



Top 300 Headings 2008

(Numeric Order)

| Rank | | References (Millions) |
|------|--|--------------------------|
| 1 | Restaurants-Fast Food, Other & Non Specific | 1192.1 |
| 2 | Physician & Surgeons Specialist & Non Specific | 1062.3 |
| 3 | Auto Parts New, Used & Non-Spec | 442.2 |
| | <i>Auto Parts New</i> | 297.3 |
| | <i>Auto Parts Used</i> | 144.9 |
| 4 | Auto Repairing & Service | 373.9 |
| 5 | Pizza | 276.9 |
| 6 | Auto Dealers New, Used and Non-Spec | 238.1 |
| | <i>Auto Dealers, New</i> | 172.3 |
| | <i>Auto Dealers Used</i> | 65.8 |
| 7 | Dentists | 236.4 |
| 8 | Attorneys/Lawyers | 229.9 |
| 9 | Plumbing Contractors | 223.3 |
| 10 | Department Stores | 195.9 |
| 11 | Hospitals | 181.3 |
| 12 | Beauty Salons | 178.9 |
| 13 | Veterinarians | 169.4 |
| 14 | Insurance | 162.9 |
| 15 | Hardware Retail | 149.2 |
| 16 | Tire Dealers | 129.1 |
| 17 | Pharmacies | 128.9 |
| 18 | Florists Retail | 103.2 |
| 19 | Banks | 100.1 |
| 20 | Theaters | 96.6 |
| 21 | Grocers Retail (Supermarket) | 88.3 |
| 22 | Carpet & Rug Cleaners | 83.8 |
| 23 | Churches | 79.9 |
| 24 | Lumber Retail | 77.5 |
| 25 | Furniture Retail & Non Specific | 77.2 |
| 26 | Electric Contractors | 66.1 |
| 27 | Landscape Contractors | 60.9 |
| 27 | Hotels | 60.9 |
| 29 | Schools Academic Secondary & Elem | 60.4 |
| 30 | Roofing Contractors | 60.1 |
| 31 | Glass Auto, Plate, Window, Etc. | 59.0 |
| 32 | Auto Renting & Leasing | 56.9 |
| 33 | Home Improvements | 53.0 |
| 34 | Heating Contractors | 52.9 |
| 34 | Chiropractors, DC | 52.9 |
| 36 | Real Estate | 52.8 |
| 36 | Pet Grooming | 52.8 |
| 38 | Government City, Village & Town | 52.3 |

| Rank | | References (Millions) |
|------|---|--------------------------|
| 39 | Appliances HH Major Service & Repair | 51.7 |
| 40 | Auto Wrecking Salvage | 51.6 |
| 41 | Schools Academic Colleges & Univer | 48.8 |
| 42 | Pest Control Services/Exterminators | 47.2 |
| 42 | Contractors General | 47.2 |
| 44 | Automobile Body Repairing & Painting | 47.1 |
| 45 | Lawn Maintenance | 46.1 |
| 46 | Airline Companies | 45.5 |
| 47 | Child Care Centers/Day Care | 44.9 |
| 48 | Sporting Goods Retail | 44.6 |
| 49 | Rental Service Stores & Yards | 43.7 |
| 50 | Government Offices County | 42.8 |
| 51 | Carpet & Rug Dealers New and Non Specific | 41.9 |
| 52 | Electronic Equip & Supls Dealers | 41.7 |
| 53 | Appliances Household Major Dealers | 41.6 |
| 54 | Government Offices State | 40.2 |
| 55 | Air Conditioning Contractors & System | 40.1 |
| 56 | Building Materials | 39.9 |
| 57 | Apartments | 36.8 |
| 58 | Home Centers (Home Depot, etc.) | 36.7 |
| 58 | Optometrists/Optometrists O.D. | 36.6 |
| 60 | Nursing Homes | 36.5 |
| 61 | Television Cable, CATV, & Satellite | 35.9 |
| 62 | Tree Service | 35.6 |
| 63 | Towing Automotive | 35.5 |
| 64 | Taxicabs | 34.7 |
| 65 | Golf Courses Public | 32.2 |
| 66 | Clinics | 30.7 |
| 67 | Paint Retail | 30.2 |
| 68 | Painting Contractors | 30.0 |
| 69 | Service Stations Gasoline & Oil | 29.6 |
| 69 | Computer Dealers | 29.6 |
| 71 | Motels | 29.2 |
| 71 | Employment Agencies | 29.1 |
| 73 | Office Supplies (Staples, Office Depot) | 28.8 |
| 74 | Pet Supplies & Foods Retail | 26.8 |
| 75 | Book Dealers Retail | 26.2 |
| 76 | Computers Service & Repair | 26.1 |
| 76 | Nurseries Plants, Trees, Etc. | 26.0 |
| 78 | Printers | 25.4 |
| 79 | Bakers Retail | 24.9 |
| 80 | Storage Household & Commercial | 24.8 |

