

3) Women's voices not heard online

- Men, particularly young men (aged 20-24), have more of an online presence than women.
- 70% of young men said they comment on blogs and articles, this is compared to 45% of young women.
- Nearly three fifths (58%) of young men say they write a blog, compared to just over a third of young women (36%).
- Three quarters of young men say they contribute to online forums and discussions, but less than half of young women (46%) say the same.

Alexander Ross, Wiggin Partner, comments:

“This raises a number of interesting questions, not only about why women aren't engaging as much as men online, but about whether or not this engagement results in action. Men may be more vocal online, but does quantity equate to quality? We all know how powerful sites like Mumsnet are, so it could be the case that women are saying less, but having a greater impact.

“Furthermore, the real question for commercial organisations is who is actually carrying out transactions online. We don't know that just because men seem to be more active in online conversations that they are also the ones that buy, or sell, more online.

“All of this notwithstanding, the future is online and there is a challenge for commercial organisations to find ways to bring women into the online mix.”

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