Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-Commerce Sales by Merchandise Line[1]: 2001 and 2000

[Estimates are based on data from the 2001 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 6A.] Revised data Table 6 is available.

Merchandise Lines	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales	Percent Distribution	
	2001		2000					Total Sales	E-commerce Sales
	Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2001	2001	2001
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	**109,238**	**25,680**	**110,211**	**21,209**	**-0.9**	**21.1**	**23.5**	**100.0**	**100.0**
Books and magazines	3,864	1,748	4,115	1,833	-6.1	-4.6	45.2	3.5	6.8
Clothing and clothing accessories (includes footwear)	15,252	3,219	14,829	2,059	2.9	56.3	21.1	14.0	12.5
Computer hardware	22,134	5,678	26,462	6,128	-16.4	-7.3	25.7	20.3	22.1
Computer software	3,994	1,208	3,568	1,107	11.9	9.1	30.2	3.7	4.7
Drugs, health aids, and beauty aids	16,448	952	14,454	673	13.8	41.5	5.8	15.1	3.7
Electronics and appliances	3,718	1,448	3,338	1,080	11.4	34.1	38.9	3.4	5.6
Food, beer, and wine	1,847	447	1,902	566	-2.9	-21.0	24.2	1.7	1.7
Furniture and home furnishings	6,556	1,659	6,412	979	2.2	69.5	25.3	6.0	6.5
Music and videos	3,980	1,318	4,393	1,186	-9.4	11.1	33.1	3.6	5.1
Office equipment and supplies	6,454	1,987	6,936	1,439	-6.9	38.1	30.8	5.9	7.7
Sporting goods	1,655	466	1,514	377	9.3	23.6	28.2	1.5	1.8
Toys, hobby goods, and games	3,035	929	3,146	842	-3.5	10.3	30.6	2.8	3.6
Other merchandise[2]	16,142	3,062	15,933	1,863	1.3	64.4	19.0	14.8	11.9
Nonmerchandise receipts[3]	4,159	1,559	3,209	1,077	29.6	44.8	37.5	3.8	6.1

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.

[1] Estimates include data for businesses with or without paid employees, are grouped according to merchandise categories used in the Annual Retail Trade Survey, and are subject to revision.

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

[3] Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, 2001 Annual Retail Trade Survey