

The 2009-2011 LSA Local Media Tracking Study: Top Print Headings -Rank Order
(Headings ranked on 31,336 references in 2007-2011)

Rank	Heading	Share of Total Usage	2011 Usage Estimate (Millions)
1	Restaurants-Fast Food-Other and Non Specific	9.318%	686.8
2	Physician and Surgeons-Specialist and Non Specific	6.143%	452.8
3	Automobile Repairing and Service	2.713%	200.0
4	Beauty Salons	2.534%	186.8
5	Pizza	2.256%	166.3
6	Auto Parts - New and Used	2.218%	163.5
7	Plumbing Contractors	1.912%	140.9
8	Dentists	1.439%	106.1
9	Attorneys/Lawyers	1.267%	93.4
10	Auto Dealer - New and Used	1.254%	92.4
11	Department Stores	1.075%	79.2
11	Grocers Retail (Supermarket)	1.075%	79.2
13	Pharmacies Or Drug Stores	1.031%	76.0
14	Hardware-Retail	0.980%	72.2
15	Hospitals	0.922%	68.0
15	Veterinarians	0.922%	68.0
17	Tire Dealers	0.916%	67.5
18	Insurance	0.782%	57.6
19	Food Products	0.750%	55.3
20	Florists-Retail	0.680%	50.1
21	Banks	0.610%	45.0
22	Internet	0.578%	42.6
23	Home Improvements	0.571%	42.1
24	Employment Agencies	0.504%	37.1
25	Electronic Equipment and Supplies-Dealers	0.482%	35.5
26	Pet Shops	0.475%	35.0
27	Churches	0.466%	34.3
27	Furniture-Retail and Non Specific	0.466%	34.3
29	Appliances - HH - Major Service and Repair	0.450%	33.2
30	Theaters	0.434%	32.0
31	Lawn Maintenance	0.431%	31.8
32	School Information	0.421%	31.0
33	Book Dealers-Retail/Used and Rare	0.415%	30.6
34	Optometrists/Optometrists O.D.	0.408%	30.1
35	Pet Grooming	0.393%	29.0
36	Electric Contractors	0.386%	28.5
36	Computer-Dealers	0.386%	28.5
36	Clothing Bought and Sold	0.386%	28.5
39	Landscape Contractors	0.377%	27.8
40	Hotels	0.373%	27.5
41	Pest Control Services/Exterminators	0.364%	26.8
42	Carpet and Rug Cleaners	0.357%	26.3
43	Shoes-Retail	0.354%	26.1
44	Landscape Equipment and Supplies	0.341%	25.1
45	Roofing Contractors	0.335%	24.7
46	Glass - Auto, Plate, Window, Etc.	0.329%	24.2
47	Government Offices-City-Village and Township	0.326%	24.0
48	Sporting Goods - Retail	0.310%	22.8
49	Real Estate	0.297%	21.9
50	Lumber - Retail	0.294%	21.7
51	Tree Service	0.284%	20.9

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51	Barbers	0.284%	20.9
53	Appliances - Household-Major-Dealers	0.281%	20.7
53	Bakers-Retail	0.281%	20.7
55	Clinics	0.278%	20.5
55	Service Stations-Gasoline and Oil	0.278%	20.5
55	Discount Stores	0.278%	20.5
58	Nurseries-Plants-Trees Etc.	0.268%	19.8
58	Office Supplies	0.268%	19.8
60	Heating Contractors	0.255%	18.8
60	Cleaners-Dry (Dry Cleaners)	0.255%	18.8
62	Contractors-General	0.252%	18.6
63	Computers-Service and Repair	0.246%	18.1
64	Automobile Renting and Leasing	0.233%	17.2
64	Building Materials	0.233%	17.2
64	Government Offices-State	0.233%	17.2
64	Funeral Directors	0.233%	17.2
64	Printers	0.233%	17.2
69	Garden and Lawn Equipment and Supplies	0.230%	17.0
70	Pet Supplies and Foods-Retail	0.217%	16.0
71	Taxicabs	0.214%	15.8
71	Television-Cable-Catv and Satellite	0.214%	15.8
73	Locks and Locksmiths	0.207%	15.3
73	Fence	0.207%	15.3
