

Table 5A. Measure of Sampling Variability -- U.S. Retail Sales -- Total and E-commerce: 2001 and 2000

(Estimates are based on data from the Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 5.)

NAICS code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2001		2000		Y/Y Percent Change	E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Revenue	
		Total	E-commerce	Revised Total	Revised E-commerce		2001/2000			
						Total	E-commerce	2001	2000	
										2001
Total Retail Trade	0.5	3.4	0.4	3.0	0.2	1.6	(Z)	(Z)	NA	
441	Motor vehicles and parts dealers	1.1	5.4	1.0	5.6	0.7	5.9	(Z)	(Z)	0.6
442	Furniture and home furnishings stores	1.4	(S)	1.4	(S)	0.6	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	1.0	14.6	0.8	15.3	0.5	7.7	0.1	0.1	0.2
444	Building materials and garden equipment and supplies stores	1.5	9.4	1.4	7.3	0.5	9.9	0.0	0.0	0.2
445	Food and beverage stores	0.6	(S)	0.6	(S)	0.3	(S)	(S)	(S)	(S)
446	Health and personal care stores	2.1	(S)	1.3	(S)	0.9	(S)	(S)	(S)	(S)
447	Gasoline stations	3.2	(Z)	2.1	(Z)	1.2	(Z)	(Z)	(Z)	(Z)
448	Clothing and clothing access.stores	0.8	12.4	0.6	9.3	0.4	13.3	0.0	0.0	0.1
451	Sporting goods, hobby, book and music stores	1.1	12.2	1.0	16.4	0.4	20.6	0.1	0.1	0.2
452	General merchandise stores	0.2	(S)	0.2	(S)	0.1	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	1.7	20.8	1.5	18.7	0.7	34.6	0.1	0.1	0.3
454	Nonstore retailers	2.5	4.0	1.9	3.3	0.8	1.4	0.3	0.3	1.0
454110	Electronic shopping and mail order houses	3.4	4.0	2.5	3.3	1.0	1.3	0.3	0.3	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%

Source: U.S. Census Bureau, Annual Retail Trade Survey (revised April 2003)