



The Musical Instrument Buying Power

of



Austin-Chicago-Denver-Los Angeles-New York City-San Francisco

March, 2009



Austin

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
 Market: AUSTIN, TX for MAY-JUN 2007 \ APR-MAY 2008
 Bases: ADULTS--AGE 18-44
 Target: CDS, TAPES, NEEDLES OR RECORD NOT PURCHASED FROM A

THE MEDIA AUDIT

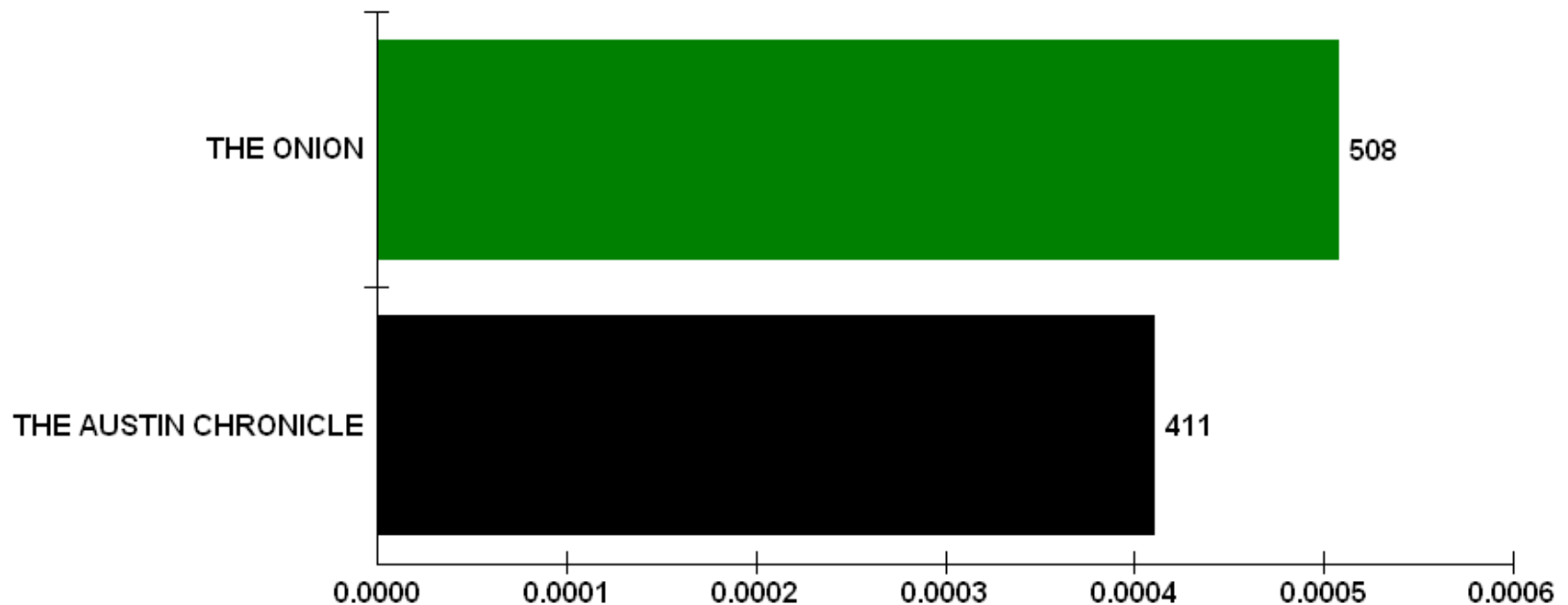
Average \$'s Expenditure -- Cume Rating

Base Population: 685,799

% In Target: 38.3%

Target Persons: 262,482

THE ONION 18-44 READERS SPEND AN AVG OF \$508 ANNUALLY ON MUSICAL INSTRUMENTS





Los Angeles

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
 Market: LOS ANGELES, CA for MAR-MAY/SEP-OCT 2008
 Bases: ADULTS--AGE 18-44
 Target: MUSICAL INSTRUMENTS AND ACCESSORIES

