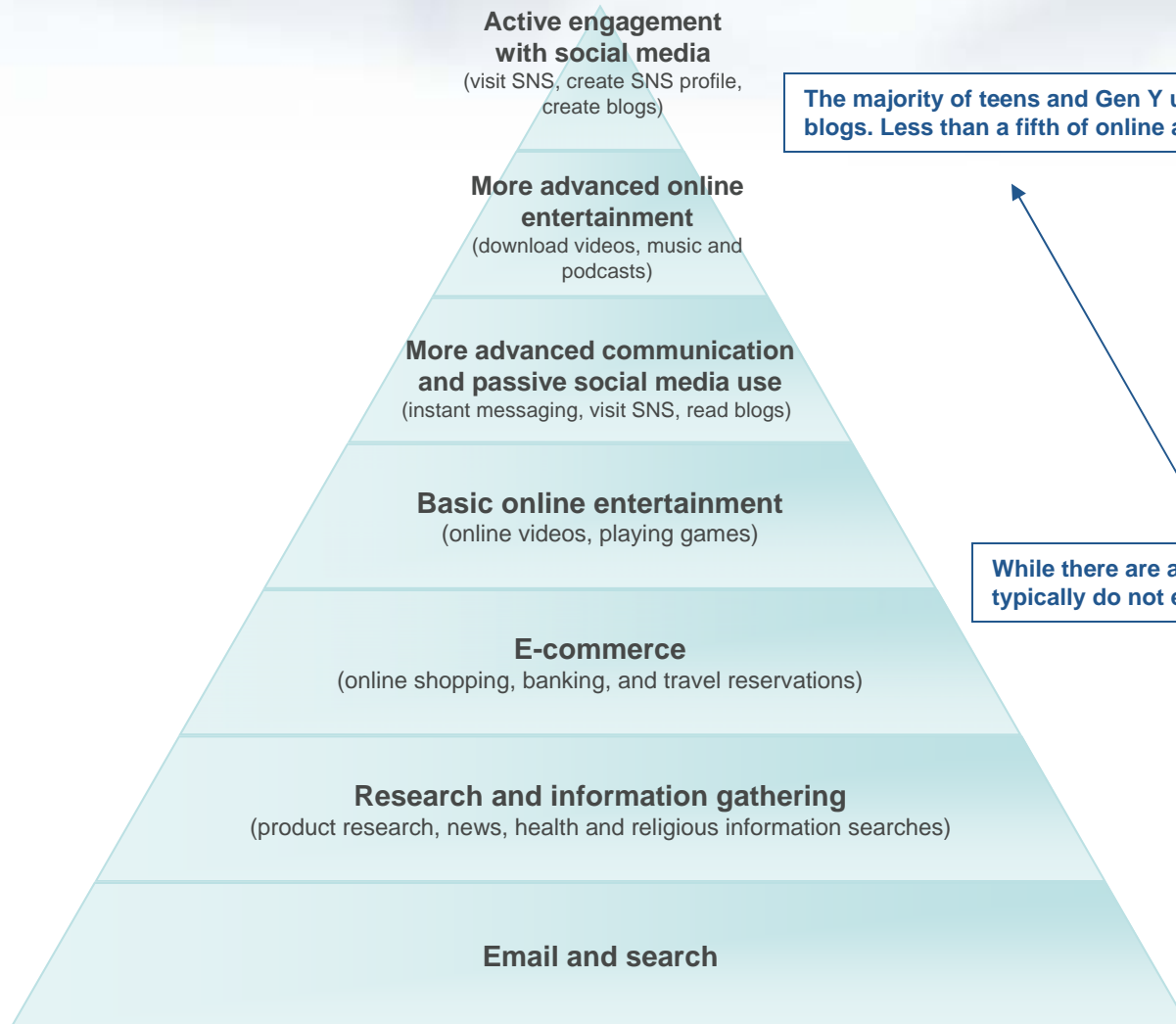


# Activity pyramid: Online pursuits by generation



The majority of teens and Gen Y use SNS, but fewer maintain blogs. Less than a fifth of online adults older than Gen X use SNS.

While there are always exceptions, older generations typically do not engage with the internet past e-commerce.

The vast majority of online adults from all generations uses email and search engines.

