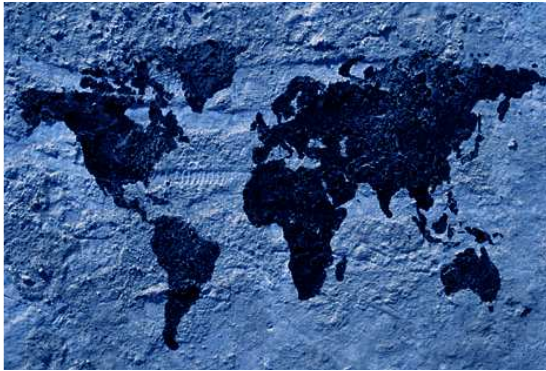




Nobody's Unpredictable



What is she going to say?



What is he going to hear?



What does she have in mind?

The power of Blogs in Europe

London, Nov 10th, 2006



H_1



=



H_2



≠





Blogging

'In the future everyone will be famous for 15 minutes'

Andy Warhol



'In the future everyone will be famous for 15 people'

David Weinberger



Our study: representing 115 million European internet users



A representative sample of 5,000 adults aged 15+, of which 2,214 use the internet either at home, at work or elsewhere. Interviews were conducted face-to-face, in home, during September 2006



526 interviews or 27 million British adults



440 interviews or 22 million French adults



485 interviews or 35 million German adults



378 interviews or 19 million Italian adults

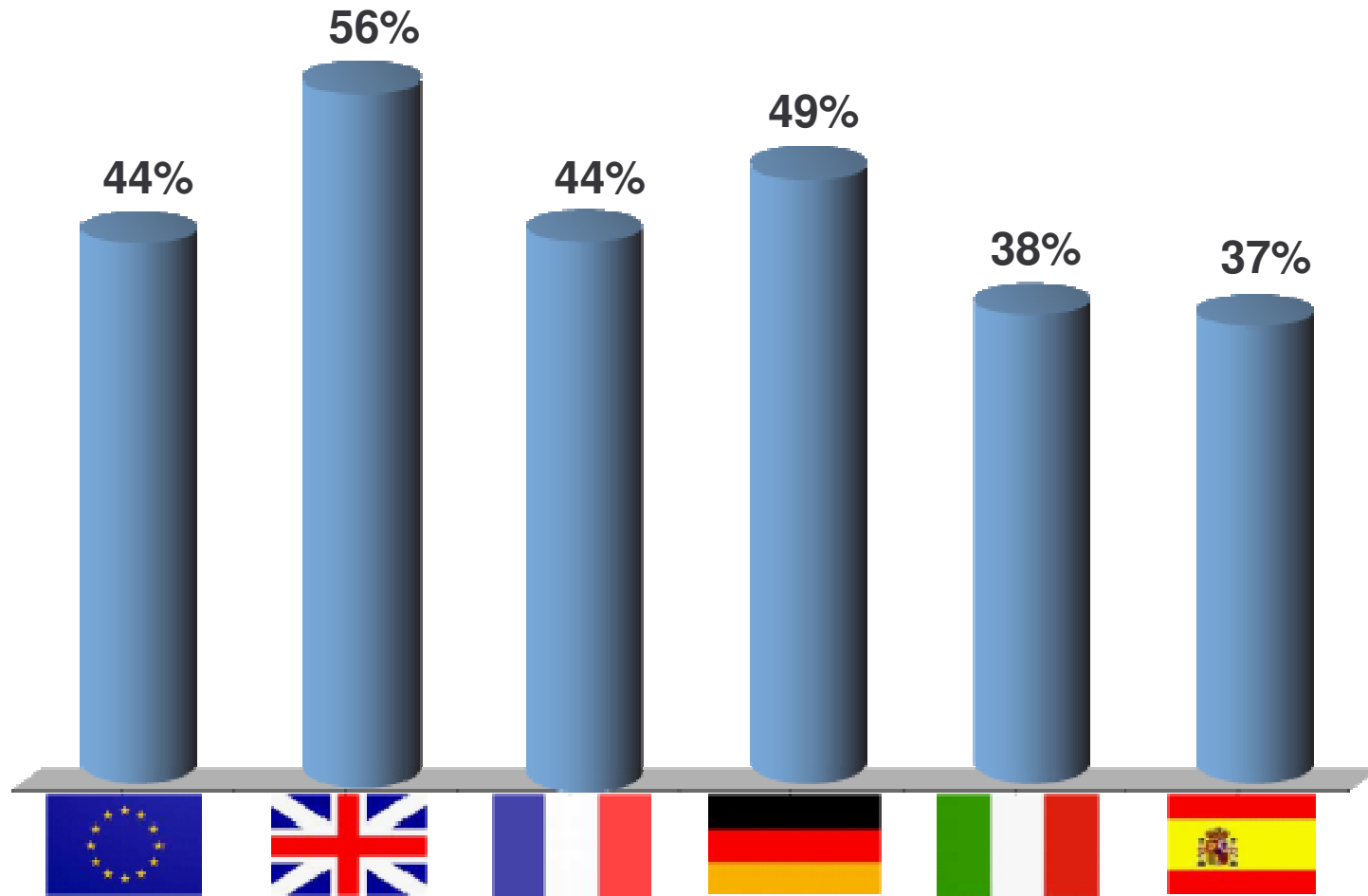


385 interviews or 13 million Spanish adults



Representing 44% of European adults

% of adults that use the internet



Europe refers to Great Britain, France, Germany, Italy and Spain.

Base: 5,000 adults

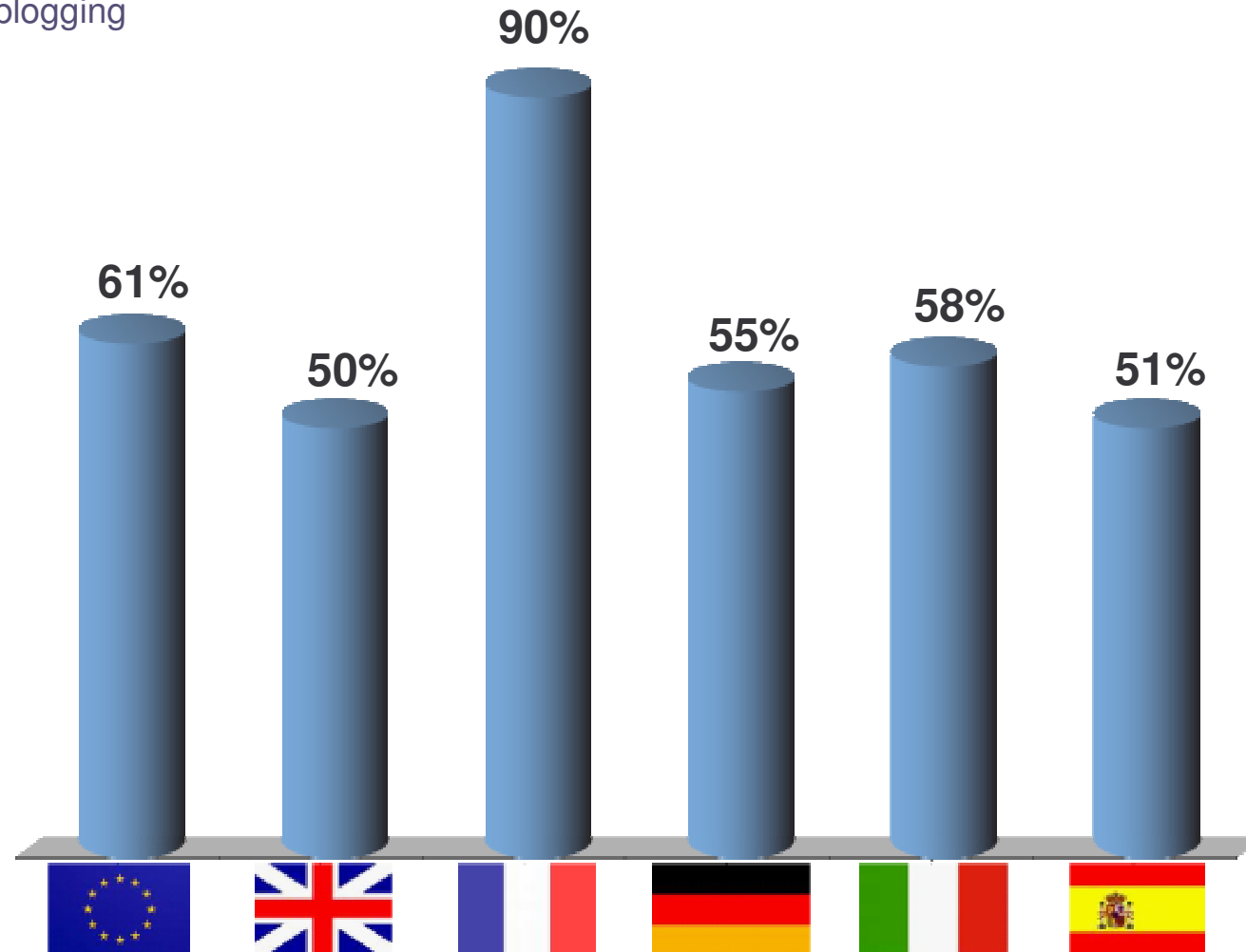
Source:
Ipsos MORI



6 in 10 European internet users have heard of blogging, 9 in 10 in France

Q Which of the following apply to you and your experiences with blogging on the internet?

% who have heard of blogging



Europe refers to Great Britain, France, Germany, Italy and Spain.

