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American Classifieds-Dothan, AL 2009 Audit Readership Survey Results
74.1% of 69,544 readers frequently make purchases from ads seen in American Classifieds

Homes 28,977 - # Readers 69,544

Yearly

15%	Antiques / Auctions	4,346.55	Homes
26%	Art & Crafts Supplies	7,534.02	Readers
38%	Athletic & Sports Equipment	26,426.72	Readers
8%	Attorney	2,318.16	Homes
64%	Automobile Accessories (tires, brakes & service)	18,545.28	Readers
10%	Automobile, New	2,897.70	Readers
11%	Automobile, Used	3,187.47	Readers
3%	Boats / Personal Watercraft	2,086.32	Homes
14%	Carpet / Flooring	4,056.78	Homes
23%	Cellular Phone New/Update Service	15,995.12	Readers
19%	Childcare	5,505.63	Homes
52%	Children's Apparel	15,068.04	Readers
16%	Chiropractor	11,127.04	Readers
32%	Cleaning Services	9,272.64	Homes
76%	Dining & Entertainment	52,853.44	Readers
25%	Education / Classes	17,386.00	Readers
5%	Farm and Ranch	1,448.85	Readers
18%	Financial Planner (Retirement, Investing)	5,215.86	Readers
28%	Florist / Gift Shops	19,472.32	Readers
41%	Furniture / Home Furnishings	11,880.57	Homes
23%	Health Club / Exercise Class	15,995.12	Readers
16%	Home Computers	4,636.32	Homes
19%	Home Heating / Air Conditioning (service, new equipment)	5,505.63	Homes
45%	Home Improvements / Supplies	13,039.65	Homes
25%	Jewelry	17,386.00	Readers
61%	Lawn & Garden	17,675.97	Homes
42%	Lawn Care Service (Maintenance & Landscaping)	12,170.34	Homes
66%	Legal Gambling Entertainment	45,899.04	Readers
20%	Major Home Appliance	5,795.40	Homes
81%	Men's Apparel	56,330.64	Readers
3%	Motorcycles/ATV's	2,086.32	Readers
59%	Pharmacist / Prescription Service	17,096.43	Readers
5%	Real Estate	1,448.85	Homes
54%	Tax Advisor / Services	15,647.58	Homes
29%	Television / Electronics	8,403.33	Readers
40%	Vacations / Travel	11,590.80	Homes
21%	Veterinarian	6,085.17	Homes
13%	Wedding Supplies	3,767.01	Homes
9%	Weight Loss	5,563.52	Readers
80%	Women's Apparel	59,112.40	Readers