NetGen

Baby Boomers
- TV generation
- Typewriters
- Telephone
- Memos
- Family focus

Generation X
- Video games
- PC
- Email
- CDs
- Individualist

Net Gen
- Web
- Cell phone
- IM
- MP3s
- Online communities

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Family focus

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NetGen

“Don’t Bother Me Mom—I’m Learning!”

Marc Prensky

Gaming

• 68% of HH play video games

• *Average gamer is 35 (has been playing for 12 years)*

• Average age of most frequent game purchaser is 39

• Fast growing cohort, over 50 (25% now)

• 37% of heads of households play games on wireless devices

• 84% of games are E, T, or E10+
NetGen

Facebook helps you connect and share with the people in your life.
NetGen

SCHOOL DAZE

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