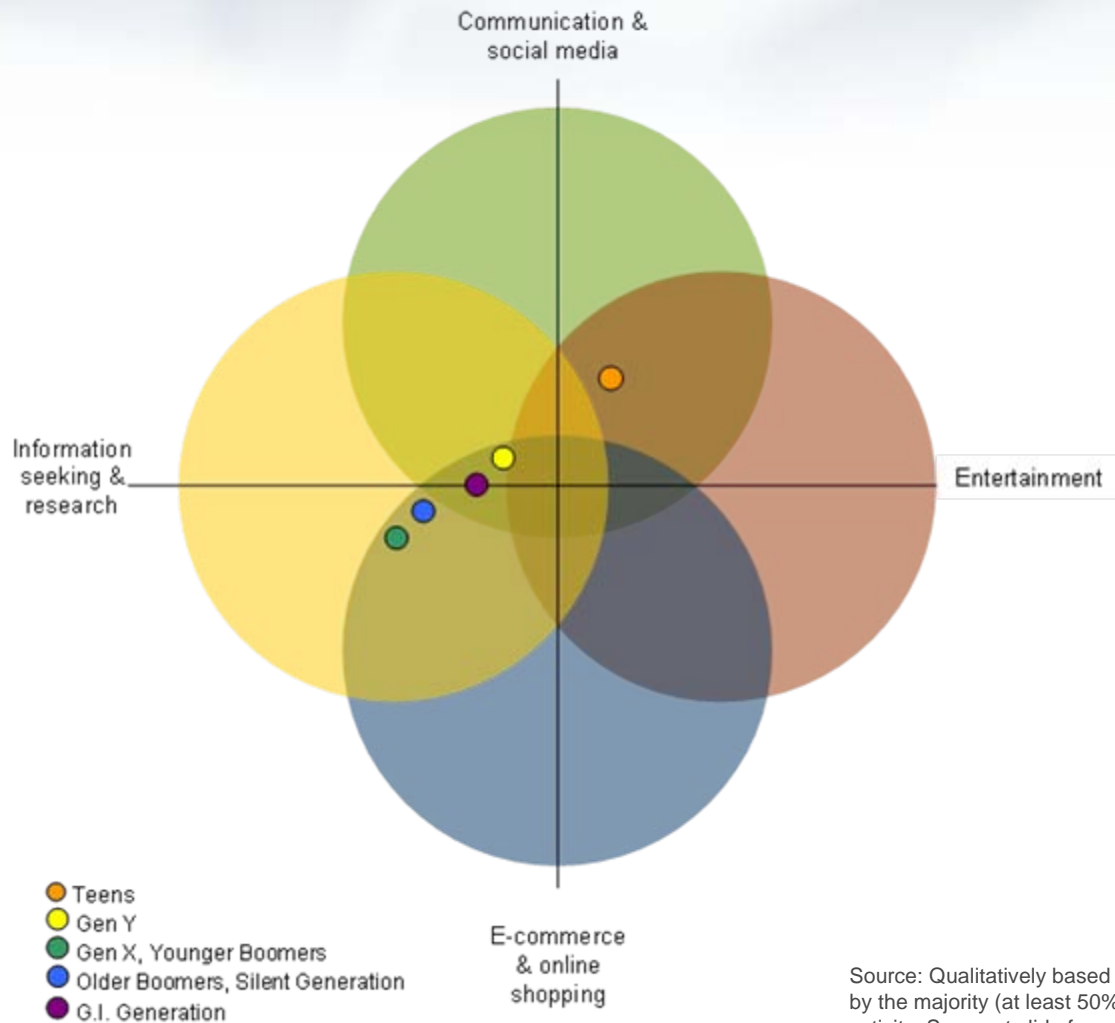
# Activity grid: Online pursuits by generation

