

Table 6A. Measures of Sampling Variability - U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line: 2004 and 2003

[Estimates are based on data from the 2004 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	
	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)	1.1	1.9	0.8	2.1	0.8	1.8	0.6	NA	NA
Books and magazines	6.8	7.4	4.9	3.2	3.4	4.4	2.0	0.2	0.3
Clothing and clothing accessories (includes footwear)	3.3	5.2	2.7	4.2	1.7	2.6	1.1	0.3	0.5
Computer hardware	4.1	3.6	3.4	3.7	1.5	1.6	1.4	0.7	0.7
Computer software	8.8	10.7	9.4	12.4	3.2	2.2	1.9	0.3	0.3
Drugs, health aids, and beauty aids	3.7	15.5	3.6	14.1	1.7	17.4	0.9	0.8	0.7
Electronics and appliances	4.7	3.7	4.4	4.2	1.6	2.4	1.7	0.3	0.3
Food, beer, and wine	11.2	19.0	10.4	18.0	1.9	3.4	2.6	0.2	0.4
Furniture and home furnishings	4.3	6.7	6.0	12.5	3.3	7.0	1.9	0.3	0.5
Music and videos	3.0	5.9	2.8	4.1	0.8	5.2	2.4	0.1	0.3
Office equipment and supplies	2.1	1.1	2.4	1.8	1.2	1.3	0.9	0.1	0.2
Sporting goods	13.5	14.2	15.1	14.6	2.3	14.8	5.7	0.3	0.4
Toys, hobby goods, and games	7.0	7.9	6.4	6.9	2.2	3.4	1.9	0.2	0.2
Other merchandise ¹	5.3	8.5	4.0	7.4	2.0	4.0	1.5	0.6	0.9
Nonmerchandise receipts ²	1.8	1.3	2.0	1.8	1.2	1.9	1.0	0.1	0.1

NA Not applicable.

Note: 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, 2004 Annual Retail Trade Survey