

**The 2005-2009 YPA Local Media Tracking Study: Top PYP Headings -Alpha 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>
126	Accountants-Certified/Public	0.118%	14.2
58	Air Conditioning Contractors & Systems	0.269%	32.2
73	Air Conditioning Equipment & Systems-Repairing	0.214%	25.6
40	Airline Companies	0.388%	46.4
237	Animal Hospitals	0.043%	5.1
193	Animal Shelters	0.062%	7.5
152	Antiques- Dealers	0.092%	11.0
108	Apartments	0.141%	16.9
24	Appliances - HH - Major - Service & Repair	0.513%	61.3
208	Appliances - HH - Supplies & Parts	0.053%	6.3
45	Appliances - Household-Major-Dealers	0.368%	44.0
223	Artists' Materials & Supplies	0.046%	5.5
9	Attorneys/Lawyers	1.640%	196.2
10	Auto Dealers - New & Used	1.456%	174.2
4	Auto Parts - New & Used	2.941%	351.9
83	Auto Wrecking-Salvage	0.191%	22.8
53	Automobile Body Repairing & Painting	0.286%	34.2
223	Automobile Detailing	0.046%	5.5
272	Automobile Inspection Stations	0.033%	3.9
272	Automobile Radio & Stereo Systems - Sales & Service	0.033%	3.9
36	Automobile Renting & Leasing	0.424%	50.7
3	Automobile Repairing & Service	3.181%	380.7
253	Awnings & Canopies	0.039%	4.7
66	Bakers - Retail	0.220%	26.3
18	Banks	0.746%	89.3
95	Barbers	0.168%	20.1
7	Beauty Salons	1.939%	232.0
180	Beauty Salons - Equipment & Supplies	0.069%	8.3
287	Bicycles- Repairing	0.030%	3.5
126	Bicycles-Dealers	0.118%	14.2
237	Boat Dealers	0.043%	5.1
287	Boat Equipment & Supplies	0.030%	3.5
197	Boat Repairing	0.059%	7.1
56	Book Dealers-Retail	0.276%	33.0
118	Bowling	0.128%	15.3
168	Brake Service	0.079%	9.4
208	Bridal Shops	0.053%	6.3
137	Building Contractors	0.112%	13.4
50	Building Materials	0.302%	36.2
115	Bus Lines	0.131%	15.7
42	Business Consultants	0.381%	45.6
168	Cabinets	0.079%	9.4
237	Car Washing & Polishing	0.043%	5.1
158	Carpenters	0.089%	10.6
21	Carpet & Rug Cleaners	0.621%	74.3
78	Carpet & Rug Dealers-New	0.200%	24.0
145	Caterers	0.105%	12.6
263	Cement Retail	0.036%	4.3
126	Child Care Centers/Day Care	0.118%	14.2

175	Chimney Cleaning	0.072%	8.7
49	Chiropractors-DC	0.309%	37.0
23	Churches	0.565%	67.6
61	Cleaners-Dry (Dry Cleaners)	0.246%	29.5
52	Clinics	0.289%	34.6
102	Clothing - Bought & Sold	0.154%	18.5
253	Clubs	0.039%	4.7
202	Coin Dealers-Supplies-Etc.	0.056%	6.7
197	Computer Supplies & Parts	0.059%	7.1
66	Computer-Dealers	0.220%	26.3
287	Computers - Software Services	0.030%	3.5
75	Computers-Service & Repair	0.210%	25.2
149	Concrete Contractors	0.099%	11.8
126	Concrete Products	0.118%	14.2
175	Consignment Service	0.072%	8.7
58	Contractors-General	0.269%	32.2
213	Copying & Duplicating Service	0.049%	5.9
272	Cosmetics & Perfumes-Retail	0.033%	3.9
134	Craft Supplies	0.115%	13.8
223	Credit Unions	0.046%	5.5
287	Dancing Instruction	0.030%	3.5
237	Day Care Centers - Adult	0.043%	5.1
110	Delivery Service	0.138%	16.5
8	Dentists	1.781%	213.1
