

TOP 300 HEADINGS

2002

Rank	Heading	No. Annual References (millions)
1	Restaurants (Fast Food, Other & Non Spec)	1317.5
2	Physicians & Surgeons (Special & Non-Spec)	1171.5
3	Automobile Parts-New & Used	561.1
4	Automobile Repairing & Service	518.1
5	Pizza	447.6
6	Automobile Dealers-New & Used	284.9
7	Beauty Salons	278.0
8	Attorneys/Lawyers	263.6
9	Dentists	260.0
10	Hospitals	252.6
11	Insurance	244.3
12	Plumbing Contractors	238.3
13	Department Stores	202.3
14	Banks	178.8
15	Veterinarians	167.0
16	Theaters	166.1
17	Florists-Retail	140.3
18	Airline Companies	127.6
19	Automobile Renting & Leasing	117.3
20	Hardware-Retail	113.3
21	Hotels	112.3
22	Lumber-Retail	106.2
23	Tire Dealers	105.9
24	Real Estate	98.8
25	Furniture (Retail & Non-Specific)	95.3
26	Pharmacies or Drugstore	93.9
27	Churches	81.7
28	Schools-Academic-Secondary & Elementary	80.8
29	Carpet & Rug Cleaners	80.5
30	Grocers-Retail	71.3
31	Sporting Goods-Retail	70.8
32	Electric Contractors	69.9
33	Government Offices-US	66.4
34	Rental Service-Stores & Yards	61.6
35	Landscape Contractors	60.4
36	Appliances-Household-Major-Service & Repair	58.6
36	Glass-Auto, Plate, Window, Etc.	58.6
38	Automobile Body Repairing & Painting	57.2
39	Contractors-General	56.8
40	Roofing Contractors	56.3
41	Book Dealers-Retail	54.1
42	Pet Grooming	53.3
42	Travel Agencies & Bureaus	53.3
44	Computers-Dealers	52.9
45	Appliances-Household-Major-Dealers	51.0
46	Motels	50.3
47	Golf Courses-Public	49.8
47	Taxicabs	49.8
49	Electronic Equipment & Supplies-Dealers	48.9
49	Optometrists/Optometrists O.D.	48.9

Rank	Heading	No. Annual References (millions)
51	Automobile Wrecking	48.6
52	Building Materials	46.1
52	Cleaners-Dry	46.1
52	Pest Control Service/Exterminators	46.1
55	Government Offices-State	43.6
56	Carpet & Rug-Dealers	43.2
57	Heating Contractors	42.6
57	Home Improvements	42.6
59	Pet Shops	42.4
60	Government Offices-City-Village & Township	42.0
61	Nursing Homes	40.2
62	Television-Cable, CATV & Satellite	40.0
63	Internet Service Provider (2001-02)	39.0
64	Movers	38.7
65	Printers	38.1
66	Chiropractors, DC	37.1
67	Air Conditioning Contractors & System	36.2
67	Lawn Maintenance	36.2
67	Photographers-Portrait	36.2
70	Motorcycles & Motor Scooters-Dealers	35.9
71	Locks & Locksmiths	35.6
72	Schools-Academic-Colleges & Universities	34.9
73	Employment Agencies	34.7
73	Tree Service	34.7
75	Child Care/Day Care Centers	34.4
76	Service Stations-Gasoline & Oil	34.3
77	Transmissions-Automobile	34.0
78	Air Conditioning Equipment & System-Repair	33.7
78	Office Supplies	33.7
80	Government Offices-County	33.4
81	Videotapes & Discs-Renting & Leasing	33.1
82	Nurseries-Plants, Trees, Etc.	31.3
83	Fence	30.8
84	Clinics	30.7
85	Apartments	30.5
86	Television & Radio-Service & Repair	29.1
87	Paint-Retail	28.4
88	Shoes-Retail	28.2
88	Towing-Automotive	28.2
90	Bicycles-Dealers	28.1
90	Toys-Retail	28.1
92	Plumbing Fixtures & Supplies (New-Retail & Unspec)	27.8
93	Windows	27.6
94	Bus Lines	26.6
94	Funeral Directors	26.6
96	Painting Contractors	26.3
97	Doors/Garage Doors	26.1
98	Mufflers & Exhaust Systems-Engines	25.8
99	Jewelers-Retail	25.7
99	Cellular Telephone Equipment & Supplies	25.7

