

Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 45411) - Total and E-commerce Sales by Merchandise Line¹: 2005 and 2004

[Estimates are based on data from the 2005 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	
	2005		2004					Total Sales	E-commerce Sales
	Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2005	2005	2005
Total Electronic Shopping and Mail-Order Houses (NAICS 45411)	161,598	65,387	147,199	53,420	9.8	22.4	40.5	100.0	100.0
Books and magazines	5,966	3,225	5,699	2,816	4.7	14.5	54.1	3.7	4.9
Clothing and clothing accessories (includes footwear)	15,893	7,921	13,984	6,101	13.7	29.8	49.8	9.8	12.1
Computer hardware	19,895	9,079	19,422	7,765	2.4	16.9	45.6	12.3	13.9
Computer software	3,680	1,850	3,224	1,563	14.1	18.4	50.3	2.3	2.8
Drugs, health aids, and beauty aids	43,150	6,450	40,067	5,993	7.7	7.6	14.9	26.7	9.9
Electronics and appliances	8,996	5,997	7,464	4,583	20.5	30.9	66.7	5.6	9.2
Food, beer, and wine	3,062	1,369	2,354	829	30.1	65.1	44.7	1.9	2.1
Furniture and home furnishings	9,707	5,075	8,279	3,890	17.2	30.5	52.3	6.0	7.8
Music and videos	3,645	2,164	4,154	2,055	-12.3	5.3	59.4	2.3	3.3
Office equipment and supplies	7,068	4,288	6,533	3,658	8.2	17.2	60.7	4.4	6.6
Sporting goods	3,290	1,568	2,618	1,013	25.7	54.8	47.7	2.0	2.4
Toys, hobby goods, and games	3,609	1,809	3,338	1,440	8.1	25.6	50.1	2.2	2.8
Other merchandise ²	25,345	9,930	22,127	7,340	14.5	35.3	39.2	15.7	15.2
Nonmerchandise receipts ³	8,292	4,662	7,936	4,374	4.5	6.6	56.2	5.1	7.1

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/mrts/www/nrely.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, 2005 Annual Retail Trade Survey