

Area Man Hoping Cell Phone Breaks So He Can Get Better One

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Onion readers are young early adopters who are always on the lookout for the latest in technology and electronics.

- 99.4% go online at least once a week**
- 95.2% have broadband access**
- 93.9% go online 5+ times a week**

Tech Savvy Audience	Index	Technology Purchased	Index
Downloaded Music/Audio for Portable Media*	313	Computer Software*	228
Downloaded Video for Portable Media*	278	Computer Hardware*	252
Published/Updated Blog**	350	Computer Games*	312
Read RSS Feed**	743	Home Electronics*	221
Received Internet/Technology Email Newsletters*	339	MP3 Player**	172
Watched Technology News Online*	453	PDA/Smart Phone**	204
Frequently Provide Advice on Websites/Internet Content and Services	215	WiFi Equipment**	211
Frequently Provide Advice on Electronics	211		
Frequently Provide Advice on Computer Hardware/Software	222		

*Online, last 30 days
**Anywhere, last 12 months

Source: @Plan, Winter 2007/2008

*Last 30 days
**Yesterday

SOME OF OUR CLIENTS

