

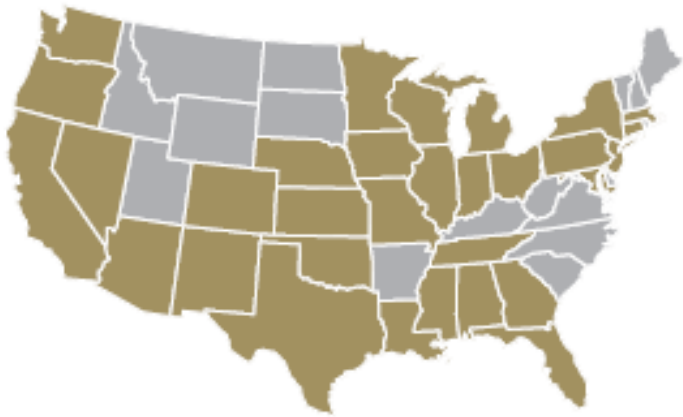
PENN NATIONAL  
GAMING, INC.

®

# Ohioans Generate Over 2 Million Casino Trips

States Generating Over 2 Million  
2005 Casino Trips

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Alabama  
Arizona  
California  
Colorado  
Connecticut  
Florida  
Georgia  
Illinois  
Indiana  
Iowa  
Kansas  
Louisiana  
Maryland  
Massachusetts  
Michigan  
Minnesota

Mississippi  
Missouri  
Nebraska  
Nevada  
New Jersey  
New Mexico  
New York  
Ohio  
Oklahoma  
Oregon  
Pennsylvania  
Tennessee  
Texas  
Washington  
Wisconsin



# Casino Participation

17.6% have visited a casino at least once in the past year

20.8% have visited a casino at least once in the past year

18.5% have visited a casino at least once in the past year

15.9% have visited a casino at least once in the past year

13.9% have visited a casino at least once in the past year

20.4% have visited a casino at least once in the past year



# Ohio Gamers

are more likely to be age 35-44 or 50-74, and earn \$75k+

THE MEDIA AUDIT			
TARGET MARKET PROFILE REPORT			
REPORT MARKET: TOLEDO, OH			
REPORT BASE: ADULTS AGE 18+			
REPORT PERIOD: NOV-DEC 2008			
TARGET: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR			
BASE POPULATION: 584,224	% IN TARGET: 17.6%		TARGET PERSONS: 102,567
MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX 0 100 200 300
GENDERS--MALE	48.0	50.0	104
GENDERS--FEMALE	52.0	50.0	96
AGES--18-20	7.4	3.1	42
AGES--21-24	5.9	4.5	75
AGES--25-34	15.6	9.3	59
AGES--35-44	20.5	26.7	130
AGES--45-49	9.7	8.6	88
AGES--50-54	9.5	12.2	128
AGES--55-64	14.8	16.3	110
AGES--65-74	8.9	13.8	155
AGES--75 +	7.8	5.6	71
ETHNICITY--WHITE	81.7	80.3	98
ETHNICITY--BLACK	9.9	10.9	110
ETHNICITY--HISPANIC	3.7	5.5	148
ETHNICITY--ASIAN	1.0	*	*
INCOME--< 15K	6.5	6.0	92
INCOME--15K-25K	17.3	20.7	119
INCOME--25K-35K	19.6	7.1	36
INCOME--35K-50K	21.3	18.7	87
INCOME--50K-75K	14.3	12.1	85
INCOME--75K-100K	9.0	18.2	202
INCOME--100K-150K	7.7	9.1	117
INCOME--150K+	4.3	8.0	185
EDUCATION--H.S. OR LESS	7.2	8.4	115
EDUCATION--H.S. GRADUATE	38.1	38.3	100
EDUCATION--SOME COLLEGE	28.8	32.9	114
EDUCATION--COLLEGE DEGREE	17.1	12.7	74
EDUCATION--ADVANCED DEGREE	8.3	7.7	93

# Ohio Gamers **are** Politically Active

Report: TARGET PROFILE REPORT  
Market: TOLEDO, OH for NOV-DEC 2008  
Bases: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR  
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
Base Population: 102,567

