

**The 2005-2009 YPA Local Media Tracking Study: Top PYP Headings -Rank Order**  
**(Headings ranked on 30,430 references in 2005-2009)**

<b>Rank</b>	<b>Heading</b>	<b>Share of Total Usage</b>	<b>Usage Estimate (Millions)</b>
1	Restaurants-Fast Food-Other	10.749%	1286.3
2	Physicians & Surgeons	8.252%	987.4
3	Automobile Repairing & Service	3.181%	380.7
4	Auto Parts - New & Used	2.941%	351.9
5	Pizza	2.675%	320.1
6	Plumbing Contractors	2.392%	286.3
7	Beauty Salons	1.939%	232.0
8	Dentists	1.781%	213.1
9	Attorneys/Lawyers	1.640%	196.2
10	Auto Dealers - New & Used	1.456%	174.2
11	Hospitals	1.436%	171.8
12	Department Stores	1.255%	150.2
13	Veterinarians	1.150%	137.6
14	Hardware-Retail	0.983%	117.6
15	Tire Dealers	0.953%	114.0
16	Insurance	0.920%	110.1
17	Pharmacies/Drug Stores	0.785%	94.0
18	Florists-Retail	0.746%	89.3
18	Banks	0.746%	89.3
20	Grocers - Retail (Supermarkets)	0.690%	82.6
21	Carpet & Rug Cleaners	0.621%	74.3
22	Theaters	0.611%	73.1
23	Churches	0.565%	67.6
24	Appliances - HH - Major - Service & Repair	0.513%	61.3
25	Roofing Contractors	0.509%	61.0
26	Landscape Contractors	0.503%	60.2
27	Electric Contractors	0.483%	57.8
28	Furniture - Retail	0.473%	56.6
29	Home Improvements	0.463%	55.4
30	Internet	0.460%	55.1
31	School Information	0.457%	54.7
32	Pet Grooming	0.440%	52.7
33	Pest Control Services/Exterminators	0.437%	52.3
33	Hotels	0.437%	52.3
35	Glass - Auto, Plate, Window, Etc.	0.434%	51.9
36	Automobile Renting & Leasing	0.424%	50.7
37	Electronic Equipment & Supplies-Dealers	0.421%	50.3
38	Heating Contractors	0.414%	49.5
39	Optometrists/Optometrists O.D.	0.398%	47.6
40	Lawn Maintenance	0.388%	46.4
40	Airline Companies	0.388%	46.4
42	Lumber - Retail	0.381%	45.6
42	Business Consultants	0.381%	45.6
44	Tree Service	0.378%	45.2
45	Appliances - Household-Major-Dealers	0.368%	44.0
46	Food Products	0.355%	42.5
47	Taxicabs	0.322%	38.5
48	Sporting Goods - Retail	0.312%	37.4
49	Chiropractors-DC	0.309%	37.0

