Table 6A. Measures of Sampling Variability - U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line: 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 6.)

Merchandise Lines	Coefficient of Variation for Value of Sales				Standard Error for Estimates of:				
	2000		1999		Y/Y Percent Change		E-commerce as Percent of Total Sales	Percent Distribution	
	Total	E-commerce	Total	Revised E-commerce	Total Sales	E-commerce Sales	2000	Total Sales 2000	E-commerce Sales 2000
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	**2.4**	**3.1**	**2.9**	**3.7**	**0.7**	**1.9**	**0.3**	**NA**	**NA**
Books and magazines	9.4	3.9	8.0	3.3	1.8	1.8	1.7	0.2	0.2
Clothing and clothing accessories (includes footwear)	3.4	4.2	3.2	4.9	1.8	5.5	0.3	0.3	0.3
Computer hardware	2.8	3.1	3.0	3.3	0.7	1.7	0.3	0.4	0.3
Computer software	8.7	5.3	9.7	3.0	3.0	5.6	1.5	0.2	0.2
Drugs, health aids, and beauty aids	4.8	23.4	4.5	21.7	2.0	19.8	0.8	0.8	0.7
Electronics and appliances	3.6	5.9	6.8	5.8	6.5	7.7	1.4	0.3	0.1
Food, beer, and wine	10.3	6.1	4.1	4.2	7.8	16.7	1.2	0.2	0.2
Furniture and home furnishings	4.5	6.4	5.6	4.1	2.0	22.3	0.8	0.2	0.2
Music and videos	4.3	4.4	4.8	5.1	1.1	1.8	0.8	0.2	0.1
Office equipment and supplies	2.6	5.4	2.7	8.5	1.1	5.1	0.8	0.3	0.1
Toys, hobby goods, and games	6.6	5.8	8.5	5.9	13.1	3.0	1.7	0.2	0.2
Other merchandise[1]	3.0	8.3	4.7	10.1	3.5	12.0	1.4	0.7	0.5
Nonmerchandise receipts[2]	4.0	3.0	6.8	3.6	11.9	8.4	3.4	0.1	0.1

NA Not applicable

(z) Estimate is less than 0.05%.

[1] Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, jewelry, and sporting goods.

[2] Includes Nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handing.

Source: U.S. Census Bureau, 2000 Annual Retail Trade Survey (Revised May 2002)