THE MEDIA AUDIT

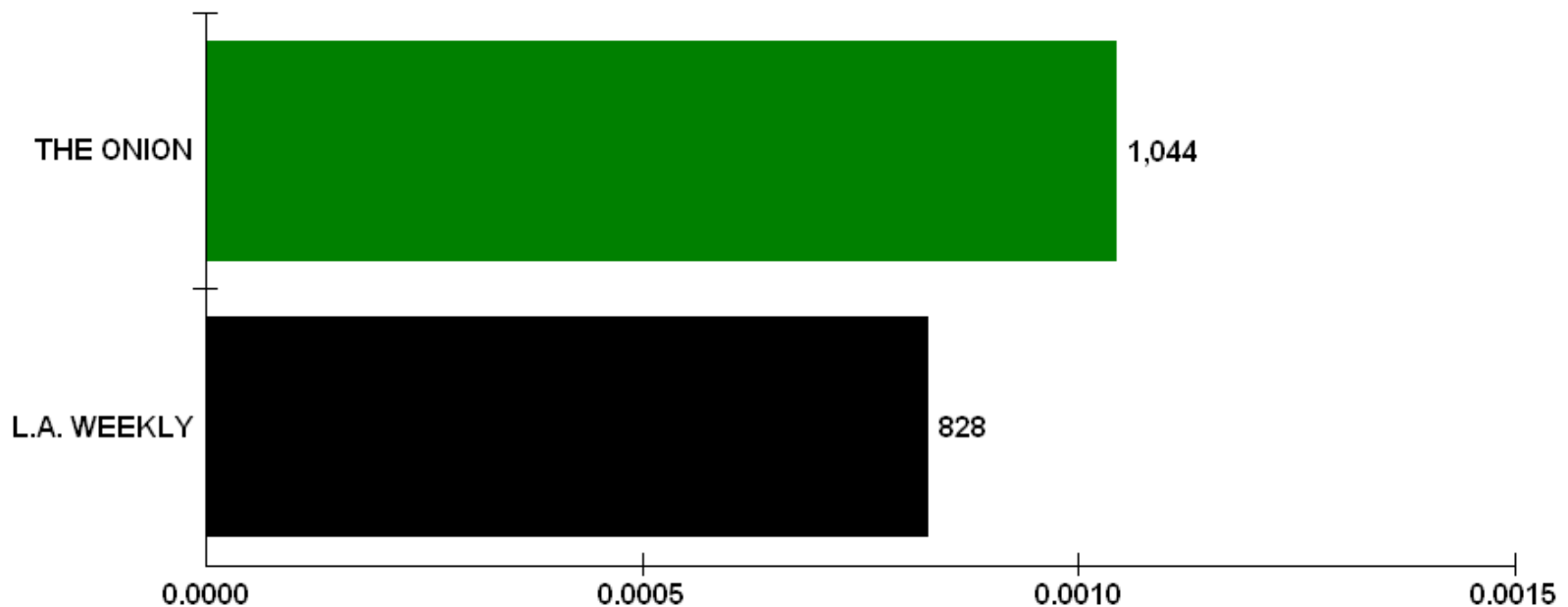
Average \$'s Expenditure -- Most Often Rating

Base Population: 5,173,989

% In Target: 2.2%

Target Persons: 115,823

THE ONION READERS AGE 18-44 SPEND AN AVG OF \$1,044/YEAR ON MUSICAL INSTRUMENTS



Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
 Market: CHICAGO, IL for MAY-JUN/NOV-DEC 2008
 Bases: ADULTS AGE 18+
 Target: MUSICAL INSTRUMENTS AND ACCESSORIES

