

<b>ADP 2018 Ad Effectiveness Study</b>												
Category Detail												
by CRM Associates, January 2018												
Category	Annual Calls	Annual Sales	Revenue from Sales	Sales ROI (SROI)	Calls to Breakeven	Ad Cost (annual)	Cost per Call	Ad Siz (QC Units)	Consumer Annual Purchase Expenditure	No. of Ads	No. of Pubs	
Accountants Certified Public	45	23	\$ 11,402	5.0	14	\$ 2,033	50.4	2.0	\$ 497	200	5	
Air Conditioning Contractors & Systems	291	174	\$ 647,384	103.9	6	\$ 3,772	21.4	6.0	\$ 3,714	244	12	
Air Duct Cleaning	61	35	\$ 18,729	14.4	22	\$ 1,731	26.9	2.5	\$ 531	12	2	
Alcoholism & Drug Abuse Information & Treatment	157	128	\$ 1,085,039	628.3	1	\$ 1,533	11.1	3.0	\$ 8,490	41	2	
Appliance Major Service & Repair	307	189	\$ 45,676	23.4	52	\$ 2,010	6.9	6.0	\$ 242	23	6	
Appliances Household Major Dealers	522	286	\$ 321,274	118.1	14	\$ 2,233	6.0	4.5	\$ 1,125	751	6	
Asphalt & Asphalt Products	58	20	\$ 228,421	194.0	1	\$ 1,548	30.8	3.0	\$ 11,709	169	4	
Assisted Living & Elder Care	124	31	\$ 1,391,698	1250.0	1	\$ 1,690	11.4	3.0	\$ 44,571	166	4	
Attorneys	172	81	\$ 204,686	33.7	6	\$ 3,771	35.8	8.0	\$ 2,539	4051	16	
Attorneys Accident Personal Injury & Property Damage	97	45	\$ 897,300	227.3	1	\$ 3,995	41.5	5.5	\$ 20,163	758	6	
Attorneys Bankruptcy & Debtor Relief	124	57	\$ 136,926	58.3	4	\$ 2,064	21.0	3.5	\$ 2,388	447	6	
Attorneys Criminal Law	164	76	\$ 396,325	96.9	3	\$ 3,600	25.1	4.0	\$ 5,240	208	5	
Attorneys Divorce Adoption & Family Law	107	49	\$ 811,656	306.6	1	\$ 4,055	24.6	4.0	\$ 16,449	319	3	
Attorneys Driving & Traffic (DWI DUI OUI OWI)	119	55	\$ 131,255	27.2	7	\$ 3,791	40.0	5.0	\$ 2,388	73	2	
Attorneys Elder Law	134	62	\$ 147,937	70.7	4	\$ 2,205	13.3	2.5	\$ 2,388	25	2	
Attorneys Immigration Naturalization & Customs Law	81	37	\$ 88,641	41.6	4	\$ 2,580	26.8	3.0	\$ 2,388	15	3	
Attorneys Social Security & Disability Law	115	53	\$ 126,960	72.5	3	\$ 1,842	19.1	3.0	\$ 2,388	161	2	
Auto Body Repairing & Paint	105	52	\$ 118,661	71.7	3	\$ 1,581	16.3	3.5	\$ 2,298	615	8	
Auto Customizing & Restoration	94	49	\$ 67,792	48.7	6	\$ 1,628	15.2	2.0	\$ 1,386	59	2	
Auto Dealers New	529	208	\$ 1,005,136	332.9	13	\$ 4,095	5.7	6.0	\$ 4,824	431	7	
Auto Dealers Used	121	41	\$ 508,538	318.8	2	\$ 1,290	13.2	2.0	\$ 12,478	185	5	
Auto Detailing & Clean Up Service	107	61	\$ 7,417	4.2	70	\$ 1,357	16.5	2.0	\$ 121	63	3	
Auto Parts & Supplies New	381	201	\$ 41,798	21.6	38	\$ 2,100	5.1	2.0	\$ 208	226	7	