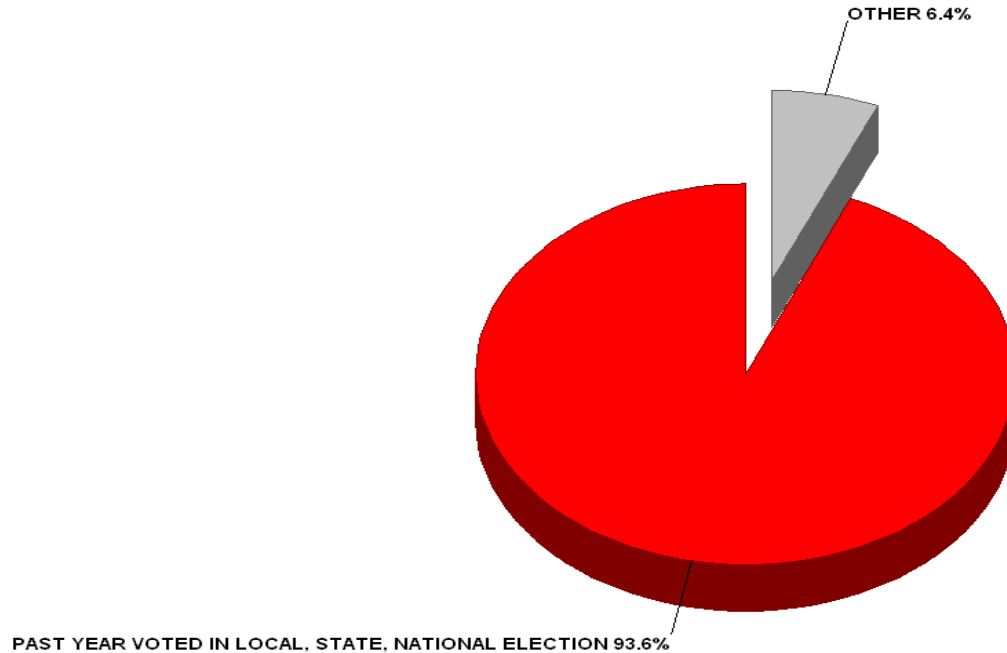
THE MEDIA AUDIT

Target Analysis

% In Target: 93.6%

Target Persons: 96,038

**Over 93% of Ohio Gamers Voted in the Past Year in a State or Local Election**



MARKET PROFILE IS BASED ON 147 RESPONDENTS. TARGET PROFILE IS BASED ON 134 RESPONDENTS IN THE AUDIENCE OF THE TARGET.

# Politically Active Gamers **Mirror** Overall Gamers

more likely to be age 35-44 or 50-74, and earn \$75k+

## THE MEDIA AUDIT TARGET MARKET PROFILE REPORT

REPORT MARKET: TOLEDO, OH  
 REPORT BASE: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
 REPORT PERIOD: NOV-DEC 2008  
 TARGET: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

BASE POPULATION: 486,527

% IN TARGET: 19.7%

TARGET PERSONS: 96,038

MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX	0	100	200	300
GENDERS--MALE	48.8	50.8	104				
GENDERS--FEMALE	51.4	49.4	96				
AGES--18-20	5.8	3.3	56				
AGES--21-24	4.9	4.8	96				
AGES--25-34	14.2	9.9	69				
AGES--35-44	19.7	26.2	133				
AGES--45-49	10.7	9.2	85				
AGES--50-54	10.3	11.8	113				
AGES--55-64	16.7	16.4	98				
AGES--65-74	9.1	13.0	143				
AGES--75 +	8.5	5.4	63				
ETHNICITY--WHITE	79.8	80.5	100				
ETHNICITY--BLACK	11.1	11.6	104				
ETHNICITY--HISPANIC	3.9	4.3	109				
ETHNICITY--ASIAN	1.2	*	*				
INCOME--< 15K	5.9	5.3	89				
INCOME--15K-25K	16.4	20.2	123				
INCOME--25K-35K	18.8	7.1	37				
INCOME--35K-50K	22.3	19.6	87				
INCOME--50K-75K	14.6	11.8	81				
INCOME--75K-100K	9.9	17.8	178				
INCOME--100K-150K	6.9	9.7	141				
INCOME--150K+	5.2	8.6	165				
EDUCATION--H.S. OR LESS	5.1	6.6	129				
EDUCATION--H.S. GRADUATE	33.5	37.3	111				
EDUCATION--SOME COLLEGE	31.7	34.2	107				
EDUCATION--COLLEGE DEGREE	19.4	13.6	69				
EDUCATION--ADVANCED DEGREE	9.9	8.3	83				

# Reach over 45% of Politically Active Gamers with the Toledo Blade Weekday Section 1

Report: RANKER REPORT  
Market: TOLEDO, OH for NOV-DEC 2008  
Bases: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR  
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
Base Population: 102,567