75	Jewelers-Retail	0.204%	15.0
75	Floor Materials	0.204%	15.0
77	Automobile Body Repairing and Painting	0.201%	14.8
77	Paint-Retail	0.201%	14.8
77	Delivery Service	0.201%	14.8
80	Windows	0.191%	14.1
80	Painting Contractors	0.191%	14.1
82	Chiropractors-DC	0.185%	13.6
83	Carpet and Rug Dealers-New and Non Specific	0.182%	13.4
83	Loans	0.182%	13.4
85	Nail Salons	0.179%	13.2
86	Heating Equipment and Systems-Cleaning and Repair	0.176%	13.0
87	Tax Return Preparation	0.172%	12.7
87	Lawn Mowers	0.172%	12.7
87	Recycling Centers	0.172%	12.7
90	Airline Companies	0.163%	12.0
90	Entertainment Bureaus	0.163%	12.0
90	Television and Radio-Dealers	0.163%	12.0
93	Business Consultants	0.160%	11.8
93	Video Tapes and Discs-Renting and Leasing	0.160%	11.8
93	Storage-Household and Commercial	0.160%	11.8
96	Air Conditioning Equipment and Systems-Repairing	0.156%	11.5
96	Plumbing Fixtures and Supplies-New and Non Specific	0.156%	11.5
96	Bicycles-Dealers	0.156%	11.5
99	Tools Other	0.153%	11.3
99	Garbage Disposal Equipment-Industrial and Commercial	0.153%	11.3
101	Towing-Automotive	0.150%	11.1
102	Lawn Mowers Sharpening and Repairing	0.147%	10.8

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102	Apartments	0.147%	10.8
104	Auto Wrecking-Salvage	0.144%	10.6
104	Motels	0.144%	10.6
104	Child Care Centers/Day Care	0.144%	10.6
104	Toys-Retail	0.144%	10.6
108	Nursing Homes	0.140%	10.3
108	Telephone Equipment and Systems Dealers	0.140%	10.3
110	Doors/Garage Doors	0.137%	10.1
111	Libraries-Public (Public Libraries)	0.134%	9.9
111	Optical Goods-Retail	0.134%	9.9
113	Mobile/Cellular Telephone Service	0.131%	9.7
113	Craft Supplies	0.131%	9.7
113	Electric Equipment and Supplies	0.131%	9.7
113	Roofing Materials	0.131%	9.7
117	Travel Agencies and Bureaus	0.128%	9.4
117	Consignment Service	0.128%	9.4
119	Government Offices-US	0.124%	9.1
119	Thrift Shops	0.124%	9.1
119	Fabric Shops	0.124%	9.1
122	Government Offices-County	0.121%	8.9
122	Newspapers	0.121%	8.9
124	Movers	0.118%	8.7
124	Party Supplies	0.118%	8.7
124	Accountants-Certified/Public	0.118%	8.7
127	Tile Ceramic-Contractors and Dealers	0.115%	8.5
127	Musical Instruments	0.115%	8.5
127	Pawnbroker	0.115%	8.5
130	Schools-Academic-Colleges and Universities	0.112%	8.3
130	Home Centers	0.112%	8.3
130	Television and Radio-Service and Repair	0.112%	8.3
130	Schools-Academic-Secondary and Elementary	0.112%	8.3
130	Junk Dealers (Junk Yards)	0.112%	8.3
130	Shopping Centers	0.112%	8.3
136	Rental Service Stores and Yards	0.109%	8.0
136	Furniture-Repairing and Refinishing	0.109%	8.0
138	Guns and Gunsmiths	0.105%	7.7
138	Lighting Fixturers - Retail	0.105%	7.7
140	Air Conditioning Contractors and Systems	0.102%	7.5
141	Building Contractors	0.099%	7.3
141	Coin Dealers-Supplies-Etc.	0.099%	7.3
143	Motorcycles and Motor Scooters-Dealers	0.096%	7.1
143	Social Service Organizations	0.096%	7.1
143	Photographic Equipment and Supplies – Retail	0.096%	7.1
143	Home Builders	0.096%	7.1
143	Massage	0.096%	7.1