| Rank | | References (Millions) |
|------|---|--------------------------|
| 81 | Concrete Contractors | 24.6 |
| 82 | Windows | 24.5 |
| 83 | Government Offices U.S. | 24.3 |
| 83 | Cleaners Dry | 24.2 |
| 83 | Movers | 24.2 |
| 86 | Funeral Directors | 24.0 |
| 87 | Locks & Locksmiths | 23.6 |
| 88 | Video Tapes & Discs Rent & Lease (Video Store Non Specific) | 23.1 |
| 89 | Fence | 22.7 |
| 90 | Telephone Companies | 22.2 |
| 91 | Libraries Public | 22.1 |
| 92 | Lawn Mowers | 22.1 |
| 93 | Tax Return Preparation | 21.8 |
| 94 | Motorcycles & Motor Scooters Dealers | 21.8 |
| 95 | Pet Shops | 21.4 |
| 96 | Rubbish & Garbage Removal | 21.2 |
| 96 | Plumbing Fixtures & Supplies New & Non Spec | 21.2 |
| 98 | Television & Radio Service & Repair | 21.0 |
| 99 | Guns & Gunsmiths | 20.9 |
| 99 | Cellular Telephone Equip & Supls | 20.9 |
| 101 | Mortgages | 20.4 |
| 101 | Lawn Mowers Sharpening & Repairing | 20.4 |
| 103 | Newspapers | 20.2 |
| 103 | Gutters & Downspouts | 20.2 |
| 105 | Travel Agencies & Bureaus | 20.1 |
| 106 | Caterers | 19.5 |
| 107 | Jewelers Retail | 19.4 |
| 108 | Social Service Organizations | 19.0 |
| 109 | Photographers Portrait | 18.7 |
| 110 | Floor Materials | 18.5 |
| 111 | Accountants-Certified/Public | 18.5 |
| 111 | Internet | 18.4 |
| 113 | Barbers | 17.4 |
| 114 | Air Conditioning Equip & Sys Repairing | 17.2 |
| 115 | Truck Renting & Leasing | 17.0 |
| 116 | Building Contractors | 17.0 |
| 117 | Shoes Retail | 16.9 |
| 118 | Craft Supplies | 16.1 |
| 119 | Transmissions Automobile | 16.0 |
| 120 | Limousine Service | 15.8 |
| 120 | Bus Lines | 15.8 |
| 122 | Oils Fuel | 15.5 |

| Rank | | References (Millions) |
|------|--|--------------------------|
| 123 | Fabric Shops | 15.4 |
| 124 | Electric Companies | 15.1 |
| 124 | Antiques Dealers | 15.0 |
| 126 | Farm Equipment | 14.8 |
| 127 | Bicycles Dealers | 14.7 |
| 128 | Hobby & Model Constr. Supplies Retail | 14.5 |
| 128 | Door | 14.5 |
| 130 | Garden & Lawn Equipment & Supls | 14.4 |
| 131 | Party Supplies | 14.2 |
| 132 | Gas Propane | 14.1 |
| 132 | Massage | 14.0 |
| 134 | Home Health Services | 13.8 |
| 134 | Upholsterers | 13.7 |
| 136 | Optical Goods Retail | 13.7 |
| 136 | Swimming Pool Equip & Supplies | 13.6 |
| 138 | Tile Ceramic Contractors & Dealers | 13.3 |
| 138 | Musical Instruments Dealers Stores | 13.2 |
| 140 | Junk Dealers (Junk Yards) | 13.2 |
| 140 | Electric Equip & Supplies Retail | 13.1 |
| 142 | Swimming Pool Contrs, Dealers, & Designers | 12.7 |
| 142 | Truck Equipment & Parts | 12.7 |
| 144 | Loans | 12.5 |
| 145 | Bowling | 12.2 |
| 146 | Retirement & Life Care Comm & Homes | 12.0 |
| 147 | Toys Retail | 11.8 |
| 147 | Mufflers & Exhaust Systems Engine | 11.8 |
| 147 | Trucking Non Specific | 11.8 |
| 150 | Discount Stores | 11.5 |
| 150 | Kennels | 11.5 |
| 152 | Heating Equipment | 11.4 |
| 153 | Signs | 11.3 |
| 154 | Tanning Salons | 11.3 |
| 154 | Concrete Products | 11.2 |
| 156 | Beauty Salons Equipment & Supplies | 10.9 |
| 157 | Janitor Service | 10.8 |
| 157 | Carpenters | 10.8 |
| 159 | Engineers Professional | 10.6 |
| 159 | Sand & Gravel | 10.6 |
| 161 | Photographic Equip & Supls Retail | 10.4 |
| 161 | Concrete Ready Mixed | 10.4 |
| 163 | Delivery Service (UPS, Fed Ex) | 10.4 |
| 163 | Vacuum Cleaners Household Dealers | 10.3 |

