

Top 300 Headings 2004

Rank	Heading Classification	Usage Est. (millions)
104	Accountants-Certified/Public	24.6
64	Air Conditioning Contractors & Systems	39.2
88	Air Conditioning Equipment & Systems-Repairing	29.0
25	Airline Companies	94.7
282	Airport Transportation Service	6.1
243	Airports	7.3
266	Amusement Places	6.7
248	Animal Hospitals	7.1
243	Animal Shelters	7.3
119	Antiques-Dealers	20.4
62	Apartments	39.8
40	Appliances-Household-Major Dealers	57.3
44	Appliances-Household-Major-Service & Repair	50.9
205	Appliances-Household-Major-Supplies & Parts	9.3
177	Appraisers	11.2
235	Architects	7.5
6	Attorneys/Lawyers	328.3
41	Automobile Body Repairing & Painting	56.8
7	Automobile Dealers-New & Used	294.4
	<i>Auto Dealers-New</i>	
	<i>Auto Dealers-Used</i>	
230	Automobile Detailing	7.7
3	Automobile Parts-New & Used	555.7
	<i>Auto Parts-New</i>	
	<i>Auto Parts-Used</i>	
194	Automobile Radio & Stereo Systems-Sales & Service	9.9
31	Automobile Renting & Leasing	81.8
4	Automobile Repairing & Service	492.0
207	Automobile Seat Covers	9.2
57	Automobile Wrecking-Salvage	46.9
301	Bail Bonds	5.5
80	Bakers-Retail	31.8
14	Banks	170.5
187	Banquet Rooms	10.4
116	Barbers	20.7
10	Beauty Salons	254.9
171	Beauty Salons Equipment & Supplies	12.4
106	Bicycles-Dealers	23.5
130	Boat Dealers	17.8
248	Boat Equipment & Supplies	7.1
201	Boat Repairing	9.8
58	Book Dealers-Retail	44.3
167	Bowling	13.0
216	Brake Service	8.6
135	Bridal Shops	16.0
134	Building Contractors	16.3
59	Building Materials	44.1
94	Bus Lines	27.5

Rank	Heading Classification	Usage Est. (millions)
257	Campgrounds & Recreational Vehicle Parks	6.8
210	Car Washing & Polishing	9.0
194	Carpenters	9.9
24	Carpet & Rug Cleaners	102.7
64	Carpet & Rug Dealers-New and Non Specific	39.2
105	Caterers	24.1
75	Cellular Telephone Equipment & Supplies	33.4
38	Child Care Centers/Day Care	60.8
243	Chimney Cleaning	7.3
67	Chiropractors	38.0
22	Churches	108.8
72	Cleaners-Dry	34.3
87	Clinics	29.9
269	Clubs	6.5
272	Collectibles	6.4
48	Computer-Dealers	49.7
75	Computers-Service & Repair	33.4
161	Computers-Software (2001 to 2004)	13.5
143	Computers-Supplies & Parts	15.1
83	Concrete Contractors	31.2
146	Concrete-Ready Mixed	14.9
272	Consignment Service	6.4
34	Contractors-General	74.7
222	Copying & Duplicating Service	8.1
235	Costumes-Masquerade & Theatrical	7.5
149	Craft Supplies	14.7
168	Credit Unions	12.7
171	Dancing Instruction	12.4
138	Delivery Service	15.5
8	Dentists	264.0
13	Department Stores	221.0
153	Discount Stores	14.5
111	Doors/Garage Doors	22.2
272	Doors-Repairing	6.4
272	Draperies & Curtains-Retail & Custom Made	6.4
226	Driving Instruction	8.0
161	Electric Companies	13.5
29	Electric Contractors	84.1
116	Electric Equipment & Supplies-Retail	20.7
251	Electric/Electrical Other	7.0
47	Electronic Equipment & Supplies-Dealers	49.9
60	Employment Agencies	40.7
257	Employment Contractors-Temporary Help	6.8
149	Engineers-Professional	14.7
257	Entertainment Bureaus	6.8
235	Excavating Contractors	7.5
251	Exercise & Physical Fitness Programs	7.0
119	Fabric Shops	20.4

