

Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line¹: 2003 and 2002

[Estimates are based on data from the 2003 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently merchandise line estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 6A.]

Merchandise Lines	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales	Percent Distribution	
	2003		2002					Total Sales	E-commerce Sales
	Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2003	2003	2003
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	131,173	40,379	122,631	33,485	7.0	20.6	30.8	100.0	100.0
Books and magazines	4,160	2,143	4,116	1,961	1.1	9.3	51.5	3.2	5.3
Clothing and clothing accessories (includes footwear)	15,125	5,525	15,010	4,561	0.8	21.1	36.5	11.5	13.7
Computer hardware	23,714	6,745	22,900	6,296	3.6	7.1	28.4	18.1	16.7
Computer software	3,887	1,173	4,418	1,229	-12.0	-4.6	30.2	3.0	2.9
Drugs, health aids, and beauty aids	27,205	1,966	23,198	1,521	17.3	29.3	7.2	20.7	4.9
Electronics and appliances	5,967	2,902	4,799	2,119	24.3	37.0	48.6	4.5	7.2
Food, beer, and wine	2,271	899	2,057	761	10.4	18.1	39.6	1.7	2.2
Furniture and home furnishings	8,302	3,436	7,485	2,499	10.9	37.5	41.4	6.3	8.5
Music and videos	3,823	1,733	4,153	1,598	-7.9	8.4	45.3	2.9	4.3
Office equipment and supplies	6,962	3,473	6,544	2,600	6.4	33.6	49.9	5.3	8.6
Sporting goods	2,571	1,155	2,833	1,031	-9.2	12.0	44.9	2.0	2.9
Toys, hobby goods, and games	3,942	1,638	3,741	1,321	5.4	24.0	41.6	3.0	4.1
Other merchandise ²	17,456	4,962	16,481	3,868	5.9	28.3	28.4	13.3	12.3
Nonmerchandise receipts ³	5,788	2,629	4,896	2,120	18.2	24.0	45.4	4.4	6.5

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, 2003 Annual Retail Trade Survey