

Table 6A. Measures of Sampling Variability - U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line: 2003 and 2002

[Estimates are based on data from the 2003 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		
	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)	0.9	2.1	0.0	1.9	0.9	1.2	0.6	NA	NA	
Books and magazines	4.6	1.8	4.8	1.7	0.8	0.6	1.8	0.1	0.1	
Clothing and clothing accessories (includes footwear)	2.7	4.3	2.6	3.4	1.3	2.3	1.0	0.3	0.5	
Computer hardware	3.4	4.3	2.1	4.3	1.6	1.5	1.1	0.6	0.7	
Computer software	9.4	13.1	7.6	11.7	2.0	2.7	1.9	0.3	0.3	
Drugs, health aids, and beauty aids	3.5	13.3	5.0	24.1	2.1	18.0	0.8	0.8	0.7	
Electronics and appliances	4.6	4.8	5.1	5.8	2.2	1.6	1.9	0.2	0.4	
Food, beer, and wine	10.3	17.7	9.5	15.5	1.8	2.1	2.4	0.2	0.4	
Furniture and home furnishings	5.8	12.5	7.0	16.0	3.1	4.1	2.3	0.4	0.9	
Music and videos	2.7	4.3	3.3	4.2	1.7	2.2	1.4	0.1	0.2	
Office equipment and supplies	2.4	1.8	3.0	2.8	1.2	1.3	0.8	0.1	0.2	
Sporting goods	15.5	14.6	19.6	17.3	4.3	4.8	3.4	0.3	0.4	
Toys, hobby goods, and games	6.2	6.4	5.9	6.2	1.4	2.0	1.8	0.2	0.3	
Other merchandise ¹	3.7	6.6	2.5	5.2	2.6	4.6	1.3	0.4	0.6	
Nonmerchandise receipts ²	2.0	1.9	1.7	2.3	1.5	1.1	1.0	0.1	0.2	

NA Not applicable.

Note: Sampling variability measures of some estimates are zero because the estimates are not based on a sample. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.

¹ Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, and jewelry.

² 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