THE MEDIA AUDIT

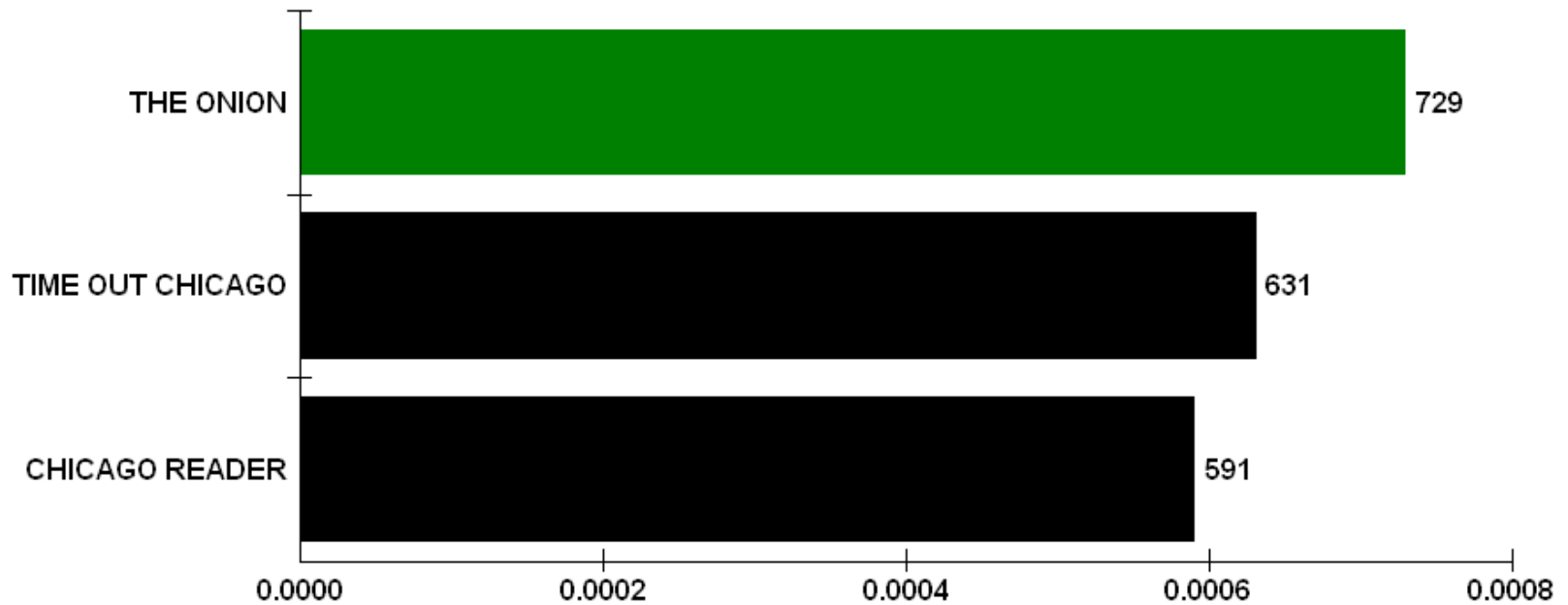
Average \$'s Expenditure -- Cume Rating

Base Population: 6,971,707

% In Target: 2.6%

Target Persons: 182,982

THE ONION READERS SPEND AN AVG OF \$729 ANNUALLY ON MUSICAL INSTRUMENTS





Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT THE MEDIA AUDIT Average \$'s Expenditure -- Most Often Rating
 Market: DENVER, CO for MAY-JUN/OCT-NOV 2008
 Bases: ADULTS--AGE 18-44
 Target: MUSICAL INSTRUMENTS AND ACCESSORIES
 Base Population: 1,066,259 % In Target: 5.2% Target Persons: 55,952

THE ONION READERS SPEND ON AVERAGE \$402 ANNUALLY ON MUSICAL INSTRUMENTS



Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT THE MEDIA AUDIT
 Market: DENVER, CO for MAY-JUN/OCT-NOV 2008
 Bases: ADULTS--AGE 18-44
 Target: MUSICAL INSTRUMENTS AND ACCESSORIES
 Base Population: 1,066,259 % In Target: 5.2%

Media	Most Often Persons	Average \$'s Expenditure	\$0	\$403
THE ONION	7,964	402		
WESTWORD	*	*		



New York City

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
 Market: NEW YORK, NY for JUL-AUG'07/JAN-FEB 2008
 Bases: ADULTS AGE 18+
 Target: MUSICAL INSTRUMENTS AND ACCESSORIES