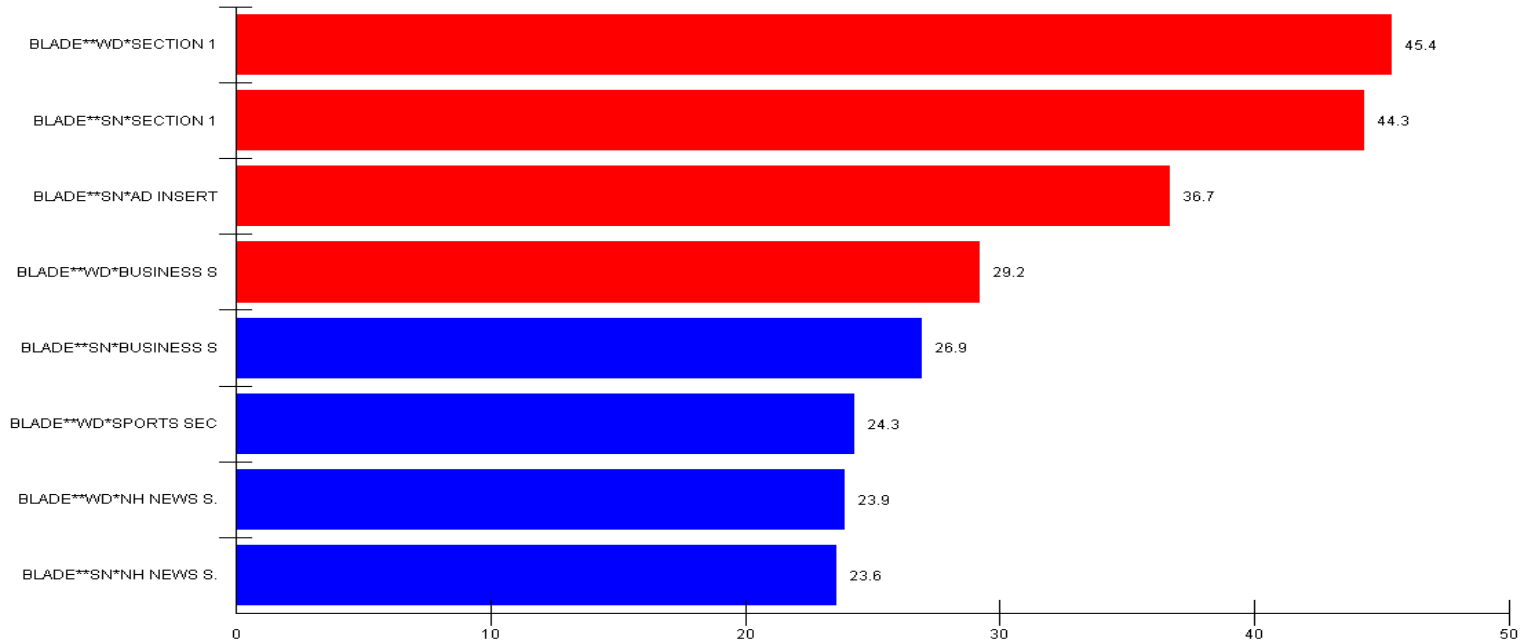
THE MEDIA AUDIT

Cume Ratings

% In Target: 93.6%

Target Persons: 96,038

## Top Toledo Blade Sections to Reach Politically Active Gamers



BASED ON 134 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 147 BASE # OF RESPONDENTS

# Reach **nearly 2/3** of Politically Active Gamers with ToledoBlade.com and Key Print Sections

Report: RANKER REPORT  
 Market: TOLEDO, OH for NOV-DEC 2008  
 Bases: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR  
 Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
 Base Population: 102,567