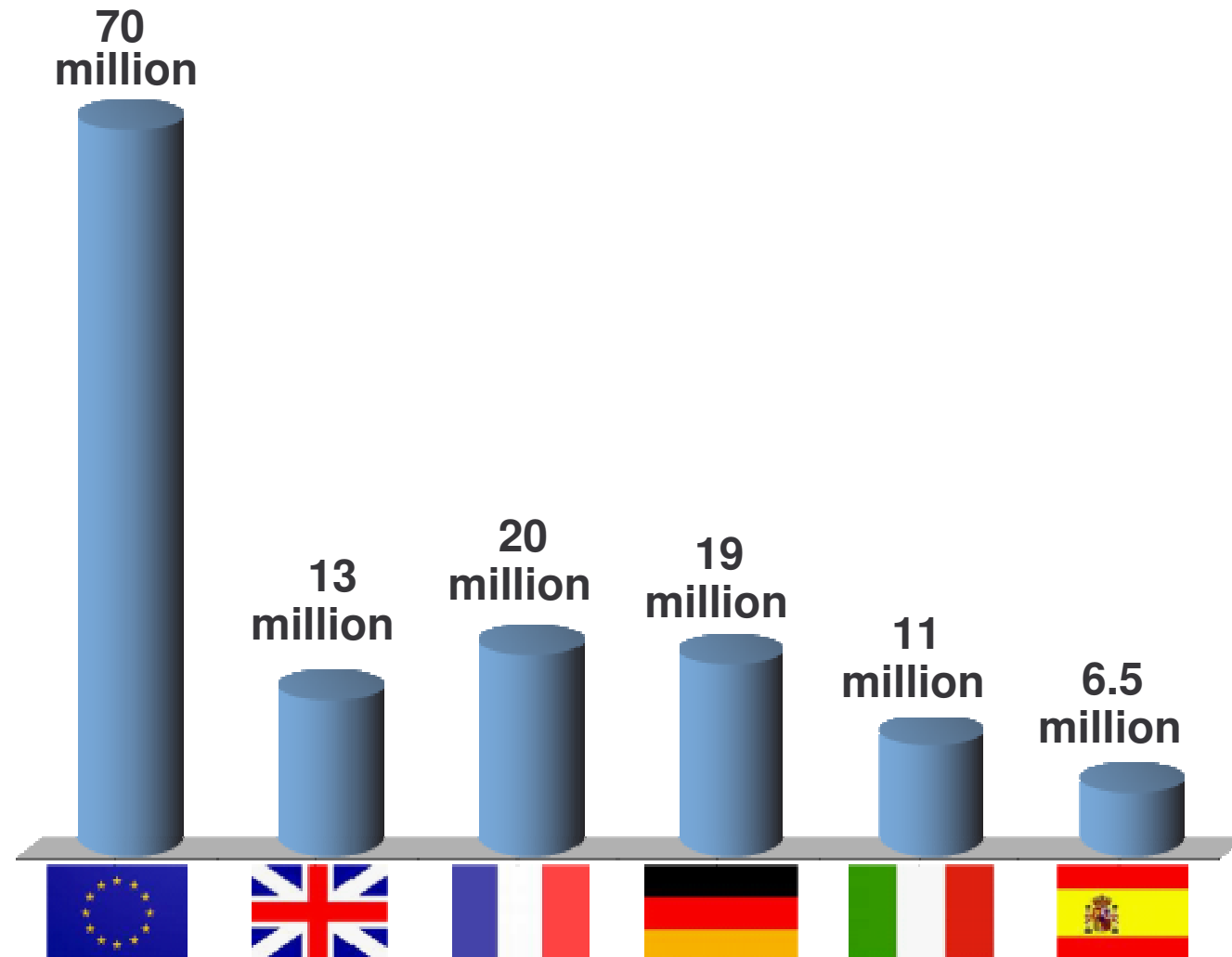
Base: adults who use the internet (2,214)

Source:
Ipsos MORI



That's 70 million Europeans

Q Which of the following apply to you and your experiences with blogging on the internet?



Europe refers to Great Britain, France, Germany, Italy and Spain.

Base: adults who use the internet (2,214)

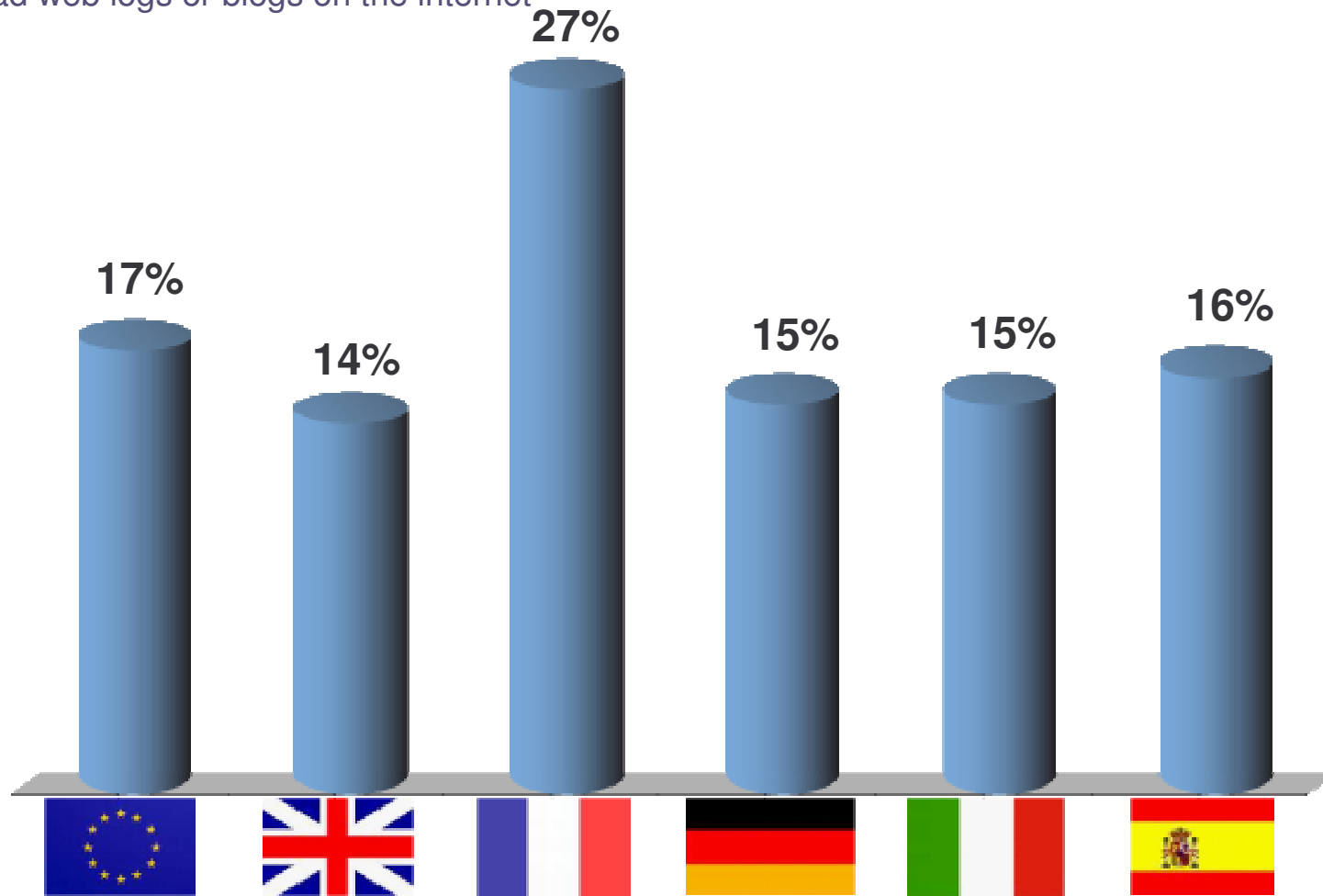
Source:
Ipsos MORI



1 in 5 Europeans have read a blog

Q Which of the following apply to you and your experiences with blogging on the internet?

% who have read web logs or blogs on the internet



Europe refers to Great Britain, France, Germany, Italy and Spain.

Base: adults who use the internet (2,214)

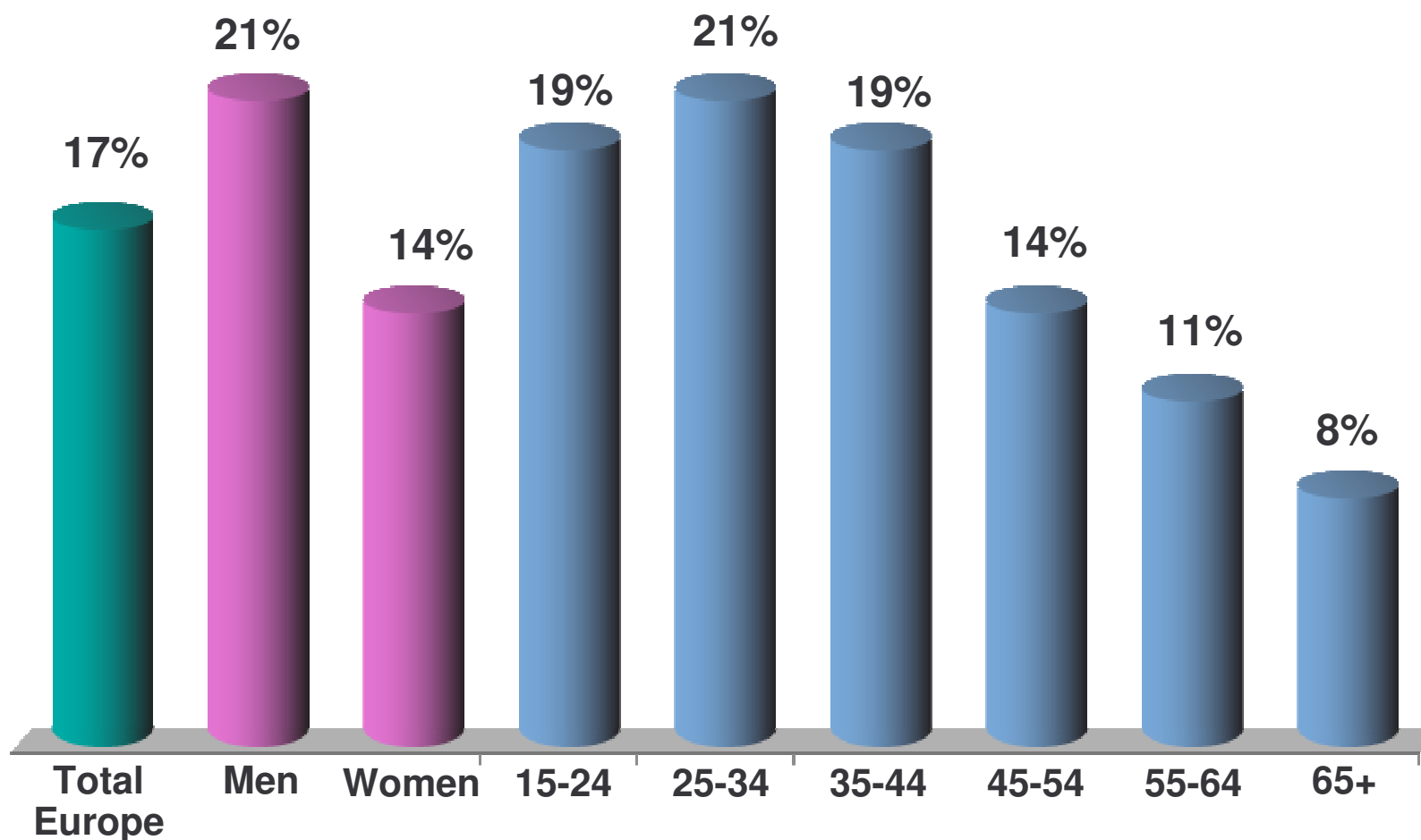
Source:
Ipsos MORI



More among men, and more 25 to 34 year olds

Q Which of the following apply to you and your experiences with blogging on the internet?

