

Table 6A. Measures of Sampling Variability - U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line¹: 2002 and 2001

[Estimates are based on data from the 2002 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 Change		E-commerce as Percent of Total Sales	Percent Distribution	
	2002		2001					Total Sales	E-commerce Sales
	Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2002	2002	2002
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	3.4	3.9	2.4	3.2	0.9	1.4	0.3	NA	NA
Books and magazines	9.7	4.0	9.3	3.6	1.5	1.9	1.6	0.2	0.1
Clothing and clothing accessories (includes footwear)	4.6	4.5	3.3	3.8	1.7	2.5	0.5	0.4	0.3
Computer hardware	3.4	3.7	2.6	3.0	0.9	1.4	0.5	0.3	0.6
Computer software	9.8	11.5	8.3	4.9	1.7	5.7	1.2	0.2	0.3
Drugs, health aids, and beauty aids	4.9	21.2	4.9	23.5	1.3	13.4	0.8	0.8	0.9
Electronics and appliances	4.2	6.1	4.0	7.6	2.5	7.4	1.4	0.1	0.3
Food, beer, and wine	8.0	13.1	10.3	6.0	9.8	12.8	1.6	0.1	0.3
Furniture and home furnishings	6.8	13.2	5.5	15.4	2.6	8.6	1.3	0.3	0.6
Music and videos	4.9	4.2	4.1	4.3	1.1	2.2	0.9	0.1	0.2
Office equipment and supplies	3.2	5.8	2.6	5.3	1.2	1.3	0.9	0.2	0.4
Sporting goods	20.1	18.8	18.6	21.9	7.5	11.9	3.2	0.3	0.4
Toys, hobby goods, and games	8.1	7.1	6.2	5.9	3.7	3.9	2.0	0.2	0.2
Other merchandise ²	3.9	7.3	2.9	8.7	2.9	7.6	0.7	0.4	0.6
Nonmerchandise receipts ³	4.2	2.8	3.9	2.7	1.8	2.0	0.8	0.1	0.1

NA Not applicable

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, 2002 Annual Retail Trade Survey