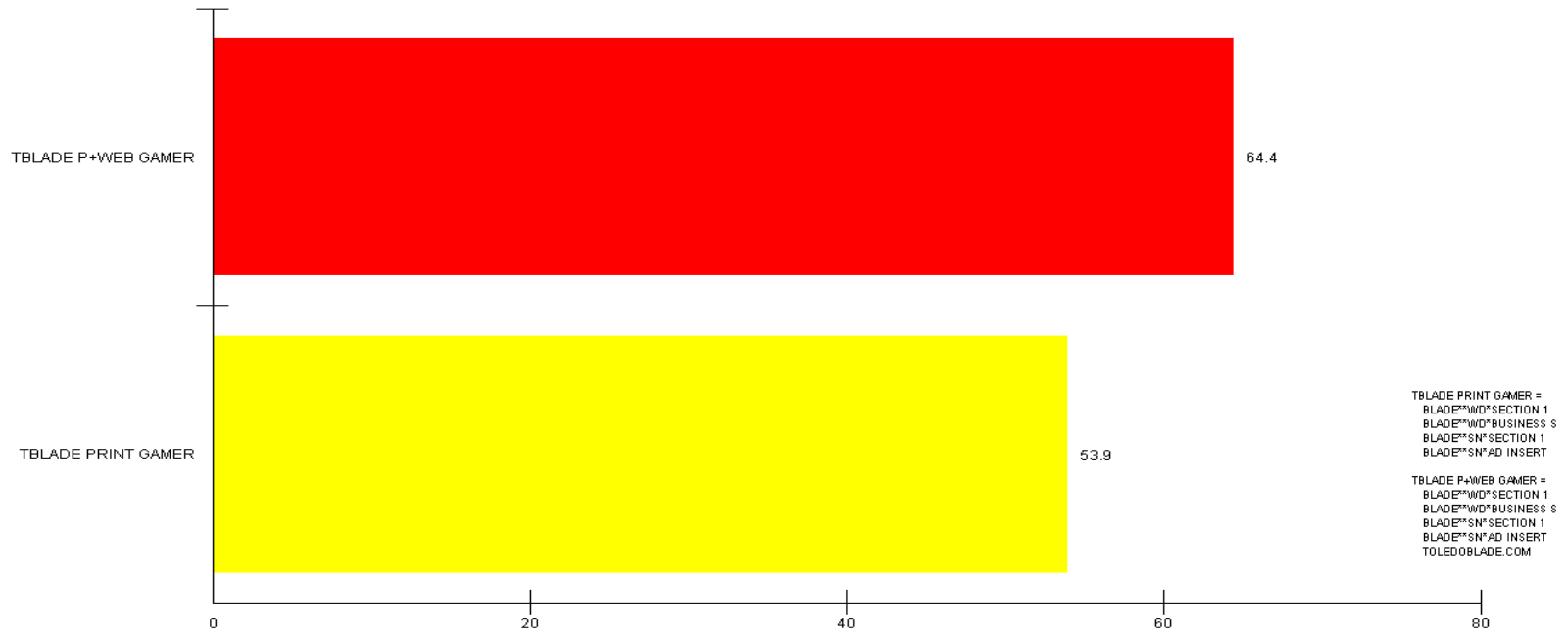
THE MEDIA AUDIT

Cume Ratings

% In Target: 93.6%

Target Persons: 96,038

## Expand Your Reach of Politically Active Gamers with ToledoBlade.com



BASED ON 134 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 147 BASE # OF RESPONDENTS



# **Ohio Gamer Profiles by Market**

# Akron Gamer

Report: TARGET QUICK PROFILE  
 Market: AKRON, OH for JUL-AUG 2008  
 Bases: ADULTS AGE 18+  
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR  
 Base Population: 541,632

THE MEDIA AUDIT

All Groups  
 TOTAL

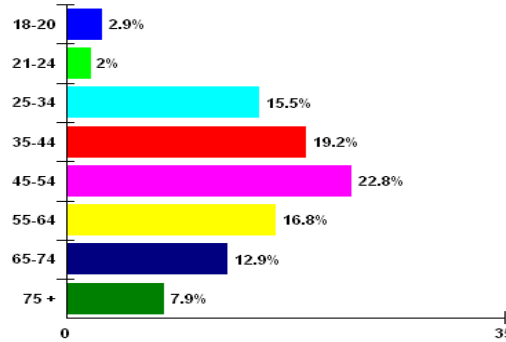
% in Target: 18.5

Target Persons: 100,463

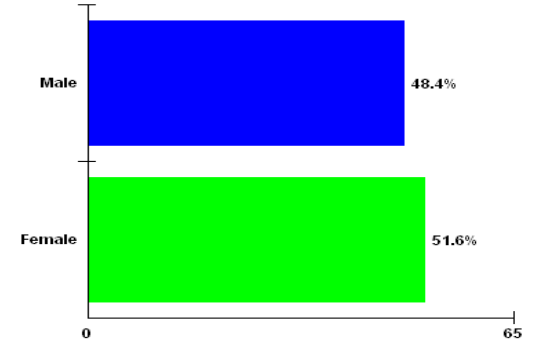
## Target Profile

**Total Income: \$6,543,361,000**  
**Mean Income: \$65,132**  
**Mean Age: 49**  
**Home Owners: 81%**  
**Mean Home Value: \$192,644**  
**Mean Miles Past Week: 224**

