



Top 300 Headings 2007 (Numeric Order)



Top 300 Headings 2007 – Numeric Order

| Rank | Heading Classification | References (millions) |
|------|--|--------------------------|
| 1 | Restaurants-Fast Food-Other & Non Specific | 1,288.4 |
| 2 | Physician & Surgeons-Specialist & Non Specific | 1,122.7 |
| 3 | Automobile Parts-New & Used | 485.2 |
| | <i>Automobile Parts-New</i> | 312.2 |
| | <i>Automobile Parts-Used</i> | 173.0 |
| 4 | Automobile Repairing & Service | 411.9 |
| 5 | Pizza | 317.7 |
| 6 | Automobile Dealers-New & Used | 266.0 |
| | <i>Automobile Dealers-New</i> | 189.7 |
| | <i>Automobile Dealers-Used</i> | 76.2 |
| 7 | Attorneys/Lawyers | 260.6 |
| 8 | Dentists | 246.7 |
| 9 | Plumbing Contractors | 228.6 |
| 10 | Beauty Salons | 203.7 |
| 11 | Hospitals | 199.8 |
| 12 | Department Stores | 195.5 |
| 13 | Insurance | 183.8 |
| 14 | Veterinarians | 171.4 |
| 15 | Hardware-Retail | 145.7 |
| 16 | Tire Dealers | 142.4 |
| 17 | Pharmacies or Drug Stores | 130.8 |
| 18 | Theaters | 126.2 |
| 19 | Florists-Retail | 120.5 |
| 20 | Banks | 115.5 |
| 21 | Grocers Retail (Supermarket) | 90.7 |
| 22 | Carpet & Rug Cleaners | 87.8 |
| 23 | Churches | 86.6 |
| 24 | Schools-Academic-Secondary & Elementary | 84.3 |
| 25 | Furniture-Retail & Non Specific | 82.1 |
| 26 | Electric Contractors | 78.7 |
| 27 | Lumber-Retail | 76.4 |
| 28 | Glass-Auto-Plate-Window-Etc. | 68.2 |
| 29 | Landscape Contractors | 67.7 |
| 30 | Roofing Contractors | 67.4 |
| 31 | Hotels | 66.9 |
| 32 | Automobile Renting & Leasing | 65.8 |
| 33 | Home Improvements | 63.0 |
| 34 | Real Estate | 59.5 |
| 35 | Pet Grooming | 57.6 |



Top 300 Headings 2007 – Numeric Order

| Rank | Heading Classification | References (millions) |
|------|---|--------------------------|
| 36 | Government Offices-City-Village & Township | 57.4 |
| 37 | Auto Wrecking-Salvage | 56.0 |
| 38 | Contractors-General (General Contractors) | 54.5 |
| 39 | Chiropractors-DC | 54.4 |
| 40 | Heating Contractors | 54.0 |
| 41 | Building Materials | 51.5 |
| 42 | Child Care Centers/Day Care | 51.3 |
| 43 | Automobile Body Repairing & Painting | 51.2 |
| 43 | Pest Control Services/Exterminators | 51.2 |
| 45 | Appliances-Household-Major-Service & Repair | 50.8 |
| 46 | Airline Companies | 50.1 |
| 47 | Rental Service Stores & Yards | 49.4 |
| 48 | Electronic Equipment & Supplies-Dealers | 48.5 |
| 49 | Sporting Goods-Retail | 48.0 |
| 50 | Schools-Academic-Colleges & Universities | 46.9 |
| 51 | Appliances-Household-Major-Dealers | 46.2 |
| 52 | Government Offices-State | 43.6 |
| 53 | Carpet & Rug Dealers-New and Non Specific | 43.4 |
| 54 | Lawn Maintenance | 41.7 |
| 54 | Tree Service | 41.7 |
| 56 | Apartments | 40.7 |
| 57 | Television-Cable-CATV & Satellite | 40.5 |
| 58 | Employment Agencies | 40.3 |
| 59 | Nursing Homes | 39.7 |
| 60 | Golf Courses-Public | 39.4 |
| 61 | Optometrists/Optometrists O.D. | 39.3 |
| 62 | Taxicabs | 38.6 |
| 63 | Government Offices-County | 38.1 |
| 64 | Air Conditioning Contractors & Systems | 37.4 |
| 65 | Computer-Dealers | 36.7 |
| 66 | Towing-Automotive | 36.3 |
| 67 | Home Centers | 35.0 |
| 68 | Motels | 33.4 |
| 69 | Paint-Retail | 32.4 |
| 70 | Service Stations-Gasoline & Oil | 32.3 |
| 71 | Computers-Service & Repair | 30.4 |
| 72 | Bakers-Retail | 29.9 |
| 73 | Office Supplies | 29.3 |
| 73 | Painting Contractors | 29.3 |
| 73 | Printers | 29.3 |



