

Consumers | AUTOMOTIVE

WHAT WE DRIVE

► GROWTH OF CLARK COUNTY VEHICLE REGISTRATIONS OVER TIME

	1970	1980	1990	2000	2005
Total Registrations	45,283	70,243	69,047	91,509	97,184
Percentage Change Since 1970		55.1%	52.5%	102.1%	114.6%

	1970	1980	1990	2000	2005
Total Trucks	6,648	13,716	14,916	22,703	25,245
Percentage Change Since 1970		106.3%	124.4%	241.5%	279.7%

► GROWTH OF FLOYD COUNTY VEHICLE REGISTRATIONS OVER TIME

	1970	1980	1990	2000	2005
Total Registrations	31,416	46,757	49,641	65,402	68,400
Percentage Change Since 1970		48.8%	58.0%	108.2%	117.7%

	1970	1980	1990	2000	2005
Total Trucks	4,446	9,029	10,033	14,937	16,370
Percentage Change Since 1970		103.1%	125.7%	236.0%	268.2%

SOURCE: Indiana Bureau of Motor Vehicles (State totals are a sum of the county data.)

► REGISTERED MOTORCYCLES IN 2008

Clark County	3,218
Floyd County	2,147

► REGISTERED RECREATIONAL VEHICLES IN 2008

Clark County	1,199
Floyd County	986

► WATERCRAFT REGISTERED IN 2008

Clark County	347
Floyd County	296

- Most common model in Clark and Floyd counties — Ford

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GREAT AUDIENCE.
GREAT DELIVERY.
GREAT IDEA!**

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>> Statistics show magazines garner greater attention from consumers.
>> Magazine advertising moves readers to action. >> Magazines dominate in the decision-making process, strengthening brand familiarity and purchase intent. >> Magazines have a shelf life of 60-90 days with readers often referring to them multiple times, giving advertisers the opportunity for multiple exposures. *



* MRI Mediamark Research & Intelligence 2008

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GAMBLING Consumers

AT THE BOAT

Horseshoe Southern Indiana, formerly Caesars Indiana, is just beyond the Floyd County line in Harrison County. In little more than a decade, it has quickly become one of the largest employers with more than 2,000 employees, one of the biggest tourist draws with more than 500 hotel rooms, while donating millions to local community organizations in several counties.

• **WHERE:** 11999 Avenue of the Emperors
Elizabeth, IN 47117

• **TOTAL ADMISSIONS IN FISCAL YEAR 2008:**
2.9 million

BEST BETS

Using figures reported to and provided by the Indiana Gaming Commission, here are some statistics behind games and the payouts at Horseshoe Southern Indiana.

▶ 2008 TOTALS FOR TABLE GAMES

Game	(# OF TABLES)	Bets	Gambler Winnings (Percentage Won Back)
Black Jack	38	\$160,361,062	\$136,403,210 (85%)
Craps	7	\$54,503,801	\$44,853,005 (82%)
Poker	15	\$45,266,441	\$34,333,736 (76%)
Roulette	6	\$22,804,156	\$18,027,431 (79%)
TOTAL		\$300,215,448	\$242,783,354 (81%)

▶ 2008 TOTALS FOR ELECTRONIC GAMING DEVICES

# Of Machines	Game Credit	Bets	Gambler Winnings (Percentage Won Back)
471	1 cent	\$652,398,560	\$573,535,309 (88%)
122	2 cent	\$134,628,398	\$116,802,888 (87%)
145	5 cent	\$260,721,990	\$228,776,563 (88%)
24	10 cent	\$10,045,189	\$8,635,011 (86%)
457	25 cent	\$690,143,735	\$640,037,376 (93%)
72	50 cent	\$83,700,536	\$74,758,557 (89%)
347	\$1	\$949,563,251	\$886,832,866 (93%)
64	\$5	\$248,687,155	\$234,698,466 (94%)
5	\$25	\$15,687,775	\$14,032,243 (89%)
2	\$100	\$16,828,400	\$15,993,119 (95%)
1	\$500	\$917,500	\$-1,275,443 (139%)
	TOTAL	\$3,063,322,489	\$267,944,654 (91%)

(Some table games not included in this listing. Totals may include minor violations due to rounding.)

HORSESHOE

FOUNDATION

OF FLOYD COUNTY

New Albany-Floyd County
AQUATIC CENTER

HORSESHOE

FOUNDATION

CELEBRATING
A DECADE
OF GIVING TO THE
FLOYD COUNTY
COMMUNITY.

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