

# Video-Game Characters Denounce Randomly Placed Swinging Blades

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The Onion's young, tech-savvy and predominantly male audience comprises thousands of gaming fans. With their large disposable incomes, these readers regularly purchase the newest consoles, games, and gaming services.

Gaming Purchases, Shopping & More	Index
Purchased Gaming Software Online**	312
Purchased Gaming Software Anywhere*	229
Purchased Video Games Online*	280
Purchased Video Games Anywhere*	183
Shopped for Gaming Software Online*	264
Had a Paid Subscription to Gaming Services	250
Frequently Provide Advice on Video Games	208

\* Last 6 months \*\* Last 12 months

Purchased Computer Games (Last 12 Months)	Index
Adventure	380
Arcade	292
Board	171
Fantasy/RPG	363
Puzzle/Trivia	226
Simulation	456

Played Games Online (Last 30 Days)	Index
Adventure/Fantasy	298
Arcade/Action	154
Multiplayer Console	236
Puzzle/Trivia	160
Sports/Simulation	257

Source: @Plan, Winter 2007/2008

SOME OF OUR CLIENTS