| Rank | | References (Millions) |
|------|---|--------------------------|
| 165 | Appliances HH Major Supplies & Parts | 10.1 |
| 166 | Opticians | 10.0 |
| 166 | Copying Machines & Supplies | 10.0 |
| 166 | Fingernail Salons Nail Salons | 9.9 |
| 169 | Swimming Pool Service & Repair | 9.8 |
| 170 | Gas Companies | 9.7 |
| 171 | Physical Therapists | 9.6 |
| 172 | Dancing Instruction | 9.4 |
| 172 | Mobile Telephone Service | 9.4 |
| 174 | Shopping Centers | 9.4 |
| 174 | Garden Centers | 9.3 |
| 176 | Home Builders | 9.2 |
| 176 | Exterminator | 9.2 |
| 178 | Tools Other | 9.2 |
| 178 | Septic Tanks & Systems Cleaning | 9.1 |
| 178 | House Cleaning | 9.1 |
| 178 | Heating Equip & Sys. Clean & Repair | 9.1 |
| 182 | Electric/Electrical Other | 9.0 |
| 183 | Liquor Stores | 8.8 |
| 184 | Thrift Shops | 8.8 |
| 184 | Surveyors Land | 8.7 |
| 184 | Welding | 8.7 |
| 184 | Lighting Fixtures Retail | 8.7 |
| 188 | Consignment Service | 8.7 |
| 188 | Television & Radio Dealers | 8.6 |
| 190 | Recycling Centers | 8.5 |
| 190 | Mason Contractors | 8.5 |
| 190 | Picture Frames Dealers | 8.5 |
| 190 | Bridal Shops | 8.5 |
| 190 | Restaurant Equipment & Supplies | 8.5 |
| 190 | Radio Stations & Broadcasting Co. | 8.5 |
| 190 | Credit Unions | 8.5 |
| 190 | Tractor Dealers | 8.5 |
| 190 | Machine Shop | 8.5 |
| 199 | Meat Retail | 8.1 |
| 200 | Party Supplies Renting | 8.1 |
| 200 | Music Non Specific | 8.0 |
| 200 | Septic Tanks & Systems Contractors & lers | 8.0 |
| 203 | Pawnbrokers | 7.9 |
| 203 | Tractor Equipment & Parts | 7.9 |
| 205 | Appraisers | 7.8 |
| 205 | Entertainment Bureaus | 7.8 |

| Rank | | References (Millions) |
|------|---|--------------------------|
| 205 | Floor Laying, Refinishing & Resurfacing | 7.7 |
| 208 | Health Clubs | 7.7 |
| 208 | Doors Repairing | 7.6 |
| 208 | Motorcycle & Motor Sco. Supls & Parts | 7.6 |
| 211 | Vacuum Cleaners Service & Repair | 7.5 |
| 211 | Driving Instruction | 7.5 |
| 211 | Tailors | 7.5 |
| 211 | Excavating Contractors | 7.5 |
| 211 | Resorts | 7.4 |
| 216 | Paving Contractors | 7.4 |
| 216 | Tattooing | 7.4 |
| 216 | Boat Dealers | 7.4 |
| 216 | Computers Software, Services | 7.4 |
| 216 | Computers Supplies & Parts | 7.3 |
| 216 | Refrigerators & Freezers Dealers | 7.3 |
| 222 | Moving Equipment Rental | 7.2 |
| 223 | Architects | 7.2 |
| 223 | Motorcycle & Motor Sco. Repair & Serv | 7.1 |
| 223 | Schools Academic Pre School & Kinder | 7.1 |
| 223 | Feed Dealers | 7.1 |
| 223 | Health & Diet Food Products Retail | 7.1 |
| 228 | Auto Radio & Stereo Sys Sales & Ser | 7.0 |
| 228 | Schools Business & Vocational | 7.0 |
| 230 | Banquet Rooms | 6.9 |
| 231 | Interior Decorators & Designers | 6.7 |
| 231 | Warehouses Merchandise (BJ'S etc) | 6.7 |
| 231 | Gift Shops | 6.7 |
| 234 | Golf Equipment & Supplies Retail | 6.7 |
| 234 | Trophies | 6.6 |
| 234 | Window Cleaning | 6.6 |
| 234 | Post Offices | 6.6 |
| 234 | Marinas | 6.6 |
| 234 | Welding Equipment & Supplies | 6.6 |
| 240 | Brake Service | 6.6 |
| 241 | Wedding Supplies & Services | 6.4 |
| 242 | Recreational Vehicles Dealers | 6.3 |
| 242 | Tents Renting | 6.3 |
| 242 | Siding Materials | 6.3 |
| 242 | Parks | 6.2 |
| 246 | Monuments | 6.2 |
| 246 | Police Departments | 6.2 |
| 246 | Pumps Dealers | 6.2 |

