

**Table 1a**  
**Use of Social Networking by Mosaic Group**

<b>Mosaic Group</b>	<b>Social Networking sites/ Forums Index vs online population</b>
J - Claimant Cultures	125
I - Ex-Council Community	117
K - Upper Floor Living	114
N - Terraced Melting Pot	111
M - Industrial Heritage	104
F - Suburban Mindsets	101
L- Elderly Needs	100
H - New Homemakers	100
O - Liberal Opinions	98
D - Small Town Diversity	93
G - Careers and Kids	91
A - Alpha Territory	83
B- Professional Rewards	82
C - Rural Solitude	82
E - Active Retirement	73

**Table 1b**  
**Use of Social Networking by Mosaic Type**

<b>Mosaic Type</b>	<b>Social Networking sites/ Forums Index vs online population</b>
J -New Parents in Need	132
J – Streetwise Kids	126
I – Legacy of Labour	124
K – Small Block Singles	121
J – Worn-out Workers	121
O – Study Buddies	120
I – Stressed Borrowers	119
N – Back to Basics	114
N – Low Key Starters	113
O – University Fringe	112

**Table 2:**  
**Use of discount and reward sites by Mosaic Group**

<b>Mosaic Group</b>	<b>Rewards /Directories Index vs online population</b>
E – Active Retirement	115
B – Professional Rewards	110
D - Small Town Diversity	110
G - Careers and Kids	109
F - Suburban Mindsets	105
M - Industrial Heritage	105
L - Elderly Needs	105
C - Rural Solitude	103

I - Ex-Council Community	99
H - New Homemakers	97
A – Alpha Territory	93
J – Claimant Culture	92
N - Terraced Melting Pot	90
K – Upper Floor Living	78
O – Liberal Opinions	73