

# All Information Sources Used by Generation

*Percent of consumers who seek information from any source*

	All	Gen Y	Younger Gen X	Older Gen X	Baby Boomer
<b>Agent/broker/advisor</b>	69%	64%	69%	68%	70%
<b>Internet</b>	61	73	61	61	56
<b>Friends/relatives/coworkers</b>	33	48	33	33	27
<b>Employer/human resources department</b>	33	40	41	36	25
<b>Mail</b>	19	11	11	18	26
<b>Parents/parents-in-law</b>	15	33	21	16	5
<b>Books, magazines, newspapers</b>	15	11	7	8	23
<b>Email</b>	9	9	8	10	8
<b>Toll-free call to a company</b>	7	6	7	9	6
<b>TV or radio</b>	6	8	5	5	7