

Fugitive Movie Heroine Cuts Own Hair Perfectly

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Onion readers are entertainment addicts and cultural tastemakers. They catch the latest films and shows, and are nearly three times as likely to purchase tapes and DVDs as the average consumer.

49% Onion readers attended the movies in the last 30 days

77% Onion readers rented a movie in the last 30 days

69% Onion readers read movie news/reviews/listings online in the last 30 days

Movie Purchases, Shopping & More	Index
Purchased Movie Tickets Online*	263
Purchased Movie DVDs/Tapes Online*	238
Shopped for Movie DVDs/Tapes Online*	234
Frequently Provide Advice on Movies	182
Heavy Spending Online On Movie DVDs/Tapes**	282

* Last 30 days
** Last 6 months

Movies Attended (Last 30 Days)	Index
Action/Adventure	127
Comedy	122
Documentary	223
Foreign	262
Horror	142
Independent	379
Sci-Fi	230
Suspense/Thriller	150
War	225

Source: @Plan, Winter 2007/2008

SOME OF OUR CLIENTS

