

The 2009 YPA Industry Usage Study: Top IYP Headings -Rank Order

(Headings ranked on 3,920 references in 2009)

Rank	Heading	Share of Total Usage	Usage Estimate (Millions)
46	Attorneys/Lawyers	0.230%	11.2
18	Auto Dealers - New & Used	0.638%	31.1
8	Auto Parts - New & Used	1.020%	49.8
9	Automobile Repairing & Service	0.867%	42.3
28	Bakers - Retail	0.408%	19.9
22	Banks	0.561%	27.4
46	Barbers	0.230%	11.2
4	Beauty Salons	1.811%	88.4
33	Book Dealers-Retail	0.306%	14.9
46	Churches	0.230%	11.2
23	Clothing - Bought & Sold	0.536%	26.1
10	Computer-Dealers	0.816%	39.8
30	Delivery Service	0.383%	18.7
20	Dentists	0.612%	29.9
13	Department Stores	0.689%	33.6
18	Discount Stores	0.638%	31.1
16	Electronic Equipment & Supplies-Dealers	0.663%	32.4
25	Employment Agencies	0.510%	24.9
37	Florists-Retail	0.281%	13.7
3	Food Products	2.066%	100.8
16	Furniture - Retail	0.663%	32.4
33	Games & Game Supplies	0.306%	14.9
2	Government Offices-City-Village & Township	3.240%	158.1
6	Government Offices-State	1.786%	87.1
10	Grocers - Retail (Supermarkets)	0.816%	39.8
23	Hardware-Retail	0.536%	26.1
37	Home Improvements	0.281%	13.7
20	Hotels	0.612%	29.9
37	Insurance	0.281%	13.7
13	Internet	0.689%	33.6
42	Jewelers-Retail	0.255%	12.4
46	Landscape Contractors	0.230%	11.2
37	Musical Instruments	0.281%	13.7
46	Paint-Retail	0.230%	11.2
27	Pet Shops	0.459%	22.4
31	Pet Supplies & Foods-Retail	0.332%	16.2
13	Pharmacies/Drug Stores	0.689%	33.6
4	Physicians & Surgeons	1.811%	88.4
7	Pizza	1.531%	74.7
12	Plumbing Contractors	0.791%	38.6
46	Real Estate	0.230%	11.2
1	Restaurants-Fast Food-Other	5.867%	286.3

31	Service Stations-Gasoline & Oil	0.332%	16.2
28	Shoes-Retail	0.408%	19.9
42	Shopping Centers	0.255%	12.4
46	Tailors	0.230%	11.2
42	Telephone Companies	0.255%	12.4
33	Theaters	0.306%	14.9
26	Tire Dealers	0.485%	23.7
33	Toys - Retail	0.306%	14.9
42	Travel Agencies & Bureaus	0.255%	12.4
37	Veterinarians	0.281%	13.7