Auto Parts & Supplies Used & Rebuilt	713	378	\$ 69,756	26.3	59	\$ 2,874	3.8	3.0	\$ 185	254	2	
Auto Radio & Stereo Systems	85	44	\$ 8,027	7.1	25	\$ 978	13.3	2.0	\$ 181	16	3	
Auto Repair & Service	263	137	\$ 73,050	25.3	30	\$ 2,511	11.7	4.0	\$ 534	2237	14	
Auto Wrecking & Used Parts	565	229	\$ 71,152	27.1	67	\$ 2,298	4.7	3.0	\$ 311	133	3	
Bail Bonds	67	38	\$ 29,621	20.0	38	\$ 2,669	24.6	8.0	\$ 776	190	6	
Bathroom Remodeling & Repair	77	24	\$ 39,720	23.7	21	\$ 1,865	21.9	3.0	\$ 1,687	261	6	
Beauty Salons	134	73	\$ 19,712	14.0	26	\$ 1,410	11.8	2.5	\$ 269	257	7	
Bicycles	132	97	\$ 53,702	29.9	11	\$ 1,799	13.6	3.0	\$ 556	47	3	
Blinds Venetian Vertical & Mini Retail	98	61	\$ 36,702	15.2	14	\$ 2,394	25.4	4.0	\$ 599	148	6	
Bookkeeping Service	36	18	\$ 9,139	9.1	8	\$ 1,197	60.5	1.5	\$ 497	63	2	
Books New	281	139	\$ 24,115	24.5	31	\$ 1,036	4.3	1.5	\$ 174	21	2	
Building Contractors	76	20	\$ 496,514	341.4	1	\$ 2,152	19.1	2.0	\$ 25,301	51	3	
Building Materials	519	157	\$ 370,155	169.1	9	\$ 2,172	4.5	2.5	\$ 2,355	141	4	
Buildings	49	24	\$ 21,345	15.1	10	\$ 1,614	29.0	1.0	\$ 900	8	3	
Burglar Alarm Systems & Monitoring	67	43	\$ 23,865	10.4	20	\$ 1,887	46.3	4.0	\$ 559	100	4	
Cabinets & Cabinet Makers	50	18	\$ 66,819	37.5	4	\$ 2,376	36.6	2.0	\$ 3,800	105	5	

Carpet & Rug Cleaning & Restoration	121	80	\$ 15,411	6.7	66	\$ 3,100	20.8	5.0	\$ 192	891	10
Carpet & Rug Dealers	135	52	\$ 79,405	28.7	9	\$ 2,368	20.7	4.0	\$ 1,520	572	8
Caterers	145	56	\$ 125,381	122.3	7	\$ 1,597	6.9	4.0	\$ 2,246	132	3
Cellular & Wireless Phones & Service	159	113	\$ 68,088	44.4	7	\$ 1,635	9.6	2.0	\$ 601	18	3
Child Care	103	37	\$ 70,455	23.5	13	\$ 1,808	30.8	3.0	\$ 1,910	170	4
Chiropractors	126	93	\$ 28,384	11.3	36	\$ 2,463	23.1	6.0	\$ 306	558	9
Churches	78	25	\$ 15,913	10.5	5	\$ 786	5.9	3.0	\$ 639	25	2
Clinics	212	91	\$ 19,278	12.3	110	\$ 3,064	7.4	3.0	\$ 211	106	4
Coin Dealers Supplies Etc	57	27	\$ 10,126	7.9	19	\$ 1,299	24.7	2.0	\$ 377	124	2
Computer & Equip Dealers New	130	64	\$ 54,569	26.4	17	\$ 2,065	19.1	4.0	\$ 857	235	4
Computer & Equip Repair & Service	105	61	\$ 12,413	9.5	39	\$ 1,493	15.6	3.0	\$ 203	187	6
Concrete Contractors	82	18	\$ 47,723	21.1	8	\$ 2,217	42.3	2.0	\$ 2,642	423	5
Concrete Repair & Restoration	48	11	\$ 28,072	19.4	5	\$ 1,248	30.9	3.0	\$ 2,642	14	3
Contractors General	111	44	\$ 269,302	109.3	3	\$ 1,857	22.9	4.0	\$ 6,102	474	6
Contractors Remodel & Repair	78	31	\$ 151,108	70.0	2	\$ 1,920	27.7	4.0	\$ 4,870	38	5
