

Consumers | SHOPPING

COUPON USAGE

Almost everybody likes to save a few bucks but how many of us actually use coupons provided by retailers?

► Clark County:

- 23% Almost a quarter of Clark County residents use coupons in a typical year.
- 19% Almost a fifth of those users got coupons from a newspaper.
- 5% There are a little more than 5,000 Clark County residents considering themselves "heavy coupon users" — which is using them 12 times or more in three months.

► Floyd County:

- 22% More than a fifth of Floyd County residents use coupons in a typical year.
- 18% Many users got those coupons from a newspaper.
- 5% There are a little more than 5,000 Floyd County residents considering themselves "heavy coupon users" — which is using them 12 times or more in three months.

► Jeffersonville coupon users:

- City residents are more likely to get their coupons from a newspaper than most Indiana residents.
- Jeffersonville residents' top uses for coupons:
 - 1) Cleaning products
 - 2) Food
 - 3) Cosmetics

► New Albany coupon users:

- Residents of the area's largest city are average coupon users when it comes to food and use in grocery stores. However, they exceed the state average when it comes to using coupons at local drug stores.
- New Albany residents also exceed the state average when it comes to why they use coupons. Survey response showed 16 percent use coupons to save the maximum amount of money. Less than half that used coupons to try a new brand.

146 Years in Service
E. M. COOTS' SONS
 FUNERAL HOME
 Serving Families Since 1860

**Pre-Arrangement Counseling
 Funding & Irrevocable Trusts**

**120 West Maple Street
 Jeffersonville, Indiana 47130
 (812)282-1356**



**OB/GYN Associates of
 Southern Indiana, PSC**
 Providing OB/GYN care to the
 Southern Indiana community since 1977.



**OUR BOARD CERTIFIED PHYSICIANS
 ARE ACCEPTING NEW PATIENTS**
 Marilyn Mahan, MD • Guy Silva, MD • Carol Borden, MD
 Jacqueline Riely, MD • Stephen Baldwin, MD

- Routine as well as High Risk Prenatal Care
- Gynecologic Exams - Routine, menopausal, abnormal pap smear, pelvic pain, bleeding problems
- Minimally Invasive Gynecologic Laser Surgery
- Treatment Options for Female Incontinence and Prolapse Disorders
- In Office Bone Density Testing & Ultrasounds
- Laser Hair Removal
- Liposuction/Tummy Tuck
- Breast Augmentation

**Professional Arts Building
 1919 State St. Suite 340, New Albany, IN 47150
 www.obgynsi.yourmd.com (812) 945-5233**

\$169 GO FIGURE

>> Floyd County households spent more for wine on average in 2005. (Clark households spent \$142 on average.) White wine proved to be slightly more popular in both counties, according to 2005 statistics.

AUTOMOTIVE | Consumers

WHAT WE DRIVE

- Most common automobile model in Clark and Floyd counties — Ford
- Most common foreign model owned in Clark and Floyd counties — Toyota

► DOMESTIC CARS REGISTERED

	American												
	Total	Motor Corp.	Buick	Cadillac	Chevrolet	Chrysler	Dodge	Ford	Lincoln	Mercury	Oldsmobile	Plymouth	Pontiac
INDIANA	3,291,806	8,293	229,294	81,760	583,994	113,442	173,864	477,547	50,447	118,314	183,746	51,515	269,718
CLARK	52,447	118	2,371	1,084	6,440	1,469	2,088	11,102	1,053	2,006	2,110	693	2,615
FLOYD	37,768	105	1,929	776	4,783	927	1,451	7,146	696	1,296	1,469	436	1,662

► FOREIGN CARS REGISTERED

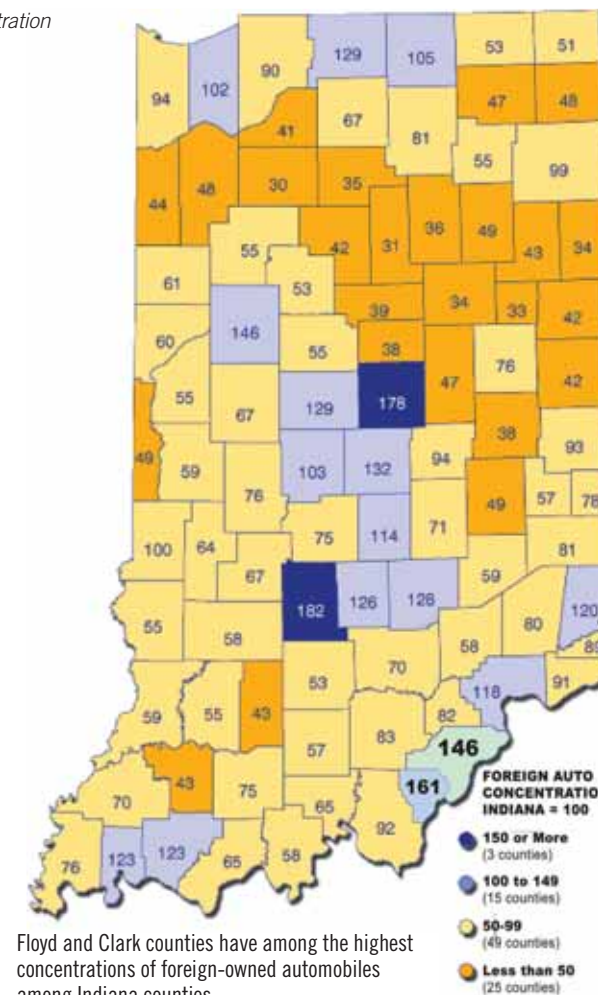
	Mercedes													
	Acura	BMW	Honda	Isuzu	Jaguar	Mazda	-Benz	Mitsubishi	Nissan	Porsche	Subaru	Toyota	Volkswagon	Volvo
INDIANA	12,543	21,733	153,912	8,142	4,866	34,636	21,327	33,577	66,050	3,887	11,855	160,162	36,099	12,069
CLARK	231	296	2,858	161	109	980	362	562	2,101	31	116	4,125	667	309
FLOYD	261	275	2,521	122	94	805	307	435	1,315	51	157	3,428	697	373

SOURCE: Indiana Bureau of Motor Vehicles, 2004 vehicle registration

► HOW OLD ARE OUR VEHICLES?

Clark County (Percentage of total vehicles in the county)	Floyd County (Percentage of total vehicles in the county)
1900-2001 Model Years 75.1%	1900-2001 Model Years 75.3%
2002 Model Year 6.4%	2002 Model Year 6.9%
2003 Model Year 6.0%	2003 Model Year 6.3%
2004 Model Year 5.9%	2004 Model Year 6.0%
2005 Model Year 5.6%	2005 Model Year 4.8%
2006 Model Year 1.1%	2006 Model Year 0.8%

SOURCES: Indiana Bureau of Motor Vehicles; Indiana Business Research Center, IU Kelley School of Business



Floyd and Clark counties have among the highest concentrations of foreign-owned automobiles among Indiana counties