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Rank	Heading Classification	Usage Est. (millions)
149	Farm Equipment	14.7
240	Feed Dealers	7.4
81	Fence	31.7
222	Fingernail Salons-Nail Salons	8.1
301	Fish & Seafood-Retail	5.5
160	Floor Laying, Refinishing & Resurfacing	13.6
131	Floor Materials	17.6
17	Florists-Retail	146.2
272	Formal Wear Rental & Sales	6.4
114	Funeral Directors	21.3
295	Furniture-Children's	5.6
205	Furniture-Repairing & Refinishing	9.3
28	Furniture-Retail & Non Specific	92.6
248	Furniture-Used	7.1
181	Garden & Lawn Equipment & Supplies	10.7
240	Garden Centers	7.4
164	Gas Companies	13.3
168	Gas-Propane	12.7
141	Gift Shops	15.4
30	Glass-Auto, Plate, Window, Etc.	82.1
49	Golf Courses-Public	49.4
194	Golf Equipment & Supplies-Retail	9.9
73	Government Offices-County	33.9
53	Government Offices-State	47.2
61	Government Offices-U.S.	40.3
46	Government-City, Village & Township	50.0
33	Grocers-Retail	79.2
178	Guns & Gunsmiths	10.8
158	Gutters & Downspouts	13.8
20	Hardware-Retail	111.9
201	Health & Diet Food Products-Retail	9.8
164	Health Clubs	13.3
45	Heating Contractors	50.8
146	Heating Equipment	14.9
122	Heating Equipment & Systems-Cleaning & Repairing	19.8
157	Hobby & Model Construction Supplies-Retail	13.9
89	Home Centers	28.9
158	Home Health Services	13.8
37	Home Improvements	63.0
288	Hospital Equipment & Supplies	5.8
9	Hospitals	262.0
27	Hotels	93.4
181	House Cleaning	10.7
272	Hydraulic Equipment & Supplies	6.4
235	Industrial Equipment & Supplies	7.5
257	Inspection Bureau	6.8
12	Insurance	233.1
251	Interior Decorators & Designers	7.0

Rank	Heading Classification	Usage Est. (millions)
93	Internet (2001 to 2004)	27.8
137	Janitor Service	15.7
110	Jewelers-Retail	22.5
129	Junk Dealers	18.2
212	Karate & Other Martial Arts Instruction	8.9
143	Kennels	15.1
35	Landscape Contractors	71.5
219	Landscape Equipment & Supplies	8.3
218	Laundries-Self Service	8.4
56	Lawn Maintenance	47.1
114	Lawn Mowers	21.3
112	Lawn Mowers-Sharpening & Repairing	21.6
153	Libraries-Public	14.5
230	Lighting Fixtures-Retail	7.7
108	Limousine Service	22.8
183	Liquor Stores	10.5
141	Loans	15.4
84	Locks & Locksmiths	30.5
23	Lumber-Retail	103.0
171	Machine Shop	12.4
269	Mailing Services	6.5
212	Marinas	8.9
295	Marriage, Family, Child & Individual Counselors	5.6
189	Mason Contractors	10.2
155	Massage	14.4
257	Mattresses	6.8
215	Meat-Retail	8.7
295	Mental Health Services	5.6
288	Mobile Homes-Dealers	5.8
272	Mobile Telephone Service	6.4
96	Mortgages	26.5
53	Motels	47.2
222	Motorcycle & Motor Scooters-Repair & Service	8.1
178	Motorcycle & Motor Scooters-Supplies & Parts	10.8
79	Motorcycles & Motor Scooters-Dealers	32.0
78	Movers	32.1
194	Moving Equipment Rental	9.9
124	Mufflers & Exhaust Systems-Engine	19.7
125	Musical Instruments-Dealers-Stores	19.5
301	Music-Non Specific	5.5
97	Newspapers	26.2
285	Night Clubs	5.9
91	Nurseries-Plants, Trees, Etc.	28.7
216	Nurses	8.6
63	Nursing Homes	39.7
71	Office Supplies	34.8
121	Oils-Fuel	20.0
138	Optical Goods-Retail	15.5

