

Top 300 Headings 2004

Rank	Heading Classification	Usage Est. (millions)
1	Restaurants (Fast Food, Other & Non Specific)	1322.5
2	Physician & Surgeons (Specialist & Non Specific)	1143.6
3	Automobile Parts-New & Used	555.7
	<i>Auto Parts-New</i>	
	<i>Auto Parts-Used</i>	
4	Automobile Repairing & Service	492.0
5	Pizza	388.5
6	Attorneys/Lawyers	328.3
7	Automobile Dealers-New & Used	294.4
	<i>Auto Dealers-New</i>	
	<i>Auto Dealers-Used</i>	
8	Dentists	264.0
9	Hospitals	262.0
10	Beauty Salons	254.9
11	Plumbing Contractors	250.3
12	Insurance	233.1
13	Department Stores	221.0
14	Banks	170.5
15	Veterinarians	169.8
16	Theaters	159.0
17	Florists-Retail	146.2
18	Tire Dealers	127.9
19	Pharmacies or Drug Stores	115.0
20	Hardware-Retail	111.9
21	Schools-Academic-Secondary & Elementary	110.0
22	Churches	108.8
23	Lumber-Retail	103.0
24	Carpet & Rug Cleaners	102.7
25	Airline Companies	94.7
26	Real Estate	94.6
27	Hotels	93.4
28	Furniture-Retail & Non Specific	92.6
29	Electric Contractors	84.1
30	Glass-Auto, Plate, Window, Etc.	82.1
31	Automobile Renting & Leasing	81.8
32	Sporting Goods-Retail	80.4
33	Grocers-Retail	79.2
34	Contractors-General	74.7
35	Landscape Contractors	71.5
36	Roofing Contractors	70.4
37	Home Improvements	63.0
38	Child Care Centers/Day Care	60.8
39	Rental Service Stores & Yards	59.3
40	Appliances-Household-Major Dealers	57.3
41	Automobile Body Repairing & Painting	56.8
42	Pest Control Services/Exterminators	54.6
43	Pet Grooming	52.8
44	Appliances-Household-Major-Service & Repair	50.9

Rank	Heading Classification	Usage Est. (millions)
45	Heating Contractors	50.8
46	Government-City, Village & Township	50.0
47	Electronic Equipment & Supplies-Dealers	49.9
48	Computer-Dealers	49.7
49	Golf Courses-Public	49.4
50	Travel Agencies & Bureaus	48.4
51	Television-Cable, CATV & Satellite	47.5
52	Optometrists/Optometrists O.D.	47.4
53	Government Offices-State	47.2
53	Motels	47.2
53	Taxicabs	47.2
56	Lawn Maintenance	47.1
57	Automobile Wrecking-Salvage	46.9
58	Book Dealers-Retail	44.3
59	Building Materials	44.1
60	Employment Agencies	40.7
61	Government Offices-U.S.	40.3
62	Apartments	39.8
63	Nursing Homes	39.7
64	Air Conditioning Contractors & Systems	39.2
64	Carpet & Rug Dealers-New and Non Specific	39.2
66	Tree Service	38.2
67	Chiropractors	38.0
68	Video Tapes & Discs Renting & Lease (Video Store Non Specific)	37.9
69	Schools-Academic-Colleges & Universities	37.4
70	Windows	35.5
71	Office Supplies	34.8
72	Cleaners-Dry	34.3
73	Government Offices-County	33.9
74	Service Stations-Gasoline & Oil	33.6
75	Computers-Service & Repair	33.4
75	Cellular Telephone Equipment & Supplies	33.4
75	Pet Shops	33.4
78	Movers	32.1
79	Motorcycles & Motor Scooters-Dealers	32.0
80	Bakers-Retail	31.8
81	Fence	31.7
82	Printers	31.5
83	Concrete Contractors	31.2
84	Locks & Locksmiths	30.5
84	Transmissions-Automobile	30.5
86	Telephone Companies	30.2
87	Clinics	29.9
88	Air Conditioning Equipment & Systems-Repairing	29.0
89	Home Centers	28.9
89	Plumbing Fixtures & Supplies-New & Nonspecific	28.9
91	Nurseries-Plants, Trees, Etc.	28.7
92	Towing-Automotive	28.3