50	Building Materials	0.302%	36.2
51	Real Estate	0.292%	35.0
52	Clinics	0.289%	34.6
53	Automobile Body Repairing & Painting	0.286%	34.2
54	Furniture-Repairing & Refinishing	0.279%	33.4
54	Pet Shops	0.279%	33.4
56	Government Offices-City-Village & Township	0.276%	33.0
56	Book Dealers-Retail	0.276%	33.0
58	Contractors-General	0.269%	32.2
58	Air Conditioning Contractors & Systems	0.269%	32.2
60	Windows	0.266%	31.9
61	Cleaners-Dry (Dry Cleaners)	0.246%	29.5
61	Shoes-Retail	0.246%	29.5
63	Television-Cable-Catv & Satellite	0.243%	29.1
63	Locks & Locksmiths	0.243%	29.1
65	Employment Agencies	0.223%	26.7
66	Computer-Dealers	0.220%	26.3
66	Bakers - Retail	0.220%	26.3
66	Fence	0.220%	26.3
66	Tax Return Preparation	0.220%	26.3
66	Office Supplies	0.220%	26.3
71	Funeral Directors	0.217%	26.0
71	Motels	0.217%	26.0
73	Floor Materials	0.214%	25.6
73	Air Conditioning Equipment & Systems-Repairing	0.214%	25.6
75	Computers-Service & Repair	0.210%	25.2
76	Painting Contractors	0.207%	24.8
76	Nurseries-Plants-Trees Etc.	0.207%	24.8
78	Government Offices-State	0.200%	24.0
78	Rental Service Stores & Yards	0.200%	24.0
78	Carpet & Rug Dealers-New	0.200%	24.0
81	Home Centers	0.197%	23.6
81	Towing-Automotive	0.197%	23.6
83	Auto Wrecking-Salvage	0.191%	22.8
83	Oils-Fuel	0.191%	22.8
85	Lawn Mowers	0.187%	22.4
86	Nursing Homes	0.181%	21.6
86	Television & Radio-Service & Repair	0.181%	21.6
86	Printers	0.181%	21.6
89	Garden & Lawn Equipment & Supplies	0.177%	21.2
89	Government Offices-County	0.177%	21.2
91	Schools-Academic-Secondary & Elementary	0.174%	20.8
91	Jewelers-Retail	0.174%	20.8
91	Lawn Mowers - Sharpening & Repairing	0.174%	20.8
94	Paint-Retail	0.171%	20.4
95	Pet Supplies & Foods-Retail	0.168%	20.1
95	Golf Courses-Public	0.168%	20.1
95	Barbers	0.168%	20.1
95	Mobile/Cellular Service	0.168%	20.1
99	Doors/Garage Doors	0.164%	19.7
100	Government Offices-US	0.158%	18.9
100	Discount Stores	0.158%	18.9
102	Rubbish & Garbage Removal	0.154%	18.5
102	Clothing - Bought & Sold	0.154%	18.5

102	Landscape Equipment & Supplies	0.154%	18.5
105	Party Supplies	0.151%	18.1
106	Motorcycles & Motor Scooters-Dealers	0.148%	17.7
107	Gutters & Downspouts	0.145%	17.3
108	Apartments	0.141%	16.9
108	Storage-Household & Commercial	0.141%	16.9
110	Plumbing Fixtures & Supplies - New	0.138%	16.5
110	Electric Companies	0.138%	16.5
110	Delivery Service	0.138%	16.5
113	Fingernail Salons (Nail Salons)	0.135%	16.1
113	Tile Ceramic-Contractors & Dealers	0.135%	16.1
115	Bus Lines	0.131%	15.7
115	Social Service Organizations	0.131%	15.7
115	Video Tapes & Discs-Renting & Leasing	0.131%	15.7
118	Thrift Shops	0.128%	15.3
118	Bowling	0.128%	15.3
120	Service Stations-Gasoline & Oil	0.125%	14.9
121	Movers	0.122%	14.5
121	Travel Agencies & Bureaus	0.122%	14.5
121	Heating Equipment & Systems-Cleaning & Repair	0.122%	14.5
121	Television & Radio-Dealers	0.122%	14.5
121	Telephone Companies	0.122%	14.5
126	Recycling Centers	0.118%	14.2
126	Junk Dealers (Junk Yards)	0.118%	14.2
126	Doors Repairing	0.118%	14.2
126	Musical Instruments	0.118%	14.2
126	Bicycles-Dealers	0.118%	14.2
126	Accountants-Certified/Public	0.118%	14.2
126	Concrete Products	0.118%	14.2
126	Child Care Centers/Day Care	0.118%	14.2
134	Craft Supplies	0.115%	13.8
134	Newspapers	0.115%	13.8
134	Home Builders	0.115%	13.8
137	Building Contractors	0.112%	13.4
137	Schools-Academic-Colleges & Universities	0.112%	13.4
137	Tools - Other	0.112%	13.4
137	Loans	0.112%	13.4
137	Farm Equipment	0.112%	13.4
142	Photographers-Portrait	0.108%	13.0
142	Libraries-Public (Public Libraries)	0.108%	13.0
142	Vacuum Cleaners-Household-Dealers	0.108%	13.0
145	Kennels	0.105%	12.6
145	Caterers	0.105%	12.6
145	Swimming Pool Equipment & Supplies	0.105%	12.6
148	Transmissions - Auto	0.102%	12.2
149	Photographic Equipment & Supplies – Retail	0.099%	11.8
149	Concrete Contractors	0.099%	11.8
149	Optical Goods-Retail	0.099%	11.8
152	Feed Dealers	0.092%	11.0
152	Entertainment Bureaus	0.092%	11.0
152	Limousine Service	0.092%	11.0
152	Health Clubs	0.092%	11.0
152	Antiques- Dealers	0.092%	11.0
152	Retirement & Life Care Communities & Homes	0.092%	11.0

