

Table 1099. Directory and Mailing List Publishers—Estimated Revenue, Expenses, and Inventories: 2004 to 2006

[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]

Item	2004	2005	2006
Operating revenue	18,040	19,458	18,929
Source of revenue:			
Directories	13,581	14,300	14,039
Subscription and sales.	375	411	358
Advertising space	13,206	13,889	13,681
Database and other collections.	2,494	2,933	2,788
Subscription and sales.	2,276	2,638	2,516
Advertising space	218	295	272
Other operating revenue	1,966	2,225	2,102
Rental or sale of mailing lists	496	584	558
All other	1,470	1,641	1,544
Breakdown of revenue by media type:			
Print directories, databases, and other collections of information	13,032	13,534	13,644
Online directories, databases, and other collections of information	2,619	3,439	2,941
Other directories, databases, and other collections of information	424	260	242
Operating expenses	10,487	11,052	10,997
Personnel costs.	3,956	4,415	4,384
Expensed materials, parts and supplies (not for resale).	718	733	856
Expensed purchased services	1,500	1,591	1,456
Other operating expenses	4,313	4,313	4,301
Inventories at end of year	388	408	326
Finished goods	158	182	137
Work-in-process.	29	28	(S)
Materials, fuels, supplies, etc..	202	198	268

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).