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Rank	Heading	No. Annual References (millions)
99	Musical Instruments-Dealers/Stores	25.7
102	Barbers	25.4
103	Bakers-Retail	25.2
104	Upholsterers	25.1
105	Mortgages	24.8
106	Accountants (Certified Public & Public)	24.3
107	Newspapers	23.3
108	Truck Renting & Leasing	23.1
109	Photographic Equipment & Supplies Retail	22.0
110	Telephone Companies	21.6
111	Computers-Service & Repair	21.4
111	Limousine Service	21.4
113	Heating Equipment & Systems-Cleaning & Repairing	21.3
114	Oils-Fuel	21.0
115	Signs	20.7
115	Storage-Household & Commercial	20.7
117	Optical Goods-Retail	20.5
118	Boat Dealers	20.2
119	Floor Materials	19.9
120	Tax Return Preparation	19.8
121	Caterers	19.6
121	Pet Supplies & Foods-Retail	19.6
123	Antiques-Dealers	19.5
123	Fabric Shops	19.5
125	Tanning Salons	19.2
126	Concrete Contractors	18.9
126	Home Centers	18.9
126	Lawn Mowers	18.9
126	Trucking-Nonspecific	18.9
130	Rubbish & Garbage Removal	18.1
131	Building Contractors	18.0
132	Radio Stations & Broadcasting Companies	17.8
133	Heating Equipment	17.4
134	Gas Companies	16.3
135	Electric Equipment & Supplies-Retail	16.2
135	Janitor Service	16.2
135	Kennels	16.2
138	Party Supplies	15.9
139	Craft Supplies	15.7
140	Social Service Organizations	15.4
141	Health Clubs	14.9
142	Electric Companies	14.6
143	Computers-Supplies & Parts	14.3
144	Dancing Instruction	14.0
145	Beauty Salons-Equipment & Supplies	13.9
145	Bridal Shops	13.9
145	Gas-Propane	13.9
145	Vacuum Cleaners-Household-Dealers	13.9
149	Bowling	13.7
149	Junk Dealers	13.7

Rank	Heading	No. Annual References (millions)
149	Schools-Business & Vocational	13.7
149	Truck Equipment & Parts	13.7
153	Farm Equipment	13.4
153	Gift Shops	13.4
153	Libraries-Public	13.4
156	Machine Shops	13.3
156	Vacuum Cleaners-Service & Repair	13.3
156	Welding	13.3
159	Loans	13.1
160	Massage	12.8
161	Delivery Service	12.7
161	Swimming Pool Equipment & Supplies	12.7
163	Concrete-Ready Mixed	12.5
163	Sand & Gravel	12.5
163	Swimming Pool Contractors, Dealers, Designers	12.5
166	Engineers-Professional	12.1
166	Photo Finishing-Retail	12.1
166	Recycling Centers	12.1
169	Automobile Radios/Stereo Systems-Sales & Service	11.9
169	House Cleaning	11.9
171	Shopping Centers	11.8
172	Guns & Gunsmiths	11.6
173	Schools-Academic-Pre-School & Kindergarten	11.5
173	Water Well Drilling & Service	11.5
175	Marinas	11.3
176	Hobby & Model Construction Supplies-Retail	11.0
176	Television & Radio-Dealers	11.0
178	Computer Software & Service (2001-02)	10.9
178	Tile-Ceramic-Contractors & Dealers	10.9
180	Appliances-Household-Major-Supplies & Parts	10.7
180	Septic Tanks & Systems-Cleaning	10.7
182	Credit Unions	10.4
182	Floor Laying, Refinishing & Resurfacing	10.4
182	Gutters & Downspouts	10.4
182	Motorcycles & Motor Scooters-Supplies & Parts	10.4
186	Health & Diet Food Products-Retail	10.3
186	Opticians	10.3
186	Swimming Pool Service & Repair	10.3
186	Trophies	10.3
190	Ticket Sales-Entertainment & Sports	10.1
191	Formal Wear-Rental & Sales	10.0
191	Garden & Lawn Equipment & Supplies	10.0
191	Video Recorders & Players-Service & Repair	10.0
194	Golf Equipment & Supplies-Retail	9.8
194	Paving Contractors	9.8
196	Surveyors-Land	9.5
196	Tools-Other	9.5
196	Women's Apparel-Retail	9.5
199	Car Washing & Polishing	9.4
199	Driving Instruction	9.4