12	Department Stores	1.255%	150.2
100	Discount Stores	0.158%	18.9
126	Doors Repairing	0.118%	14.2
99	Doors/Garage Doors	0.164%	19.7
197	Driving Instruction	0.059%	7.1
110	Electric Companies	0.138%	16.5
27	Electric Contractors	0.483%	57.8
175	Electric Equipment & Supplies	0.072%	8.7
37	Electronic Equipment & Supplies-Dealers	0.421%	50.3
65	Employment Agencies	0.223%	26.7
152	Entertainment Bureaus	0.092%	11.0
272	Excavating Contractors	0.033%	3.9
237	Exercise Equipment	0.043%	5.1
162	Fabric Shops	0.085%	10.2
137	Farm Equipment	0.112%	13.4
223	Farm Supplies	0.046%	5.5
152	Feed Dealers	0.092%	11.0
66	Fence	0.220%	26.3
263	Financing	0.036%	4.3
113	Fingernail Salons (Nail Salons)	0.135%	16.1
223	Fireplaces	0.046%	5.5
287	Firewood	0.030%	3.5
237	Floor Laying-Refinishing & Resurfacing	0.043%	5.1
73	Floor Materials	0.214%	25.6
18	Florists-Retail	0.746%	89.3
46	Food Products	0.355%	42.5
287	Formal Wear - Retail	0.030%	3.5
71	Funeral Directors	0.217%	26.0
28	Furniture - Retail	0.473%	56.6
223	Furniture-Renting & Leasing	0.046%	5.5

54	Furniture-Repairing & Refinishing	0.279%	33.4
253	Furniture-Used	0.039%	4.7
89	Garden & Lawn Equipment & Supplies	0.177%	21.2
175	Garden Centers	0.072%	8.7
208	Gas Companies	0.053%	6.3
158	Gas-Propane	0.089%	10.6
237	Gift Shops	0.043%	5.1
35	Glass - Auto, Plate, Window, Etc.	0.434%	51.9
95	Golf Courses-Public	0.168%	20.1
202	Golf Equipment & Supplies	0.056%	6.7
56	Government Offices-City-Village & Township	0.276%	33.0
89	Government Offices-County	0.177%	21.2
78	Government Offices-State	0.200%	24.0
100	Government Offices-US	0.158%	18.9
272	Greenhouses	0.033%	3.9
20	Grocers - Retail (Supermarkets)	0.690%	82.6
162	Guns & Gunsmiths	0.085%	10.2
107	Gutters & Downspouts	0.145%	17.3
202	Gymnasiums	0.056%	6.7
14	Hardware-Retail	0.983%	117.6
168	Health & Diet Food Products-Retail	0.079%	9.4
152	Health Clubs	0.092%	11.0
38	Heating Contractors	0.414%	49.5
172	Heating Equipment	0.076%	9.0
121	Heating Equipment & Systems-Cleaning & Repair	0.122%	14.5
223	Hobby & Model Construction Supplies-Retail	0.046%	5.5
134	Home Builders	0.115%	13.8
81	Home Centers	0.197%	23.6
202	Home Health Services	0.056%	6.7
29	Home Improvements	0.463%	55.4
11	Hospitals	1.436%	171.8
186	Hot Tubs & Spa - Dealers	0.066%	7.9
33	Hotels	0.437%	52.3
168	House Cleaning	0.079%	9.4
223	Humane Societies	0.046%	5.5
263	Insulation Materials-Cold & Heat	0.036%	4.3
16	Insurance	0.920%	110.1
30	Internet	0.460%	55.1
213	Janitor Service	0.049%	5.9
91	Jewelers-Retail	0.174%	20.8
126	Junk Dealers (Junk Yards)	0.118%	14.2
145	Kennels	0.105%	12.6
26	Landscape Contractors	0.503%	60.2
102	Landscape Equipment & Supplies	0.154%	18.5
272	Laundries	0.033%	3.9
272	Laundries-Self Service	0.033%	3.9
40	Lawn Maintenance	0.388%	46.4
85	Lawn Mowers	0.187%	22.4
91	Lawn Mowers - Sharpening & Repairing	0.174%	20.8
