

Table 5. U.S. Retail Trade Sales¹ - Total and E-commerce: 2004 and 2003

[Estimates are based on data from the 2004 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
		2004		2003		Total Sales	E-commerce Sales	2004	2003	2004
		Total	E-commerce	Revised Total	Revised E-commerce					
	Total Retail Trade	3,477,308	70,906	3,265,477	56,644	6.5	25.2	2.0	1.7	100.0
441	Motor vehicles and parts dealers	864,848	11,450	841,215	9,324	2.8	22.8	1.3	1.1	16.1
442	Furniture and home furnishings stores	105,477	(S)	97,528	(S)	8.2	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	94,989	1,097	86,957	737	9.2	48.8	1.2	0.8	1.5
444	Building materials and garden equipment and supplies stores	298,935	269	265,052	248	12.8	8.5	0.1	0.1	0.4
445	Food and beverage stores	495,717	(S)	477,130	(S)	3.9	(S)	(S)	(S)	(S)
446	Health and personal care stores	198,588	(S)	192,224	(S)	3.3	(S)	(S)	(S)	(S)
447	Gasoline stations	320,793	(S)	273,566	(S)	17.3	(S)	(S)	(S)	(S)
448	Clothing and clothing accessories stores	190,204	820	178,778	670	6.4	22.4	0.4	0.4	1.2
451	Sporting goods, hobby, book, and music stores	80,211	1,363	77,335	817	3.7	66.8	1.7	1.1	1.9
452	General merchandise stores	497,231	(S)	468,734	(S)	6.1	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	105,616	1,249	103,056	894	2.5	39.7	1.2	0.9	1.8
454	Nonstore retailers	224,699	53,630	203,902	43,166	10.2	24.2	23.9	21.2	75.6
454110	Electronic shopping and mail-order houses	147,123	52,217	131,171	42,022	12.2	24.3	35.5	32.0	73.6

(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 Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

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 and are subject to revision.

Source: U.S. Census Bureau, 2004 Annual Retail Trade Survey