Counselors	56	34	\$ 14,022	9.4	9	\$ 1,736	84.6	3.0	\$ 406	92	4
Counter Tops	74	38	\$ 54,555	47.5	4	\$ 1,061	15.3	2.0	\$ 1,419	94	3
Credit Unions	629	671	\$ 485,653	258.7	5	\$ 1,783	5.1	2.0	\$ 724	16	2
Cremation Services	62	30	\$ 52,303	31.8	4	\$ 1,200	26.5	2.0	\$ 1,750	105	5
Dance Instruction	35	20	\$ 6,299	4.7	16	\$ 1,766	38.4	2.0	\$ 310	18	3
Dentists	194	115	\$ 96,080	29.1	25	\$ 3,768	17.9	6.0	\$ 836	3112	11
Dentists Cosmetic Dentistry	232	138	\$ 115,024	29.0	26	\$ 3,987	17.4	5.0	\$ 836	103	2
Dentists Endodontists (Root Canals)	106	63	\$ 52,621	53.2	5	\$ 775	4.0	3.8	\$ 836	14	2
Dentists Orthodontists	50	33	\$ 196,331	130.7	2	\$ 2,136	30.0	2.0	\$ 5,985	52	3
Dentists Pediatric Dentistry (Children)	88	52	\$ 43,583	23.0	18	\$ 2,800	19.4	2.0	\$ 836	29	3
Denturists	166	98	\$ 82,213	16.9	34	\$ 5,179	32.6	12.0	\$ 836	25	3
Doors & Door Frames	141	87	\$ 125,445	22.3	32	\$ 9,643	40.1	3.5	\$ 1,443	11	3
Doors & Gate Operating Devices	166	102	\$ 147,331	51.1	7	\$ 2,000	16.7	6.0	\$ 1,443	595	3
Doors Overhead	195	120	\$ 173,710	117.3	4	\$ 1,107	12.9	5.5	\$ 1,443	8	4
Driving Instruction	39	19	\$ 7,755	9.7	21	\$ 2,562	21.1	3.0	\$ 414	74	3
Electric Contractors	140	67	\$ 58,366	25.7	18	\$ 2,199	15.9	3.8	\$ 877	1001	8
Engineers	62	25	\$ 1,031,355	964.1	0	\$ 781	15.9	1.0	\$ 41,440	19	3
Estates Appraisals & Sales	20	10	\$ 41,938	49.7	1	\$ 924	51.5	2.0	\$ 4,350	22	2
Excavating Contractors	53	28	\$ 63,156	17.2	6	\$ 2,493	44.0	3.0	\$ 2,257	219	4
Farm Equipment	247	104	\$ 3,089,984	1748.1	0	\$ 1,326	7.2	2.0	\$ 29,714	38	3
Feed Dealers	142	86	\$ 17,730	11.2	30	\$ 1,300	18.1	3.3	\$ 206	56	4
Fence	108	49	\$ 91,681	41.7	7	\$ 1,737	20.5	4.0	\$ 1,880	757	9
Financial Planning Consultants	42	19	\$ 119,841	104.3	1	\$ 1,073	34.4	1.5	\$ 6,299	51	4
Fire & Water Damage Restoration	46	25	\$ 67,242	24.6	3	\$ 2,460	76.5	6.0	\$ 2,664	371	5
Fireplaces	81	39	\$ 58,543	42.2	5	\$ 1,227	30.4	1.5	\$ 1,500	75	2
Floor Laying Refinishing & Resurfacing	47	22	\$ 43,057	29.7	3	\$ 1,314	57.6	2.0	\$ 1,924	132	2
Florist Retail	231	126	\$ 17,685	8.7	62	\$ 2,034	8.8	4.0	\$ 140	311	5
Foundation Contractors	75	17	\$ 43,980	13.8	15	\$ 4,074	49.9	6.0	\$ 2,642	123	2
Funeral Homes & Directors	110	62	\$ 431,910	163.6	2	\$ 2,275	23.8	4.0	\$ 6,962	149	5
Furniture Dealers	111	54	\$ 113,948	79.7	4	\$ 1,566	15.5	4.0	\$ 2,108	147	8
Garage Doors & Openers Sales & Repair	142	88	\$ 126,691	41.4	8	\$ 2,351	21.6	7.0	\$ 1,443	834	8