% who have read web logs or blogs on the internet



Europe refers to Great Britain, France, Germany, Italy and Spain.

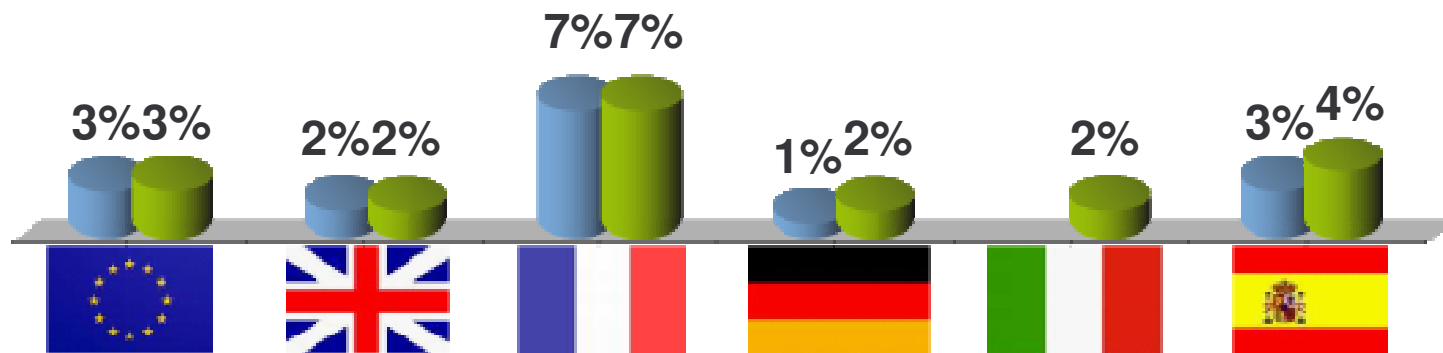
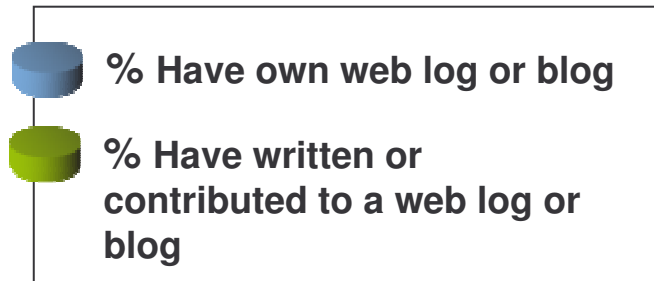
Base: adults who use the internet (2,214)

Source:
Ipsos MORI



3% of Europeans have their own blog

Q Which of the following apply to you and your experiences with blogging on the internet?





kelkoo

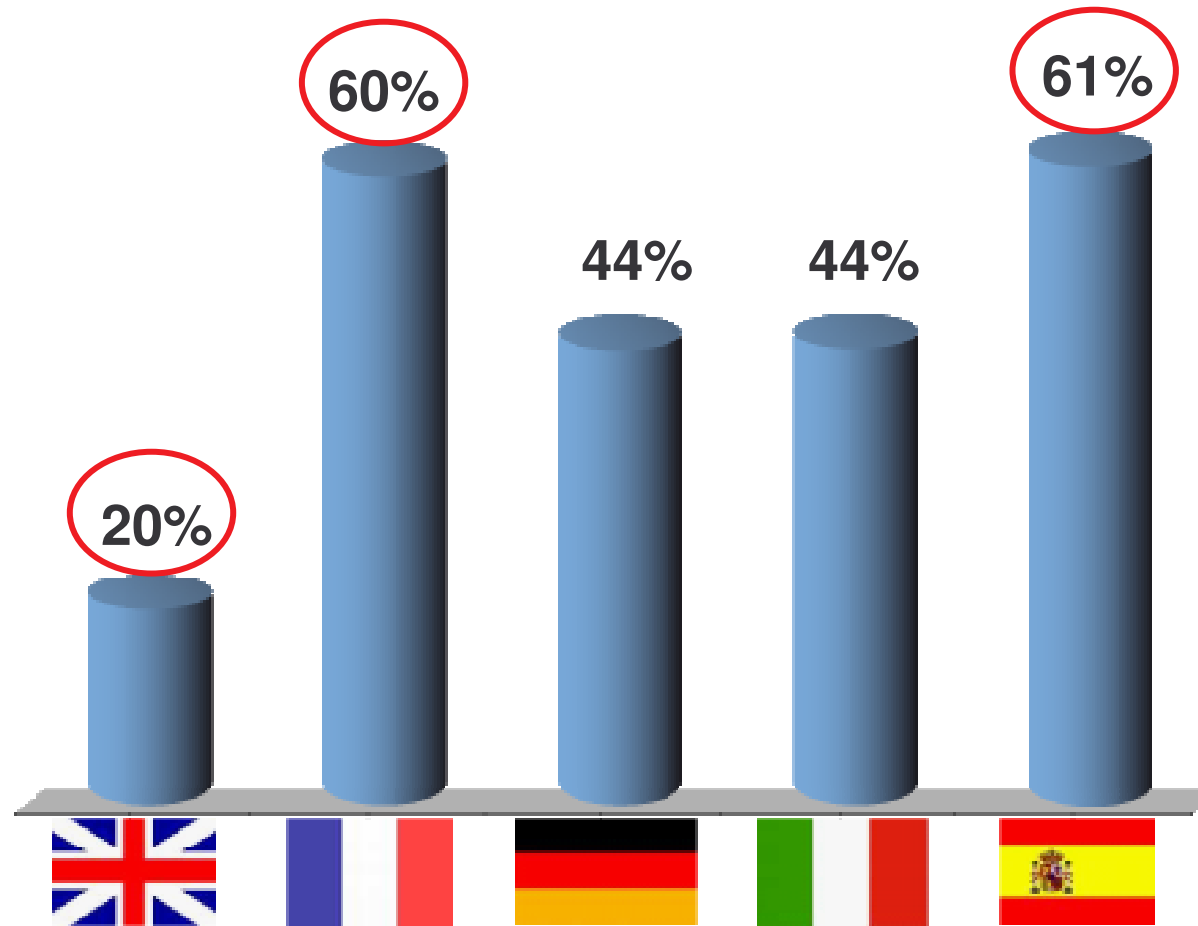
dooyoo

WAL*MART



Eurobarometer data: % trust the press

Q I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions, please tell me if you tend to trust it or tend not to trust it

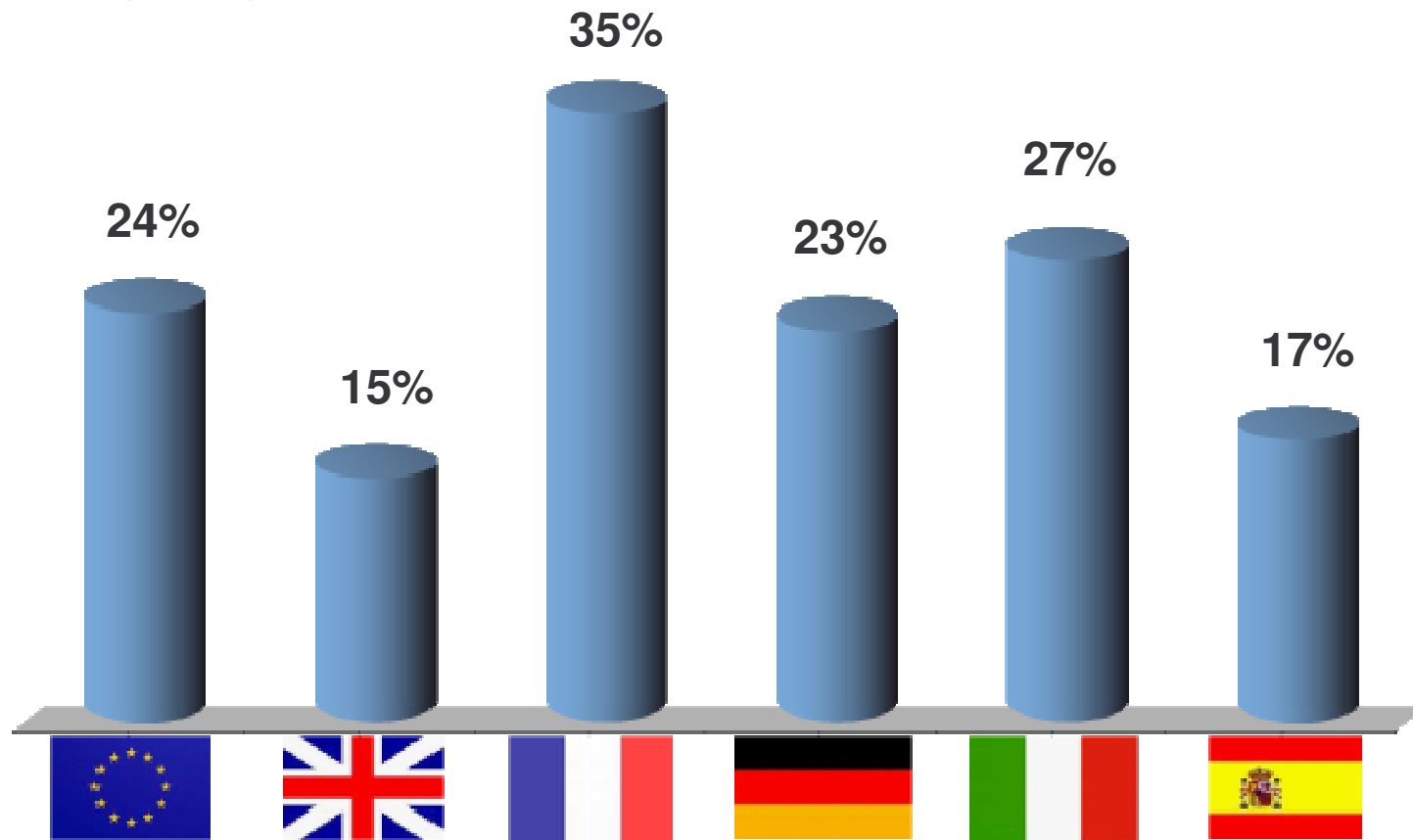




A quarter of Europeans trust blogs

Q On a scale of 0 to 10, where 10 is trust is totally, and 0 is do not trust at all, how would you rate the trust you have in the following types of information sources when thinking about buying different goods and services?