Rank	Gen Y	Gen X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Email	Email	Email	Email	Email	Email
2	Search	Search	Search	Search	Search	Search
3	Research product	Research product	Research product	Get health info	Research product	Get health info
4	Get news	Get health info	Get health info	Research product	Get health info	Make travel reservations
5	Watch video	Buy something	Get news	Buy something	Make travel reservations	Research product
6	Buy something	Get news	Make travel reservations	Get news	Visit gov't site	Buy something
7	Get health info	Make travel reservations	Buy something	Make travel reservations	Buy something	Get news
8	Visit SNS	Bank	Visit gov't site	Visit gov't site	Get news	Visit gov't site
9	Make travel reservations	Visit gov't site	Research for job	Bank	Bank	Get religious info
10	Get job info	Research for job	Bank	Research for job	Research for job	Bank
11	Create SNS profile	Watch video	Watch video	Get job info	Get religious info	IM
12	IM	Get job info	Get job info	Watch video	Rate product	Play games
13	Download music	Download music	Get religious info	Rate product	Play games	Rate product
14	Bank	IM	Rate product	Get religious info	IM	Read blog
15	Visit gov't site	Get religious info	IM	Play games	Watch video	Watch video
16	Research for job	Play games	Auction	Auction	Read blog	Download video
17	Play games	Visit SNS	Read blog	Read blog	Auction	Get job info
18	Read blog	Rate product	Play games	IM	Download music	Podcast
19	Download video	Read blog	Download music	Download music	Download video	Research for job
20	Rate product	Download video	Download video	Download video	Get job info	Auction
21	Get religious info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
22	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
23	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
24	Create blog	Create blog	Create blog	Create blog	Create SNS profile	Create SNS profile
25	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

← - - - Above this line, over 50% of internet users in the given generation engage in this online activity (see table on slide 10 for percentages)

Key: % of internet users in each generation who engages in this online activity
90-100%
80-89%
70-79%
60-69%
50-59%
40-49%
30-39%
20-29%
10-19%
0-9%

# Activity diagram: Overall online pursuits



Source: Qualitatively based on the combination of activities pursued by the majority (at least 50%) of each generation, based on type of activity. See next slide for more detail.

# Table: Overall online pursuits

Rank	Teens	Gen Y	Gen X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant message (IM)	Research product	Research product	Research product	Get health info	Research product	Get health info
4	Visit social networking site (SNS)	Get news	Get health info	Get health info	Research product	Get health info	Make travel reservations
5	Get news	Watch video	Buy something	Get news	Buy something	Make travel reservations	Research product
6	Download music	Buy something	Get news	Make travel reservations	Get news	Visit gov't site	Buy something
7	Watch video	Get health info	Make travel reservations	Buy something	Make travel reservations	Buy something	Get news
8	Create SNS profile	Visit SNS	Bank	Visit gov't site	Visit gov't site	Get news	Visit gov't site
9	Read blog	Make travel reservations	Visit gov't site	Research for job	Bank	Bank	Get religious info
10	Buy something	Get job info	Research for job	Bank	Research for job	Research for job	Bank
11	Download video	Create SNS profile	Watch video	Watch video	Get job info	Get religious info	IM
12	Get job info	IM	Get job info	Get job info	Watch video	Rate product	Play games
13	Create blog	Download music	Download music	Get religious info	Rate product	Play games	Rate product
14	Get health info	Bank	IM	Rate product	Get religious info	IM	Read blog
15	Get religious info	Visit gov't site	Get religious info	IM	Play games	Watch video	Watch video
16	Podcast	Research for job	Play games	Auction	Auction	Read blog	Download video
17	Visit virtual world	Play games	Visit SNS	Read blog	Read blog	Auction	Get job info
18		Read blog	Rate product	Play games	IM	Download music	Podcast
19		Download video	Read blog	Download music	Download music	Download video	Research for job
20		Rate product	Download video	Download video	Download video	Get job info	Auction
21		Get religious info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
22		Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
23		Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
24		Create blog	Create blog	Create blog	Create blog	Create SNS profile	Create SNS profile
25		Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

### Types of Activities:

Information seeking & research
E-commerce & online shopping
Entertainment
Communication & social media