Garden & Lawn Equipment Supplies	401	211	\$ 251,630	164.3	7	\$ 1,488	3.8	2.0	\$ 1,194	35	3

Gas Propane	117	83	\$ 41,615	32.8	13	\$ 1,800	15.4	4.0	\$ 504	140	5
Glass Auto Plate Window Etc	201	123	\$ 31,684	13.9	41	\$ 2,660	11.1	5.0	\$ 257	977	10
Gold Silver Platinum Dealers	114	55	\$ 58,086	40.2	14	\$ 2,614	12.7	2.0	\$ 1,057	130	3
Golf Courses	206	91	\$ 43,258	16.0	20	\$ 1,644	12.8	2.0	\$ 474	51	3
Guns & Gunsmiths	123	71	\$ 38,659	29.4	12	\$ 1,454	12.1	2.0	\$ 547	75	4
Gutters & Downspouts	85	39	\$ 35,877	18.4	13	\$ 1,884	24.9	3.0	\$ 918	512	6
Handy Person Service	120	58	\$ 20,246	11.7	26	\$ 1,625	14.4	2.0	\$ 350	79	5
Hardware	359	211	\$ 83,057	34.8	24	\$ 1,883	6.7	3.0	\$ 394	108	4
Health & Diet Food Products	184	122	\$ 26,211	27.7	30	\$ 1,188	4.7	2.0	\$ 215	33	3
Health Clubs	70	27	\$ 7,869	4.3	39	\$ 1,320	26.0	2.0	\$ 295	25	3
Hearing Aids & Assistive Devices	93	85	\$ 229,694	155.3	2	\$ 1,869	16.4	3.0	\$ 2,693	226	6
Heating Contractors	184	111	\$ 169,340	73.0	12	\$ 3,131	12.7	4.0	\$ 1,521	794	8
Home Health Services	78	47	\$ 245,860	125.9	2	\$ 2,280	24.6	4.0	\$ 5,240	225	5
Home Improvement	82	35	\$ 75,938	40.5	4	\$ 1,874	23.0	3.0	\$ 2,157	519	3
Home Theater Systems	103	50	\$ 49,582	24.3	9	\$ 1,644	19.8	2.0	\$ 1,000	30	3
Hot Tubs & Spa Dealers	104	52	\$ 93,977	76.6	3	\$ 1,335	12.3	2.0	\$ 1,816	90	4
House Cleaning	62	22	\$ 15,590	5.8	19	\$ 2,356	44.8	4.0	\$ 715	169	5
Insurance	157	58	\$ 72,323	27.1	32	\$ 2,715	17.5	4.0	\$ 1,247	1833	14
Insurance Auto	119	44	\$ 54,755	22.3	51	\$ 4,408	34.6	6.0	\$ 1,247	184	2
Internet Access Providers	387	156	\$ 85,288	41.7	18	\$ 2,142	9.0	5.8	\$ 545	14	4
Irrigation Systems & Equipment	81	57	\$ 10,939	4.8	53	\$ 2,282	28.2	3.0	\$ 193	125	3
Jewelers	91	38	\$ 39,890	29.2	5	\$ 1,233	14.5	2.0	\$ 1,057	159	3
Jewelry Buyers	68	33	\$ 34,648	16.3	16	\$ 3,024	37.4	2.5	\$ 1,057	51	2
Kennels	132	117	\$ 34,141	13.9	27	\$ 1,980	18.9	3.0	\$ 292	181	3
Kitchen Remodeling	64	25	\$ 123,017	72.8	2	\$ 1,952	27.1	3.0	\$ 4,870	34	4
Landscape Contractors	88	49	\$ 95,491	42.3	8	\$ 2,126	25.6	3.0	\$ 1,966	955	9
Landscape Equipment & Supplies	108	52	\$ 22,272	6.6	29	\$ 1,885	31.3	4.0	\$ 426	114	3
Lawn & Garden Maintenance	170	73	\$ 47,590	21.2	12	\$ 1,580	21.6	2.5	\$ 649	206	4
Lawn Mowers	361	237	\$ 141,743	71.9	15	\$ 1,901	6.1	1.5	\$ 599	139	4
Loans	102	30	\$ 23,359	24.0	20	\$ 1,700	9.6	4.0	\$ 774	265	5
Log Cabins Homes & Buildings	37	18	\$ 175,949	164.6	1	\$ 1,164	29.3	2.0	\$ 10,000	12	3
