

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

(Estimates are based on data from the 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 Estimate of:				
					Y/Y Percent Changes		E-commerce as Percent of Total Sales	Percent Distribution	
	2001		2000		2001/2000			Total Sales	E-Commerce Sales
	Total	E-commerce	Revised		Total Sales	E-commerce Sales			
	Total	E-commerce	Total	E-commerce	Total Sales	E-commerce Sales	2001	2001	2001
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	3.4	4.0	2.5	3.3	1.0	1.3	0.3	NA	NA
Books and magazines	9.6	4.0	9.4	3.5	1.7	2.0	1.6	0.2	0.1
Clothing and clothing accessories (includes footwear)	4.7	4.6	3.3	3.9	1.8	2.7	0.5	0.4	0.3
Computer hardware	3.4	3.8	2.6	3.0	1.0	1.4	0.5	0.3	0.6
Computer software	10.3	10.9	8.6	4.9	1.9	5.6	1.4	0.2	0.3
Drugs, health aids, and beauty aids	4.9	21.2	4.8	23.4	1.2	10.1	0.8	0.8	0.8
Electronics and appliances	4.7	6.1	4.1	7.6	1.5	4.6	1.5	0.1	0.2
Food, beer, and wine	7.6	10.3	10.3	6.0	4.9	3.2	1.2	0.1	0.2
Furniture and home furnishings	6.8	13.4	5.5	15.7	2.6	8.7	1.4	0.3	0.6
Music and videos	4.9	5.3	4.2	4.5	1.2	2.1	1.2	0.1	0.2
Office equipment and supplies	3.3	5.7	2.6	5.2	1.1	1.4	0.9	0.2	0.4
Sporting Goods	19.3	19.8	17.8	22.0	7.1	9.2	3.1	0.3	0.3
Toys, hobby goods, and games	7.9	7.1	5.8	5.8	4.2	4.0	1.9	0.2	0.2
Other merchandise ²	3.7	7.1	2.9	8.7	2.9	8.8	0.7	0.4	0.6
Nonmerchandise receipts ³	4.1	3.0	3.9	2.7	2.3	3.9	0.9	0.1	0.2

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.

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, Annual Retail Trade Survey (revised April 2003)