

Table 1108. Directory and Mailing List Publishers—Estimated Revenue, Expenses, and Inventories: 2004 and 2005

[In millions of dollars (18,040 represents \$18,040,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51114. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section, and Section 15. See also Appendix III. Minus sign (-) indicates decrease]

Item	2004	2005	Percent change, 2004-05
Operating revenue ¹	18,040	19,371	7.4
Breakdown of revenue by media type:			
Print	12,896	13,318	3.3
Online	3,111	3,986	28.1
Other media	491	311	-36.7
Operating expenses	10,722	11,295	5.3
Personnel	4,165	4,612	10.7
Gross annual payroll	3,094	3,464	12.0
Employer's cost for fringe benefits	(S)	996	(S)
Temporary staff and leased employee expense	201	152	-24.4
Expensed materials, parts and supplies (not for resale)	840	845	0.6
Expensed equipment	23	29	26.1
Expensed purchase of other materials, parts and supplies	817	817	(Z)
Expensed purchased services	(S)	(S)	(S)
Expensed software	41	43	4.9
Expensed electricity and fuels (except motor fuel)	(S)	19	(S)
Lease and rental payments	269	278	3.3
Purchased repair and maintenance	(S)	71	(S)
Purchased advertising and promotional services	(S)	375	(S)
Purchased printing services	756	(S)	(S)
Other operating expenses	4,201	4,178	-0.5
Depreciation and amortization charges	698	735	5.3
Government taxes and license fees	(S)	(S)	(S)
All other	(S)	3,364	(S)
Inventories at end of year	442	459	3.8
Finished good	182	206	13.2
Work-in-process	32	32	(Z)
Materials, fuels, supplies etc.	228	221	-3.1

S Data do not meet publication standards. Z Less than 0.05. ¹ Includes other types of revenue (e.g., sales of mailing lists), not shown separately.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2007).