148	Golf Courses-Public	0.093%	6.9
148	Oils-Fuel	0.093%	6.9
148	Gutters and Downspouts	0.093%	6.9
148	Photographers-Portrait	0.093%	6.9
152	Bus Lines	0.089%	6.6
152	Vacuum Cleaners-Household-Dealers	0.089%	6.6

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152	Brake Service	0.089%	6.6
152	Hobby and Model Construction Supplies-Retail	0.089%	6.6
156	Rubbish and Garbage Removal	0.086%	6.3
156	Bowling	0.086%	6.3
156	Doors Repairing	0.086%	6.3
156	Signs	0.086%	6.3
156	Health Clubs	0.086%	6.3
156	Beauty Salons - Equipment and Supplies	0.086%	6.3
156	Health and Diet Food Products-Retail	0.086%	6.3
156	Hot Tub and Spa - Dealers	0.086%	6.3
156	Car Washing and Polishing	0.086%	6.3
165	Telephone Companies	0.083%	6.1
165	Post Offices	0.083%	6.1
165	Computer Supplies and Parts	0.083%	6.1
168	Swimming Pool Equipment and Supplies	0.080%	5.9
168	Antiques-Dealers	0.080%	5.9
168	Shoe Repairing	0.080%	5.9
168	Music-Non Specific	0.080%	5.9
168	Swimming Pools-Public and Private	0.080%	5.9
173	Concrete Products	0.077%	5.7
173	Carpenters	0.077%	5.7
173	Tailors	0.077%	5.7
173	Cabinets	0.077%	5.7
173	Feed Dealers	0.077%	5.7
173	Liquor Stores	0.077%	5.7
179	Kennels	0.073%	5.4
179	Physical Therapists	0.073%	5.4
179	Warehouses-Merchandise	0.073%	5.4
179	Financing	0.073%	5.4
183	Caterers	0.070%	5.2
183	Retirement and Life Care Communities and Homes	0.070%	5.2
183	Heating Equipment	0.070%	5.2
183	Animal Shelters	0.070%	5.2
187	Limousine Service	0.067%	4.9
187	Gymnasiums	0.067%	4.9
187	Games and Game Supplies	0.067%	4.9
190	Driving Instruction	0.064%	4.7
190	Home Health Services	0.064%	4.7
192	Concrete Contractors	0.061%	4.5
192	Meat-Retail	0.061%	4.5
192	Swimming Pool Service and Repair	0.061%	4.5
192	Boat Repairing	0.061%	4.5
196	Transmissions - Auto	0.057%	4.2
196	Farm Equipment	0.057%	4.2
196	Sand and Gravel	0.057%	4.2
196	House Cleaning	0.057%	4.2
196	Welding Contractors	0.057%	4.2
196	Boat Dealers	0.057%	4.2
202	Trucking-Non Specific	0.054%	4.0
202	Opticians	0.054%	4.0
202	Mason Contractors	0.054%	4.0

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202	Bridal Shops	0.054%	4.0
202	Mufflers and Exhaust Systems-Engine	0.054%	4.0
202	Parks	0.054%	4.0
202	Exercise Equipment	0.054%	4.0
202	Telephone Equipment and Systems-Service and Repair	0.054%	4.0
202	Cigar-Cigarette and Tobacco-Retail	0.054%	4.0
202	Video Games - Dealers	0.054%	4.0
212	Electric Companies	0.051%	3.8
212	Gas-Propane	0.051%	3.8
212	Credit Unions	0.051%	3.8
212	Women`s Apparel-Retail	0.051%	3.8
212	Skating Rinks	0.051%	3.8
212	Gift Shops	0.051%	3.8
212	Artists` Materials and Supplies	0.051%	3.8
212	Fishing Tackle Dealers	0.051%	3.8
212	Utilities-Underground-Cable-Pipe and Wire-Local Service	0.051%	3.8
212	Coffee/Tea	0.051%	3.8
222	Picture Frames Dealers	0.048%	3.5
222	Appliance - HH Supplies and Parts	0.048%	3.5
222	Notaries-Public	0.048%	3.5
222	Copying and Duplicating Service	0.048%	3.5
222	Farm Supplies	0.048%	3.5
222	Children`s and Infants` Wear-Retail	0.048%	3.5