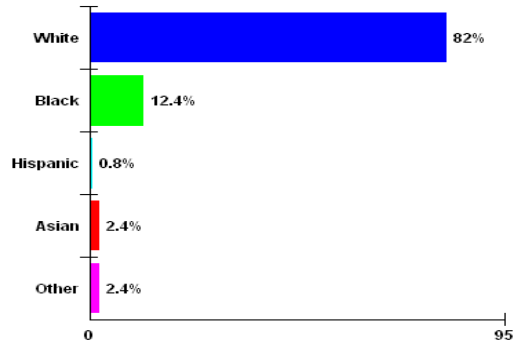
## Age Analysis



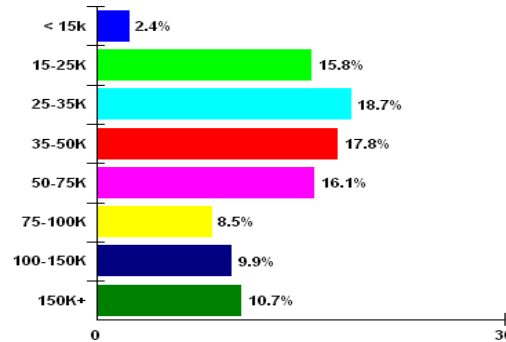
## Gender Profile



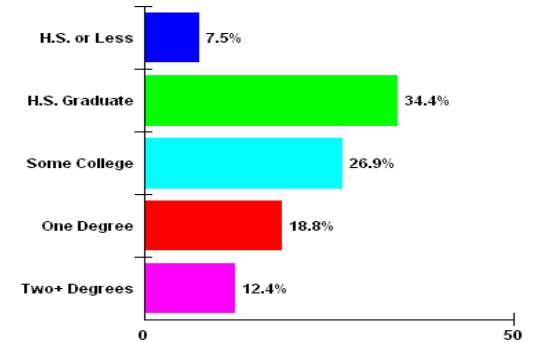
## Ethnicity Profile



## Annual Income



## Education Profile



# Cincinnati Gamer

Report: TARGET QUICK PROFILE  
 Market: CINCINNATI, OH for JUL-AUG 2008  
 Bases: ADULTS AGE 18+  
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR  
 Base Population: 1,574,207

THE MEDIA AUDIT

All Groups  
 TOTAL

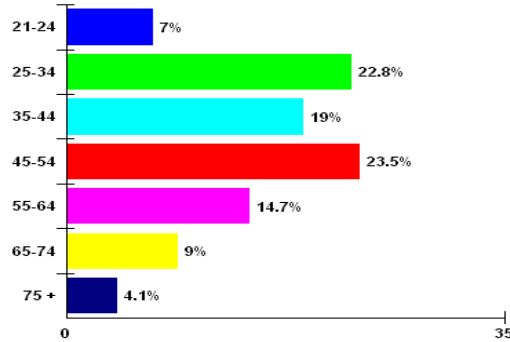
% in Target: 20.4

Target Persons: 320,899

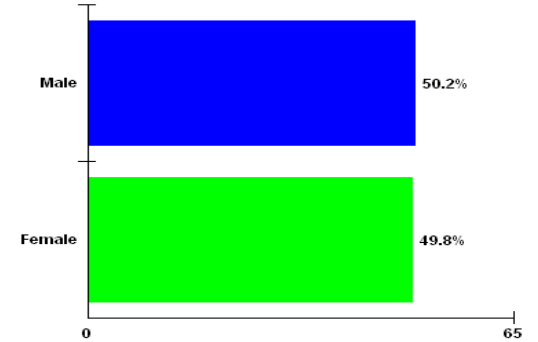
## Target Profile

**Total Income:** \$22,098,492,750  
**Mean Income:** \$68,864  
**Mean Age:** 45  
**Home Owners:** 80%  
**Mean Home Value:** \$221,132  
**Mean Miles Past Week:** 250

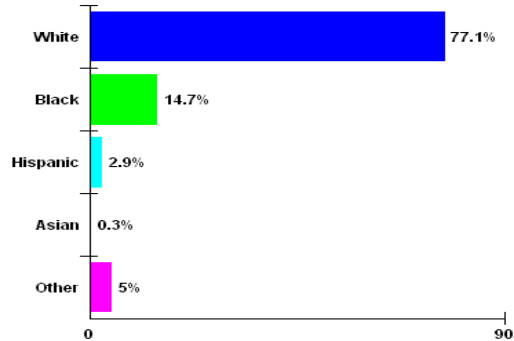
## Age Analysis



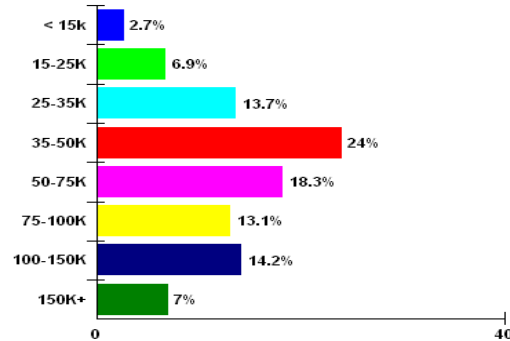
## Gender Profile



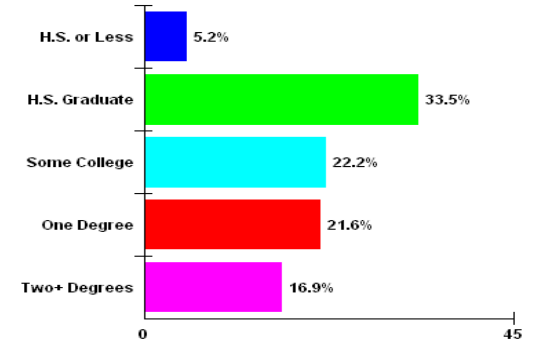
## Ethnicity Profile



## Annual Income



## Education Profile



# Cleveland Gamer

Report: TARGET QUICK PROFILE  
 Market: CLEVELAND, OH for NOV '08-JAN 2009  
 Bases: ADULTS AGE 18+  
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR  
 Base Population: 1,606,668