THE MEDIA AUDIT

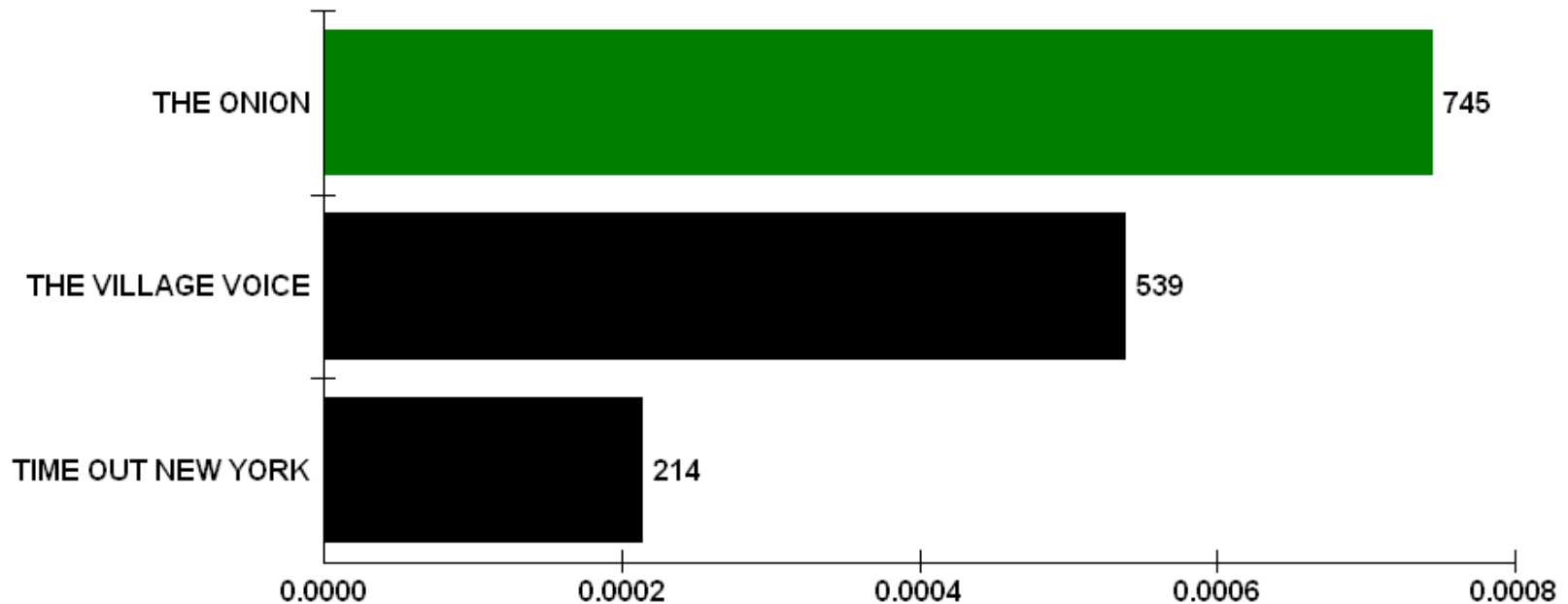
Average \$'s Expenditure -- Most Often Rating

Base Population: 14,252,619

% In Target: 4.6%

Target Persons: 651,206

THE ONION READERS SPEND ON AVERAGE \$745 ANNUALLY ON MUSICAL INSTRUMENTS





San Francisco

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
 Market: SAN FRANCISCO, CA for JUN-AUG/DEC'07-FEB 2008
 Bases: ADULTS AGE 18+
 Target: MUSICAL INSTRUMENTS AND ACCESSORIES

