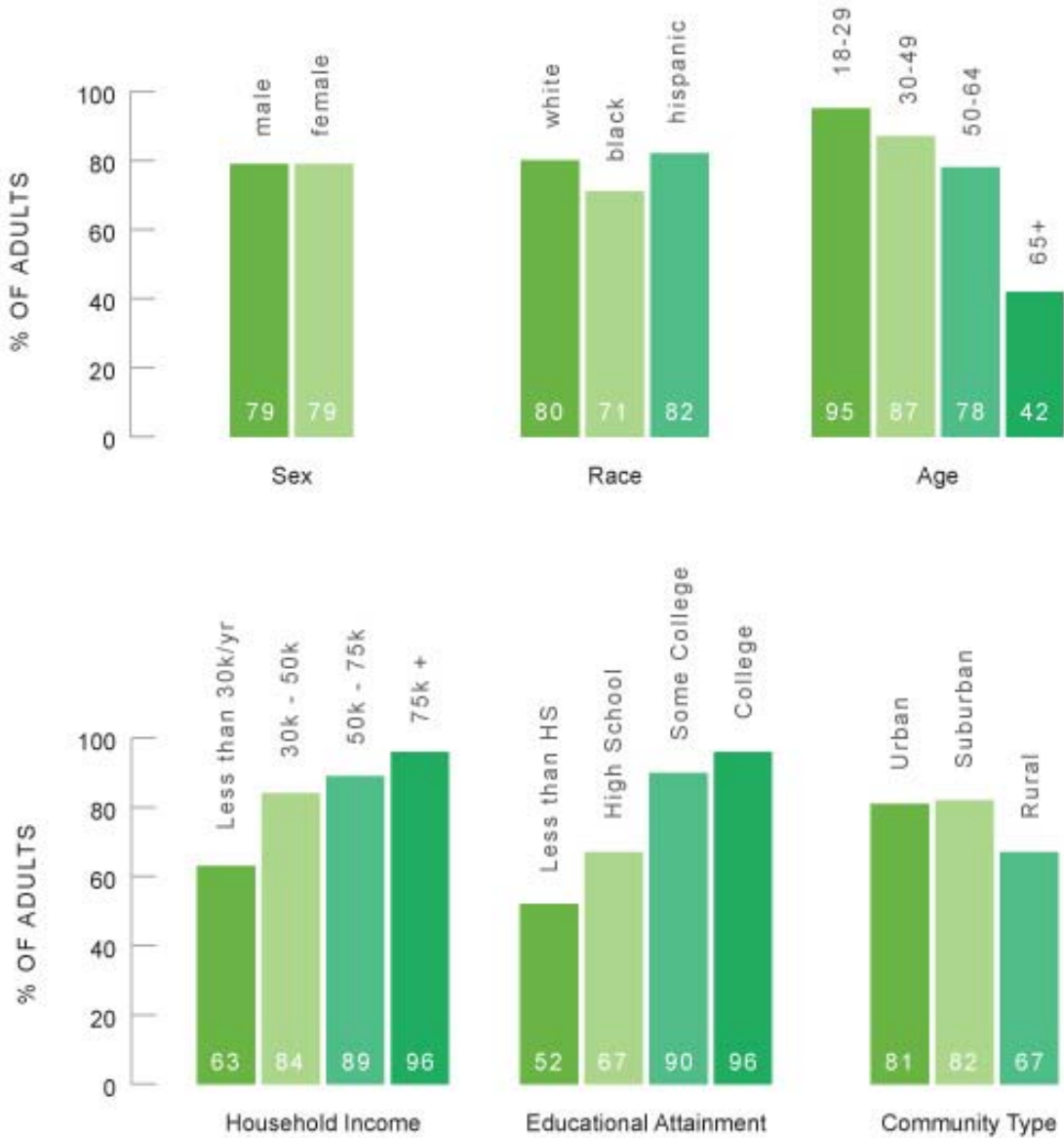


Corresponding Tables Reference Sheet Module I: Lesson A

This supplemental handout should be used as a reference for the following slides, some of which contain graphic representations of the data statistics listed in the charts and tables below.

Slides 4-5: Who is using the Internet?



Slides 6-7: Why are people using the Internet?

Activity	Percent of Internet Users
E-Mail	89
Search Engine	88
Map/Directions	86
Health/Medical Info	83
Hobby/Interest Info.	83
Research Potential Purchase	81
Weather	76
Buy a Product	75
News	72
Travel Reservations	66
Politics/Campaign Info	60
Government Website	59
Job Search	57

Slide 8: A Generation Gap?

