

**Results of the first European Survey on  
Weblogs in Public Relations  
and Communication Management**

[www.euroblog2006.org](http://www.euroblog2006.org)

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# Overview

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- **Outline of the Survey**
- **Key Statistics / Demographics**
- **Results**
  - Familiarity with Weblogs
  - Monitoring of Weblogs / Usage of Weblogs
  - Guidelines for Blogging
  - Implementing Weblogs: Limitations and Opportunities
- **Outlook**
- **About EuroBlog 2006**

# Key Statistics / Demographics

# Key facts: Survey outline

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- **Online Survey November/December 2005**
- **25 questions, covering demographics and application of weblogs**
- **target group: public relations professionals**
  
- **Aim of the survey:**
  - to understand the spread, implementation and usage of weblogs in public relations and communication management in Europe

# About the participants

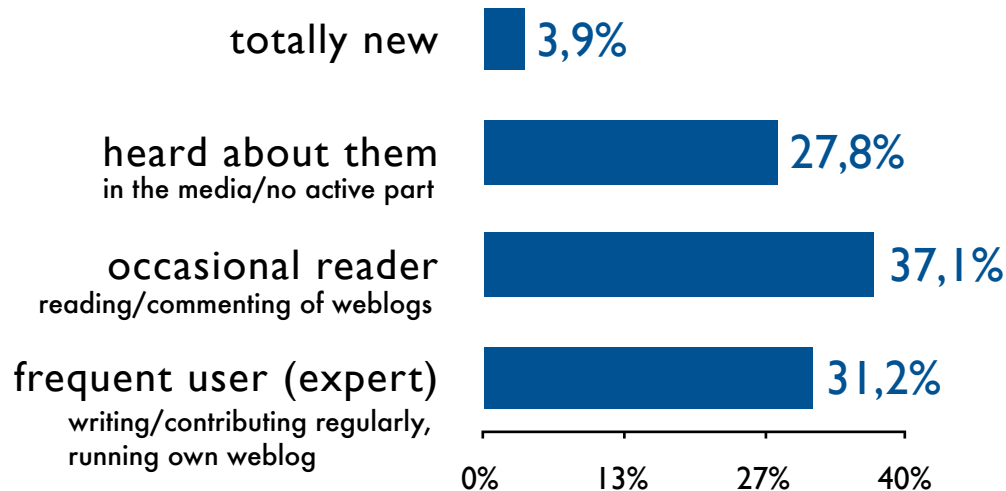
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- **587 PR professionals from 33 European countries**
  - 71% under 40 years old
  - 52% male, 47% female
  - 48% with academic degree in public relations/communication management
- **39% are in senior management position**  
(CEO, Senior Manager with budget/personnel responsibility)
- **59% work in communication departments**  
(profit/not-for-profit companies)
- **81% in departments with up to 10 persons**