# Generations in 2009

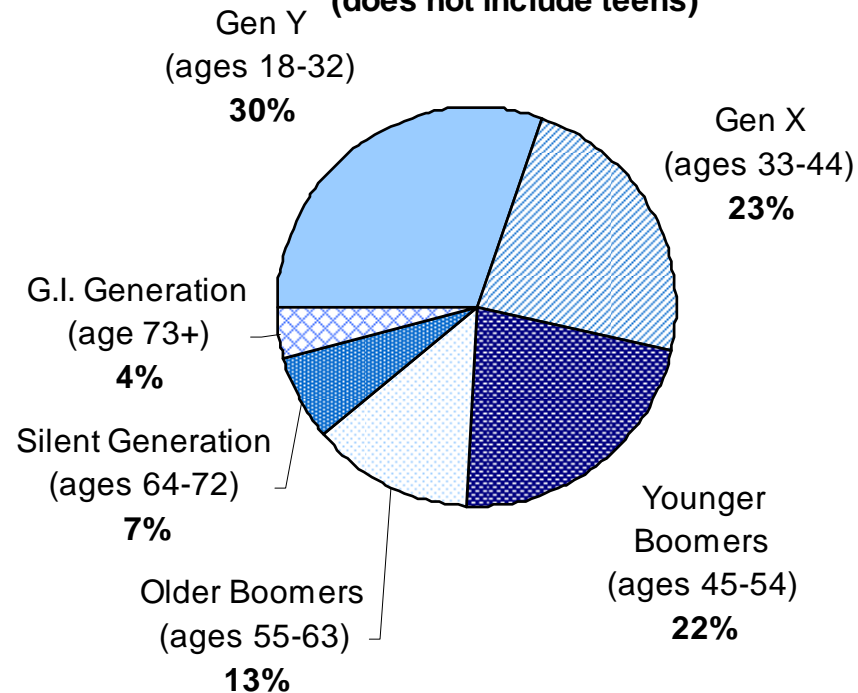
<b>Generations Explained</b>			
<b>Generation Name*</b>	<b>Birth Years, Ages in 2009</b>	<b>% of total adult population</b>	<b>% of internet-using population</b>
<b>Gen Y (Millennials)</b>	Born 1977-1990, Ages 18-32	26%	30%
<b>Gen X</b>	Born 1965-1976, Ages 33-44	20%	23%
<b>Younger Boomers</b>	Born 1955-1964, Ages 45-54	20%	22%
<b>Older Boomers</b>	Born 1946-1954, Ages 55-63	13%	13%
<b>Silent Generation</b>	Born 1937-1945, Ages 64-72	9%	7%
<b>G.I. Generation</b>	Born -1936, Age 73+	9%	4%

Source: Pew Internet & American Life Project December 2008 survey. N=2,253 total adults, and margin of error is  $\pm 2\%$ . N=1,650 total internet users, and margin of error is  $\pm 3\%$ .

\*All generation labels used in this report, with the exception of “Younger -” and “Older -” Boomers, are the names conventionalized by Howe and Strauss’s book, *Generations*: Strauss, William & Howe, Neil. *Generations: The History of America's Future, 1584 to 2069* (Perennial, 1992). As for “Younger Boomers” and “Older Boomers”, enough research has been done to suggest that the two decades of Baby Boomers are different enough to merit being divided into distinct generational groups.