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| Rank | | References (Millions) |
|------|--|--------------------------|
| 246 | Chimney Cleaning | 6.1 |
| 246 | Exercise & Physical Fitness Programs | 6.1 |
| 251 | Taverns | 6.1 |
| 251 | Furniture Used | 6.1 |
| 251 | Video Games Dealers | 6.1 |
| 251 | Television Stations & Broadcasting Co. | 6.0 |
| 251 | Cabinets | 6.0 |
| 256 | Halls & Auditoriums | 5.9 |
| 257 | Clubs | 5.8 |
| 257 | Karate & Other Martial Arts Instruction | 5.8 |
| 257 | Automobile Detailing | 5.7 |
| 260 | Records Phonograph (CD's, Tapes) | 5.7 |
| 260 | Auto Seat Covers, Tops & Upholstery | 5.7 |
| 262 | Collectibles | 5.6 |
| 262 | Upholstery Fabrics Retail | 5.6 |
| 262 | Mattresses | 5.5 |
| 262 | Animal Shelters | 5.5 |
| 262 | Title Companies | 5.5 |
| 267 | Steel Non Specific | 5.4 |
| 267 | Campgrounds & RV Parks | 5.4 |
| 269 | Stereophonic & High Fi Equip Dealers | 5.3 |
| 269 | Water Well Drilling & Service | 5.3 |
| 269 | Animal Hospitals | 5.3 |
| 269 | Landscape Equipment & Supplies | 5.3 |
| 273 | Amusement Places | 5.2 |
| 273 | Fish & Seafood Retail | 5.2 |
| 273 | Costumes Masquerade & Theatrical | 5.1 |
| 276 | Boat Equipment & Supplies | 5.0 |
| 276 | Nurses | 5.0 |
| 278 | Draperies & Curtains Retail & Custom | 4.9 |
| 278 | Copying & Duplicating Service | 4.9 |
| 278 | Refrigerators & Freezers Service & Repair | 4.9 |
| 278 | Marriage, Family, Child & Indiv counselors | 4.9 |
| 278 | Bearings | 4.9 |
| 278 | Water Heaters Dealers | 4.9 |
| 284 | Car Washing & Polishing | 4.8 |
| 284 | Shoe Repairing | 4.8 |
| 284 | Tutoring | 4.8 |
| 284 | Skating Rinks | 4.8 |
| 284 | Industrial Equipment & Supplies | 4.8 |
| 284 | Asphalt & Asphalt Products | 4.8 |
| 284 | Siding Contractors | 4.8 |

| Rank | | References (Millions) |
|------|--|--------------------------|
| 291 | Coin Dealers, Supplies, Etc. | 4.7 |
| 291 | Water Companies Utility | 4.7 |
| 291 | Furniture Repairing & Refinishing | 4.6 |
| 291 | Sprinklers Garden & Lawn | 4.6 |
| 295 | Senior Citizens' Service Organizations | 4.6 |
| 295 | Utilities Undgrnd Cable, Pipe & Wire Local Service | 4.5 |
| 297 | Venetian Blinds Dealers | 4.5 |
| 297 | Women's Apparel Retail | 4.5 |
| 297 | Real Estate Appraisers | 4.5 |
| 297 | Cement Retail | 4.4 |
| 297 | Tools Renting | 4.4 |
| 297 | Mens' Clothing & Furnishings Retail | 4.4 |
| 297 | Boat Repairing | 4.4 |