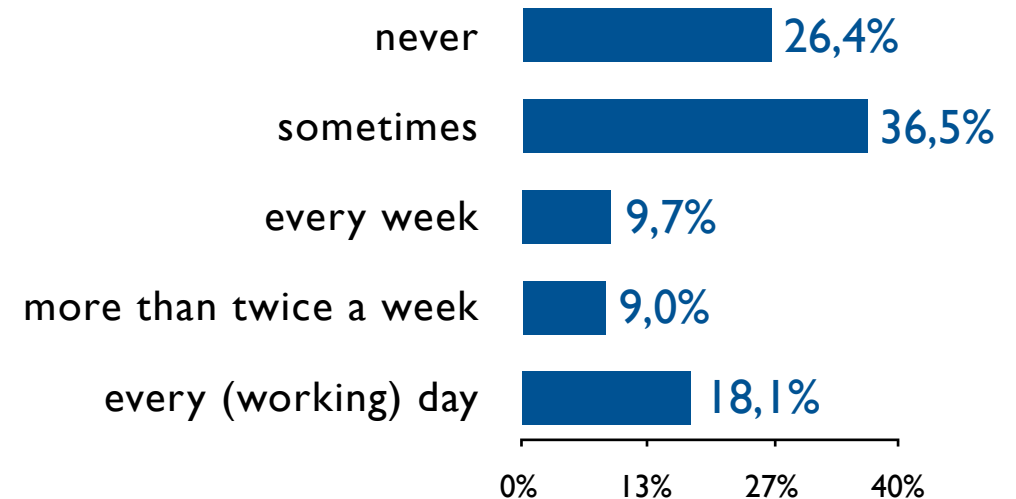
# Familiarity with Weblogs

# Familiarity and usage of weblogs

## How familiar are you with weblogs?



## How often do you use weblogs?

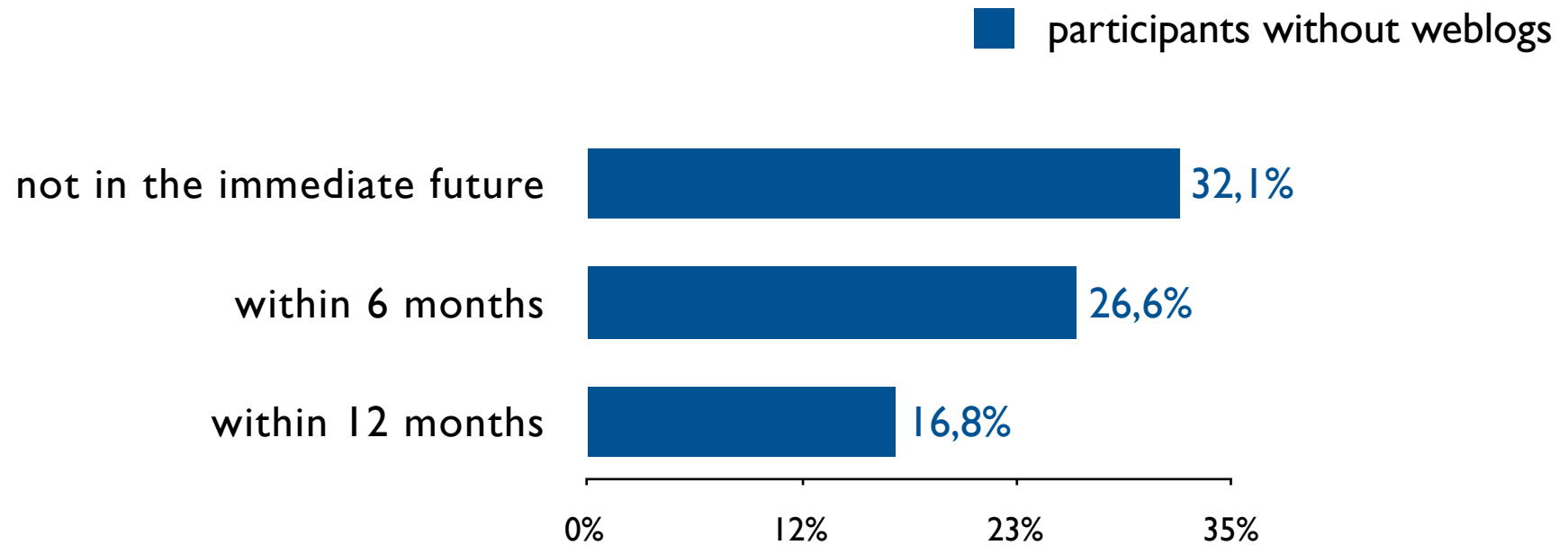


- **2/3 of the respondents are familiar with weblogs**
  - 68% either write or read weblogs
  - but only a third (36%) uses them weekly