Lumber	434	247	\$ 161,216	90.5	13	\$ 1,774	4.7	3.5	\$ 652	33	4
Massage	54	41	\$ 11,465	11.1	15	\$ 1,191	19.5	2.5	\$ 282	64	4
Mattress Dealers	61	39	\$ 34,582	27.4	5	\$ 1,260	20.9	4.0	\$ 894	50	3
Medical Equipment & Supplies	347	165	\$ 71,669	20.1	101	\$ 3,804	10.3	4.3	\$ 434	177	4
Monuments	24	12	\$ 9,255	10.0	8	\$ 1,086	61.7	2.0	\$ 800	52	3
Mortgages	41	23	\$ 110,204	66.8	2	\$ 1,883	43.8	4.0	\$ 4,701	56	6
Motorcycles & Motor Scooters Dealers	122	69	\$ 494,540	378.9	2	\$ 1,272	10.7	2.0	\$ 7,121	60	3
Movers & Full Service Storage	168	67	\$ 234,475	72.5	4	\$ 2,500	18.3	6.0	\$ 3,502	805	9
Mufflers & Exhaust Systems	205	83	\$ 21,180	6.7	51	\$ 2,639	16.4	2.5	\$ 255	29	2
Musical Instrument Dealers	92	54	\$ 38,358	31.0	9	\$ 1,500	13.5	2.0	\$ 712	44	3
Nurseries Plants Trees Etc Retail	215	101	\$ 53,245	24.2	20	\$ 1,542	7.7	2.0	\$ 528	36	3
Nursing Homes	94	24	\$ 2,187,012	1024.5	0	\$ 2,097	25.4	4.0	\$ 92,325	44	4
Oils Fuel	144	94	\$ 109,791	61.1	7	\$ 1,380	11.7	3.0	\$ 1,171	256	3
Optical Goods	283	166	\$ 51,922	25.2	33	\$ 1,942	7.4	2.5	\$ 313	194	4
Optometrists	172	83	\$ 25,831	16.5	39	\$ 1,863	9.1	4.0	\$ 313	359	9
Painting Contractors	67	28	\$ 42,650	14.3	13	\$ 2,275	44.7	4.0	\$ 1,499	238	7

Patio Decks Porches & Enclosures	133	91	\$ 149,818	67.1	18	\$ 1,582	23.3	3.5	\$ 1,644	13	2
Paving Contractors	77	58	\$ 165,001	96.4	2	\$ 1,410	22.4	2.0	\$ 2,853	197	3
Pawnbrokers	312	117	\$ 38,758	17.2	38	\$ 2,004	8.8	2.0	\$ 331	173	3
Pest Control Services	139	74	\$ 23,040	11.0	33	\$ 2,687	16.3	7.0	\$ 313	1343	10
Pet Boarding Services	195	173	\$ 50,546	40.8	19	\$ 1,405	9.1	2.0	\$ 292	29	3
Pet Grooming	77	40	\$ 7,722	7.6	30	\$ 984	12.0	2.0	\$ 192	139	3
Pharmacies	286	152	\$ 43,940	22.2	74	\$ 3,674	9.2	4.0	\$ 289	132	5
Photographers Portrait	45	22	\$ 8,224	11.9	10	\$ 696	15.4	6.0	\$ 371	19	3
Physical Therapists	191	146	\$ 23,861	7.4	44	\$ 2,275	16.8	4.0	\$ 163	141	5
Physicians & Surgeons	440	188	\$ 202,913	72.9	20	\$ 2,810	5.9	4.0	\$ 1,078	525	7
Physicians & Surgeons Family Practice	236	101	\$ 108,884	76.5	15	\$ 2,091	22.1	2.0	\$ 1,078	9	2
Physicians & Surgeons Gynecology & Obstetrics	180	77	\$ 83,104	17.3	18	\$ 2,544	26.7	4.0	\$ 1,078	18	3
Physicians & Surgeons Orthopedic (Bones & Joints)	220	94	\$ 101,756	42.0	13	\$ 1,782	11.0	4.0	\$ 1,078	44	3
Physicians & Surgeons Pain Management	50	21	\$ 22,854	17.1	14	\$ 1,928	53.6	4.0	\$ 1,078	30	2