222	Baby Accessories-Retail	0.048%	3.5
229	Swimming Pool Contractors-Dealers and Designers	0.045%	3.3
229	Snow Removal Service	0.045%	3.3
229	Sprinklers - Garden and Lawn	0.045%	3.3
229	Mattresses	0.045%	3.3
229	Office Furniture and Equipment-Dealers	0.045%	3.3
229	Laundries-Self Service	0.045%	3.3
229	Fruit and Vegetable-Retail	0.045%	3.3
236	Chimney Cleaning	0.041%	3.0
236	Motorcycle and Motor Scooters- Supplies and Parts	0.041%	3.0
236	Recreational Vehicles-Dealers	0.041%	3.0
236	Fireplaces	0.041%	3.0
236	Golf Equipment and Supplies	0.041%	3.0
236	Bicycles- Repairing	0.041%	3.0
236	Ice Cream and Frozen Desserts - Dealers	0.041%	3.0
236	Butchering	0.041%	3.0
236	Collectibles	0.041%	3.0
236	Telephone Communications Service	0.041%	3.0
236	Government (n.s.)	0.041%	3.0
247	Septic Tanks and Systems-Cleaning	0.038%	2.8
247	Garden Centers	0.038%	2.8
247	Vacuum Cleaners-Service and Repair	0.038%	2.8
247	Gas Companies	0.038%	2.8
247	Wedding Supplies and Services	0.038%	2.8
247	Refrigerators and Freezers-Dealers	0.038%	2.8
247	Ticket Sales-Entertainment and Sports	0.038%	2.8
247	Uniforms	0.038%	2.8
247	Sewing Machines - Service and Repair	0.038%	2.8

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247	Nurses	0.038%	2.8
247	Cosmetics and Perfumes-Retail	0.038%	2.8
247	Machine Shop	0.038%	2.8
247	Candy and Confectionery-Retail	0.038%	2.8
260	Tractor Equipment and Parts	0.035%	2.6
260	Truck - Equipment and Parts	0.035%	2.6
260	Dancing Instruction	0.035%	2.6
260	Floor Laying-Refinishing and Resurfacing	0.035%	2.6
260	Water Softening and Conditioning Equipment-Service and Supplies	0.035%	2.6
260	Water Heaters-Dealers	0.035%	2.6
260	Dancing Supplies	0.035%	2.6
260	Janitor Service	0.035%	2.6
260	Automobile Radio and Stereo Systems - Sales and Service	0.035%	2.6
260	Interior Decorators and Designers	0.035%	2.6
260	Costume - Masquerade and Theatrical	0.035%	2.6
260	Beauty Schools	0.035%	2.6
260	Industrial Equipment and Supplies	0.035%	2.6
260	Draperies and Curtains - Retail	0.035%	2.6
260	Marinas	0.035%	2.6
260	Karate and Other Martial Arts Instruction	0.035%	2.6
276	Paving Contractors	0.032%	2.4
276	Restaurant Equipment and Supplies	0.032%	2.4
276	Surveyors-Land	0.032%	2.4
276	Humane Societies	0.032%	2.4
276	Siding Materials	0.032%	2.4
276	Automobile Detailing	0.032%	2.4
276	Tanning Salons	0.032%	2.4
276	Amusement Places	0.032%	2.4
276	Mailing Services	0.032%	2.4
276	Pumps - Supplies and Parts	0.032%	2.4
276	Laundries	0.032%	2.4
287	Radio Stations and Broadcasting Co.	0.029%	2.1
287	Tire Retreading and Repairing	0.029%	2.1
287	Septic Tanks	0.029%	2.1
287	Metals-Other Or Non Specific	0.029%	2.1
287	Welding Equipment and Supplies	0.029%	2.1
287	Laboratories-Medical	0.029%	2.1
287	Maids and Butlers Service	0.029%	2.1
287	Formal Wear - Retail and Sales	0.029%	2.1
287	Sewing Machines - Household Dealers	0.029%	2.1
287	Firewood	0.029%	2.1
287	Art Galleries-Dealers and Consultants	0.029%	2.1