n = 587

# Implementing Weblogs: Limitations and Opportunities

# Plans to implement weblogs

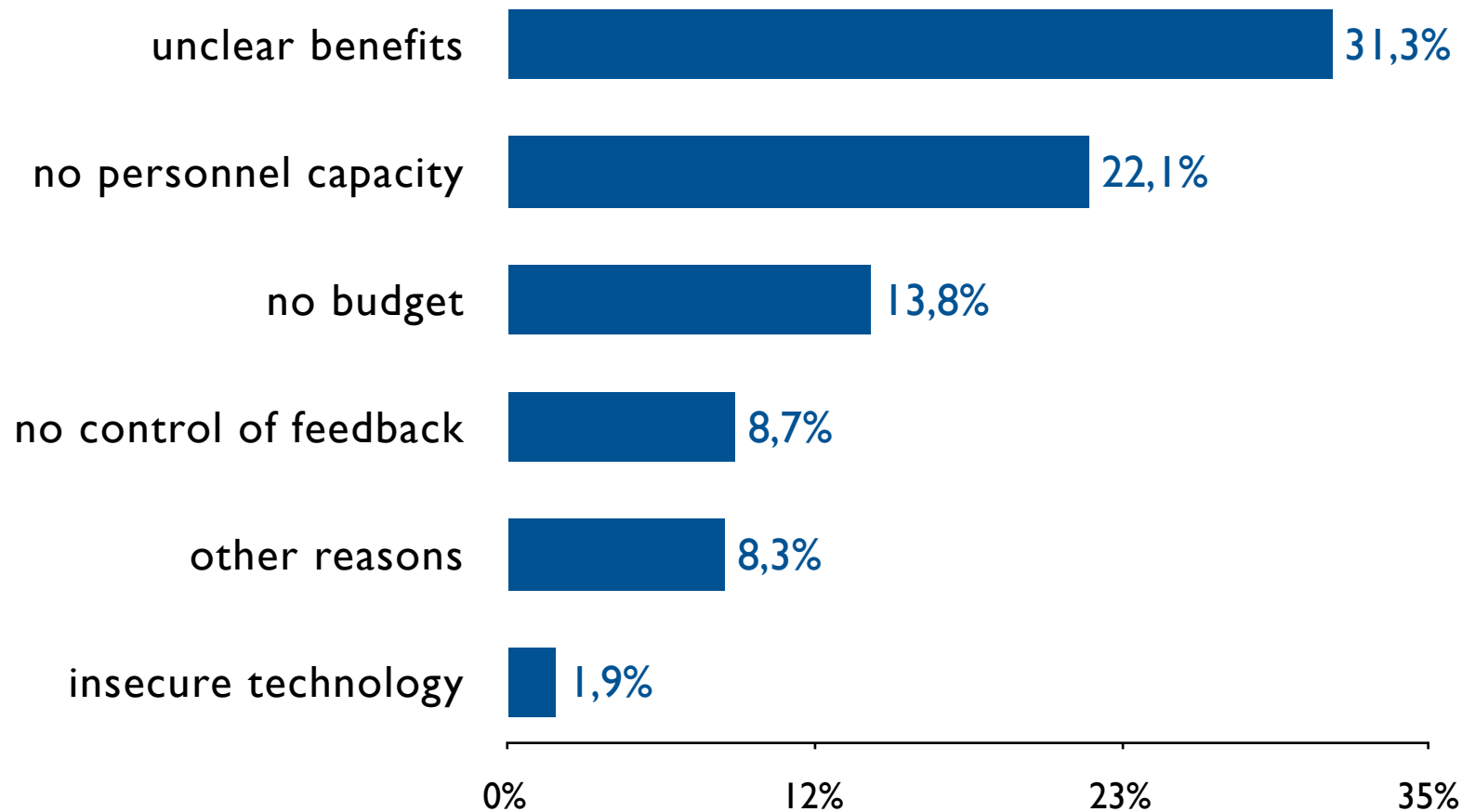


- **42% of the respondents without a weblog are planning to implement a weblog within a year**
- **32% do not plan to implement a weblog**