# Generations online in 2009

## Makeup of Adult Internet Population by Generation (does not include teens)



# Americans online by age

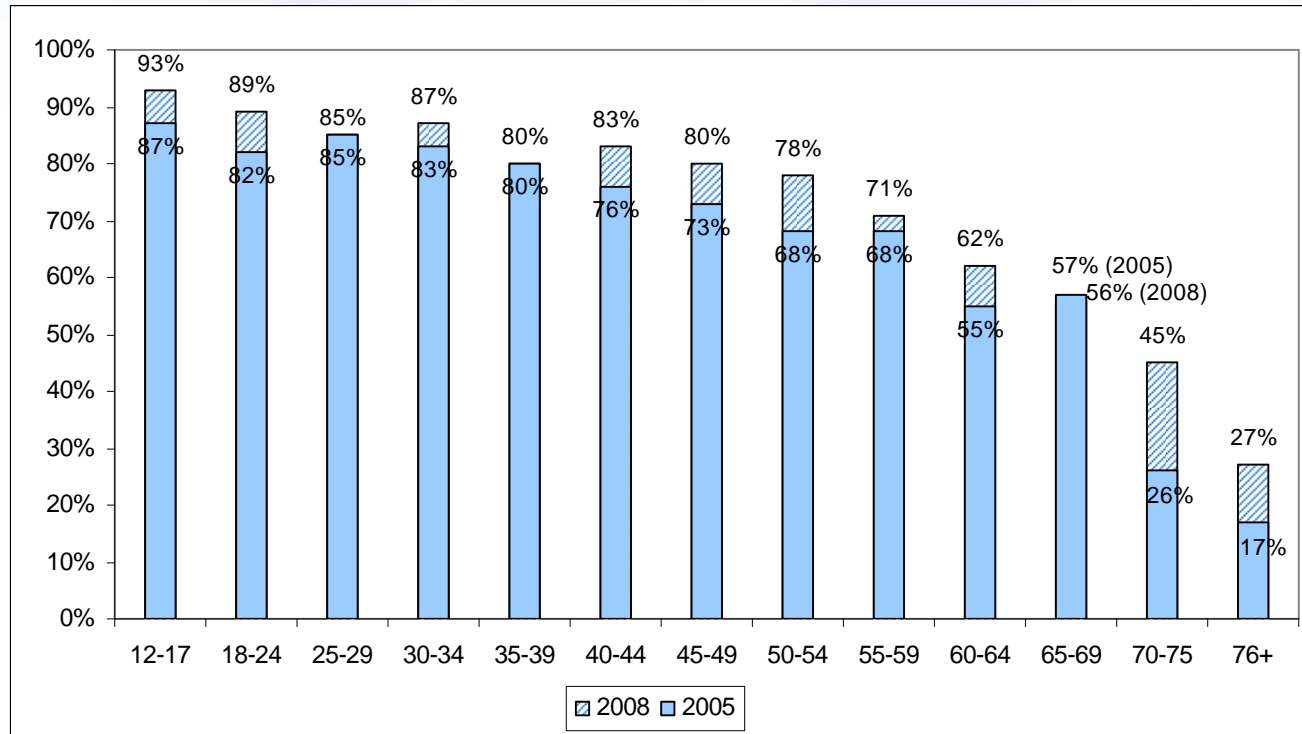


Chart 1: Percentage of Americans online by age (Teens, 12-17, Nov. 2007-Feb. 2008, margin of error =  $\pm 3\%$ . Adults, December 2008, margins of error differ by subgroup. See methodology).