% trust reviews of a company's products or services written and hosted by other customers or private individuals on a web log or blog



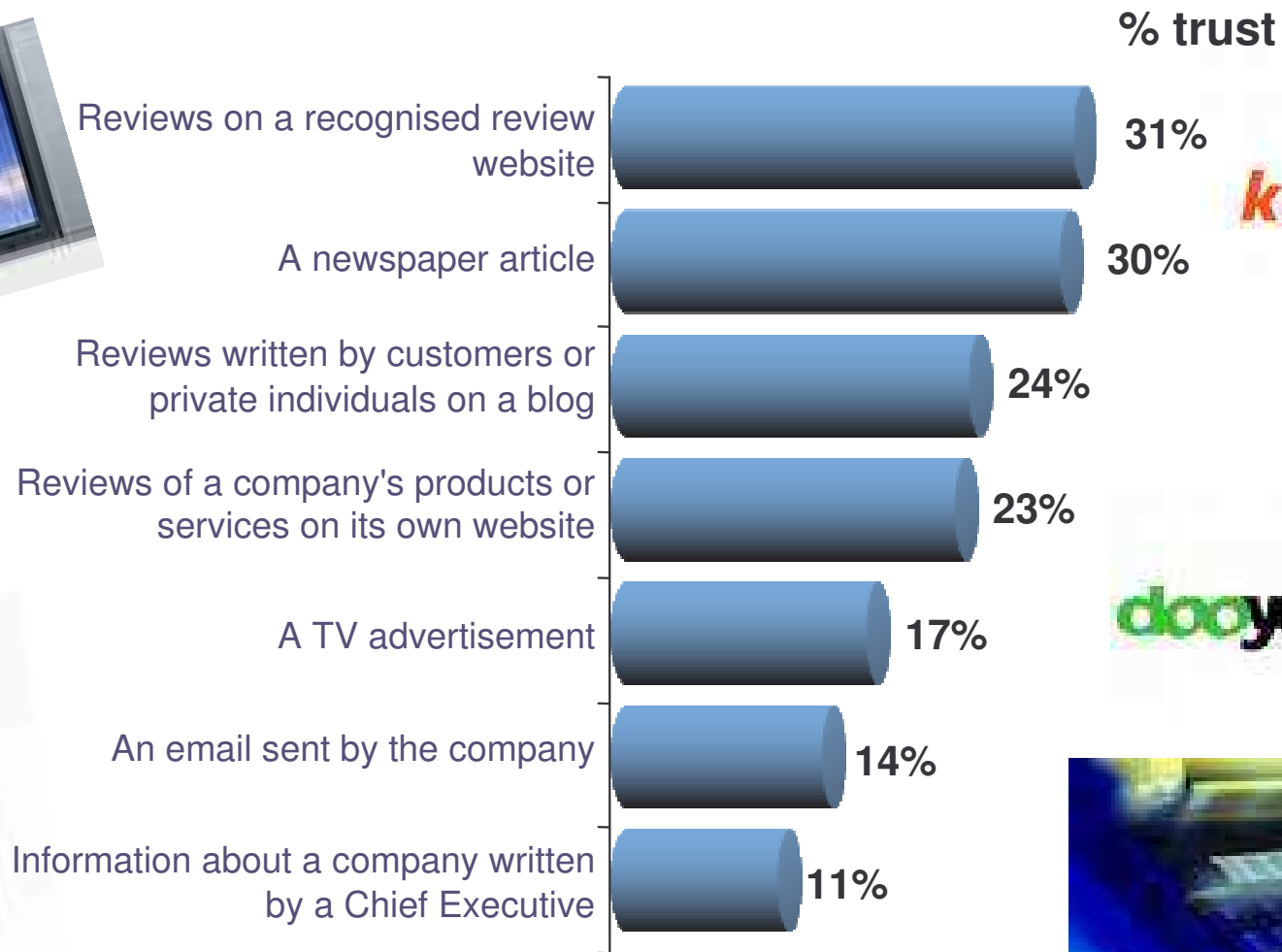
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Base: adults who use the internet (2,214)

