Here's a snapshot of our findings...

- **Connected and active in personal space, but non-influential**
  - TGI Clickstream

- **Passive socialites**
  - Male vs Female
  - Male: 10%
  - Female: 16%

- **Social spectators**
  - Male vs Female
  - Male: 20%
  - Female: 42%

- **Connected dabblers**
  - Male vs Female
  - Male: 5%
  - Female: 57%

- **Credible contributors**
  - Male vs Female
  - Male: 26%
  - Female: 10%

- **Connected engagers**
  - Male vs Female
  - Male: 54%
  - Female: 47%

- **Online experimenters**
  - Male vs Female
  - Male: 18%
  - Female: 25.2 million adults

- **Enthusiastic brands followers**
  - Male vs Female
  - Male: 67%
  - Female: 61%

- **Influential brands followers**
  - Male vs Female
  - Male: 35%
  - Female: 35%

- **Mid-connected and active, and engaged online**
  - Male vs Female
  - Male: 27%
  - Female: 16%

- **Low-connected, but active and engaged online**
  - Male vs Female
  - Male: 39%
  - Female: 56%