298	Truck - Renting and Leasing	0.026%	1.9
298	Security Control Equipment and Systems	0.026%	1.9
298	Radiators-Automotive	0.026%	1.9
298	Sewer Contractors	0.026%	1.9
298	Saws	0.026%	1.9
298	Animal Hospitals	0.026%	1.9
298	Clubs	0.026%	1.9
298	Taverns	0.026%	1.9
298	Furniture-Used	0.026%	1.9

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298	Boat Equipment and Supplies	0.026%	1.9
298	Day Care Centers - Adult	0.026%	1.9
298	Insulation Materials-Cold and Heat	0.026%	1.9
298	Awnings and Canopies	0.026%	1.9
298	Wines-Retail	0.026%	1.9
298	Television Stations and Broadcasting Companies	0.026%	1.9
298	Greeting Cards-Retail	0.026%	1.9
298	Washing Machines and Dryers-Dealers	0.026%	1.9
298	Vitamins and Food Supplements	0.026%	1.9
298	Yarn-Retail	0.026%	1.9
298	Appliances-Household-Small-Dealers	0.026%	1.9
298	Dry Wall Contractors-Equipment and Supplies	0.026%	1.9
298	Batteries-Storage-Retail	0.026%	1.9
320	Bail Bonds	0.022%	1.6
320	Mortgages	0.022%	1.6
320	Excavating Contractors	0.022%	1.6
320	Steel-Non Specific	0.022%	1.6
320	Mens` Clothing and Furnishings Retail	0.022%	1.6
320	Greenhouses	0.022%	1.6
320	Cement Retail	0.022%	1.6
320	Watches-Service and Repair	0.022%	1.6
320	Airports	0.022%	1.6
320	Stoves-Wood-Coal Etc.	0.022%	1.6
320	Banquet Rooms	0.022%	1.6
320	Railroads	0.022%	1.6
320	Skin Care	0.022%	1.6
320	Delicatessens	0.022%	1.6
320	Alcohol and Drug Information and Treatment	0.022%	1.6
320	Religious Goods	0.022%	1.6
320	Food Service Management	0.022%	1.6
320	Cable TV	0.022%	1.6
320	Maps-Dealers	0.022%	1.6
339	Upholsterers	0.019%	1.4
339	Furniture-Renting and Leasing	0.019%	1.4
339	Motorcycle and Motor Scooters-Repair and Service	0.019%	1.4
339	Marriage/Family Counselor	0.019%	1.4
339	Washing Machines and Dryers-Service and Repair	0.019%	1.4
339	Police Departments	0.019%	1.4
339	Marine Equipment and Supplies	0.019%	1.4
339	Monuments	0.019%	1.4
339	Real Estate Appraisers	0.019%	1.4
339	Bedding	0.019%	1.4
339	Window Repair	0.019%	1.4
339	Pipe	0.019%	1.4
339	Wheel Chairs	0.019%	1.4
339	Appraisers	0.019%	1.4
339	Dry wall contractors	0.019%	1.4
339	Title Companies	0.019%	1.4
339	Schools-Academic-Pre School and Kindergarten	0.019%	1.4
339	Truck - Dealers	0.019%	1.4
339	School Supplies	0.019%	1.4

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339	Security Guard and Patrol Service	0.019%	1.4
339	Water Companies - Utilities	0.019%	1.4
339	Advertising-Newspaper	0.019%	1.4
339	Golf Instruction	0.019%	1.4
339	Cake Decorating Equipment and Supplies	0.019%	1.4
339	Electric Equipment-Service and Repairing	0.019%	1.4
339	Wigs	0.019%	1.4
339	Advertising Agencies and Counselors	0.019%	1.4
339	Gold-Silver and Platinum Dealers	0.019%	1.4
339	Paper Products	0.019%	1.4
339	Check Cashing Service	0.019%	1.4
339	Baths	0.019%	1.4
370	Automobile Inspection Stations	0.016%	1.2
370	Computers - Software Services	0.016%	1.2
370	Window Cleaning	0.016%	1.2
370	Mobile Homes-Repairing and Service	0.016%	1.2
370	Hospital Equipment and Supplies	0.016%	1.2