# Americans with home broadband by age

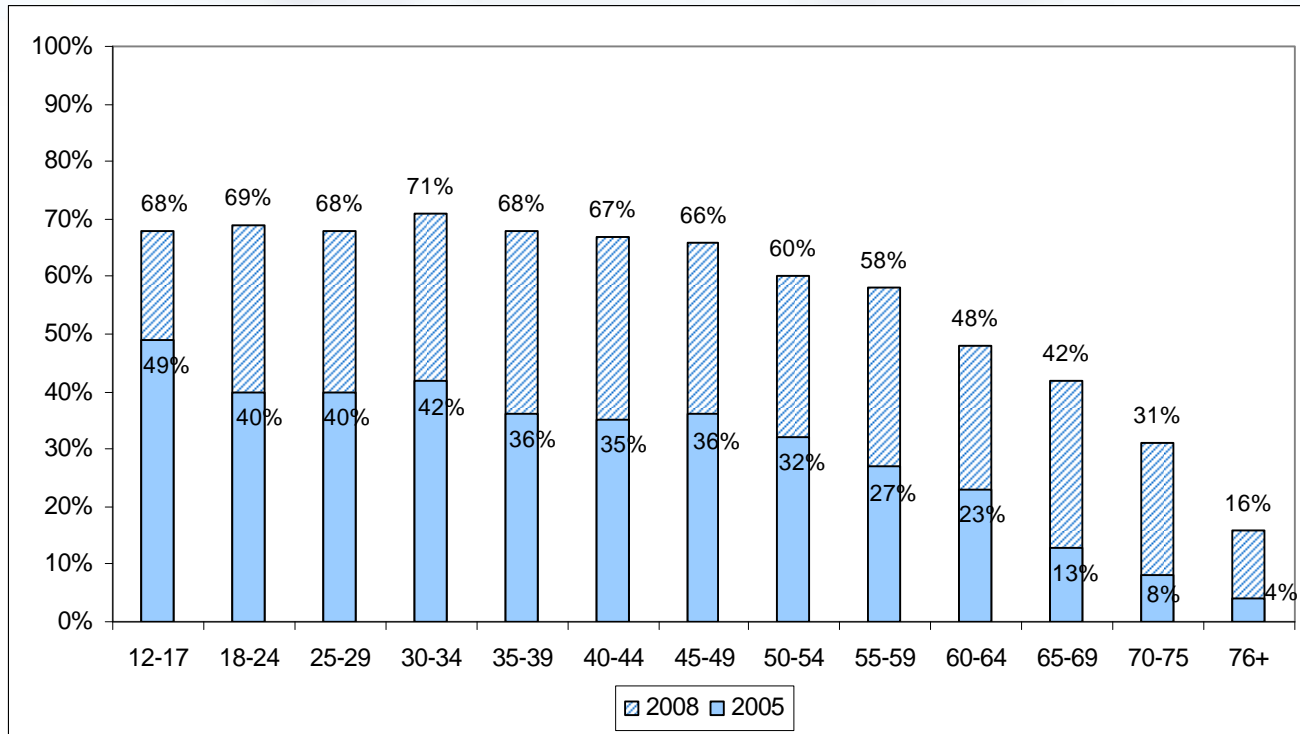


Chart 2: Percentage of all Americans with broadband at home by age (Teens, 12-17, Nov. 2007-Feb. 2008, margin of error =  $\pm 3\%$ . Adults, December 2008, margins of error differ by subgroup. See methodology.).

# Home internet users with broadband at home

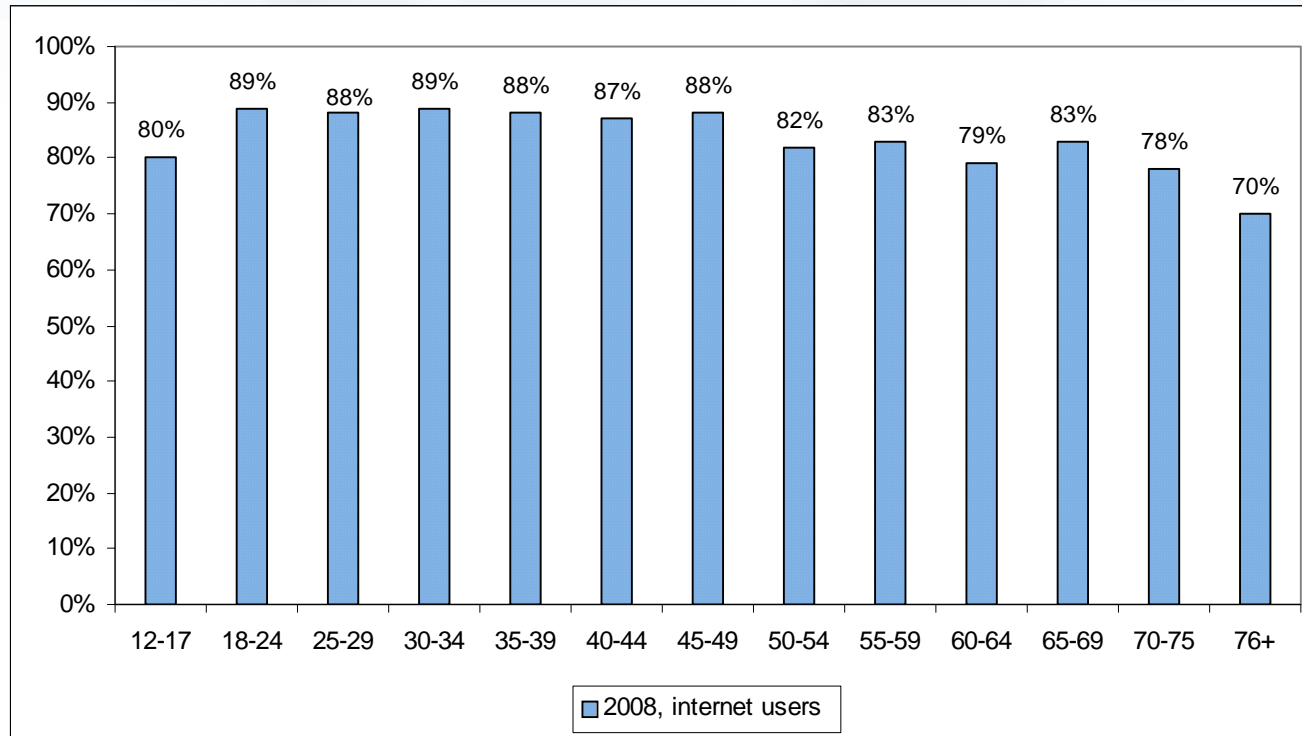


Chart 3: Percentage of home internet users with broadband at home (Teen internet users, 12-17, Nov. 2007-Feb. 2008, margin of error =  $\pm 4\%$ . Adults, December 2008, margins of error differ by subgroup. See methodology.).