Generations Explained			
Generation Name*	Birth Years, Ages in 2009	% of total adult population	% of internet using population
Gen Y (Millennials)	Born 1977-1990, Ages 18-32	26%	30%
Gen X	Born 1965-1976, Ages 33-44	20%	23%
Younger Boomers	Born 1955-1964, Ages 45-54	20%	22%
Older Boomers	Born 1946-1954, Ages 55-63	13%	13%
Silent Generation	Born 1937-1945, Ages 64-72	9%	7%
G.I. Generation	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 ±2%. N=1,650 total internet users, and margin of error is ±3%

	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
Go online	93%	87%	82%	79%	70%	56%	31%	74%

Source: Pew Internet & American Life Project (2009) - Generations Online

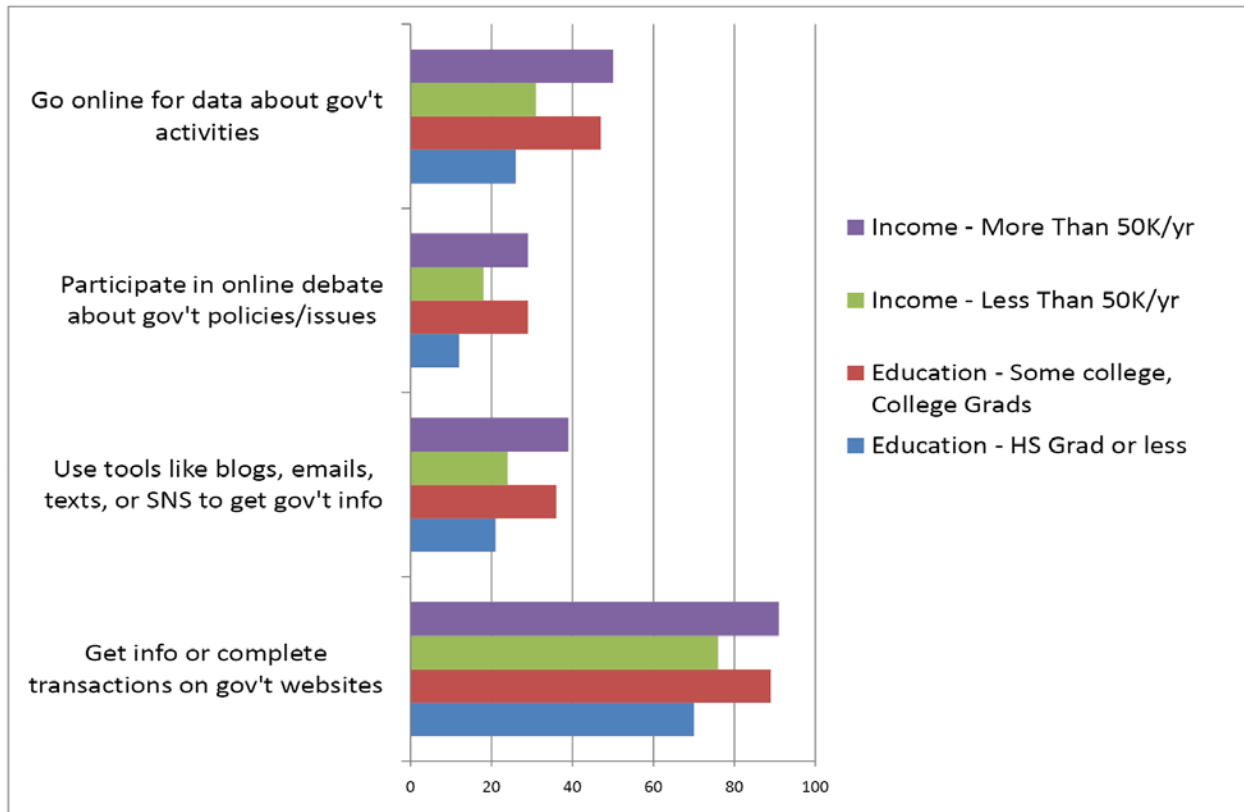
Slides 9-10: Teen and Gen Y

	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
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

Slide 11: Gen X and Older

	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
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

Slide 20: E-Gov Users



Slide 21: E-commerce

Type	Sector	Percent of Total Sales	Percent of Total e-commerce
B2B	Manufacturing Shipments	39.3%	58.1%
B2B	Merchant Wholesale Trade Sales	20.6%	34.1%
B2C	Retail Trade Sales	3.6%	3.8%
B2C	Selected Services Revenue	2.1%	4.0%
	Total	16.5%	100.0%

Slide 22: E-Education

School e-offering	Level		Population			
	Elementary	Secondary	City	Suburban	Town	Rural
Two-way conferencing	25	45	24	28	29	36
Telecommunications	21	28	18	26	26	21
Online student assessment	72	71	73	72	71	72
Distance Ed. access for students	34	65	35	37	44	52
Standardized assessment results and data for teachers	88	83	91	86	85	85
Data for instructional planning at the school	86	82	88	84	84	83
Online professional development	60	57	61	58	60	58
High-quality digital content	64	68	61	69	64	63

Slide 23: E-Communities