370	Hearing Aids	0.016%	1.2
370	Resorts	0.016%	1.2
370	Fire Extinguishers	0.016%	1.2
370	Carpet Layers	0.016%	1.2
370	Embroidery	0.016%	1.2
370	Fire Departments	0.016%	1.2
370	Woodworking	0.016%	1.2
370	Psychologist	0.016%	1.2
370	Metals-Precious-Sheet-Wire-Tubing Etc	0.016%	1.2
370	Venetian Blinds - Dealers	0.016%	1.2
370	Air Conditioning - Supplies and Parts	0.016%	1.2
370	Optical Goods-Service and Repair	0.016%	1.2
370	Topsoil	0.016%	1.2
370	Artists-Fine Arts	0.016%	1.2
370	Inspection Bureau	0.016%	1.2
370	Quilting Materials and Supplies	0.016%	1.2
370	Asphalt and Asphalt Products	0.016%	1.2
392	Burglar Alarm Systems and Auto Alarms	0.013%	1.0
392	Siding Contractors	0.013%	1.0
392	Records-Phonograph (CD's, Tapes)	0.013%	1.0
392	Glass Coating and Tinting	0.013%	1.0
392	Tractor Dealers	0.013%	1.0
392	Taxidermists	0.013%	1.0
392	General Merchandise-Retail	0.013%	1.0
392	Truck - Repair and Service	0.013%	1.0
392	Rehabilitation Services	0.013%	1.0
392	Screen Printing	0.013%	1.0
392	Compressors-Air and Gas	0.013%	1.0
392	Janitors Equipment and Supplies	0.013%	1.0
392	Beverages	0.013%	1.0
392	Foundation Contractors	0.013%	1.0
392	Landfills- Sanitary	0.013%	1.0
392	Playground Equipment	0.013%	1.0
392	Transportation Consultants	0.013%	1.0

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392	Hats-Retail	0.013%	1.0
392	Athletic Organizations	0.013%	1.0
392	Tattooing	0.013%	1.0
392	Herbs	0.013%	1.0
392	Stadiums-Arenas and Athletic Fields	0.013%	1.0
392	Lingerie	0.013%	1.0
392	Rock Shops	0.013%	1.0
392	Credit and Debt Counseling Services	0.013%	1.0
392	Surplus and Salvage Merchandise	0.013%	1.0
392	Sandblasting	0.013%	1.0
392	Beer and Ale-Retail	0.013%	1.0
392	Maternity Apparel	0.013%	1.0
392	Tool and Utility Sheds	0.013%	1.0
392	Parking Stations and Garages	0.013%	1.0
392	Cranes	0.013%	1.0
424	Screens-Door and Window	0.010%	0.7
424	Airport Transportation Service	0.010%	0.7
424	Museums	0.010%	0.7
424	Trophies	0.010%	0.7
424	Refrigerating Equipment-Supplies and Parts	0.010%	0.7
424	Photo Finishing	0.010%	0.7
424	Night Clubs	0.010%	0.7
424	Business and Trade Organizations	0.010%	0.7
424	Housewares - Retail	0.010%	0.7
424	Pet Training	0.010%	0.7
424	Stereophonic and High Fi Equipment-Dealers	0.010%	0.7
424	Wallpapers and Wallcovering-Retail	0.010%	0.7
424	Architects	0.010%	0.7
424	Insulation Contractors-Cold and Heat	0.010%	0.7
424	Auctioneers	0.010%	0.7
424	Campgrounds and Rv Parks	0.010%	0.7
424	Ceramics-Equipment and Supplies	0.010%	0.7
424	Beads	0.010%	0.7
424	Flags and Banners	0.010%	0.7
424	License Services	0.010%	0.7
424	Jewelry Repairing	0.010%	0.7
424	Mirrors	0.010%	0.7
424	Veterans & Military Organizations	0.010%	0.7
424	Computers - Training	0.010%	0.7
424	Knit Goods-Retail	0.010%	0.7
424	Fishing Bait	0.010%	0.7
424	Bowling Apparel & Accessories	0.010%	0.7
424	Magazine Dealers	0.010%	0.7
424	Recreational Vehicles-Equipment-Parts and Supplies	0.010%	0.7
424	Pottery	0.010%	0.7
