

## New Country-Music Video Has Look Of 1991 Rock Video

Vol. 37 Issue 04



There is no doubt that Onion readers are music lovers, purchasing and downloading more than twice as much music as the average consumer. Onion readers are also much more likely to attend live concerts, watch music videos, and use multimedia applications to listen to music.

### Music Purchases, Downloads & More

	<b>Index</b>
Purchased CDs/Tapes Online*	<b>282</b>
Purchased Digital Music Online*	<b>302</b>
Purchased Concert Tickets Anywhere**	<b>182</b>
Downloaded Music/Audio File for Portable Media*	<b>372</b>
Listened to Live Concert Online*	<b>372</b>
Watched Music Videos Online*	<b>298</b>
Watched Live Concerts Online*	<b>412</b>
Used a Multimedia Application*	<b>155</b>
Attended a Live Concert*	<b>179</b>
Frequently Provide Advice on Music	<b>191</b>
Heavy Spending Online on Music**	<b>339</b>

\* Last 30 days \*\* Last 6 months

### Music Purchases By Genre

(Last 3 Months)	<b>Index</b>
Alternative/Rock	<b>441</b>
Blues	<b>437</b>
Classic Rock	<b>290</b>
Dance/Club	<b>203</b>
Folk	<b>450</b>
Hard Rock/Heavy Metal	<b>262</b>
Jazz	<b>400</b>
Latin/Salsa	<b>399</b>
Rap/Hip Hop	<b>223</b>
Reggae	<b>244</b>
Rock	<b>300</b>

Source: @Plan, Winter 2007/2008

### SOME OF OUR CLIENTS

