

Table 1: Ranking of Industries – 2007 vs. 2003 vs. 2000
(n = 381) *

2007 Rank	Pct of Respondents Naming Industry	2003 Rank	2000 Rank	Industry
1	68.8%	1	4	Education: schools, seminars
2	59.6%	2	1	Financial: banks, credit unions, stock brokers
3	57.7%	4	3	Not-for-profit: charities, churches
4	57.5%	3	2	Healthcare: hospitals, nursing homes, clinics, pharmacies
5	41.7%	5	11	Construction: building trades, building supplies
6	40.7%	7	14	Trade/professional associations, civic clubs
7	37.5%	8	13	Real estate: agents, title companies
8	33.3%	6	8	Government: public offices, agencies, political candidates
9	31.8%	10	21	Professional: doctors, lawyers, CPAs, architects
10	28.9%	17	18	Restaurants and bars
11	28.3%	9	7	Automotive: manufacturers, dealers, parts suppliers
12	27.8%	12	6	Insurance: companies, agents, adjusters
13	26.2%	12	9	Entertainment and sporting events
14	25.2%	15	10	Media: broadcast, print media, ad/PR agencies
15	24.7%	(**)	(**)	Manufacturers: consumer products
16	23.4%	(**)	(**)	Other service companies
16	23.4%	12	19	Hotels and motels
18	22.6%	11	5	Manufacturers not otherwise specified
19	20.7%	16	12	Wholesalers/distributors
20	18.9%	18	16	Computers: hardware and software
21	15.7%	19	20	Utilities: water, electric, gas
22	15.2%	23	22	Freight/delivery: motor, air and sea
23	14.7%	19	14	Telecommunications: telephone, cellular, pagers, Internet
24	14.4%	28	26	Agriculture/agribusiness
25	14.2%	22	27	Retailers and shopping malls
26	13.1%	21	17	Manufacturers: pharmaceutical & chemical
27	12.3%	25	23	Travel: air, cruise, bus lines, travel agencies
28	11.5%	25	23	Petroleum: exploration, refining, distributors, gas stations
29	10.2%	29	23	Apparel: manufacturers & retailers
30	8.9%	24	28	Food processors/beverage bottlers
31	5.8%	30	29	Brewers/distillers/distributors of alcoholic beverages
32	1.3%	25	31	Other

(*) Number of respondents to this question.

(**) Category was not an option in previous studies.

To read table, 68.8% of respondents named Education as one of their top ten market categories.