424	Financing Consultants	0.010%	0.7
424	Solar Energy Equipment and Systems-Dealers	0.010%	0.7
424	Variety Stores	0.010%	0.7
424	Senior Citizens` Service Organizations	0.010%	0.7
424	Water Well Drilling and Service	0.010%	0.7
424	Candles-Retail	0.010%	0.7

The 2009-2011 LSA Local Media Tracking Study: Top Print Headings -Rank Order
(Headings ranked on 31,336 references in 2007-2011)

Rank	Heading	Share of Total Usage	2011 Usage Estimate (Millions)
424	Chemicals	0.010%	0.7
424	Weather Forecast Service	0.010%	0.7
424	Irrigation Systems and Equipment	0.010%	0.7
424	Watches-Dealers	0.010%	0.7
424	Escort Service-Personal	0.010%	0.7
424	Waterproofing Contractor	0.010%	0.7
424	Clocks-Service and Repair	0.010%	0.7
424	Tutoring	0.010%	0.7
424	Snow Removal Equipment	0.010%	0.7
424	Wire Products	0.010%	0.7
424	Yogurt	0.010%	0.7
424	Zoos	0.010%	0.7
424	Tents	0.010%	0.7
424	Scrap Metals	0.010%	0.7
424	Real Estate Rental Service	0.010%	0.7
475	Copying Machines and Supplies	0.006%	0.4
475	Electric Motor Dealer and Repair	0.006%	0.4
475	Fans-Household	0.006%	0.4
475	Recreation Centers	0.006%	0.4
475	Art Goods	0.006%	0.4
475	Auto Air Conditioning Equipment	0.006%	0.4
475	Stationers-Retail	0.006%	0.4
475	Cemeteries	0.006%	0.4
475	Camping Equipment	0.006%	0.4
475	Vacuum Cleaners-Supplies and Parts	0.006%	0.4
475	Ceramic Products-Decorative	0.006%	0.4
475	Stock and Bond Brokers	0.006%	0.4
475	Cocktail Lounges	0.006%	0.4
475	Collection Agencies	0.006%	0.4
475	Christmas Lights and Decorations	0.006%	0.4
475	Stereo and Hi Fi Equipment-Service and Repairing	0.006%	0.4
475	Bed and Breakfast Accommodations	0.006%	0.4
475	Stables	0.006%	0.4
475	Steam Cleaning Equipment	0.006%	0.4
475	Sawmills	0.006%	0.4
475	Barbecue Equipment and Supplies	0.006%	0.4
475	Bankruptcy Consultants	0.006%	0.4
475	Ranges and Ovens-Dealers	0.006%	0.4
475	Satellite TV	0.006%	0.4
475	Playgrounds	0.006%	0.4
475	Water Companies-Bottled-Bulk, Etc.	0.006%	0.4
475	Ear Piercing Service	0.006%	0.4
475	Jewelry Buyers	0.006%	0.4
475	Dairy Products-Retail	0.006%	0.4
475	Mental Health Services	0.006%	0.4
475	Youth Organizations and Centers	0.006%	0.4
475	Carports	0.006%	0.4
475	Property Maintenance	0.006%	0.4
475	Leather Goods-Repair	0.006%	0.4
475	Dehumidifying Equipment	0.006%	0.4
475	Paving Material	0.006%	0.4

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Rank	Heading	Share of Total Usage	2011 Usage Estimate (Millions)
475	Campers - Dealers	0.006%	0.4
475	Light Bulbs and Tubes	0.006%	0.4
475	Yoga Instruction	0.006%	0.4
475	Railings	0.006%	0.4
475	Boat Storage and Yards	0.006%	0.4
475	Blacksmiths	0.006%	0.4
475	Boats-Renting and Leasing	0.006%	0.4
475	Chinaware and Glassware-Retail	0.006%	0.4
475	Coal and Coke-Retail	0.006%	0.4
475	Midwives	0.006%	0.4
475	Dressmakers	0.006%	0.4
475	Prosthetic Devices	0.006%	0.4
475	Patio and Deck Builders	0.006%	0.4
475	Bulldozers	0.006%	0.4
525	Schools - Business-Vocational	0.003%	0.2
525	Shutters	0.003%	0.2
525	Trailers-Equipment and Parts	0.003%	0.2
