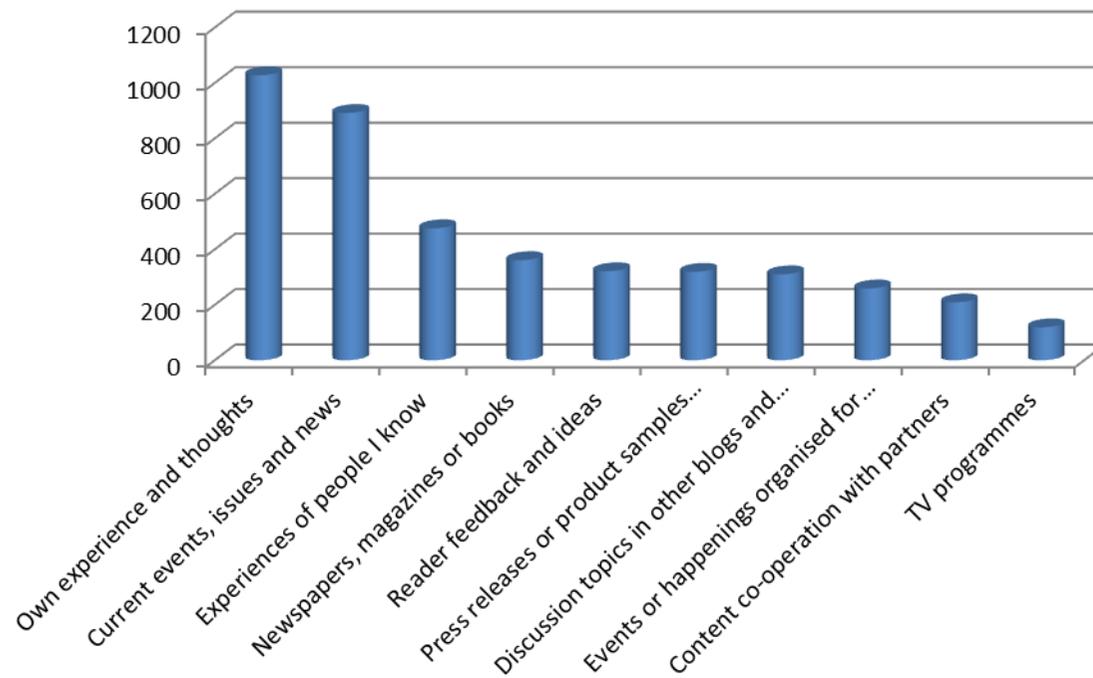




## Themes and their sources

When asked where bloggers find articles for their themes, only 26.8 % responded that they obtained them through

press releases and product samples.





## Benefit and Monetisation (1)

“What do you achieve with your blog?” was a further question for which there were multiple answers.

- 55.4 % wished to share information and experience.
- 50.4 % answered they simply had fun with publishing.
- 36.9 % saw possibilities for professional development.



## Benefit and Monetisation (2)

23.2 % answered that they wished to earn money through their blog. It is even more astounding that with another question 45.7 % of those asked said they actually did earn money with their blog. To another question only 16.3% answered that they were directly paid for their blogging.

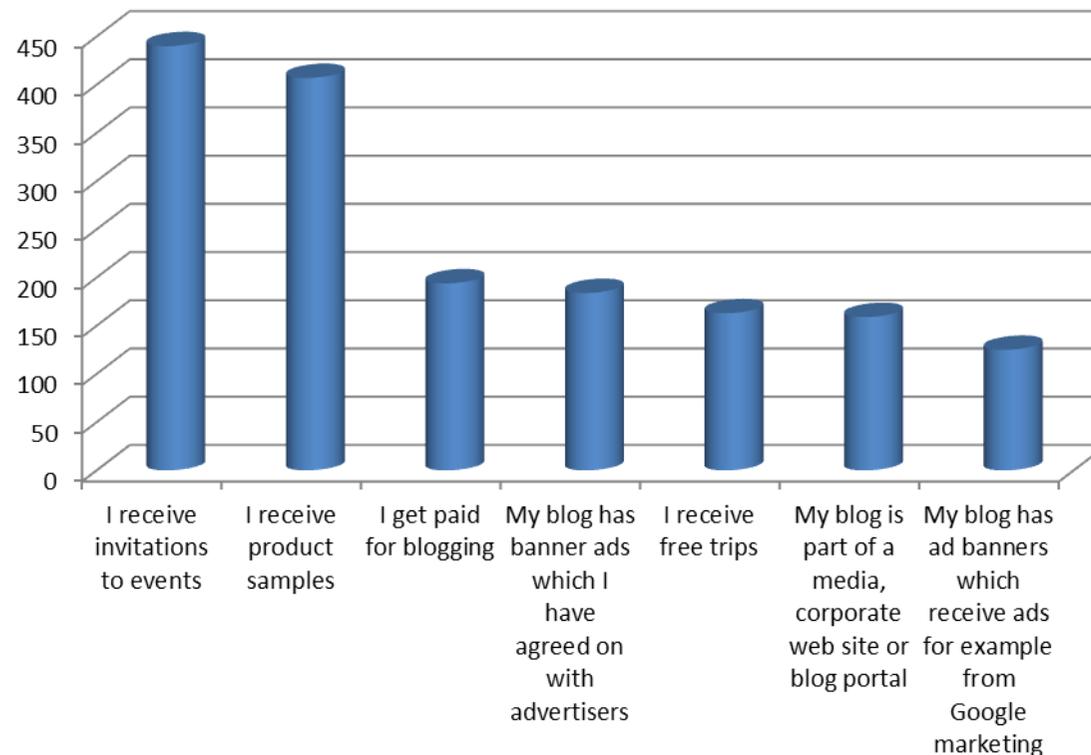
This contradiction is possibly explained in that many bloggers earn somewhat smaller amounts through advertisements with their blogging.



## Benefit and Monetisation (3)

To the question of how you additionally profit from blogging, 37.0 % responded that they received invitations to events.

34.3 % of the bloggers received product samples.





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