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Rank	Heading Classification	Usage Est. (millions)
203	Opticians	9.6
52	Optometrists/Optometrists O.D.	47.4
103	Painting Contractors	24.7
97	Paint-Retail	26.2
285	Parks	5.9
132	Party Supplies	16.9
235	Party Supplies-Renting	7.5
189	Paving Contractors	10.2
191	Pawnbrokers	10.1
42	Pest Control Services/Exterminators	54.6
43	Pet Grooming	52.8
75	Pet Shops	33.4
113	Pet Supplies & Foods-Retail	21.5
19	Pharmacies or Drug Stores	115.0
161	Photo Finishing-Retail	13.5
100	Photographers-Portrait	25.5
288	Photographic Equipment Repairing	5.8
136	Photographic Equipment & Supplies-Retail	15.8
280	Physical Therapists	6.2
2	Physician & Surgeons (Specialist & Non Specific)	1143.6
230	Picture Frames-Dealers	7.7
5	Pizza	388.5
11	Plumbing Contractors	250.3
89	Plumbing Fixtures & Supplies-New & Nonspecific	28.9
251	Post Offices	7.0
82	Printers	31.5
295	Psychologists	5.6
269	Radiators-Automotive	6.5
143	Radio Stations & Broadcasting Companies	15.1
288	Railroads	5.8
26	Real Estate	94.6
212	Records-Phonograph (CD's, Tapes)-Retail	8.9
282	Recreational Vehicles-Dealers	6.1
174	Recycling Centers	12.0
288	Refrigerating Equipment-Commercial Sales & Service	5.8
272	Refrigerators & Freezers-Dealers	6.4
257	Refrigerators & Freezers-Service & Repair	6.8
39	Rental Service Stores & Yards	59.3
257	Resorts	6.8
226	Restaurant Equipment & Supplies	8.0
1	Restaurants (Fast Food, Other & Non Specific)	1322.5
219	Retirement & Life Care Communities & Homes	8.3
36	Roofing Contractors	70.4
122	Rubbish & Garbage Removal	19.8
149	Sand & Gravel	14.7
251	School Information	7.0
69	Schools-Academic-Colleges & Universities	37.4
178	Schools-Academic-Pre School & Kindergarten	10.8

Rank	Heading Classification	Usage Est. (millions)
21	Schools-Academic-Secondary & Elementary	110.0
183	Schools-Business & Vocational	10.5
280	Scrap Metals	6.2
266	Security Control Equipment & Systems	6.7
174	Septic Tanks & Systems-Cleaning	12.0
194	Septic Tanks & Systems-Contractors & Dealers	9.9
74	Service Stations-Gasoline & Oil	33.6
230	Shoe Repairing	7.7
102	Shoes-Retail	25.0
176	Shopping Centers	11.8
295	Siding Contractors	5.6
126	Signs	18.9
101	Social Service Organizations	25.2
32	Sporting Goods-Retail	80.4
207	Steel-Non Specific	9.2
288	Stereophonic & High Fi Equipment-Dealers	5.8
109	Storage-Household & Commercial	22.6
191	Surveyors-Land	10.1
155	Swimming Pool Contractors, Dealers & Designers	14.4
138	Swimming Pool Equipment & Supplies	15.5
194	Swimming Pool Service & Repair	9.9
243	Tailors	7.3
127	Tanning Salons	18.5
226	Tattooing	8.0
243	Taverns	7.3
127	Tax Return Preparation	18.5
53	Taxicabs	47.2
86	Telephone Companies	30.2
203	Television & Radio-Dealers	9.6
95	Television & Radio-Service & Repair	27.2
251	Television Stations & Broadcasting Companies	7.0
51	Television-Cable, CATV & Satellite	47.5
16	Theaters	159.0
240	Thrift Shops	7.4
257	Ticket Sales-Entertainment & Sports	6.8
166	Tile-Ceramic-Contractors & Dealers	13.2
18	Tire Dealers	127.9
230	Tire Retreading & Repairing	7.7
229	Title Companies	7.8
187	Tools-Other	10.4
92	Towing-Automotive	28.3
107	Toys-Retail	23.4
219	Tractor Dealers	8.3
266	Tractor Equipment & Parts	6.7
84	Transmissions-Automobile	30.5
50	Travel Agencies & Bureaus	48.4
66	Tree Service	38.2
207	Trophies	9.2

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Rank	Heading Classification	Usage Est. (millions)
168	Truck Equipment & Parts	12.7
99	Truck Renting & Leasing	26.0
282	Truck Repairing & Service	6.1
133	Trucking-Non Specific	16.6
116	Upholsterers	20.7
146	Vacuum Cleaners-Household-Dealers	14.9
183	Vacuum Cleaners-Service & Repair	10.5
15	Veterinarians	169.8
285	Video Recorders & Players-Dealers	5.9

Rank	Heading Classification	Usage Est. (millions)
222	Video Recorders & Players-Service & Repair	8.1
68	Video Tapes & Discs Renting & Lease (Video Store Non Specific)	37.9
295	Washing Machines & Dryers-Service & Repair	5.6
183	Water Well Drilling & Service	10.5
194	Welding	9.9
210	Welding Equipment & Supplies	9.0
257	Window Cleaning	6.8
70	Windows	35.5
191	Women's Apparel-Retail	10.1

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.

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