

Social networkers: 'Alpha socialisers'



People who use sites in intense short bursts to flirt, meet new people, and be entertained

Mostly male

Under 25

Socio-economic group: C1C2D

Number of people: Minority

Typical sites:



Social networkers: 'Attention seekers'



People who crave attention and comments from others, often by posting photos and customising their profiles

Mostly female

Teens to 35+ (especially mothers)

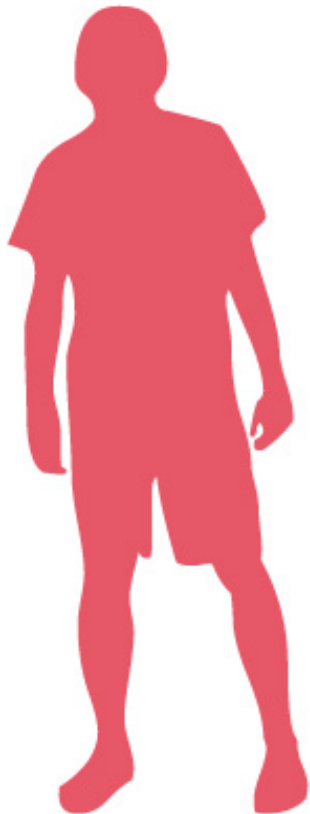
Socio-economic group: C1C2D

Number of people: Some

Typical sites:



Social networkers: 'Followers'



People who join sites to keep up with what their peers are doing

Male and female

All

Socio-economic group: ABC1C2D

Number of people: Many

Typical sites:



Social networkers: 'Faithfuls'



People who typically use social networking sites to rekindle old friendships, often from school or university

Male and female

Older 20+

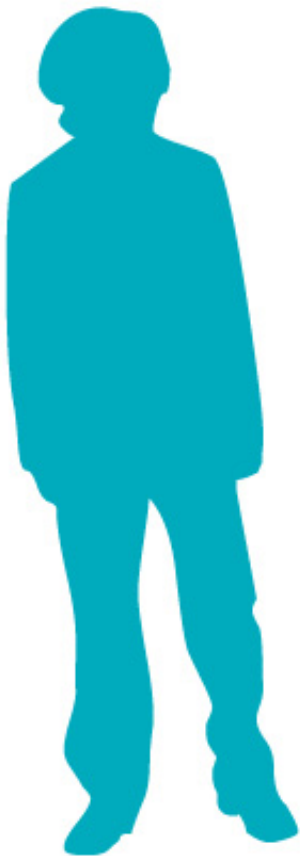
Socio-economic group: ABC1

Number of people: Many

Typical sites:

facebook

Social networkers: 'Functionals'



People who tend to be single-minded in using sites for a particular purpose

Mostly male

Older 20+

Socio-economic group: ABC1C2D

Number of people: Minority

Typical sites:

facebook

UK
myspace
a place for friends™

bebo

Social networkers: Non-users



Concerned about safety	Technically inexperienced	Intellectual rejecters
<p>Reason for non-use: People concerned about safety online, in particular making personal details available online.</p>	<p>Reason for non-use: People who lack confidence in using the internet and computers.</p>	<p>Reason for non-use: People who have no interest in social networking sites and see them as a waste of time.</p>
<p>Gender and age: Male and female, often older and parents</p>	<p>Gender and age: Male and female, often older and parents</p>	<p>Gender and age: Male and female, older teens and young adults</p>