

Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line¹: 2004 and 2003

[Estimates are based on data from the 2004 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	
	2004		2003					Total Sales	E-commerce Sales
	Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2004	2004	2004
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	147,123	52,217	131,171	42,022	12.2	24.3	35.5	100.0	100.0
Books and magazines	4,457	2,466	4,106	2,143	8.5	15.1	55.3	3.0	4.7
Clothing and clothing accessories (includes footwear)	16,364	7,152	15,064	5,571	8.6	28.4	43.7	11.1	13.7
Computer hardware	26,854	9,410	23,423	7,566	14.6	24.4	35.0	18.3	18.0
Computer software	4,332	1,515	3,878	1,239	11.7	22.3	35.0	2.9	2.9
Drugs, health aids, and beauty aids	31,663	2,266	27,250	1,877	16.2	20.7	7.2	21.5	4.3
Electronics and appliances	7,857	4,653	6,274	3,309	25.2	40.6	59.2	5.3	8.9
Food, beer, and wine	2,549	1,114	2,199	879	15.9	26.7	43.7	1.7	2.1
Furniture and home furnishings	8,752	4,289	8,251	3,431	6.1	25.0	49.0	5.9	8.2
Music and videos	3,901	1,960	3,730	1,727	4.6	13.5	50.2	2.7	3.8
Office equipment and supplies	7,634	4,084	7,001	3,488	9.0	17.1	53.5	5.2	7.8
Sporting goods	2,914	1,415	2,615	1,149	11.4	23.2	48.6	2.0	2.7
Toys, hobby goods, and games	3,889	1,753	3,870	1,606	0.5	9.2	45.1	2.6	3.4
Other merchandise ²	19,170	6,572	17,659	5,245	8.6	25.3	34.3	13.0	12.6
Nonmerchandise receipts ³	6,783	3,568	5,851	2,792	15.9	27.8	52.6	4.6	6.8

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, 2004 Annual Retail Trade Survey