

## Lexington Market Readership and Shopping Patterns

<b>CATEGORY</b>	<b>TOTAL SHOPPERS</b>	<b>5-WEEKDAY REACH</b>	<b>% 5-WEEKDAY REACH</b>	<b>4-SUNDAY REACH</b>	<b>% 4-SUNDAY REACH</b>
Appliance store	111,500	79,000	71%	89,200	80%
Audio and video store	236,400	162,200	69%	176,200	75%
Carpet Store	93,900	66,800	71%	73,500	78%
Furniture Store	192,000	139,800	73%	151,300	79%
Home Improvement	17,000	13,000	76%	14,500	85%
Clothing Store	340,300	232,500	68%	255,200	75%
Home Accessory	140,200	99,600	71%	115,300	82%
Children's Clothing	118,100	77,900	66%	86,900	74%
Drug Store	352,900	236,600	67%	260,800	74%
Home Mortgage	54,100	38,600	71%	44,200	82%
On-Line Shopping	178,700	128,800	72%	140,000	78%
Adult Continuing Education	57,200	39,800	70%	40,800	71%
Sit Down Restaurant	177,200	124,300	70%	132,800	75%

Source:

Scarborough Research, 2005, Release 1 | [close window](#)