Top 300 Headings 2007 – Numeric Order

| Rank | Heading Classification | References (millions) |
|------|---|--------------------------|
| 76 | Book Dealers-Retail | 29.2 |
| 77 | Cleaners-Dry (Dry Cleaners) | 29.1 |
| 78 | Clinics | 28.7 |
| 79 | Concrete Contractors | 28.1 |
| 80 | Motorcycles & Motor Scooters-Dealers | 27.1 |
| 80 | Nurseries-Plants-Trees-Etc. | 27.1 |
| 82 | Locks & Locksmiths | 26.4 |
| 83 | Pet Shops | 26.1 |
| 84 | Telephone Companies | 25.9 |
| 85 | Windows | 25.7 |
| 86 | Storage-Household & Commercial | 25.5 |
| 87 | Funeral Directors | 25.2 |
| 88 | Plumbing Fixtures & Supplies-New & Non Specific | 24.5 |
| 89 | Video Tapes & Discs-Renting & Leasing | 24.3 |
| 89 | Cellular Telephone Equipment & Supplies | 24.3 |
| 91 | Rubbish & Garbage Removal | 24.0 |
| 91 | Television & Radio-Service & Repair | 24.0 |
| 93 | Fence | 23.9 |
| 93 | Mortgages | 23.9 |
| 93 | Movers | 23.9 |
| 93 | Travel Agencies & Bureaus | 23.9 |
| 97 | Government Offices-US | 23.6 |
| 98 | Newspapers | 23.2 |
| 99 | Caterers | 23.0 |
| 100 | Pet Supplies & Foods-Retail | 22.8 |
| 101 | Transmissions-Automobile | 22.5 |
| 102 | Lawn Mowers Sharpening & Repairing | 22.2 |
| 103 | Accountants-Certified/Public | 22.1 |
| 103 | Guns & Gunsmiths | 22.1 |
| 103 | Jewelers-Retail | 22.1 |
| 103 | Lawn Mowers | 22.1 |
| 107 | Floor Materials | 21.2 |
| 108 | Air Conditioning Equipment & Systems-Repairing | 20.9 |
| 109 | Photographers-Portrait | 20.8 |
| 110 | Truck Renting & Leasing | 20.6 |
| 111 | Tax Return Preparation | 20.1 |
| 112 | Social Service Organizations | 19.4 |
| 113 | Internet | 18.9 |
| 114 | Shoes-Retail | 18.8 |
| 115 | Barbers | 18.5 |



Top 300 Headings 2007 – Numeric Order

| Rank | Heading Classification | References (millions) |
|------|---|--------------------------|
| 116 | Bus Lines | 18.4 |
| 116 | Craft Supplies | 18.4 |
| 116 | Libraries-Public (Public Libraries) | 18.4 |
| 119 | Fabric Shops | 17.8 |
| 120 | Bicycles-Dealers | 17.6 |
| 120 | Limousine Service | 17.6 |
| 120 | Musical Instruments-Dealers-Stores | 17.6 |
| 123 | Doors/Garage Doors | 17.4 |
| 124 | Upholsterers | 17.0 |
| 125 | Oils-Fuel | 16.5 |
| 126 | Gutters & Downspouts | 16.3 |
| 127 | Antiques-Dealers | 16.2 |
| 128 | Building Contractors | 16.1 |
| 129 | Mufflers & Exhaust Systems-Engine | 15.8 |
| 130 | Electric Equipment & Supplies-Retail | 15.5 |
| 130 | Garden & Lawn Equipment & Supplies | 15.5 |
| 132 | Electric Companies | 15.4 |
| 133 | Party Supplies | 15.1 |
| 133 | Toys-Retail | 15.1 |
| 135 | Optical Goods-Retail | 15.0 |
| 136 | Gas-Propane | 14.9 |
| 136 | Junk Dealers (Junk Yards) | 14.9 |
| 138 | Trucking-Non Specific | 14.6 |
| 139 | Massage | 14.3 |
| 140 | Bowling | 14.2 |
| 140 | Loans | 14.2 |
| 142 | Home Health Services | 14.1 |
| 142 | Swimming Pool Equipment & Supplies | 14.1 |
| 144 | Tanning Salons | 13.9 |
| 145 | Tile Ceramic-Contractors & Dealers | 13.7 |
| 146 | Discount Stores | 13.5 |
| 147 | Farm Equipment | 13.4 |
| 147 | Heating Equipment | 13.4 |
| 147 | Hobby & Model Construction Supplies-Retail | 13.4 |
| 147 | Signs | 13.4 |
| 147 | Swimming Pool Contractors-Dealers & Designers | 13.4 |
| 152 | Kennels | 13.3 |
| 152 | Truck Equipment & Parts | 13.3 |
| 154 | Beauty Salons-Equipment & Supplies | 12.6 |
| 154 | Engineers-Professional | 12.6 |