142	Libraries-Public (Public Libraries)	0.108%	13.0
175	Lighting Fixturers - Retail	0.072%	8.7
152	Limousine Service	0.092%	11.0
186	Liquor Stores	0.066%	7.9
137	Loans	0.112%	13.4

63	Locks & Locksmiths	0.243%	29.1
42	Lumber - Retail	0.381%	45.6
272	Machine Shops	0.033%	3.9
272	Marinas	0.033%	3.9
253	Marine Equipment & Supplies	0.039%	4.7
253	Marriage and Family Counselors	0.039%	4.7
186	Mason Contractors	0.066%	7.9
162	Massage	0.085%	10.2
263	Mattresses	0.036%	4.3
237	Meat-Retail	0.043%	5.1
272	Mens' Clothing & Furnishings Retail	0.033%	3.9
237	Metals-Other Or Non Specific	0.043%	5.1
287	Mobile Homes-Repairing & Service	0.030%	3.5
95	Mobile/Cellular Service	0.168%	20.1
287	Monuments	0.030%	3.5
213	Mortgages	0.049%	5.9
71	Motels	0.217%	26.0
197	Motorcycle & Motor Scooters- Supplies & Parts	0.059%	7.1
263	Motorcycle & Motor Scooters-Repair & Service	0.036%	4.3
106	Motorcycles & Motor Scooters-Dealers	0.148%	17.7
121	Movers	0.122%	14.5
213	Mufflers & Exhaust Systems-Engine	0.049%	5.9
126	Musical Instruments	0.118%	14.2
180	Music-Non Specific	0.069%	8.3
134	Newspapers	0.115%	13.8
237	Notaries-Public	0.043%	5.1
76	Nurseries-Plants-Trees Etc.	0.207%	24.8
213	Nurses	0.049%	5.9
86	Nursing Homes	0.181%	21.6
66	Office Supplies	0.220%	26.3
83	Oils-Fuel	0.191%	22.8
149	Optical Goods-Retail	0.099%	11.8
237	Opticians	0.043%	5.1
39	Optometrists/Optometrists O.D.	0.398%	47.6
76	Painting Contractors	0.207%	24.8
94	Paint-Retail	0.171%	20.4
223	Parks	0.046%	5.5
105	Party Supplies	0.151%	18.1
197	Paving Contractors	0.059%	7.1
180	Pawnbrokers	0.069%	8.3
33	Pest Control Services/Exterminators	0.437%	52.3
32	Pet Grooming	0.440%	52.7
54	Pet Shops	0.279%	33.4
95	Pet Supplies & Foods-Retail	0.168%	20.1
17	Pharmacies/Drug Stores	0.785%	94.0
142	Photographers-Portrait	0.108%	13.0
149	Photographic Equipment & Supplies – Retail	0.099%	11.8
172	Physical Therapists	0.076%	9.0
2	Physicians & Surgeons	8.252%	987.4
223	Picture Frames - Dealers	0.046%	5.5
5	Pizza	2.675%	320.1
6	Plumbing Contractors	2.392%	286.3
110	Plumbing Fixtures & Supplies - New	0.138%	16.5
253	Police Departments	0.039%	4.7

180	Post Offices	0.069%	8.3
86	Printers	0.181%	21.6
208	Radiators-Automotive	0.053%	6.3
202	Radio Stations & Broadcasting Cos.	0.056%	6.7
51	Real Estate	0.292%	35.0
263	Real Estate Appraisers	0.036%	4.3
287	Records-Phonograph (CD's, Tapes)	0.030%	3.5
223	Recreational Vehicles-Dealers	0.046%	5.5
126	Recycling Centers	0.118%	14.2
287	Refrigerating Equipment-Supplies & Parts	0.030%	3.5
263	Refrigerators & Freezers-Dealers	0.036%	4.3
78	Rental Service Stores & Yards	0.200%	24.0
223	Restaurant Equipment & Supplies	0.046%	5.5
1	Restaurants-Fast Food-Other	10.749%	1286.3
152	Retirement & Life Care Communities & Homes	0.092%	11.0
25	Roofing Contractors	0.509%	61.0
202	Roofing Materials	0.056%	6.7
