

Table 5. U.S. Retail Trade Sales¹ - Total and E-commerce: 2003 and 2002

[Estimates are based on data from the 2003 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 5A.]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2003		2002		Total Sales	E-commerce Sales	2003	2002	2003
		Total	E-commerce	Revised Total	Revised E-commerce					
	Total Retail Trade	3,275,407	55,731	3,141,468	44,706	4.3	24.7	1.7	1.4	100.0
441	Motor vehicles and parts dealers	845,772	9,540	821,664	6,836	2.9	39.6	1.1	0.8	17.1
442	Furniture and home furnishings stores	97,676	(S)	94,946	(S)	2.9	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	88,084	755	85,172	590	3.4	28.0	0.9	0.7	1.4
444	Building materials and garden equipment and supplies stores	264,911	456	248,746	400	6.5	14.0	0.2	0.2	0.8
445	Food and beverage stores	477,294	(S)	466,176	(S)	2.4	(S)	(S)	(S)	(S)
446	Health and personal care stores	193,976	(S)	182,138	(S)	6.5	(S)	(S)	(S)	(S)
447	Gasoline stations	274,095	(Z)	250,958	(Z)	9.2	(Z)	(Z)	(Z)	(Z)
448	Clothing and clothing accessories stores	178,642	747	172,678	475	3.5	57.3	0.4	0.3	1.3
451	Sporting goods, hobby, book, and music stores	77,280	828	76,889	592	0.5	39.9	1.1	0.8	1.5
452	General merchandise stores	468,876	(S)	446,666	(S)	5.0	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	103,558	933	104,634	668	-1.0	39.7	0.9	0.6	1.7
454	Nonstore retailers	205,243	41,562	190,801	34,441	7.6	20.7	20.3	18.1	74.6
454110	Electronic shopping and mail-order houses	131,173	40,379	122,631	33,485	7.0	20.6	30.8	27.3	72.5

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

(Z) Sales estimate is less than \$500,000 or percent estimate is less than 0.05%.

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.htm.

¹ Estimates include data for businesses with or without paid employees and are subject to revision.

Source: U.S. Census Bureau, 2003 Annual Retail Trade Survey