Source:
Ipsos MORI

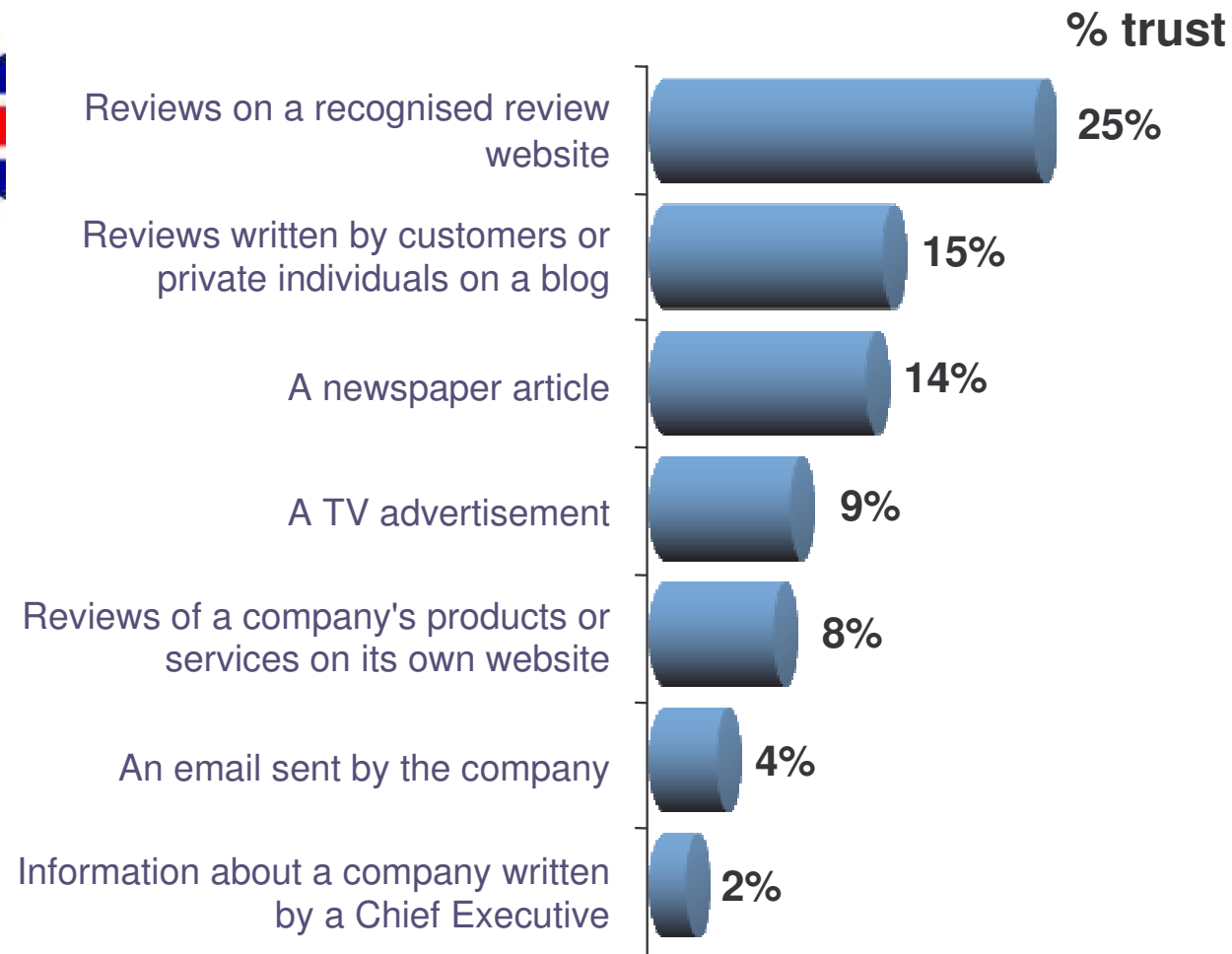


High level of trust in user generated content



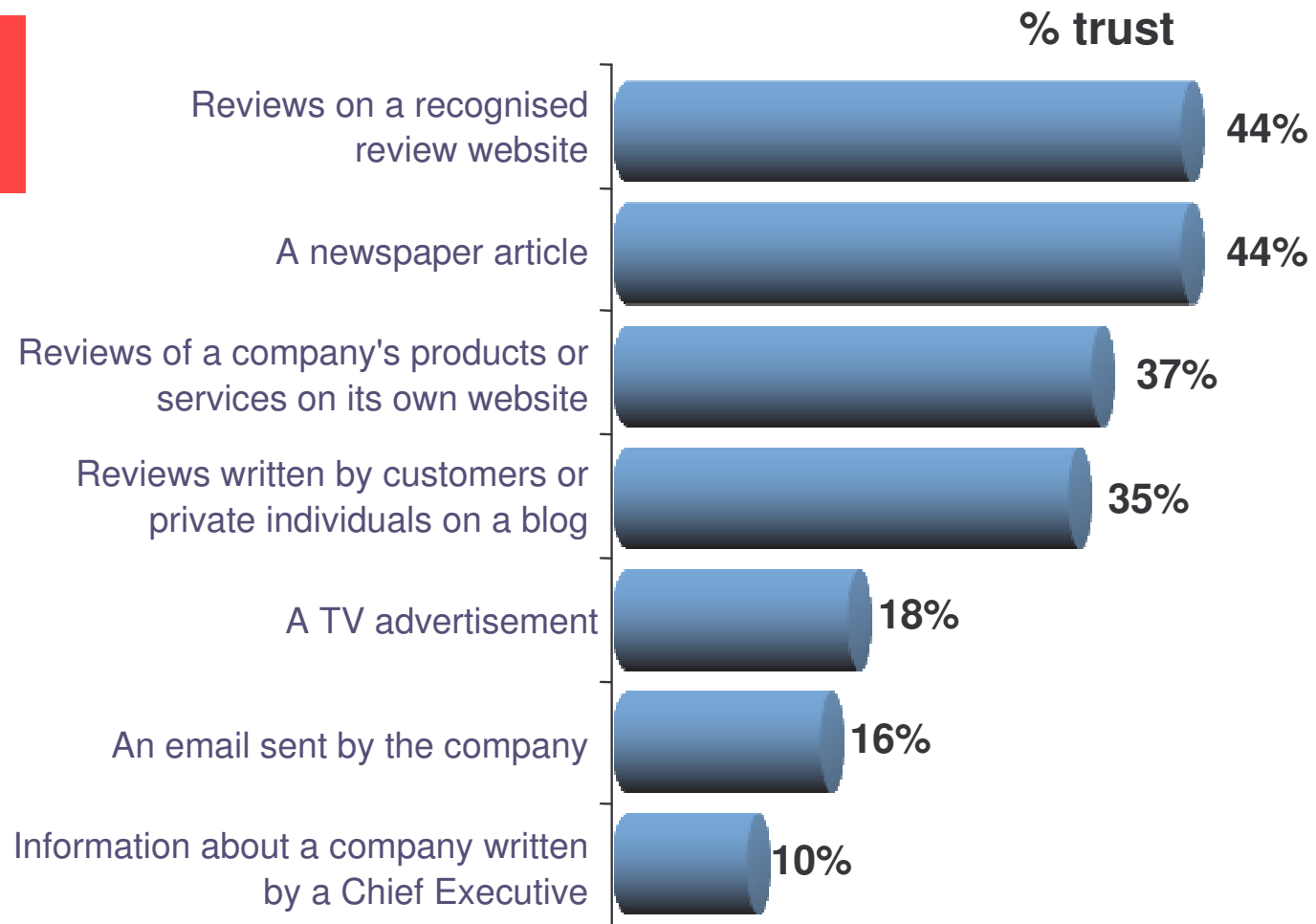


Reviews on a recognised review website most trusted



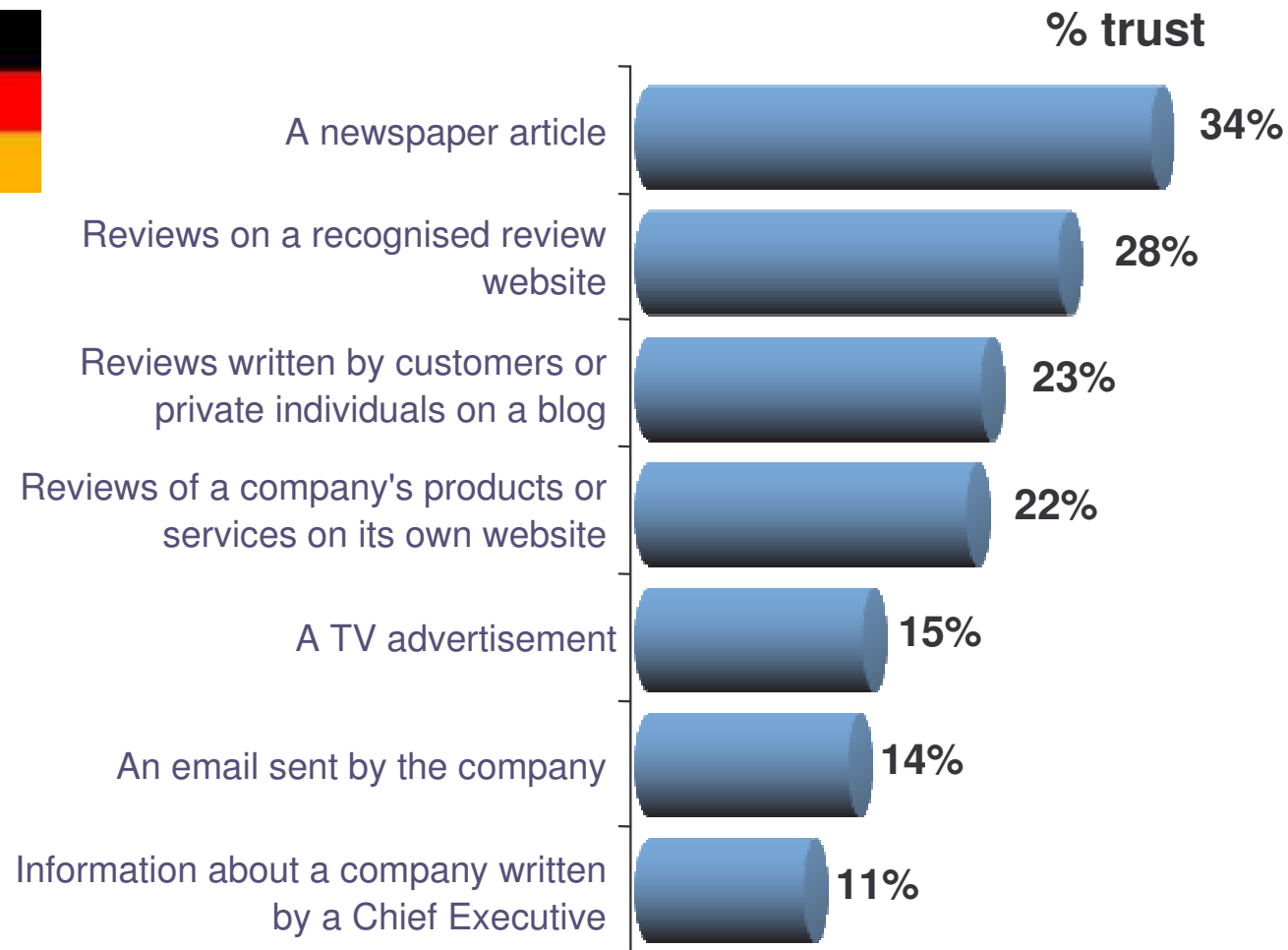


Review websites trusted equally with newspaper articles



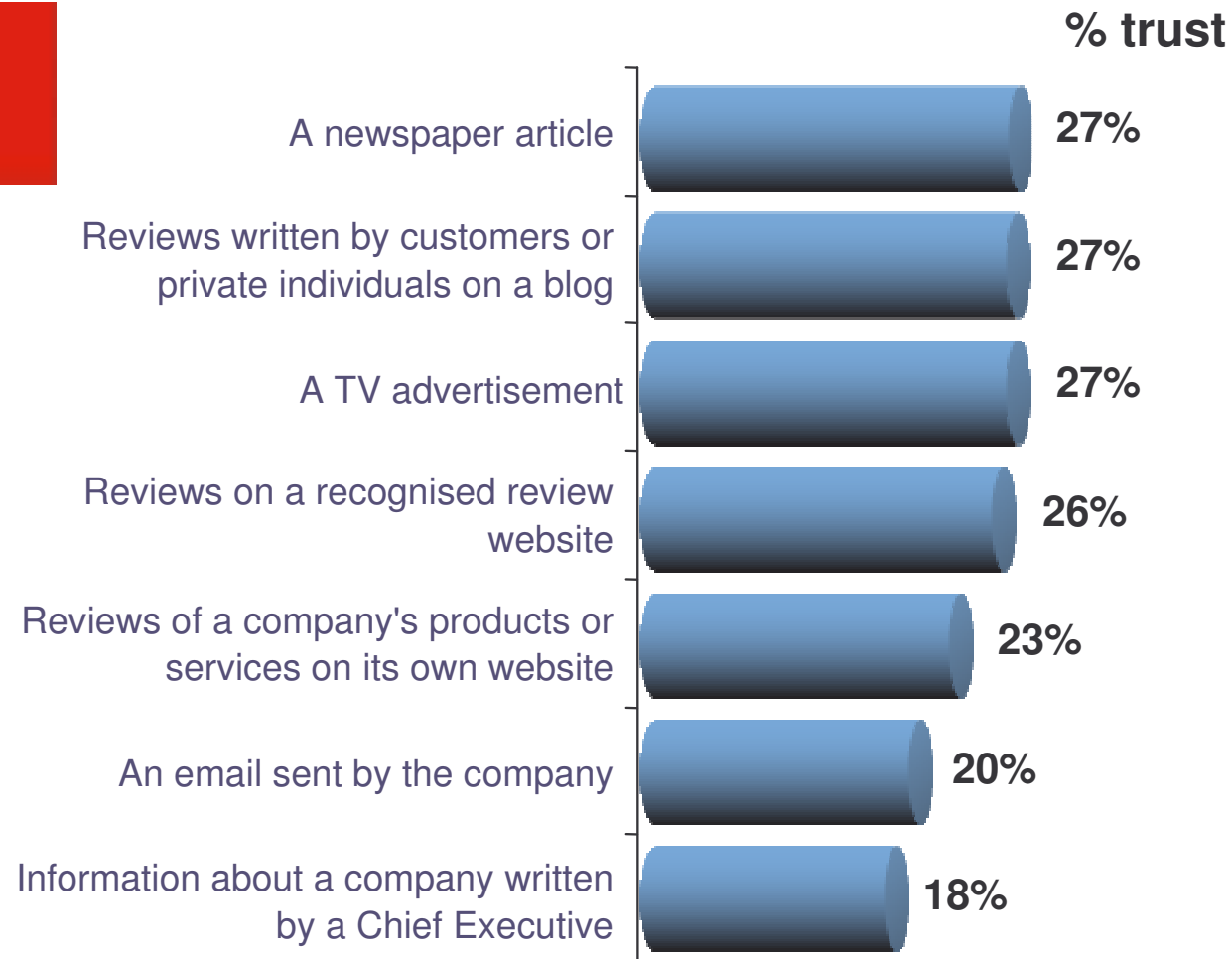


Newspaper article most trusted



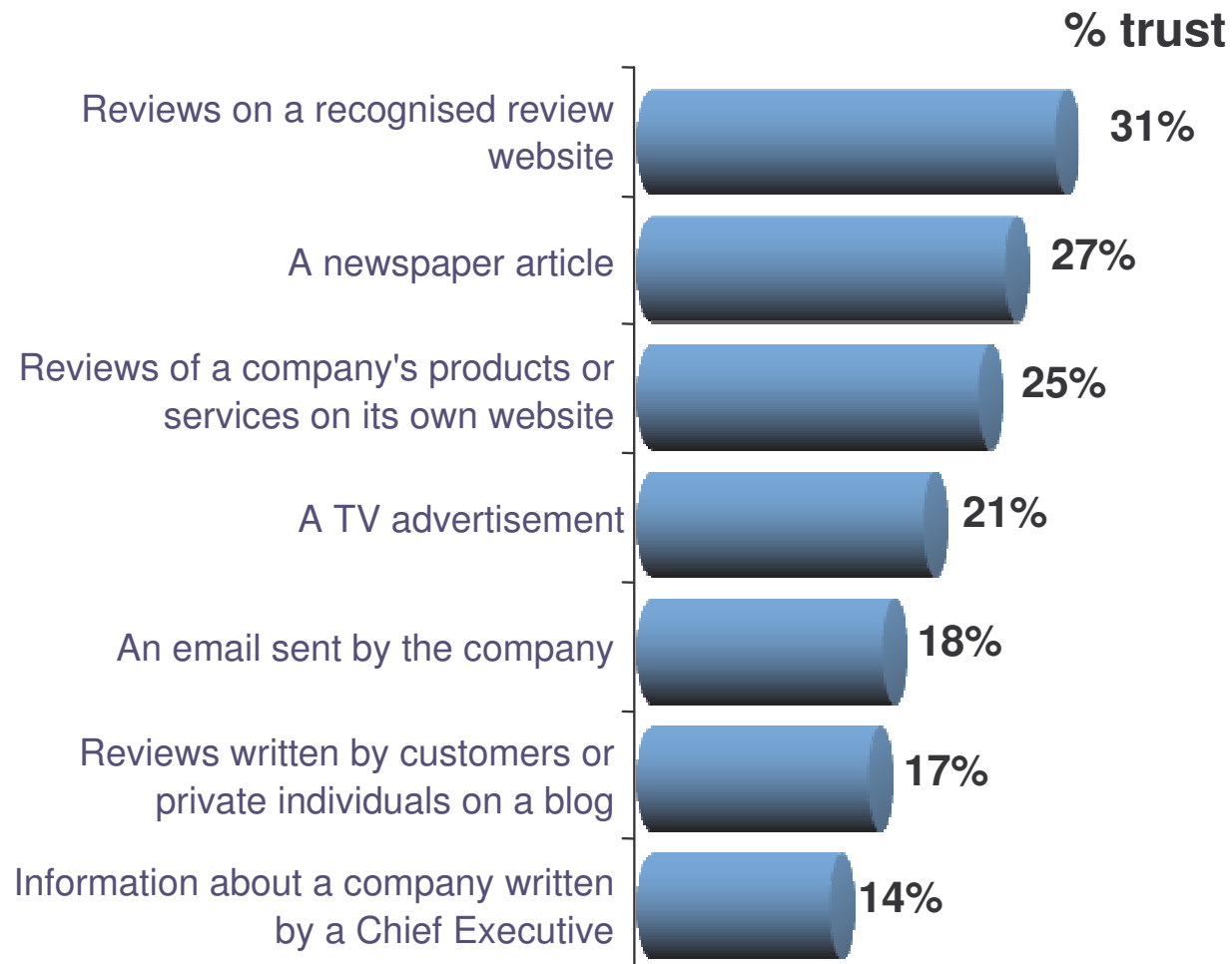


No real differentiation in trust in different information sources





Recognised review website most trusted information source



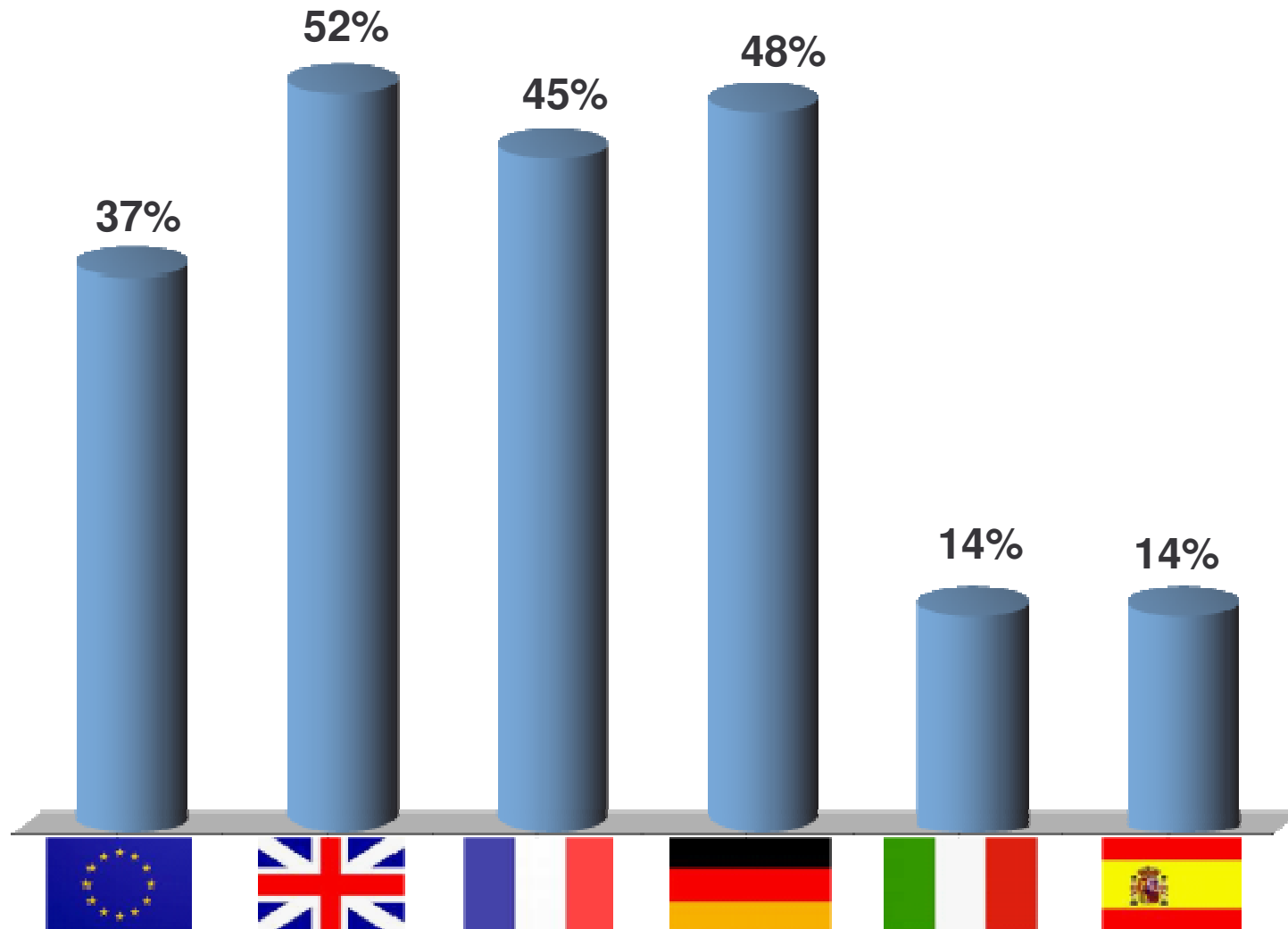