THE MEDIA AUDIT

All Groups  
 TOTAL

% in Target: 20.8

Target Persons: 334,525

## Target Profile

**Total Income: \$21,503,081,500**

**Mean Income: \$64,279**

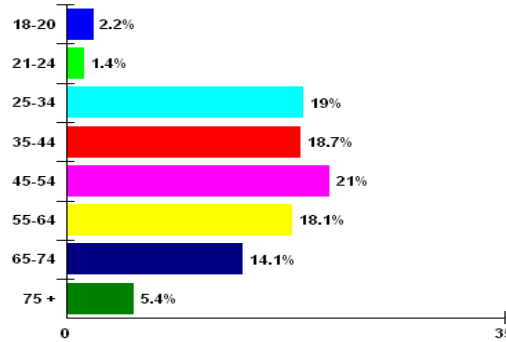
**Mean Age: 48**

**Home Owners: 80%**

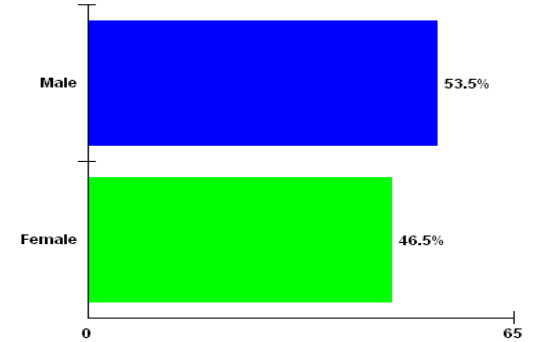
**Mean Home Value: \$199,026**

**Mean Miles Past Week: 201**

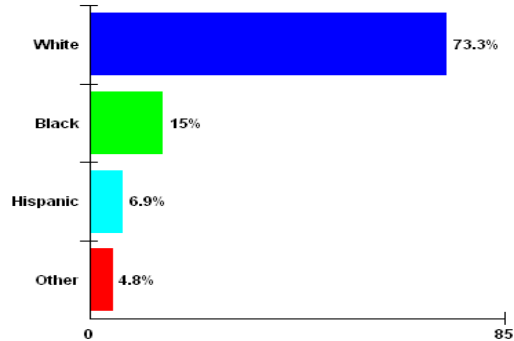
## Age Analysis



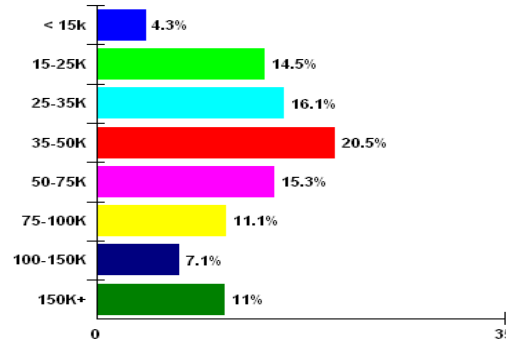
## Gender Profile



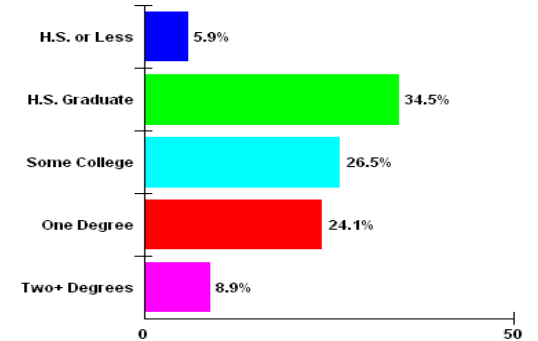
## Ethnicity Profile



## Annual Income



## Education Profile



# Columbus Gamer

Report: TARGET QUICK PROFILE  
 Market: COLUMBUS, OH for SEP-OCT 2008  
 Bases: ADULTS AGE 18+  
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR  
 Base Population: 1,287,922

THE MEDIA AUDIT

All Groups  
 TOTAL

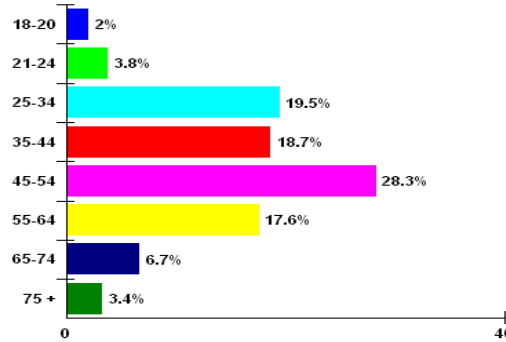
% in Target: 15.9

Target Persons: 204,149

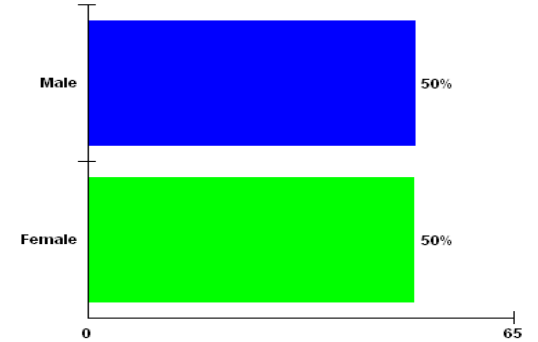
## Target Profile

**Total Income:** \$15,352,533,750  
**Mean Income:** \$75,203  
**Mean Age:** 46  
**Home Owners:** 79%  
**Mean Home Value:** \$214,885  
**Mean Miles Past Week:** 262