Top 300 Headings 2004

Rank	Heading Classification	Usage Est. (millions)
93	Internet (2001 to 2004)	27.8
94	Bus Lines	27.5
95	Television & Radio-Service & Repair	27.2
96	Mortgages	26.5
97	Newspapers	26.2
97	Paint-Retail	26.2
99	Truck Renting & Leasing	26.0
100	Photographers-Portrait	25.5
101	Social Service Organizations	25.2
102	Shoes-Retail	25.0
103	Painting Contractors	24.7
104	Accountants-Certified/Public	24.6
105	Caterers	24.1
106	Bicycles-Dealers	23.5
107	Toys-Retail	23.4
108	Limousine Service	22.8
109	Storage-Household & Commercial	22.6
110	Jewelers-Retail	22.5
111	Doors/Garage Doors	22.2
112	Lawn Mowers-Sharpening & Repairing	21.6
113	Pet Supplies & Foods-Retail	21.5
114	Funeral Directors	21.3
114	Lawn Mowers	21.3
116	Barbers	20.7
116	Electric Equipment & Supplies-Retail	20.7
116	Upholsterers	20.7
119	Antiques-Dealers	20.4
119	Fabric Shops	20.4
121	Oils-Fuel	20.0
122	Heating Equipment & Systems-Cleaning & Repairing	19.8
122	Rubbish & Garbage Removal	19.8
124	Mufflers & Exhaust Systems-Engine	19.7
125	Musical Instruments-Dealers-Stores	19.5
126	Signs	18.9
127	Tanning Salons	18.5
127	Tax Return Preparation	18.5
129	Junk Dealers	18.2
130	Boat Dealers	17.8
131	Floor Materials	17.6
132	Party Supplies	16.9
133	Trucking-Non Specific	16.6
134	Building Contractors	16.3
135	Bridal Shops	16.0
136	Photographic Equipment & Supplies-Retail	15.8
137	Janitor Service	15.7
138	Delivery Service	15.5
138	Optical Goods-Retail	15.5
138	Swimming Pool Equipment & Supplies	15.5

Rank	Heading Classification	Usage Est. (millions)
141	Gift Shops	15.4
141	Loans	15.4
143	Computers-Supplies & Parts	15.1
143	Kennels	15.1
143	Radio Stations & Broadcasting Companies	15.1
146	Concrete-Ready Mixed	14.9
146	Heating Equipment	14.9
146	Vacuum Cleaners-Household-Dealers	14.9
149	Craft Supplies	14.7
149	Engineers-Professional	14.7
149	Farm Equipment	14.7
149	Sand & Gravel	14.7
153	Discount Stores	14.5
153	Libraries-Public	14.5
155	Massage	14.4
155	Swimming Pool Contractors, Dealers & Designers	14.4
157	Hobby & Model Construction Supplies-Retail	13.9
158	Gutters & Downspouts	13.8
158	Home Health Services	13.8
160	Floor Laying, Refinishing & Resurfacing	13.6
161	Computers-Software (2001 to 2004)	13.5
161	Electric Companies	13.5
161	Photo Finishing-Retail	13.5
164	Gas Companies	13.3
164	Health Clubs	13.3
166	Tile-Ceramic-Contractors & Dealers	13.2
167	Bowling	13.0
168	Credit Unions	12.7
168	Gas-Propane	12.7
168	Truck Equipment & Parts	12.7
171	Beauty Salons Equipment & Supplies	12.4
171	Dancing Instruction	12.4
171	Machine Shop	12.4
174	Recycling Centers	12.0
174	Septic Tanks & Systems-Cleaning	12.0
176	Shopping Centers	11.8
177	Appraisers	11.2
178	Guns & Gunsmiths	10.8
178	Motorcycle & Motor Scooters-Supplies & Parts	10.8
178	Schools-Academic-Pre School & Kindergarten	10.8
181	Garden & Lawn Equipment & Supplies	10.7
181	House Cleaning	10.7
183	Liquor Stores	10.5
183	Schools-Business & Vocational	10.5
183	Vacuum Cleaners-Service & Repair	10.5
183	Water Well Drilling & Service	10.5
187	Banquet Rooms	10.4
187	Tools-Other	10.4

Top 300 Headings 2004

Rank	Heading Classification	Usage Est. (millions)
189	Mason Contractors	10.2
189	Paving Contractors	10.2
191	Pawnbrokers	10.1
191	Surveyors-Land	10.1
191	Women's Apparel-Retail	10.1
194	Automobile Radio & Stereo Systems-Sales & Service	9.9
194	Carpenters	9.9
194	Golf Equipment & Supplies-Retail	9.9
194	Moving Equipment Rental	9.9
194	Septic Tanks & Systems-Contractors & Dealers	9.9
194	Swimming Pool Service & Repair	9.9
194	Welding	9.9
201	Boat Repairing	9.8
201	Health & Diet Food Products-Retail	9.8
203	Opticians	9.6
203	Television & Radio-Dealers	9.6
205	Appliances-Household-Major-Supplies & Parts	9.3
205	Furniture-Repairing & Refinishing	9.3
207	Automobile Seat Covers	9.2
207	Steel-Non Specific	9.2
207	Trophies	9.2
210	Car Washing & Polishing	9.0
210	Welding Equipment & Supplies	9.0
212	Karate & Other Martial Arts Instruction	8.9
212	Marinas	8.9
212	Records-Phonograph (CD's, Tapes)-Retail	8.9
215	Meat-Retail	8.7
216	Brake Service	8.6
216	Nurses	8.6
218	Laundries-Self Service	8.4
219	Landscape Equipment & Supplies	8.3
219	Retirement & Life Care Communities & Homes	8.3
219	Tractor Dealers	8.3
222	Copying & Duplicating Service	8.1
222	Fingernail Salons-Nail Salons	8.1
222	Motorcycle & Motor Scooters-Repair & Service	8.1
222	Video Recorders & Players-Service & Repair	8.1
226	Driving Instruction	8.0
226	Restaurant Equipment & Supplies	8.0
226	Tattooing	8.0
229	Title Companies	7.8
230	Automobile Detailing	7.7
230	Lighting Fixtures-Retail	7.7
230	Picture Frames-Dealers	7.7
230	Shoe Repairing	7.7
230	Tire Retreading & Repairing	7.7
235	Architects	7.5
235	Costumes-Masquerade & Theatrical	7.5

