

Consumers | ENTERTAIN

MOVIE RENTALS:

These are the movies area residents were renting much more than other areas in June, according to NetFlix, a popular online source. We've included some other cities for comparison.

► New Albany

"Home on the Range" — An animated family movie about rebellious cows

"Ghost Rider" — An action/adventure movie based on a comic book character

"Broken Bridges" — A drama/love story featuring country music singer Toby Keith

"The Butterfly Effect 2" — Sci-fi thriller about a boy who has the power to change the past

"Night at the Museum" — Family-friendly fantasy about chaos at a museum when an ancient curse brings the exhibits to life

► Jeffersonville

"Madison" — True story about a hydroplane boat racer in Madison, Ind.

"The Karate Kid" — The classic 1980s karate film featuring Ralph Macchio

"Hoot" — Family-friendly story about a group of kids working to protect endangered owls

"Master & Commander" — Action/adventure film taking place on the high seas during the Napoleonic wars

"Caddy Shack" — Legendary 1980s comedy, featuring Chevy Chase and Bill Murray, set at a golf/country club

CHECKED OUT BOOKS:

In 2006, here were the top books checked out of the Jeffersonville Township Library. For the year, the library circulated more than 370,000 items.



"Home on the Range"
A New Albany favorite



"Madison"
A Jeffersonville favorite



"The Last Mogul"
True Hollywood fare



"Boynton Beach Club"
A Boca Raton, Fla., favorite

Do movie rentals say anything about the people living in different parts of the country? Judge for yourself: here are the top movies folks in other parts of the country are renting:

► New York City

"Regular Lovers" — A foreign, black and white, film about life and love in the near-revolutionary times in 1960s Paris

► Los Angeles

"The Last Mogul" — Documentary about movie company head Lew Wasserman who controlled Hollywood for more than 50 years

► El Paso, Texas

"The Virgin of Juarez" — True story about the ongoing, unsolved murders occurring in Ciudad Juarez, Mexico

► Washington, D.C.

"Breach" — True story thriller about FBI operative Robert Hanssen who was charged with selling U.S. secrets to the Soviet Union

► Boca Raton, Fla.

"Boynton Beach Club" — Romantic comedy about finding love at a retirement community

► The top ten books circulated were:

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| 1. "Twelve Sharp" by Janet Evanovich | Mystery |
| 2. "Beach Road" by James Patterson | Fiction |
| 3. "Two little girls" by Mary Higgins Clark | Mystery |
| 4. "4th of July" by James Patterson | Fiction |
| 5. "Cover of Night" by Linda Howard | Fiction |
| 6. "Hey Good Looking" by Fern Michaels | Fiction |
| 7. "Sweet Revenge" by Michaels | Fiction |
| (tie) "Vanished" by Karen Robards | Fiction |
| (tie) "Susannah's Garden" by Debbie Macomber | Fiction |
| 8. "Prior Bad Acts" by Tami Hoag | Fiction |
| (tie) "Life Guard" by James Patterson | Fiction |
| 9. "House" by Frank Peretti | Fiction |
| 10. "Dead Watch" by John Sanford | Mystery |
| (tie) "Killer Dreams" by Iris Johansen | Fiction |

These books reflect the national Best Seller list for 2006

READING | Consumers

MAGAZINE HABITS

What we read can say a lot about our hobbies, politics and lifestyles. Here are some of the larger categories of regular magazines and how many adults read them.

SUBJECT	COUNTY	ESTIMATED ADULTS READING THIS TYPE (%)	
► MATURE MARKET MAGAZINES	Clark County	6,170 (8.18%)	
	Floyd County	4,216 (7.87%)	
	U.S. average	(7.05%)	
► MEN'S MAGAZINES	Clark County	13,557 (17.97%)	
	Floyd County	9,627 (17.97%)	
	U.S. average	(17.54%)	
► MUSIC MAGAZINES	Clark County	8,653 (11.47%)	
	Floyd County	5,853 (10.93%)	
	U.S. average	(10.81%)	
► NEWS WEEKLY MAGAZINES	Clark County	33,443 (44.32%)	
	Floyd County	24,138 (45.07%)	
	U.S. average	(43.26%)	
► PARENTHOOD MAGAZINES	Clark County	7,383 (9.79%)	
	Floyd County	5,355 (10%)	
	U.S. average	9.55%	
► SCIENCE/TECH MAGAZINES	Clark County	5,079 (6.73%)	
	Floyd County	3,725 (6.95%)	
	U.S. average	(6.54%)	
► SPORTS MAGAZINES	Clark County	11,570 (15.33%)	
	Floyd County	8,660 (16.17%)	
	U.S. average	(15.34%)	
► WOMEN'S FASHION MAGAZINES	Clark County	4,265 (5.65%)	
	Floyd County	3,081 (5.75%)	
	U.S. average	(5.95%)	
► AUTOMOTIVE MAGAZINES	Clark County	10,728 (14.22%)	
	Floyd County	7,235 (13.51%)	
	U.S. average	(12.83%)	
► AIRLINE MAGAZINES	Clark County	3,595 (4.78%)	
	Floyd County	2,889 (5.59%)	
	U.S. average	(5.38%)	
► BOATING MAGAZINES	Clark County	2,198 (2.91%)	
	Floyd County	1,624 (3.03%)	
	U.S. average	(2.70%)	
► BUSINESS/FINANCE MAGAZINES	Clark County	13,291 (17.62%)	
	Floyd County	10,069 (18.84%)	
	U.S. average	(18.26%)	
► COMPUTER MAGAZINES	Clark County	6,202 (8.22%)	
	Floyd County	4,625 (8.64%)	
	U.S. average	(8.49%)	
► EPICUREAN MAGAZINES	Clark County	3,338 (4.42%)	
	Floyd County	2,594 (4.84%)	
	U.S. average	(4.87%)	
► FISHING/HUNTING MAGAZINES	Clark County	11,725 (15.54%)	
	Floyd County	7,739 (14.45%)	
	U.S. average	(13.17%)	
► HEALTH MAGAZINES	Clark County	10,249 (13.58%)	
	Floyd County	7,068 (13.20%)	
	U.S. average	(12.40%)	

SOURCE: Claritas PRIZM Segmentation system and MediaMark Research, Inc.'s Magazine Readership Database. Figures are based on 2003 population statistics.