Physicians & Surgeons Podiatrists (Foot & Ankle)	151	132	\$ 31,722	18.1	28	\$ 1,800	10.9	2.0	\$ 240	138	3
Physicians & Surgeons Surgery	396	170	\$ 182,852	43.9	26	\$ 3,718	15.5	5.0	\$ 1,078	10	2
Pizza	514	281	\$ 37,906	16.6	33	\$ 1,564	4.4	3.0	\$ 135	265	9
Plating & Powder Coating	46	22	\$ 15,387	12.1	10	\$ 1,271	66.9	2.0	\$ 700	8	3
Plumbing Contractors	179	102	\$ 73,627	20.3	15	\$ 3,000	21.0	8.0	\$ 723	2248	11
Pressure Washing	147	71	\$ 35,527	20.2	22	\$ 1,977	11.8	3.0	\$ 500	76	2
Printers	81	52	\$ 9,883	7.3	52	\$ 1,056	16.9	1.5	\$ 189	49	4
Property Management	69	33	\$ 33,021	22.0	25	\$ 4,464	21.9	3.0	\$ 1,000	34	5
Pumps Dealers	99	62	\$ 191,851	39.1	2	\$ 1,800	49.4	4.0	\$ 3,077	136	3
Pumps Service & Repair	61	29	\$ 13,350	8.2	20	\$ 1,656	26.7	3.5	\$ 454	58	3
Real Estate	53	18	\$ 125,724	68.0	2	\$ 1,667	33.4	3.5	\$ 7,099	226	6
Real Estate Management	130	67	\$ 22,978	8.6	37	\$ 2,281	26.6	3.0	\$ 400	16	2
Recreational Vehicles Dealers	172	91	\$ 847,114	504.9	1	\$ 762	9.8	2.0	\$ 9,351	79	3
Rental Serv Stores & Yards	325	163	\$ 38,882	18.8	36	\$ 1,872	6.4	2.5	\$ 239	187	5
Restaurants	212	124	\$ 28,941	16.8	21	\$ 1,950	8.1	4.0	\$ 233	480	11
Rock	194	93	\$ 87,095	42.1	17	\$ 2,817	24.3	2.5	\$ 933	14	2
Roofing Contractors	112	40	\$ 189,986	68.6	3	\$ 2,796	24.5	6.0	\$ 4,778	1677	13
Roofing Materials	143	56	\$ 160,281	145.5	4	\$ 1,354	14.1	3.0	\$ 2,858	50	2
Rubbish & Garbage Removal	160	97	\$ 35,670	27.7	16	\$ 1,440	11.7	3.0	\$ 368	376	3
Sand & Gravel	140	63	\$ 13,014	7.2	70	\$ 2,071	14.0	3.0	\$ 206	26	3
Satellite Equipment & Systems	276	173	\$ 98,592	57.9	13	\$ 2,448	6.2	6.0	\$ 570	110	7
Schools Academic Universities Colleges	205	58	\$ 1,528,615	597.6	1	\$ 1,978	12.6	3.0	\$ 26,225	10	3
Septic Tanks & Systems Building Cleaning & Repair	95	85	\$ 32,185	12.2	20	\$ 3,286	32.0	7.0	\$ 380	415	6
Septic Tanks & Systems Contractors & Dealers	137	66	\$ 70,282	35.6	16	\$ 1,914	20.2	3.0	\$ 1,068	53	5
Sewing Machines Household Dealers	186	139	\$ 46,644	17.7	19	\$ 1,860	24.2	2.5	\$ 335	47	2
Sheds	37	18	\$ 16,052	30.7	4	\$ 702	26.5	2.0	\$ 900	12	2
Shutters	28	23	\$ 24,741	21.3	2	\$ 912	42.0	2.0	\$ 1,075	7	3
Siding Contractors	149	108	\$ 608,556	209.5	1	\$ 2,529	22.3	4.3	\$ 5,640	147	2
Snowmobiles	208	100	\$ 200,051	142.6	4	\$ 1,416	6.8	1.5	\$ 2,000	6	2
Sod & Sodding Service	50	24	\$ 43,381	38.0	3	\$ 1,096	85.4	3.0	\$ 1,805	25	2
Solar Energy Equipment & Systems Dealers	46	22	\$ 399,138	204.7	1	\$ 1,800	31.5	4.0	\$ 18,000	35	3
