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## WEB HEADS

NewsAndTribune.com relaunched in 2006 as a seven-day source of Hoosier news and information from The Evening News and The Tribune. Here are some of the most well-read stories of this year and last.

### ► 2006

1. Woman says she was stabbed, man shoots self: NAPD say shooting in White Castle drive-thru an accident (April 18, 2006)
2. Election night photo gallery (Nov. 7, 2006)
3. IU fans get look in to the future (Aug. 11, 2006)
4. Providence student could face prison time (Oct. 17, 2006)
5. A 'Green' Alternative: Georgetown man goes electric to combat gas prices (July 1, 2006)
6. Providence student arrested following fatal crash (Oct. 16, 2006)
7. On the record: Voting records for Baron Hill and Mike Sodrel (Nov. 5, 2006)
8. 15 arrested in New Albany drug raid (Sept. 29, 2006)
9. Providence junior remembered by friends, classmates (Oct. 19, 2007)
10. Cruel Summer: Jeffersonville woman tries to overcome losses (Aug. 1, 2006)

### ► 2007 (Through June 30, 2007)

1. Photo gallery from Officer Frank Denzinger's funeral (June 24, 2007)
2. Photo gallery from area high school graduations (May 27, 2007)
3. Photo gallery from President Bush's visit to New Albany (March 2, 2007)
4. Photo gallery from primary election night (May 8, 2007)
5. IU's Kelvin Sampson has the answers this time — in Starlight (May 31, 2007)
6. Police: Floyd Sheriffs Deputy, suspected teen shooter are both dead (June 19, 2007)
7. Photo gallery from Thunder Over Louisville (April 22, 2007)
8. Bobby Valvano's column: Same rules, same game except off the court (March 27, 2007)
9. NCAA near-misses just the start for IU, Purdue (March 21, 2007)
10. Teen turned gun on himself after shooting two Floyd County police officers (June 20, 2007)

SOURCE: Page views per headlined news or sports story as recorded by Omniture's SiteCatalyst software

## ONLINE USAGE

NEW ALBANY	FLOYD COUNTY	JEFF	CLARK COUNTY	INDIANA	ANSWERED "YES"
14,915	32,201	12,589	44,328	2,687,797	Used Internet in last month
7,211	15,693	6,089	21,648	1,317,369	Has Internet access at home
12,217	27,445	10,493	37,144	2,265,460	Used Internet at home in last month
14,268	23,460	10,723	37,223	2,129,181	Used any online service in last month
6,357	12,749	5,402	17,462	1,026,705	Used America Online in last month
1,878	4,324	1,677	5,447	347,090	Visited CNN in last month
1,619	3,436	1,363	4,460	282,316	Visited ESPN in last month
855	1,920	760	2,643	158,769	Visited Weather.com in last month
7,584	16,169	6,414	22,402	1,350,853	Visited Yahoo in last month
911	1,743	752	2,372	145,313	Listened to Internet radio in last month
682	1,670	620	2,106	136,519	Made online stock trades in last month
2,926	6,660	2,658	8,579	525,558	Made travel plans online in last month
1,940	4,249	1,655	5,777	353,090	Used for car purchase info in last month
1,466	2,545	1,180	3,914	220,823	Chat/instant messaged in last month
12,581	27,424	10,678	37,354	2,273,824	Used Internet for E-Mail in last month
2,342	4,257	1,864	6,130	361,953	Used Internet for job search in last month
4,079	7,902	3,331	11,808	686,602	Used Internet for online games in last month
1,699	3,668	1,486	4,805	290,520	Used Internet for real estate info in last month
3,361	7,219	2,833	9,276	570,782	Banked by Internet in last year
442	918	406	1,197	73,699	Used online brokerage firm in last year
1,236	2,971	1,092	3,772	231,887	Purchased online for business in last month
4,171	9,585	3,615	12,541	773,059	Made personal purchase in last month
3,284	7,542	2,858	9,362	586,858	Order items online of \$200+ in last year
5,081	11,703	4,370	14,943	932,941	Order items online of \$50+ in last year
730	1,515	602	2,131	123,676	Order items online of \$50 or less in last year
6,209	14,133	5,303	18,181	1,129,602	Order items by Internet in last year
1,774	4,346	1,522	5,691	354,376	Bought clothing by Internet in last year
316	755	288	1,012	60,104	Bought auto parts/supplies in last year
253	512	188	640	39,187	Bought health/medical supplies in last year
302	713	263	889	56,877	Bought home furnishings in last year
325	752	265	957	60,357	Bought housewares by Internet in last year
1,458	3,203	1,261	4,069	251,946	Bought books online in last year
868	1,962	748	2,494	159,147	Bought music by Internet in last year
325	767	267	950	61,295	Bought collectibles by Internet in last year
321	821	262	1,067	67,529	Bought craft supplies by Internet in last year
593	1,297	499	1,602	98,721	Bought flowers by Internet in last year
223	613	207	758	46,401	Bought pet products online in last year
677	1,849	624	2,322	148,468	Bought toys online in last year
640	1,573	549	1,944	118,994	Bought videos online in last year

SOURCE: Claritas Inc. MediaMark Research, Inc. 2005

## WHERE WE VACATION

According to the Consumer Buying Power 2006 report, here are some of the places we like to spend our time away, whether it is for business or pleasure.

### ► How Far

In 2005, about a fifth of Floyd and Clark county residents took vacations less than 500 miles away. However, 31 percent of Clark County residents vacationed more than 500 miles away. 32 percent of Floyd County residents did the same.

### ► How We Got There

Only 2 percent of Clark and Floyd county residents traveled for business by airplane more than three times in 2005. That number is only slightly higher for those that traveled by plane for personal reasons three times or more.

Nearly 30 percent of county residents traveled by car for their most recent domestic vacation.

- 16 percent took a plane
- 4 percent took a rental car
- 1 percent took a bus

Many of us took vacations during the summer, with 23.5 percent taking trips between July and September.

- 21 percent took their vacation from April to June
- 14.5 percent took their vacation between January and March
- 14 percent chose the holiday season between October and December.

Chances are if you took a trip and flew a major airline it was on Delta Airlines. 3.5 percent of airline travelers from Clark and Floyd county chose Delta. Southwest Airlines and American follow.

### ► Our Top Destinations In The U.S.

- 1) Florida - 8%
- 2) New York/New Jersey/Pennsylvania - 7%
- 3) Arizona/New Mexico/Nevada - 5%

### ► Our Top Foreign Destinations

- 1) Western Europe - 5%
- 2) Mexico - 4%
- 3) Canada - 3%

### ► Vacation Activities

- 1) Visit a theme park - 18%
- 2) Shopping - 11%
- 3) Visited a beach - 9%
- 4) Went to a national park - 5%
- 5) Play golf - 2%

### ► Our Favorite Places To Stay

- 1) Best Western - 4%
- 2) Holiday Inn - 3%
- 3) Days Inn - 3%

SOURCE: Consumer Buying Power, 2006, Claritas Inc.

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