“Over the past month how much have you spent on goods and services that you have either searched for on the internet and bought offline or bought online?”



Four in 10 European internet users spend money using the internet



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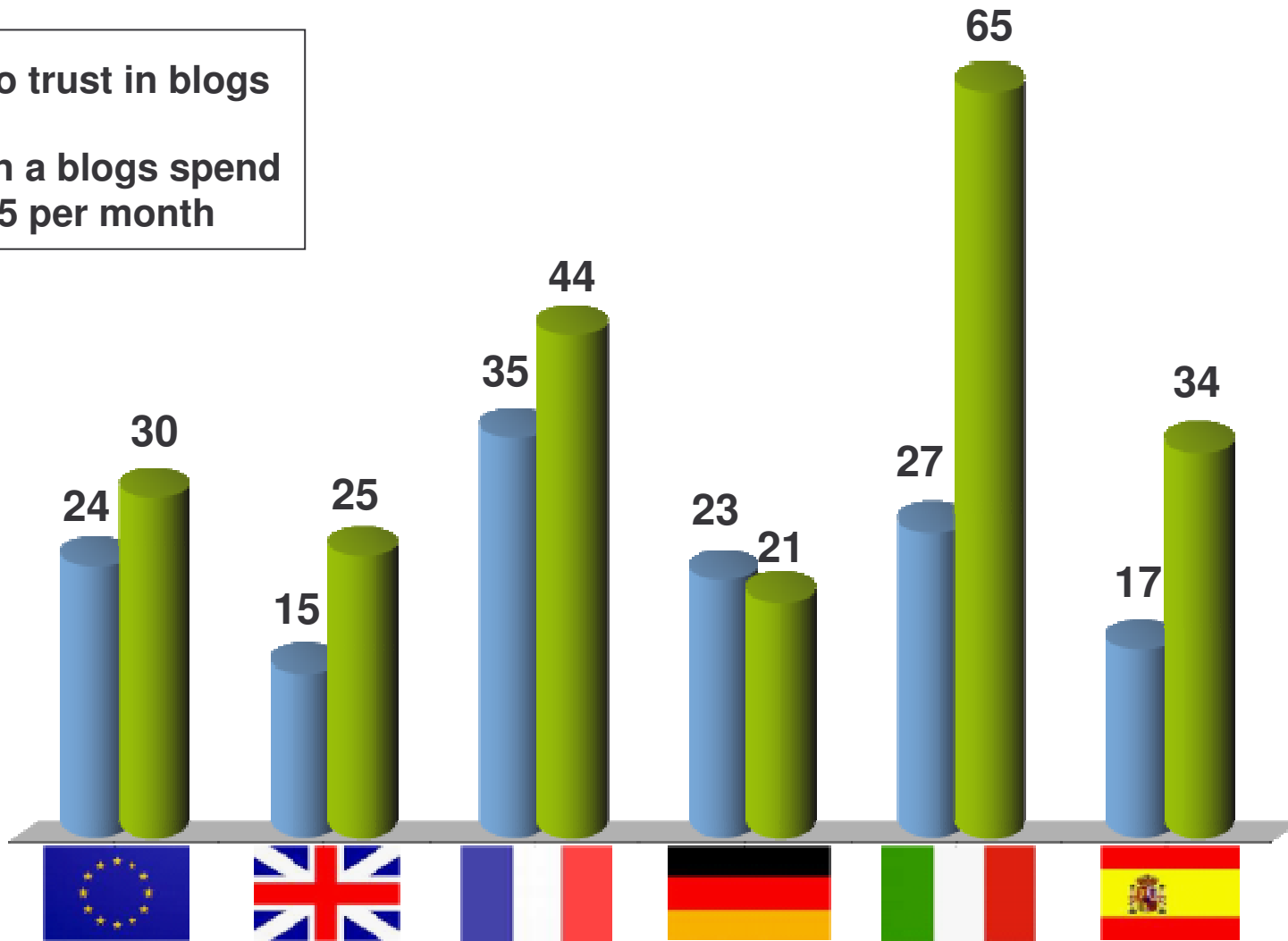
Base: adults who use the internet (2,214)

Source:
Ipsos MORI



Those that spend more have a higher trust in blogs

 % All who trust in blogs
 % Trust in a blogs spend more €145 per month



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Base: adults who use the internet (2,214)