Spas Beauty & Day	86	41	\$ 9,950	9.3	25	\$ 1,068	9.3	4.0	\$ 240	19	5
Stereo & Hi Fi Equipment Dealers	210	91	\$ 45,119	42.2	19	\$ 1,092	5.1	2.0	\$ 496	8	3

Storage Household & Comm	113	39	\$ 21,365	9.0	36	\$ 2,387	20.8	4.0	\$ 554	534	6
Storage Self Service	263	90	\$ 49,994	9.9	66	\$ 4,410	30.3	10.0	\$ 554	13	2
Swimming Pool Contractors & Dealers	67	18	\$ 64,865	67.2	4	\$ 2,018	14.0	3.0	\$ 3,705	254	5
Swimming Pool Repair & Service	49	26	\$ 31,827	24.2	10	\$ 1,344	26.2	2.0	\$ 1,214	84	3
Tanning Salons	48	35	\$ 4,315	4.2	26	\$ 864	21.8	2.0	\$ 123	16	3
Tax Return Preparation	79	51	\$ 12,495	8.3	15	\$ 1,571	17.0	3.5	\$ 247	95	4
Taxicabs	221	118	\$ 18,542	8.8	45	\$ 2,864	19.0	6.0	\$ 157	50	3
Tire Dealers	264	140	\$ 67,349	39.8	21	\$ 2,275	6.4	3.0	\$ 480	381	11
Toilets Portable	419	202	\$ 161,391	30.0	27	\$ 3,816	12.9	3.0	\$ 800	52	3
Tools	394	178	\$ 20,336	7.4	132	\$ 2,733	14.6	6.8	\$ 115	7	2
Transmission Auto	129	122	\$ 125,793	73.5	8	\$ 2,220	17.7	3.0	\$ 1,033	299	6
Travel Agencies	44	23	\$ 8,406	9.3	8	\$ 1,106	20.9	3.0	\$ 370	50	4
Tree Service	151	74	\$ 62,415	22.2	40	\$ 3,106	20.8	5.0	\$ 838	603	8
Truck Equipment Parts & Accessories	148	85	\$ 110,423	60.2	4	\$ 1,374	12.0	2.0	\$ 1,293	60	3
Truck Repair & Service	147	43	\$ 23,135	6.6	159	\$ 2,504	24.3	3.0	\$ 534	42	4
Upholsterers	129	73	\$ 61,116	44.1	5	\$ 1,062	16.3	2.0	\$ 838	50	4
Urgent Care Centers	62	22	\$ 96,567	46.4	5	\$ 1,982	55.4	3.5	\$ 4,364	18	2
Vacuum Cleaners Household Dealers	110	81	\$ 15,211	12.6	30	\$ 1,082	16.7	3.5	\$ 187	57	4
Vacuum Cleaners Repair & Parts	79	47	\$ 14,545	4.8	41	\$ 824	14.0	2.5	\$ 288	19	2
Veterinarians	332	224	\$ 103,891	46.7	17	\$ 1,890	6.7	4.0	\$ 465	570	8
Vitamins & Food Supplements	57	38	\$ 8,174	10.6	22	\$ 869	20.2	2.3	\$ 215	9	2
Water Companies Bottled Bulk Etc	91	53	\$ 13,980	7.4	16	\$ 1,188	20.8	1.0	\$ 263	8	3
Water Well Drilling & Service	157	114	\$ 189,843	129.7	5	\$ 1,488	10.0	2.0	\$ 1,667	7	3
Wedding Receptions	111	58	\$ 259,662	344.8	2	\$ 1,194	14.9	2.0	\$ 4,454	7	3
Weed Control	188	91	\$ 43,647	19.4	29	\$ 2,448	15.0	4.0	\$ 500	9	2
Well Drilling & Service	21	15	\$ 24,875	15.2	5	\$ 1,512	79.6	2.0	\$ 1,667	93	3
Wheelchairs Lifts & Ramps	53	25	\$ 46,195	60.3	2	\$ 593	15.2	1.5	\$ 1,817	74	2
Window Cleaning	64	45	\$ 9,906	4.9	26	\$ 2,000	43.1	4.0	\$ 221	65	3
Window Tinting & Coating	33	18	\$ 6,909	6.8	16	\$ 1,096	31.1	1.0	\$ 377	40	5
Windows	214	104	\$ 326,882	72.3	5	\$ 2,534	24.7	4.0	\$ 3,136	432	7