102	Rubbish & Garbage Removal	0.154%	18.5
172	Sand & Gravel	0.076%	9.0
237	Saws	0.043%	5.1
31	School Information	0.457%	54.7
137	Schools-Academic-Colleges & Universities	0.112%	13.4
91	Schools-Academic-Secondary & Elementary	0.174%	20.8
272	Security Control Equipment & Systems	0.033%	3.9
158	Septic Tank - Cleaning	0.089%	10.6
223	Septic Tanks	0.046%	5.5
120	Service Stations-Gasoline & Oil	0.125%	14.9
237	Sewer Contractors	0.043%	5.1
253	Sewing Machines - Service & Repair	0.039%	4.7
186	Shoe Repairing	0.066%	7.9
61	Shoes-Retail	0.246%	29.5
193	Shopping Centers	0.062%	7.5
287	Siding Contractors	0.030%	3.5
263	Siding Materials	0.036%	4.3
166	Signs	0.082%	9.8
253	Skating Rinks	0.039%	4.7
223	Snow Removal Service	0.046%	5.5
115	Social Service Organizations	0.131%	15.7
48	Sporting Goods - Retail	0.312%	37.4
272	Sprinklers - Garden & Lawn	0.033%	3.9
272	Steel	0.033%	3.9
108	Storage-Household & Commercial	0.141%	16.9
287	Stoves - Wood & Coal	0.030%	3.5
208	Surveyors-Land	0.053%	6.3
180	Swimming Pool Contractors, Dealers & Designers	0.069%	8.3
145	Swimming Pool Equipment & Supplies	0.105%	12.6
193	Swimming Pools - Service & Repair	0.062%	7.5
237	Swimming Pools-Private	0.043%	5.1
186	Tailors	0.066%	7.9
253	Taverns	0.039%	4.7
66	Tax Return Preparation	0.220%	26.3
47	Taxicabs	0.322%	38.5
121	Telephone Companies	0.122%	14.5
213	Telephone Equipment & Systems - Dealers	0.049%	5.9

272	Telephone Equipment & Systems-Service & Repair	0.033%	3.9
121	Television & Radio-Dealers	0.122%	14.5
86	Television & Radio-Service & Repair	0.181%	21.6
287	Television Stations & Broadcasting Companies	0.030%	3.5
63	Television-Cable-Catv & Satellite	0.243%	29.1
22	Theaters	0.611%	73.1
118	Thrift Shops	0.128%	15.3
113	Tile Ceramic-Contractors & Dealers	0.135%	16.1
15	Tire Dealers	0.953%	114.0
213	Tire Retreading & Repairing	0.049%	5.9
137	Tools - Other	0.112%	13.4
81	Towing-Automotive	0.197%	23.6
162	Toys - Retail	0.085%	10.2
193	Tractor Equipment & Parts	0.062%	7.5
148	Transmissions - Auto	0.102%	12.2
121	Travel Agencies & Bureaus	0.122%	14.5
44	Tree Service	0.378%	45.2
166	Trucking	0.082%	9.8
186	Trucks - Equipment & Parts	0.066%	7.9
158	Trucks - Renting & Leasing	0.089%	10.6
253	Uniforms	0.039%	4.7
213	Upholsterers	0.049%	5.9
142	Vacuum Cleaners-Household-Dealers	0.108%	13.0
186	Vacuum Cleaners-Service & Repair	0.066%	7.9
13	Veterinarians	1.150%	137.6
115	Video Tapes & Discs-Renting & Leasing	0.131%	15.7
213	Warehouses - Merchandise	0.049%	5.9
272	Washing Machines & Dryers-Service & Repair	0.033%	3.9
237	Water Softening & Conditioning Equipment-Service & Supplies	0.043%	5.1
237	Wedding Supplies & Services	0.043%	5.1
180	Welding Contractors	0.069%	8.3
263	Welding Equipment & Supplies	0.036%	4.3
287	Window Cleaning	0.030%	3.5
60	Windows	0.266%	31.9
213	Women's Apparel-Retail	0.049%	5.9