# Generational differences in online activities

	Online Teens (12-17)	Gen Y (18-32)	Gen X (33-44)	Younger Boomers (45-54)	Older Boomers (55-63)	Silent Generation (64-72)	G.I. Generation (73+)	All Online Adults
<b>Go online</b>	93%	87%	82%	79%	70%	56%	31%	74%
<b>Teens and Gen Y are more likely to engage in the following activities compared with older users:</b>								
Play games online	78	50	38	26	28	25	18	35
Watch videos online	57	72	57	49	30	24	14	52
Get info about a job	30~	64	55	43	36	11	10	47
Send instant messages	68	59	38	28	23	25	18	38
Use social networking sites	65	67	36	20	9	11	4	35
Download music	59	58	46	22	21	16	5	37
Create an SNS profile	55	60	29	16	9	5	4	29
Read blogs	49	43	34	27	25	23	15	32
Create a blog	28	20	10	6	7	6	6	11
Visit a virtual world	10	2	3	1	1	1	0	2
<b>Activities where Gen X users or older generations dominate:</b>								
Get health info	28	68	82	74	81	70	67	75
Buy something online	38	71	80	68	72	56	47	71
Bank online	*	57	65	53	49	45	24	55
Visit gov't sites	*	55	64	62	63	60	31	59
Get religious info	26~	31	38	42	30	30	26	35
<b>And for some activities, the youngest and oldest cohorts may differ, but there is less variation overall:</b>								
Use email	73	94	93	90	90	91	79	91
Use search engines	*	90	93	90	89	85	70	89
Research products	*	84	84	82	79	73	60	81
Get news	63	74	76	70	69	56	37	70
Make travel reservations	*	65	70	69	66	69	65	68
Research for job	*	51	59	57	48	33	9	51
Rate a person or product	*	37	35	29	30	25	16	32
Download videos	31~	38	31	21	16	13	13	27
Participate in an online auction	*	26	31	27	26	16	6	26
Download podcasts	19	25	21	19	12	10	10	19

Based on Pew Internet & American Life Project surveys. Margins of error vary by subgroup; see methodology.

# Methodology

The results of this survey are based on data from a series of telephone interviews conducted by Princeton Survey Research Associates International primarily between August 2006 and December 2008. For all results based on adult internet users, the margin of error is  $\pm 3\%$ . For results based on teen internet users (ages 12-17), conducted in October-November, 2004, and October-November, 2006, the margin of error is  $\pm 4\%$ . For results based on teen internet users, conducted in November 2007-February, 2008, the margin of error is  $\pm 3\%$ . The margin of error for each generational subgroup shown in the table on page four and discussed throughout the report, however, can be considerably higher than that for the sample of all internet users. Below is a list of the average margins of error (MOE) for each age group listed in the table:

<b>Average Margins of Error by Age Group</b>		
<b>Generational age breaks:</b>		<b>MOE for % of internet users</b>
Generation Y (ages 18-32)		$\pm 7\%$
Generation X (ages 33-44)		$\pm 6\%$
Younger Boomers (ages 45-54)		$\pm 6\%$
Older Boomers (ages 55-63)		$\pm 7\%$
Silent Generation (ages 64-72)		$\pm 8\%$
G.I. Generation (age 73+)		$\pm 10\%$
<b>Age breaks in charts:</b>	<b>Charts 1 &amp; 2: MOE for % of all Americans</b>	<b>Chart 3: MOE for % of home internet users</b>
18-24	$\pm 8\%$	$\pm 9\%$
25-29	$\pm 9\%$	$\pm 10\%$
30-34	$\pm 9\%$	$\pm 11\%$
35-39	$\pm 9\%$	$\pm 11\%$
40-44	$\pm 8\%$	$\pm 9\%$
45-49	$\pm 7\%$	$\pm 8\%$
50-54	$\pm 7\%$	$\pm 8\%$
55-59	$\pm 7\%$	$\pm 8\%$
60-64	$\pm 8\%$	$\pm 11\%$
65-69	$\pm 8\%$	$\pm 12\%$
70-75	$\pm 9\%$	$\pm 14\%$
76+	$\pm 7\%$	$\pm 15\%$