158	Septic Tank - Cleaning	0.089%	10.6
158	Trucks - Renting & Leasing	0.089%	10.6
158	Carpenters	0.089%	10.6
158	Gas-Propane	0.089%	10.6
162	Toys - Retail	0.085%	10.2
162	Fabric Shops	0.085%	10.2
162	Massage	0.085%	10.2
162	Guns & Gunsmiths	0.085%	10.2
166	Signs	0.082%	9.8
166	Trucking	0.082%	9.8
168	Cabinets	0.079%	9.4
168	House Cleaning	0.079%	9.4
168	Health & Diet Food Products-Retail	0.079%	9.4
168	Brake Service	0.079%	9.4
172	Heating Equipment	0.076%	9.0
172	Sand & Gravel	0.076%	9.0
172	Physical Therapists	0.076%	9.0
175	Electric Equipment & Supplies	0.072%	8.7
175	Lighting Fixturers - Retail	0.072%	8.7
175	Chimney Cleaning	0.072%	8.7
175	Garden Centers	0.072%	8.7
175	Consignment Service	0.072%	8.7
180	Welding Contractors	0.069%	8.3
180	Swimming Pool Contractors, Dealers & Designers	0.069%	8.3
180	Music-Non Specific	0.069%	8.3
180	Post Offices	0.069%	8.3
180	Beauty Salons - Equipment & Supplies	0.069%	8.3
180	Pawnbrokers	0.069%	8.3
186	Mason Contractors	0.066%	7.9
186	Tailors	0.066%	7.9
186	Liquor Stores	0.066%	7.9
186	Trucks - Equipment & Parts	0.066%	7.9
186	Vacuum Cleaners-Service & Repair	0.066%	7.9
186	Shoe Repairing	0.066%	7.9
186	Hot Tubs & Spa - Dealers	0.066%	7.9
193	Animal Shelters	0.062%	7.5
193	Swimming Pools - Service & Repair	0.062%	7.5
193	Shopping Centers	0.062%	7.5
193	Tractor Equipment & Parts	0.062%	7.5
197	Driving Instruction	0.059%	7.1
197	Computer Supplies & Parts	0.059%	7.1
197	Paving Contractors	0.059%	7.1
197	Motorcycle & Motor Scooters- Supplies & Parts	0.059%	7.1
197	Boat Repairing	0.059%	7.1
202	Golf Equipment & Supplies	0.056%	6.7
202	Coin Dealers-Supplies-Etc.	0.056%	6.7
202	Gymnasiums	0.056%	6.7
202	Home Health Services	0.056%	6.7
202	Radio Stations & Broadcasting Cos.	0.056%	6.7
202	Roofing Materials	0.056%	6.7
208	Radiators-Automotive	0.053%	6.3
208	Appliances - HH - Supplies & Parts	0.053%	6.3
208	Surveyors-Land	0.053%	6.3
208	Gas Companies	0.053%	6.3