Top 300 Headings 2007 – Numeric Order

| Rank | Heading Classification | References (millions) |
|------|---|--------------------------|
| 156 | Photographic Equipment & Supplies-Retail | 12.3 |
| 157 | Janitor Service | 11.9 |
| 158 | Heating Equipment & Systems-Cleaning & Repair | 11.8 |
| 159 | Sand & Gravel | 11.7 |
| 159 | Vacuum Cleaners-Household-Dealers | 11.7 |
| 161 | Carpenters | 11.4 |
| 162 | Concrete-Ready Mixed | 11.0 |
| 162 | Delivery Service | 11.0 |
| 164 | Copying Machines & Supplies | 10.9 |
| 164 | Shopping Centers | 10.9 |
| 166 | Dancing Instruction | 10.6 |
| 166 | Surveyors-Land | 10.6 |
| 168 | Radio Stations & Broadcasting Companies | 10.5 |
| 169 | Health Clubs | 10.2 |
| 170 | Liquor Stores | 10.1 |
| 170 | Septic Tanks & Systems-Cleaning | 10.1 |
| 170 | Thrift Shops | 10.1 |
| 170 | Tools-Other | 10.1 |
| 170 | Vacuum Cleaners-Service & Repair | 10.1 |
| 170 | Welding | 10.1 |
| 176 | Bridal Shops | 9.9 |
| 176 | Opticians | 9.9 |
| 178 | Mobile Telephone Service | 9.8 |
| 178 | Recycling Centers | 9.8 |
| 178 | Swimming Pool Service & Repair | 9.8 |
| 181 | Fingernail Salons (Nail Salons) | 9.6 |
| 181 | House Cleaning | 9.6 |
| 183 | Boat Dealers | 9.5 |
| 183 | Gas Companies | 9.5 |
| 183 | Machine Shop | 9.5 |
| 186 | Appliances-Household-Major-Supplies & Parts | 9.4 |
| 186 | Computers-Software Services | 9.4 |
| 186 | Mason Contractors | 9.4 |
| 189 | Floor Laying-Refinishing & Resurfacing | 9.1 |
| 189 | Picture Frames Dealers | 9.1 |
| 191 | Appraisers | 9.0 |
| 191 | Meat-Retail | 9.0 |
| 191 | Retirement & Life Care Communities & Homes | 9.0 |
| 191 | Septic Tanks & Systems-Contractors & Dealers | 9.0 |
| 195 | Physical Therapists | 8.8 |



Top 300 Headings 2007 – Numeric Order

| Rank | Heading Classification | References (millions) |
|------|---|--------------------------|
| 196 | Moving Equipment Rental | 8.7 |
| 196 | Schools-Academic-Pre School & Kindergarten | 8.7 |
| 198 | Automobile Radio & Stereo Systems-Sales & Service | 8.6 |
| 198 | Credit Unions | 8.6 |
| 198 | Driving Instruction | 8.6 |
| 198 | Pawnbrokers | 8.6 |
| 202 | Entertainment Bureaus | 8.4 |
| 202 | Tailors | 8.4 |
| 202 | Tractor Dealers | 8.4 |
| 205 | Banquet Rooms | 8.3 |
| 205 | Gift Shops | 8.3 |
| 205 | Water Well Drilling & Service | 8.3 |
| 208 | Consignment Service | 8.2 |
| 208 | Motorcycle & Motor Scooters- Supplies & Parts | 8.2 |
| 208 | Tattooing | 8.2 |
| 211 | Health & Diet Food Products-Retail | 8.0 |
| 211 | Restaurant Equipment & Supplies | 8.0 |
| 213 | Doors Repairing | 7.9 |
| 213 | Excavating Contractors | 7.9 |
| 213 | Marinas | 7.9 |
| 213 | Motorcycle & Motor Scooters-Repair & Service | 7.9 |
| 217 | Schools-Business & Vocational | 7.8 |
| 218 | Computers-Supplies & Parts | 7.6 |
| 218 | Electric/Electrical Other | 7.6 |
| 218 | Refrigerators & Freezers-Dealers | 7.6 |
| 218 | Television & Radio-Dealers | 7.6 |
| 222 | Window Cleaning | 7.5 |
| 223 | Brake Service | 7.4 |
| 223 | Concrete Products | 7.4 |
| 223 | Lighting Fixtures-Retail | 7.4 |
| 223 | Resorts | 7.4 |
| 227 | Golf Equipment & Supplies-Retail | 7.2 |
| 227 | Home Builders | 7.2 |
| 227 | Mattresses | 7.2 |
| 227 | Music-Non Specific | 7.2 |
| 227 | Party Supplies-Renting | 7.2 |
| 227 | Recreational Vehicles-Dealers | 7.2 |
| 227 | Tractor Equipment & Parts | 7.2 |
| 234 | Architects | 7.1 |
| 234 | Garden Centers | 7.1 |