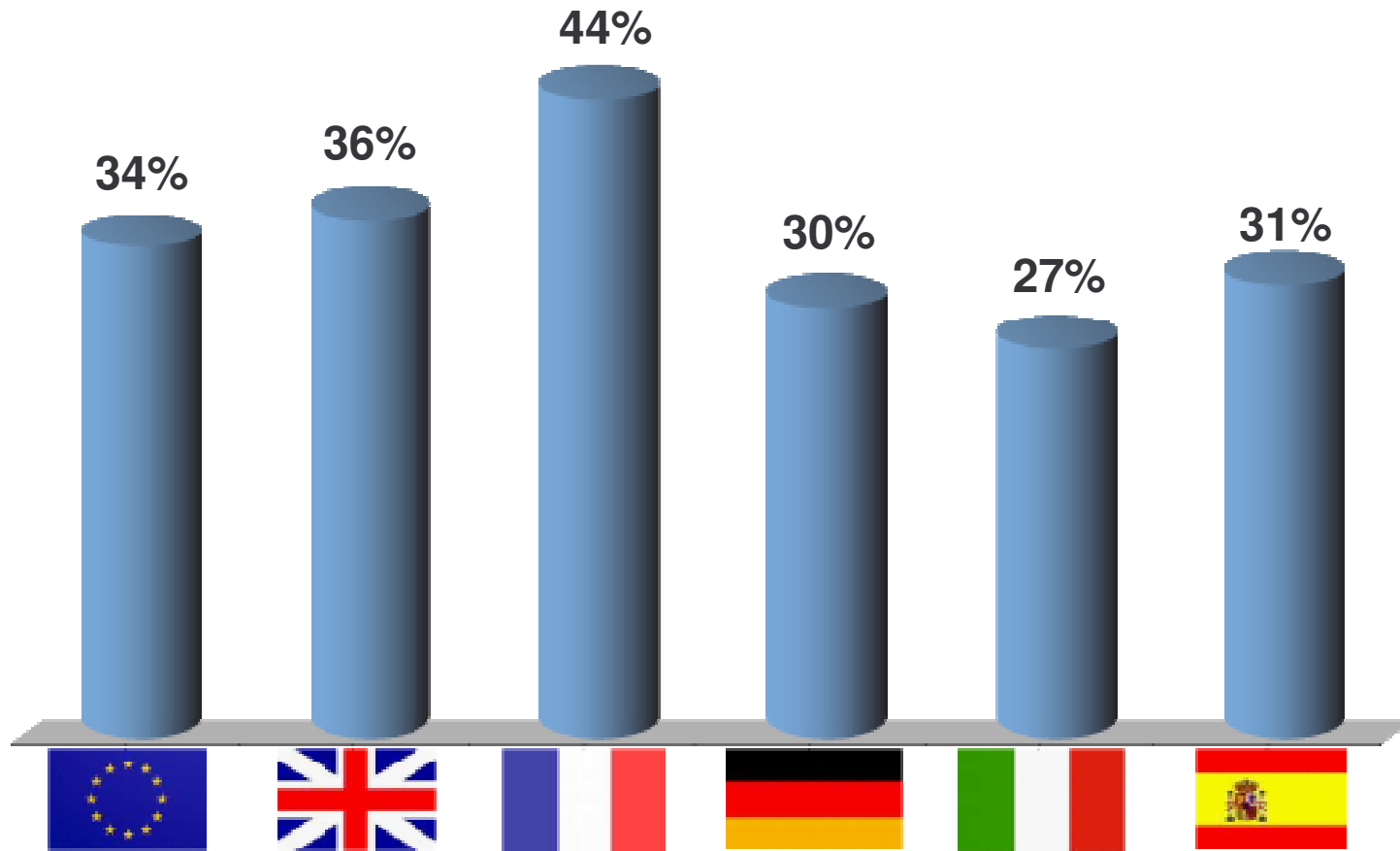
Source:
Ipsos MORI



A third have not bought a product or service because of comments written by private individuals

Q I would like you to tell me the extent to which you agree with each of the following statements

% agree with I have not bought a product or service in the past because of comments I have read on the internet from other customers or private individuals



Europe refers to Great Britain, France, Germany, Italy and Spain.

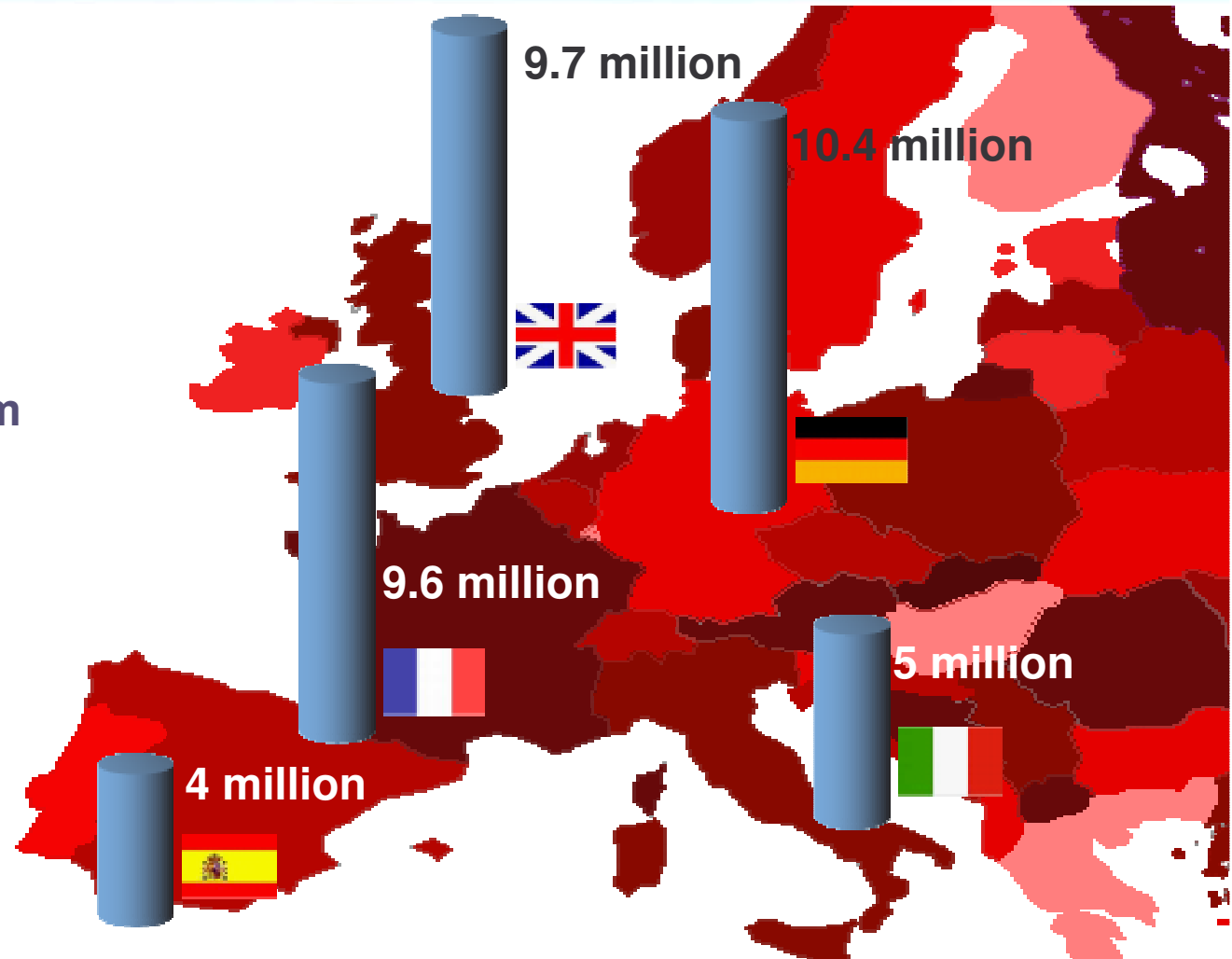
Base: adults who use the internet (2,214)

Source:
Ipsos MORI



That's 39 million Europeans

39 million people have not bought a product or service in the past because of comments read on the internet from other customers or private individuals!

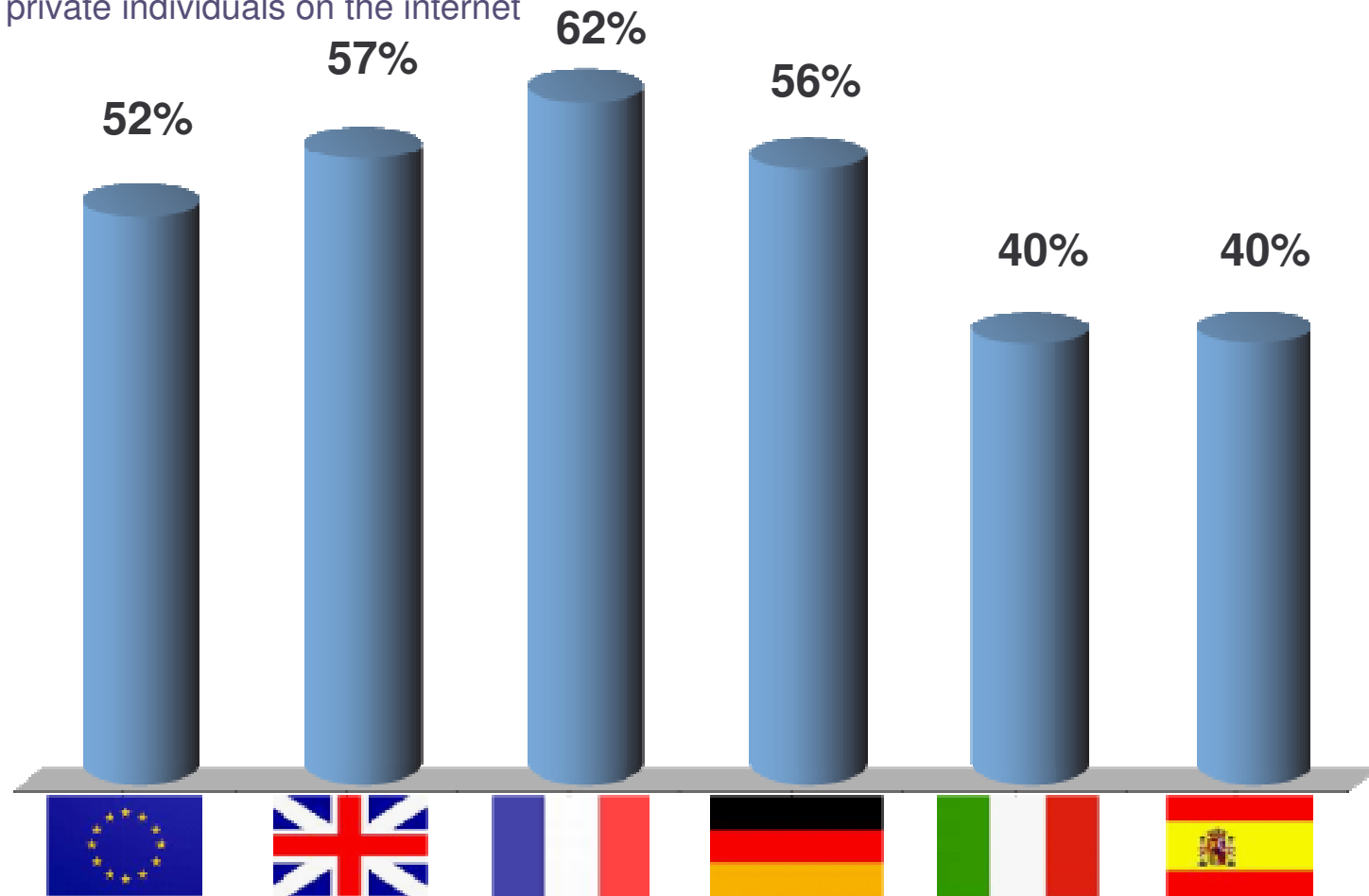




Around a half more likely to buy if have read positive comments

Q I would like you to tell me the extent to which you agree with each of the following statements

% agree with I would be more likely to buy a product or service if I have read positive comments about it from other customers or private individuals on the internet



Europe refers to Great Britain, France, Germany, Italy and Spain.

