

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

(Headings ranked on 3,920 references in 2009)

<b>Rank</b>	<b>Heading</b>	<b>Share of Total Usage</b>	<b>Usage Estimate (Millions)</b>
1	Restaurants-Fast Food-Other	5.867%	286.3
2	Government Offices-City-Village & Township	3.240%	158.1
3	Food Products	2.066%	100.8
4	Beauty Salons	1.811%	88.4
4	Physicians & Surgeons	1.811%	88.4
6	Government Offices-State	1.786%	87.1
7	Pizza	1.531%	74.7
8	Auto Parts - New & Used	1.020%	49.8
9	Automobile Repairing & Service	0.867%	42.3
10	Computer-Dealers	0.816%	39.8
10	Grocers - Retail (Supermarkets)	0.816%	39.8
12	Plumbing Contractors	0.791%	38.6
13	Pharmacies/Drug Stores	0.689%	33.6
13	Internet	0.689%	33.6
13	Department Stores	0.689%	33.6
16	Furniture - Retail	0.663%	32.4
16	Electronic Equipment & Supplies-Dealers	0.663%	32.4
18	Auto Dealers - New & Used	0.638%	31.1
18	Discount Stores	0.638%	31.1
20	Hotels	0.612%	29.9
20	Dentists	0.612%	29.9
22	Banks	0.561%	27.4
23	Clothing - Bought & Sold	0.536%	26.1
23	Hardware-Retail	0.536%	26.1
25	Employment Agencies	0.510%	24.9
26	Tire Dealers	0.485%	23.7
27	Pet Shops	0.459%	22.4
28	Bakers - Retail	0.408%	19.9
28	Shoes-Retail	0.408%	19.9
30	Delivery Service	0.383%	18.7
31	Pet Supplies & Foods-Retail	0.332%	16.2
31	Service Stations-Gasoline & Oil	0.332%	16.2
33	Book Dealers-Retail	0.306%	14.9
33	Toys - Retail	0.306%	14.9
33	Games & Game Supplies	0.306%	14.9
33	Theaters	0.306%	14.9
37	Home Improvements	0.281%	13.7
37	Veterinarians	0.281%	13.7
37	Insurance	0.281%	13.7
37	Florists-Retail	0.281%	13.7
37	Musical Instruments	0.281%	13.7
42	Jewelers-Retail	0.255%	12.4

42	Telephone Companies	0.255%	12.4
42	Travel Agencies & Bureaus	0.255%	12.4
42	Shopping Centers	0.255%	12.4
46	Attorneys/Lawyers	0.230%	11.2
46	Barbers	0.230%	11.2
46	Paint-Retail	0.230%	11.2
46	Real Estate	0.230%	11.2
46	Landscape Contractors	0.230%	11.2
46	Tailors	0.230%	11.2
46	Churches	0.230%	11.2