Top 300 Headings 2007 – Numeric Order

| Rank | Heading Classification | References (millions) |
|------|---|--------------------------|
| 234 | Wedding Supplies & Services | 7.1 |
| 237 | Post Offices | 7.0 |
| 237 | Trophies | 7.0 |
| 237 | Welding Equipment & Supplies | 7.0 |
| 240 | Automobile Detailing | 6.8 |
| 240 | Clubs | 6.8 |
| 240 | Furniture-Used | 6.8 |
| 240 | Records-Phonograph | 6.8 |
| 240 | Refrigerators & Freezers-Service & Repair | 6.8 |
| 240 | Warehouses-Merchandise | 6.8 |
| 246 | Costumes-Masquerade & Theatrical | 6.7 |
| 246 | Karate & Other Martial Arts Instruction | 6.7 |
| 246 | Landscape Equipment & Supplies | 6.7 |
| 246 | Parks | 6.7 |
| 246 | Tents-Renting | 6.7 |
| 251 | Halls & Auditoriums | 6.6 |
| 251 | Monuments | 6.6 |
| 251 | Steel-Non Specific | 6.6 |
| 251 | Title Companies | 6.6 |
| 255 | Automobile Seat Covers-Tops & Upholstery | 6.4 |
| 255 | Siding Materials | 6.4 |
| 257 | Feed Dealers | 6.3 |
| 257 | Paving Contractors | 6.3 |
| 259 | Animal Hospitals | 6.2 |
| 259 | Boat Repairing | 6.2 |
| 259 | Collectibles | 6.2 |
| 259 | Women's Apparel-Retail | 6.2 |
| 263 | Chimney Cleaning | 6.0 |
| 263 | Photo Finishing-Retail | 6.0 |
| 265 | Industrial Equipment & Supplies | 5.9 |
| 266 | Cabinets | 5.8 |
| 266 | Interior Decorators & Designers | 5.8 |
| 268 | Amusement Places | 5.6 |
| 268 | Draperies & Curtains-Retail & Custom Made | 5.6 |
| 268 | Furniture-Repairing & Refinishing | 5.6 |
| 271 | Fish & Seafood-Retail | 5.5 |
| 271 | Shoe Repairing | 5.5 |
| 271 | Tutoring | 5.5 |
| 274 | Artists' Materials & Supplies | 5.2 |
| 274 | Boat Equipment & Supplies | 5.2 |

| Rank | Heading Classification | References (millions) |
|------|---|--------------------------|
| 274 | Campgrounds & RV Parks | 5.2 |
| 274 | Car Washing & Polishing | 5.2 |
| 274 | Copying & Duplicating Service | 5.2 |
| 274 | Exercise & Physical Fitness Programs | 5.2 |
| 274 | Stereophonic & High Fi Equipment-Dealers | 5.2 |
| 281 | Asphalt & Asphalt Products | 5.1 |
| 281 | Coin Dealers-Supplies-Etc. | 5.1 |
| 281 | Skating Rinks | 5.1 |
| 281 | Television Stations & Broadcasting Companies | 5.1 |
| 281 | Upholstery Fabrics-Retail | 5.1 |
| 286 | Mobile Homes-Dealers | 5.0 |
| 286 | Pumps-Dealers | 5.0 |
| 286 | Security Control Equipment & Systems | 5.0 |
| 286 | Siding Contractors | 5.0 |
| 286 | Water Heaters-Dealers | 5.0 |
| 291 | Greeting Cards-Retail | 4.8 |
| 291 | Taverns | 4.8 |
| 293 | Animal Shelters | 4.7 |
| 293 | Hot Tubs & Spas-Dealers | 4.7 |
| 293 | Psychologists | 4.7 |
| 293 | Real Estate Appraisers | 4.7 |
| 293 | Tools-Renting | 4.7 |
| 293 | Uniforms | 4.7 |
| 293 | Utilities-Underground-Cable-Pipe & Wire-Local Service | 4.7 |
| 293 | Venetian Blinds-Dealers | 4.7 |