THE MEDIA AUDIT

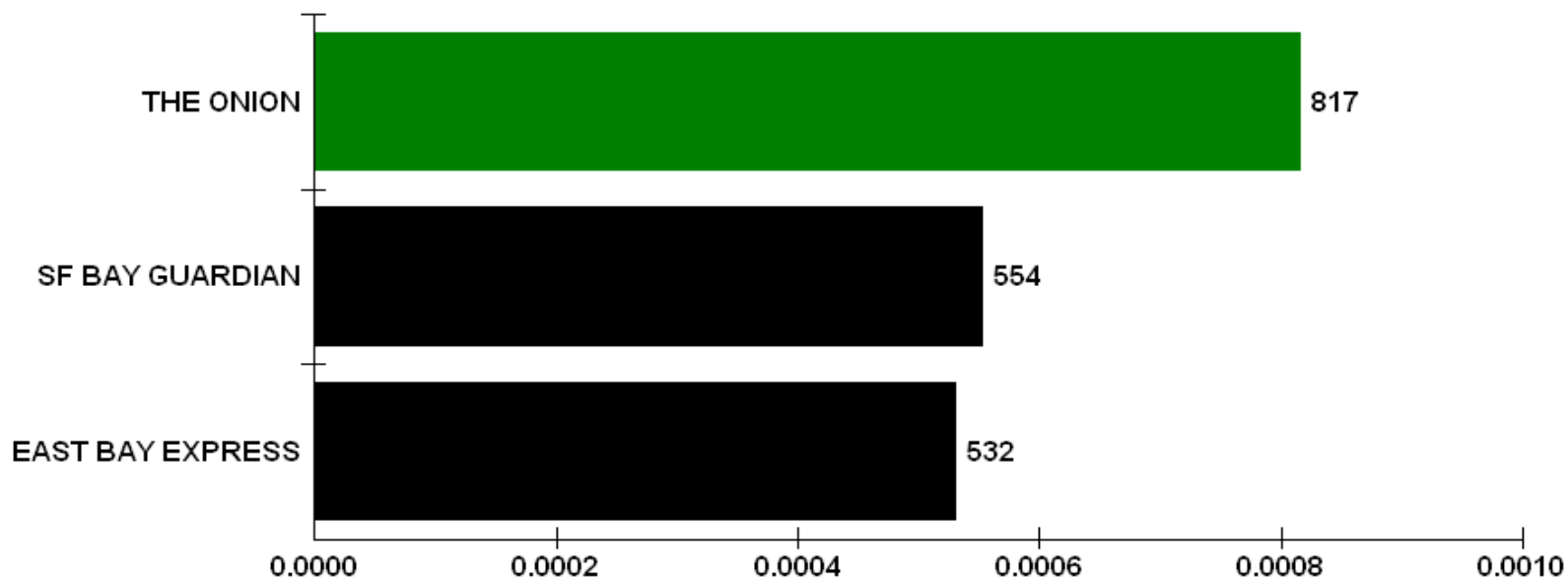
Average \$'s Expenditure -- Cume Rating

Base Population: 5,353,552

% In Target: 3.3%

Target Persons: 175,138

THE ONION READERS SPEND AN AVERAGE OF \$817 ANNUALLY ON MUSICAL INSTRUMENTS



**THE ONION READERS
SPEND NEARLY \$132 MILLION
ANNUALLY ON
MUSICAL INSTRUMENTS**



The Media Audit



ANNUAL CONSUMER BUYING POWER



ANNUAL EXPENDITURES FOR MUSICAL INSTRUMENTS

	THE ONION/ THE ONION.COM	THE ONION
MSA MARKET	Total Dollar Expenditures	Total Dollar Expenditures
AUSTIN, TX	\$2,267,092	\$2,267,092
CHICAGO, IL	\$27,129,476	\$23,724,974
DENVER, CO	\$10,553,861	\$6,903,767
LOS ANGELES, CA	\$15,744,706	\$14,734,348
MADISON, WI	\$6,074,402	\$6,074,402
MILWAUKEE-RACINE, WI	\$9,409,606	\$8,897,021
MINNEAPOLIS-ST. PAUL, MN	\$21,004,352	\$18,564,762
NEW YORK, NY	\$19,637,624	\$12,477,622
SAN FRANCISCO, CA	\$10,335,416	\$8,892,228
WASHINGTON, DC	\$9,630,844	\$6,648,088
TOTAL ANNUAL MUSICAL INSTRUMENT SPENDING BY THE ONION READERS:	\$131,787,379	\$109,184,304