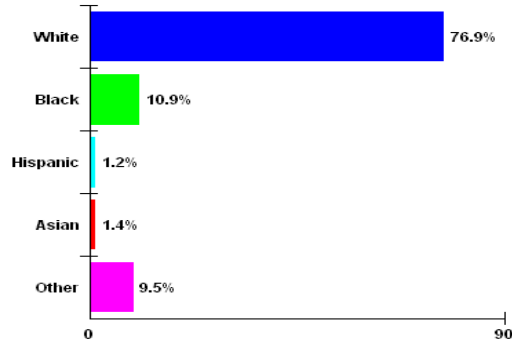
## Age Analysis



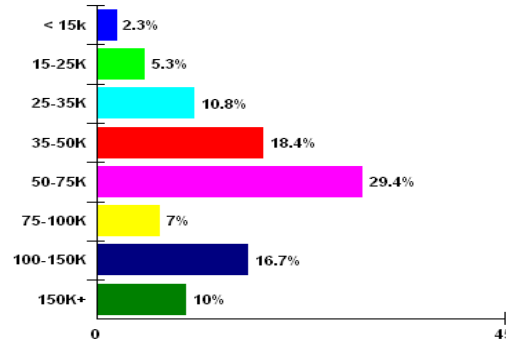
## Gender Profile



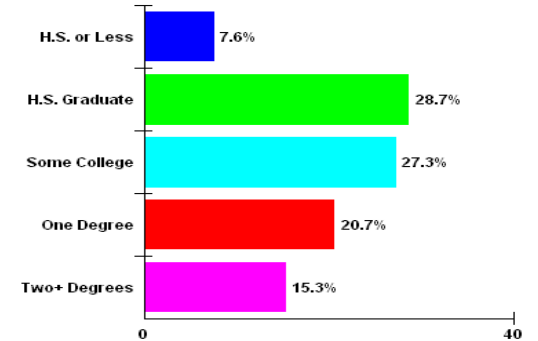
## Ethnicity Profile



## Annual Income



## Education Profile



# Dayton Gamer

Report: TARGET QUICK PROFILE  
 Market: DAYTON, OH for JUN-JUL 2008  
 Bases: ADULTS AGE 18+  
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR  
 Base Population: 751,080

THE MEDIA AUDIT

All Groups  
 TOTAL

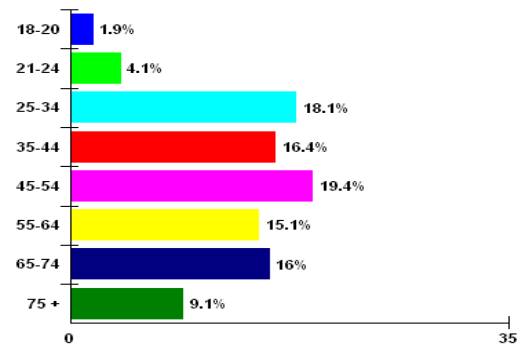
% in Target: 13.9

Target Persons: 104,239

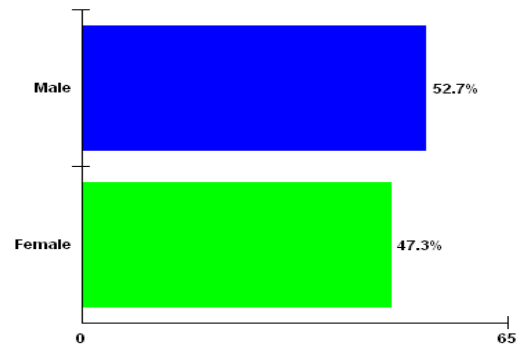
### Target Profile

**Total Income: \$6,606,081,500**  
**Mean Income: \$63,374**  
**Mean Age: 50**  
**Home Owners: 80%**  
**Mean Home Value: \$185,436**  
**Mean Miles Past Week: 195**