208	Bridal Shops	0.053%	6.3
213	Tire Retreading & Repairing	0.049%	5.9
213	Women's Apparel-Retail	0.049%	5.9
213	Mortgages	0.049%	5.9
213	Warehouses - Merchandise	0.049%	5.9
213	Janitor Service	0.049%	5.9
213	Copying & Duplicating Service	0.049%	5.9
213	Telephone Equipment & Systems - Dealers	0.049%	5.9
213	Nurses	0.049%	5.9
213	Upholsterers	0.049%	5.9
213	Mufflers & Exhaust Systems-Engine	0.049%	5.9
223	Hobby & Model Construction Supplies-Retail	0.046%	5.5
223	Picture Frames - Dealers	0.046%	5.5
223	Automobile Detailing	0.046%	5.5
223	Humane Societies	0.046%	5.5
223	Septic Tanks	0.046%	5.5
223	Restaurant Equipment & Supplies	0.046%	5.5
223	Furniture-Renting & Leasing	0.046%	5.5
223	Recreational Vehicles-Dealers	0.046%	5.5
223	Farm Supplies	0.046%	5.5
223	Credit Unions	0.046%	5.5
223	Artists' Materials & Supplies	0.046%	5.5
223	Fireplaces	0.046%	5.5
223	Parks	0.046%	5.5
223	Snow Removal Service	0.046%	5.5
237	Gift Shops	0.043%	5.1
237	Opticians	0.043%	5.1
237	Floor Laying-Refinishing & Resurfacing	0.043%	5.1
237	Exercise Equipment	0.043%	5.1
237	Notaries-Public	0.043%	5.1
237	Sewer Contractors	0.043%	5.1
237	Metals-Other Or Non Specific	0.043%	5.1
237	Meat-Retail	0.043%	5.1
237	Wedding Supplies & Services	0.043%	5.1
237	Car Washing & Polishing	0.043%	5.1
237	Day Care Centers - Adult	0.043%	5.1
237	Animal Hospitals	0.043%	5.1
237	Boat Dealers	0.043%	5.1
237	Swimming Pools-Private	0.043%	5.1
237	Saws	0.043%	5.1
237	Water Softening & Conditioning Equipment-Service & Supplies	0.043%	5.1
253	Furniture-Used	0.039%	4.7
253	Awnings & Canopies	0.039%	4.7
253	Uniforms	0.039%	4.7
253	Sewing Machines - Service & Repair	0.039%	4.7
253	Marriage and Family Counselors	0.039%	4.7
253	Police Departments	0.039%	4.7
253	Taverns	0.039%	4.7
253	Clubs	0.039%	4.7
253	Marine Equipment & Supplies	0.039%	4.7
253	Skating Rinks	0.039%	4.7
263	Real Estate Appraisers	0.036%	4.3
263	Refrigerators & Freezers-Dealers	0.036%	4.3
263	Cement Retail	0.036%	4.3

263	Insulation Materials-Cold & Heat	0.036%	4.3
263	Welding Equipment & Supplies	0.036%	4.3
263	Mattresses	0.036%	4.3
263	Financing	0.036%	4.3
263	Siding Materials	0.036%	4.3
263	Motorcycle & Motor Scooters-Repair & Service	0.036%	4.3
272	Cosmetics & Perfumes-Retail	0.033%	3.9
272	Sprinklers - Garden & Lawn	0.033%	3.9
272	Steel	0.033%	3.9
272	Automobile Radio & Stereo Systems - Sales & Service	0.033%	3.9
272	Telephone Equipment & Systems-Service & Repair	0.033%	3.9
272	Laundries	0.033%	3.9
272	Automobile Inspection Stations	0.033%	3.9
272	Machine Shops	0.033%	3.9
272	Greenhouses	0.033%	3.9
272	Washing Machines & Dryers-Service & Repair	0.033%	3.9
272	Excavating Contractors	0.033%	3.9
272	Laundries-Self Service	0.033%	3.9
272	Security Control Equipment & Systems	0.033%	3.9
272	Mens' Clothing & Furnishings Retail	0.033%	3.9
272	Marinas	0.033%	3.9
287	Computers - Software Services	0.030%	3.5
287	Stoves - Wood & Coal	0.030%	3.5
287	Formal Wear - Retail	0.030%	3.5
287	Dancing Instruction	0.030%	3.5
287	Records-Phonograph (CD's, Tapes)	0.030%	3.5
287	Firewood	0.030%	3.5
287	Window Cleaning	0.030%	3.5
287	Monuments	0.030%	3.5
287	Siding Contractors	0.030%	3.5
287	Boat Equipment & Supplies	0.030%	3.5
287	Television Stations & Broadcasting Companies	0.030%	3.5
287	Bicycles- Repairing	0.030%	3.5
287	Refrigerating Equipment-Supplies & Parts	0.030%	3.5
287	Mobile Homes-Repairing & Service	0.030%	3.5