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Rank	Heading	No. Annual References (millions)
199	Records/CD's-Retail	9.4
202	Boat Repairing	9.2
202	Copying & Duplicating Service	9.2
202	Pawnbrokers	9.2
205	Discount Stores	9.1
205	Furniture Repairing & Refinishing	9.1
205	Tailors	9.1
208	Automobile Seat Covers, Tops & Upholstery	8.9
208	Landscape Equipment & Supplies	8.9
210	Costumes-Masquerade & Theatrical	8.8
210	Moving Equipment Rental	8.8
210	Septic Tanks & Systems-Contractors & Dealers	8.8
213	Mailing Service	8.6
214	Skating Rinks	8.5
215	Brake Service	8.2
215	Collectibles	8.2
215	Excavating Contractors	8.2
215	Home Health Services	8.2
215	Karate & Other Martial Arts Instructions	8.2
215	Lawn Mowers-Sharpening & Repair	8.2
221	Retirement & Life Care Communities & Homes	8.0
222	Chimney Cleaning	7.7
222	Parks	7.7
224	Banquet Rooms	7.6
224	Marriage, Family, Child, Individual Counselors	7.6
224	Post Offices	7.6
224	Railroads	7.6
224	Stereophonic & High Fidelity Equipment-Dealers	7.6
224	Wallpaper & Wallcoverings-Retail	7.6
230	Animal Hospitals	7.4
230	Automobile Detailing	7.4
230	Mason Contractors	7.4
230	Motorcycles & Motor Scooters-Repair & Service	7.4
234	Carpenters	7.2
234	Feed Dealers	7.2
234	Kitchen Cabinets & Equipment-Household	7.2
234	Lighting Fixtures-Retail	7.2
234	Refrigerators & Freezers-Service & Repair	7.2
234	Restaurant Equipment & Supplies	7.2
234	Shoe Repairing	7.2
234	Stock & Bond Brokers	7.2
242	Airport Transportation Service	7.1
242	Employment Contractors-Temporary Help	7.1
242	Laundries-Self Service	7.1
242	Nurses	7.1
242	Paging & Signaling Equipment & Systems	7.1
242	Radiators-Automotive	7.1
248	Clubs	6.9
248	Consignment Service	6.9
248	Draperies & Curtains-Retail & Custom Made	6.9

Rank	Heading	No. Annual References (millions)
248	Liquor Stores	6.9
248	Tire Retreading & Repairing	6.9
248	Welding Equipment & Supplies	6.9
254	Architects	6.8
254	Boat Equipment & Supplies	6.8
254	School Information	6.8
254	Taverns	6.8
258	Animal Shelters	6.6
258	Exercise & Physical Fitness Programs	6.6
258	Mobile Homes-Dealers	6.6
258	Photographic Equipment-Repairing	6.6
258	Telephone Equipment & Systems-Dealers	6.6
258	Venetian Blinds-Dealers	6.6
258	Window Cleaning	6.6
265	Garden Centers	6.5
265	Hydraulic Equipment & Supplies	6.5
265	Meat-Retail	6.5
265	Metals-Other	6.5
265	Picture Frames-Dealers	6.5
265	Title Companies	6.5
271	Bearings	6.3
271	Fingernail Salons	6.3
271	Mattresses	6.3
271	Party Supplies-Renting	6.3
271	Security Control Equipment & Systems	6.3
271	Steel-Nonspecific	6.3
271	Thrift Shops	6.3
278	Insulation Materials-Hot & Cold	6.2
278	Interior Decorators & Designers	6.2
278	Nightclubs	6.2
278	Refrigerating Equipment-Coml. Sales & Service	6.2
278	Tattooing	6.2
278	Tractor Equipment & Parts	6.2
284	Airline Ticket Agencies	6.0
284	Men's Clothing & Furnishings-Retail	6.0
284	Truck Repairing & Service	6.0
287	Amusement Places	5.7
287	Entertainment Bureaus	5.7
287	Television Stations & Broadcasting Companies	5.7
290	Appraisers	5.6
290	Burglar Alarm Systems	5.6
290	Physical Therapists	5.6
293	Electronic Equipment & Supplies-Service & Repair	5.4
293	Financing	5.4
293	Music-Nonspecific	5.4
293	Tractor Dealers	5.4
297	Airports	5.3
297	Furniture-Used	5.3
297	Hospital Equipment & Supplies	5.3
297	Psychologists	5.3

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Rank	Heading	No. Annual References (millions)
297	Siding Contractor	5.3
302	Artists' Materials & Supplies	5.1
302	Doors-Repairing	5.1
302	Electric Motors-Dealers & Repairing	5.1

Rank	Heading	No. Annual References (millions)
302	Home Builders	5.1
302	Mobile Telephone Service	5.1
302	Monuments	5.1
302	Sprinklers-Garden & Lawn	5.1

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 (1994 – 2002), conducted for the Yellow Pages Integrated Media Associationsm by Knowledge Networks/Statistical Research, Inc. Cranford, N.J.

Yellow Pages Integrated Media Associationsm
 Connell Corporate Center
 Two Connell Drive, First Floor
 Berkeley Heights, N.J. 07922-2747
www.yellowpagesima.org

