

Table 5. U.S. Retail Trade Sales¹ - Total and E-commerce: 2006 and 2005

[Estimates are based on data from the 2006 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
		2006		2005		Total Sales	E-commerce Sales	2006	2005	2006
		Total	E-commerce	Revised Total	Revised E-commerce					
	Total Retail Trade	3,887,363	106,583	3,688,059	87,397	5.4	22.0	2.7	2.4	100.0
441	Motor vehicles and parts dealers	898,624	20,004	885,997	16,503	1.4	21.2	2.2	1.9	18.8
442	Furniture and home furnishings stores	117,659	642	111,763	615	5.3	4.4	0.5	0.6	0.6
443	Electronics and appliance stores	108,362	1,213	101,609	1,163	6.6	4.3	1.1	1.1	1.1
444	Building materials and garden equipment and supplies stores	344,728	606	327,192	496	5.4	22.2	0.2	0.2	0.6
445	Food and beverage stores	533,779	752	514,998	491	3.6	53.2	0.1	0.1	0.7
446	Health and personal care stores	224,752	(S)	209,008	(S)	7.5	(S)	(S)	(S)	(S)
447	Gasoline stations	416,246	(S)	373,855	(S)	11.3	(S)	(S)	(S)	(S)
448	Clothing and clothing accessories stores	214,876	2,077	201,534	1,748	6.6	18.8	1.0	0.9	1.9
451	Sporting goods, hobby, book, and music stores	84,772	1,502	81,801	1,138	3.6	32.0	1.8	1.4	1.4
452	General merchandise stores	552,109	(S)	525,248	(S)	5.1	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	115,802	1,691	108,398	1,386	6.8	22.0	1.5	1.3	1.6
454	Nonstore retailers	275,654	77,641	246,656	63,554	11.8	22.2	28.2	25.8	72.8
4541	Electronic shopping and mail-order houses	190,865	75,230	164,345	61,940	16.1	21.5	39.4	37.7	70.6

(S) Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). For a description of publication standards and the total quantity response rate, see www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates are not adjusted for price changes. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions can be found on the Internet at www.census.gov/svsd/www/artstbl.html.

¹ Estimates include data for businesses with or without paid employees and are subject to revision.

Source: U.S. Census Bureau, 2006 Annual Retail Trade Survey