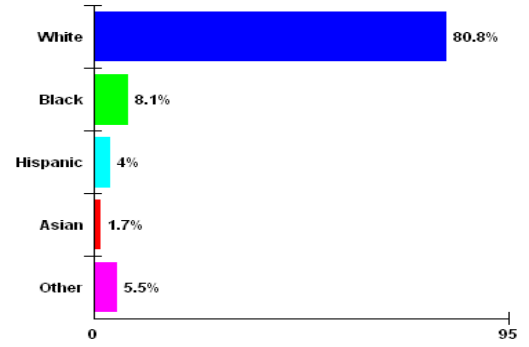
### Age Analysis



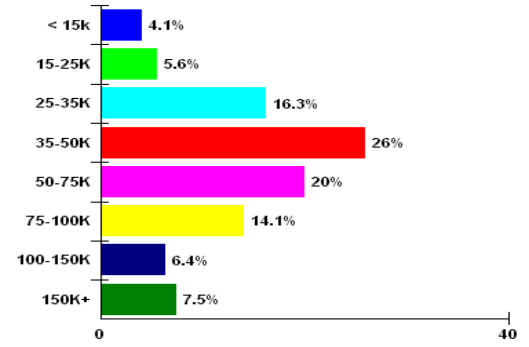
### Gender Profile



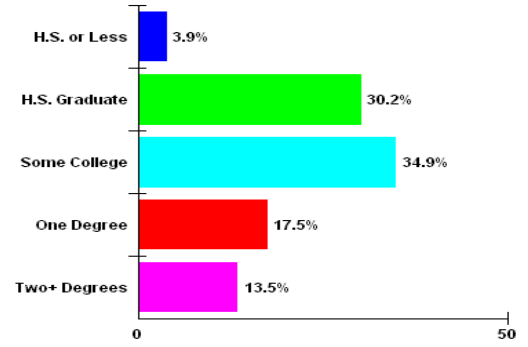
### Ethnicity Profile



### Annual Income



### Education Profile



# Toledo Gamer

Report: TARGET QUICK PROFILE  
 Market: TOLEDO, OH for NOV-DEC 2008  
 Bases: ADULTS AGE 18+  
 Target: VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 584,224

% in Target: 17.6

Target Persons: 102,567

## Target Profile

**Total Income: \$6,518,237,000**

**Mean Income: \$63,551**

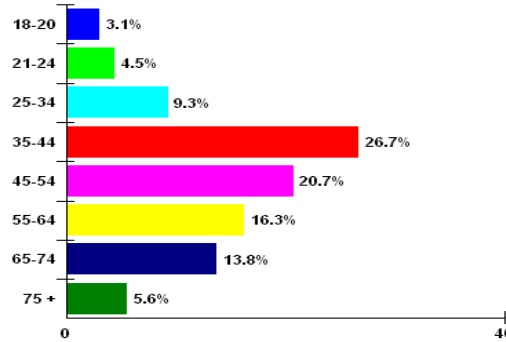
**Mean Age: 49**

**Home Owners: 82%**

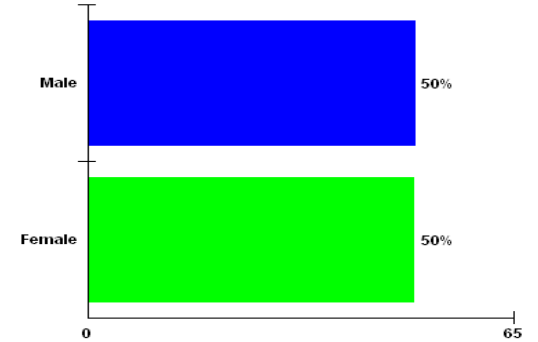
**Mean Home Value: \$173,016**

**Mean Miles Past Week: 169**

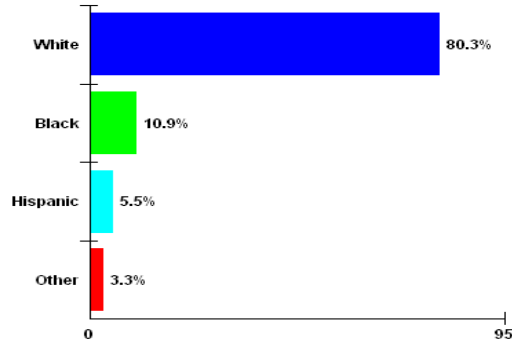
## Age Analysis



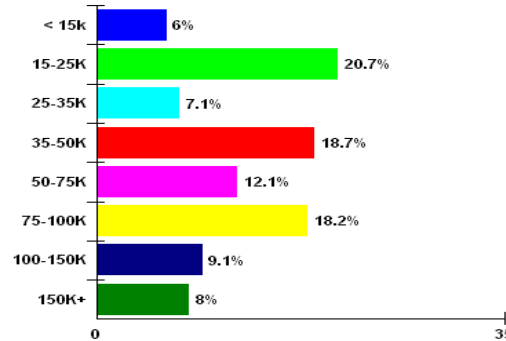
## Gender Profile



## Ethnicity Profile



## Annual Income



## Education Profile

