Over 409 million people visit blogs per month

Blogging Statistics (Editor’s Choice)

* There are over 600 million blogs on the internet.
* Websites with blogs have up to 97% more inbound links.
* The average person spends 37 seconds reading a blog post.
* 2/3 of people’s main reason for blogging is income.
* The average time spent on writing a post is increasing by the year.
* The average length of a blog post is now 1,269 words.
* Approximately 76.5 million blogs use WordPress.
* Travel bloggers charge on average $200 per sponsored post.

The average blogger today falls into the **21- to 35-year-old** demographic.

The average top blog reader is about **41 years old**

The blog readers consitiutue on an average 55% male and 45% female.



