Table 5A. Measures of Sampling Variability - U.S. Retail Trade - Total and E-commerce Sales: 2000 and 1999

(Estimates are based on data from the 2000 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 5.) **Revised data for Tables 5, 6, 5A, and 6A are available.**

NAICS code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2000		1999		Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		Total	E-commerce	Total	Revised E-commerce	Total Sales	E-commerce Sales	2000	1999	2000
	Total Retail Trade	**0.5**	**2.8**	**0.4**	**3.3**	**0.3**	**4.1**	**(Z)**	**(Z)**	**NA**
441	Motor vehicles and parts dealers	1.2	5.2	1.1	6.7	0.5	17.6	(Z)	(Z)	0.6
442	Furniture and home furnishings stores	1.6	(S)	1.5	(S)	0.8	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	1.0	15.2	1.1	15.4	1.0	15.4	0.1	(Z)	0.3
444	Building materials and garden equipment and supplies stores	2.2	9.1	2.0	(S)	1.0	(S)	(Z)	(S)	0.1
445	Food and beverage stores	0.7	(S)	0.6	(S)	0.2	(S)	(S)	(S)	(S)
446	Health and personal care stores	1.7	(S)	2.1	7.2	1.4	(S)	(S)	(Z)	(S)
447	Gasoline stations	2.9	(Z)	1.3	(Z)	3.5	(Z)	(Z)	(Z)	(Z)
448	Clothing and clothing accessories.stores	0.5	7.8	0.4	10.5	0.4	31.1	(Z)	(Z)	0.1
451	Sporting goods, hobby, book and music stores	1.3	16.5	1.3	11.8	0.5	21.2	0.1	(Z)	0.2
452	General merchandise stores	0.2	(S)	0.2	(S)	0.1	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	2.1	17.5	1.8	19.7	1.0	31.7	0.1	(Z)	0.2
454	Nonstore retailers	2.1	3.2	2.4	3.2	0.8	2.1	0.3	0.2	1.0
454110	Electronic shopping and mail-order houses	2.5	3.1	2.7	3.2	0.7	2.1	0.3	0.2	0.9

(S) Corresponding estimate does not meet publication standards because of high sampling variability or poor response quality.
NA Not applicable.
(Z) Estimate is less than 0.05%.
Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.

Source: U.S. Census Bureau, 2000 Annual Retail Trade Survey