Rank	Heading Classification	Usage Est. (millions)
235	Excavating Contractors	7.5
235	Industrial Equipment & Supplies	7.5
235	Party Supplies-Renting	7.5
240	Feed Dealers	7.4
240	Garden Centers	7.4
240	Thrift Shops	7.4
243	Airports	7.3
243	Animal Shelters	7.3
243	Chimney Cleaning	7.3
243	Tailors	7.3
243	Taverns	7.3
248	Animal Hospitals	7.1
248	Boat Equipment & Supplies	7.1
248	Furniture-Used	7.1
251	Electric/Electrical Other	7.0
251	Exercise & Physical Fitness Programs	7.0
251	Interior Decorators & Designers	7.0
251	Post Offices	7.0
251	School Information	7.0
251	Television Stations & Broadcasting Companies	7.0
257	Campgrounds & Recreational Vehicle Parks	6.8
257	Employment Contractors-Temporary Help	6.8
257	Entertainment Bureaus	6.8
257	Inspection Bureau	6.8
257	Mattresses	6.8
257	Refrigerators & Freezers-Service & Repair	6.8
257	Resorts	6.8
257	Ticket Sales-Entertainment & Sports	6.8
257	Window Cleaning	6.8
266	Amusement Places	6.7
266	Security Control Equipment & Systems	6.7
266	Tractor Equipment & Parts	6.7
269	Clubs	6.5
269	Mailing Services	6.5
269	Radiators-Automotive	6.5
272	Collectibles	6.4
272	Consignment Service	6.4
272	Doors-Repairing	6.4
272	Draperies & Curtains-Retail & Custom Made	6.4
272	Formal Wear Rental & Sales	6.4
272	Hydraulic Equipment & Supplies	6.4
272	Mobile Telephone Service	6.4
272	Refrigerators & Freezers-Dealers	6.4
280	Physical Therapists	6.2
280	Scrap Metals	6.2
282	Airport Transportation Service	6.1
282	Recreational Vehicles-Dealers	6.1
282	Truck Repairing & Service	6.1

Top 300 Headings 2004

Rank	Heading Classification	Usage Est. (millions)
285	Night Clubs	5.9
285	Parks	5.9
285	Video Recorders & Players-Dealers	5.9
288	Hospital Equipment & Supplies	5.8
288	Mobile Homes-Dealers	5.8
288	Photographic Equipment Repairing	5.8
288	Railroads	5.8
288	Refrigerating Equipment-Commercial Sales & Service	5.8
288	Stereophonic & High Fi Equipment-Dealers	5.8
288	Wedding Supplies & Services	5.8

Rank	Heading Classification	Usage Est. (millions)
295	Furniture-Children's	5.6
295	Marriage, Family, Child & Individual Counselors	5.6
295	Mental Health Services	5.6
295	Psychologists	5.6
295	Siding Contractors	5.6
295	Washing Machines & Dryers-Service & Repair	5.6
301	Bail Bonds	5.5
301	Fish & Seafood-Retail	5.5
301	Music-Non Specific	5.5

The estimates of usage by heading represent the number of times individuals (for consumer or business purposes) look up a particular heading annually. It is important to note that these references do not include the particular product or service the individual is seeking. For example, many references to the "Automobile Dealers - New Cars" heading are for other dealer products, such as recent-model used cars, auto parts or repair services. While there may be individual headings for these products or services, a segment of consumers refers to the "New Cars" heading for all dealer services. This usage data is taken from the Yellow Pages Industry Study (1995 - 2004), conducted for the Yellow Pages Association™ by Knowledge Networks/Statistical Research, Inc. of Cranford, N.J.

Yellow Pages Association
 Connell Corporate Center
 Two Connell Drive, First Floor
 Berkeley Heights, NJ 07922-2747
www.ypassociation.org