525	Engineers-Professional	0.003%	0.2
525	Furniture-Children`s	0.003%	0.2
525	Plastics-Non Specific	0.003%	0.2
525	Livestock Feeding	0.003%	0.2
525	Boutique Items-New	0.003%	0.2
525	Condominiums	0.003%	0.2
525	Credit Reporting Agencies	0.003%	0.2
525	Steel Fabricators	0.003%	0.2
525	Automobile Seat Covers-Tops and Upholstery	0.003%	0.2
525	Skating Equipment and Supplies	0.003%	0.2
525	Smelters and Refiners-Precious Metals	0.003%	0.2
525	Grouting Compounds	0.003%	0.2
525	Dishwashing Machines-Dealers	0.003%	0.2
525	Army and Navy Goods	0.003%	0.2
525	Steel Distributors and Warehouses	0.003%	0.2
525	Photographic Equipment and Supplies-Repairing	0.003%	0.2
525	Crisis Intervention Service	0.003%	0.2
525	Bakers` Supplies	0.003%	0.2
525	Wheel Alignment-Frame and Axle Servicing-Auto	0.003%	0.2
525	Swimming Instruction	0.003%	0.2
525	Recreational Vehicles-Repair and Service	0.003%	0.2
525	Baskets - Retail	0.003%	0.2
525	Mobile Home Parks	0.003%	0.2
525	Candy and Confectionery - Manufacturers and Supplies	0.003%	0.2
525	Race Tracks	0.003%	0.2
525	Homeopaths	0.003%	0.2
525	Pallets & Skids	0.003%	0.2
525	Fish Hatcheries	0.003%	0.2
525	Shelving	0.003%	0.2
525	Salt	0.003%	0.2
525	Window Shades	0.003%	0.2
525	Linens-Retail	0.003%	0.2
525	Dental Laboratories	0.003%	0.2
525	Mason Contractors Equipment and Supplies	0.003%	0.2

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Rank	Heading	Share of Total Usage	2011 Usage Estimate (Millions)
525	Magnets and Magnetic Devices	0.003%	0.2
525	Balloons-Novelty & Toy	0.003%	0.2
525	Fire Department Equipment and Supplies	0.003%	0.2
525	Toilets-Portable	0.003%	0.2
525	Lighting Fixtures - Repair and Maintenance	0.003%	0.2
525	Posters	0.003%	0.2
525	Water Pressure Cleaning	0.003%	0.2
525	Seeds and Bulbs - Retail	0.003%	0.2
525	Chimney Builders and Repairers	0.003%	0.2
525	Metal Finishers	0.003%	0.2
525	Tarpaulins	0.003%	0.2
525	Divers Equipment & Supplies	0.003%	0.2
525	Bathtub and Sinks - Repair and Refinishing	0.003%	0.2
525	Electric Motors Dealers & Repairing	0.003%	0.2
525	Road Service-Automotive	0.003%	0.2
525	Drilling and Boring Equipment and Supplies	0.003%	0.2
525	Hay	0.003%	0.2
525	Silversmiths & Goldsmiths	0.003%	0.2
525	Riding Academies	0.003%	0.2
525	Horse Training	0.003%	0.2
525	Ranches	0.003%	0.2
525	Gymnastics Instruction	0.003%	0.2
525	Factory Outlets	0.003%	0.2
525	Legal Services Plans	0.003%	0.2
525	Iron Work	0.003%	0.2
525	Coffee Break Service and Supplies	0.003%	0.2
525	Hospices	0.003%	0.2
525	Graphic Designers	0.003%	0.2
525	Trailer Renting and Leasing	0.003%	0.2
525	Saddlery and Harness	0.003%	0.2
525	Cheese	0.003%	0.2
525	Expositions-Trade Shows and Fairs	0.003%	0.2
525	Moving Supplies	0.003%	0.2
525	Blankets	0.003%	0.2
525	Granite	0.003%	0.2
525	Rifle and Pistol Ranges	0.003%	0.2
525	Meters	0.003%	0.2
525	Fireworks	0.003%	0.2
525	Adoption Services	0.003%	0.2
525	Luggage-Retail	0.003%	0.2
525	Brushes	0.003%	0.2
	All Others	19.930%	1469.0