n = 428

# Factors for not implementing weblogs

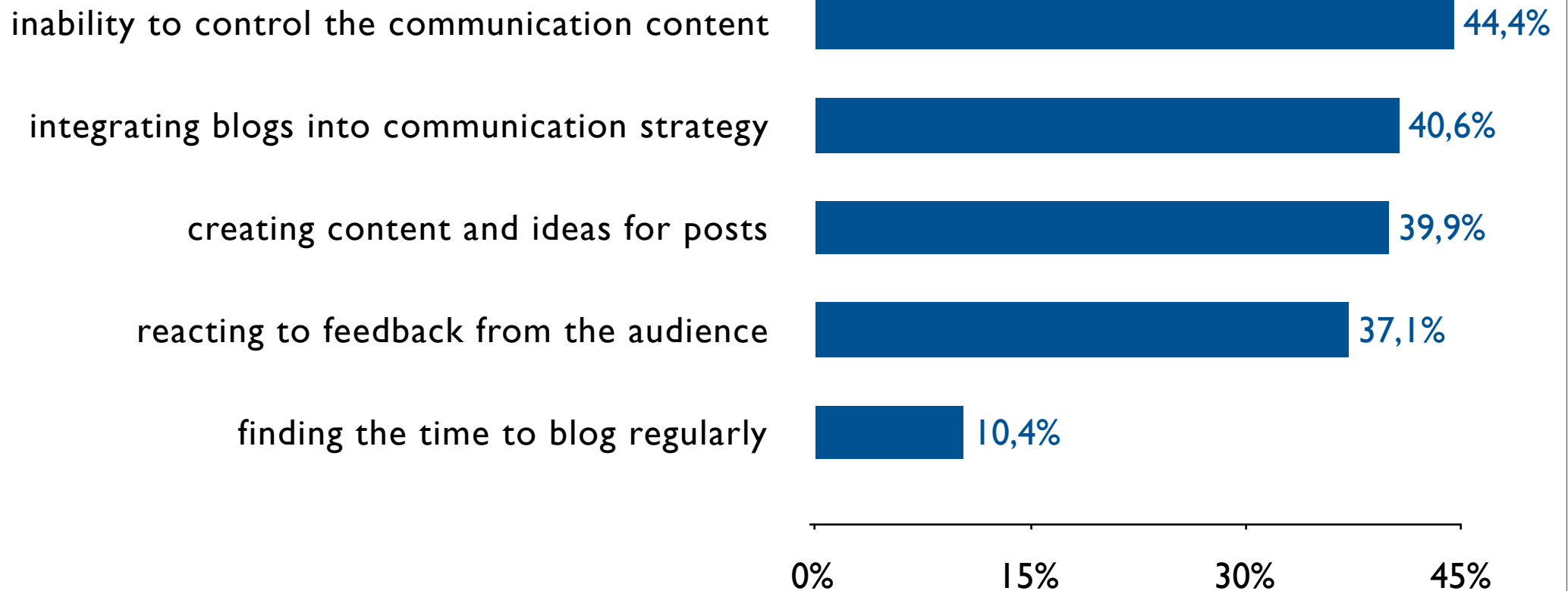
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n = 587, multiple answers possible

# Factors limiting the use of weblogs

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Adjustment of items:

a) very limiting and limiting are merged, b) not limiting, least limiting are dropped, c) missing to 100% = undecided; n=587

# Greatest opportunities for weblogs



Adjustment of items:

a) very important and important are merged, b) not important, least important are merged, c) missing to 100% = undecided; n=587

# About EuroBlog 2006

# About Euroblog 2006 and Euprera

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- Euroblog 2006 is the first pan-European survey to provide a comprehensive overview how communication professionals are using weblogs and for what purpose.
- The initiative is supported by EUPRERA, the European Public Relations Education and Research Association, a community of researchers from universities and institutions from more than 30 countries.

→ [www.euroblog2006.org](http://www.euroblog2006.org)

→ [www.euprera.org](http://www.euprera.org)

# Euroblog 2006: Background Information

- **Duration:** November 1st until December 16th 2005
- **Participants:** 587 PR professionals from 33 European countries
- **Method:** self-recruiting online questionnaire with 25 items
- **Sampling:** national contact points across Europe for distribution/dissemination of survey, self-recruiting snowball
- **Statistics:** SPSS analysis for univariate frequencies
- **Financing:** none: pro bono work by lead researchers and national research partners
- **Support/Affiliation:** initiated and endorsed by Euprera

# Lead Researchers / Contact Persons

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