Base: adults who use the internet (2,214)

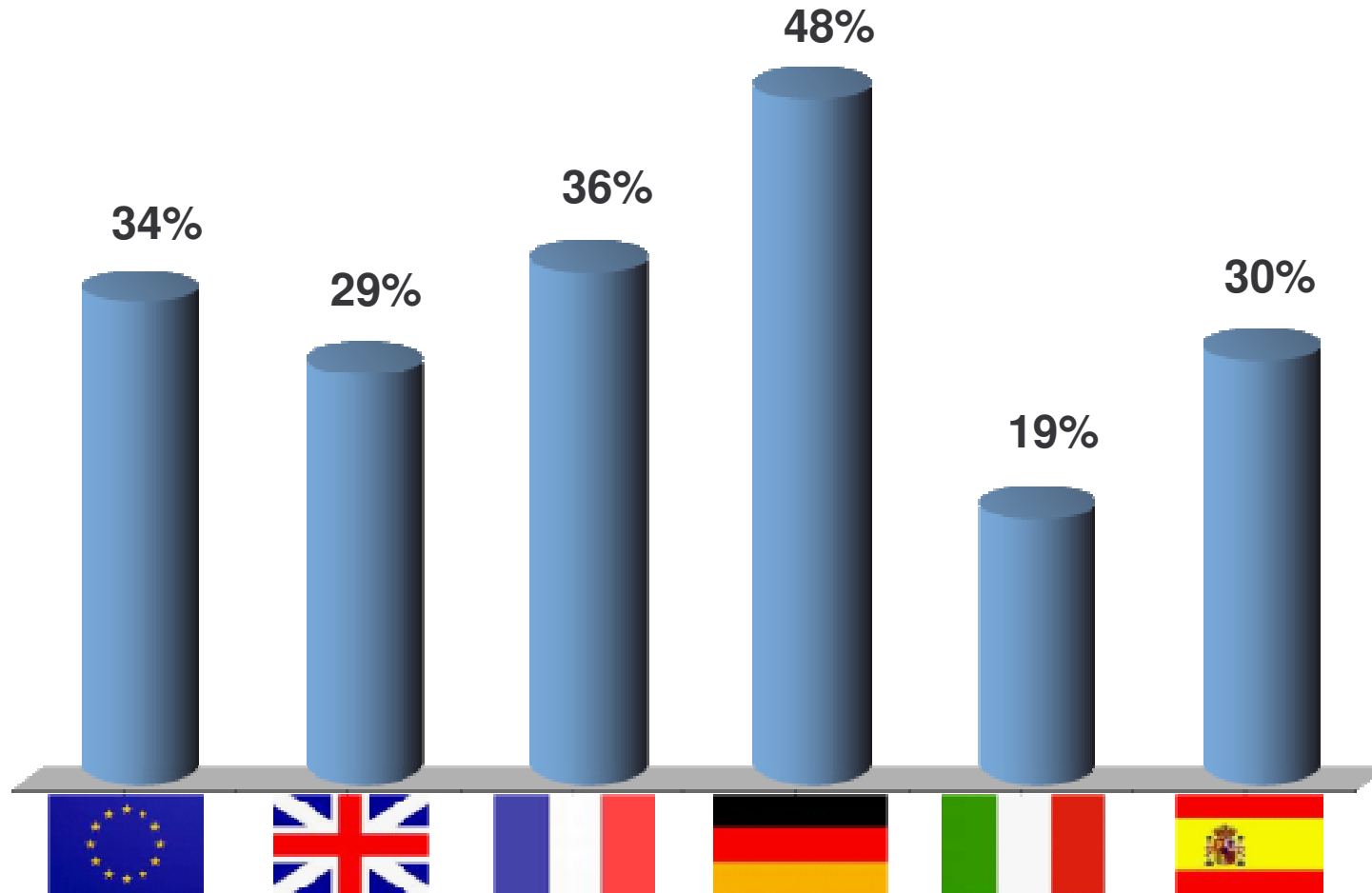
Source:
Ipsos MORI



A third of Europeans have read information which is critical of a company

Q Which of the following, if any, apply to you?

% that have read information on the internet which is critical of a company's products or services



Europe refers to Great Britain, France, Germany, Italy and Spain.

Base: adults who use the internet (2,214)

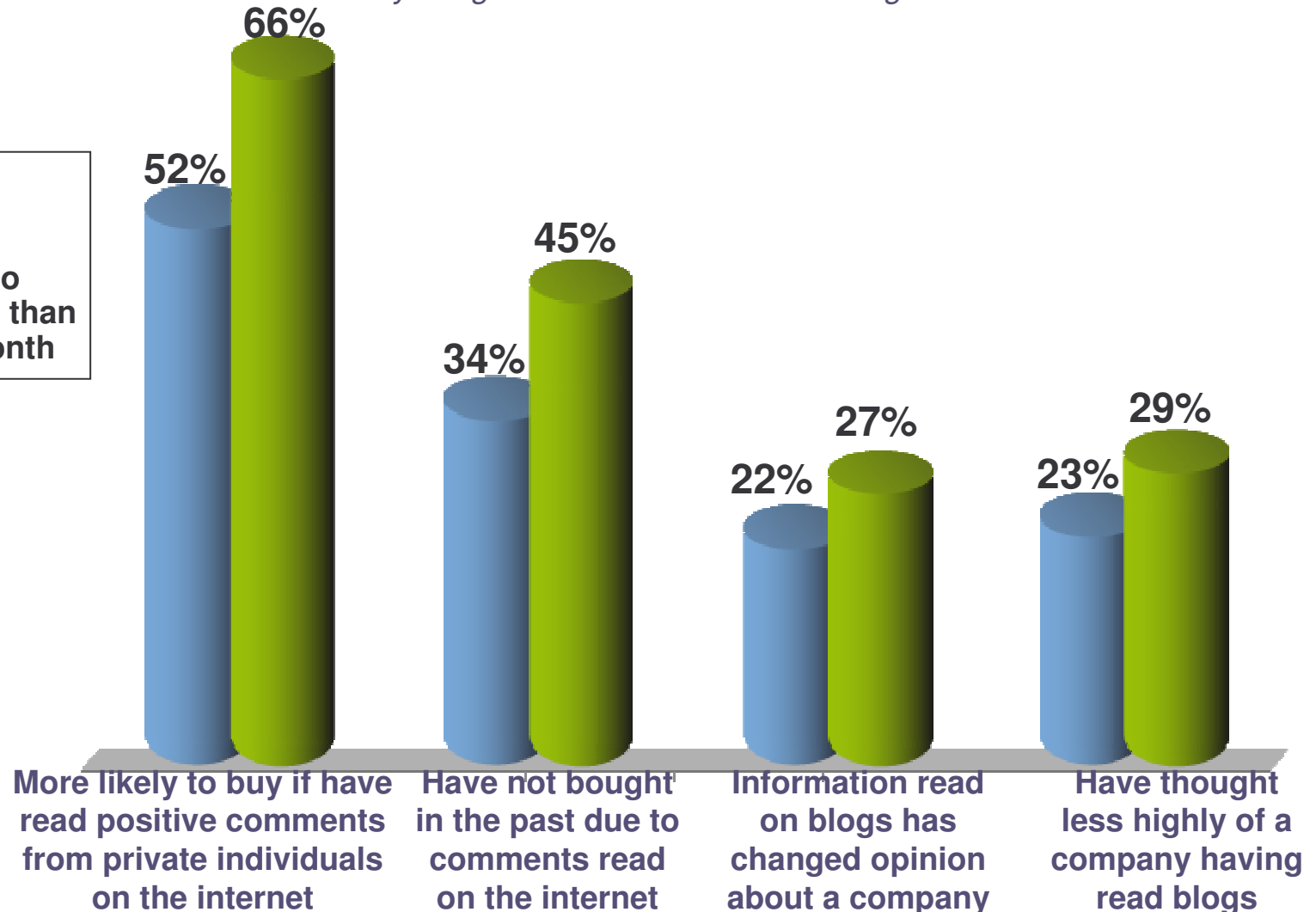
Source:
Ipsos MORI



Higher spenders subject to greater influence

Q I would like you to tell me the extent to which you agree with each of the following statements?

% agree



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Base: adults who use the internet (2,214)

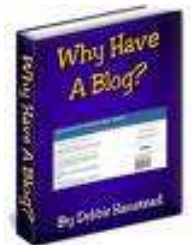
Source:
Ipsos MORI



The business impact of blogs...

Nearly 40 million Europeans have not bought something after reading comments posted online by private individuals

One in five Europeans have changed their opinion about a company's products or services after reading blogs by customers



26 million Europeans have thought less highly of a company having read about it on a blog written by private individuals



60 million Europeans would be more likely to buy a product or service if they had read positive comments about it on the internet

Blogs have changed 25 million people's opinions about a company's products and services



*User generated
content ideally
hosted on
credible and
recognised
web sites*

= €



Thanks !

Gareth Deere
Executive Manager
IPSOS MORI

Gareth.deere@ipsos.com

+44 (0) 20 7347 30 46