Table 5A. Measures of Sampling Variability - U.S. Retail Trade Sales - Total and E-commerce: 2006 and 2005

[Estimates are based on data from the 2006 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 5]

NAICS Code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2006		2005		Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2006	2005	2006
	Total Retail Trade	**0.6**	**1.3**	**0.5**	**1.5**	**0.2**	**0.8**	**(Z)**	**(Z)**	**NA**
441	Motor vehicles and parts dealers	1.1	2.5	0.9	2.1	0.4	3.8	0.1	(Z)	0.5
442	Furniture and home furnishings stores	1.1	25.5	0.7	16.9	0.7	11.6	0.1	0.1	0.2
443	Electronics and appliance stores	1.3	23.3	1.0	15.0	0.7	6.6	0.2	0.2	0.3
444	Building materials and garden equipment and supplies stores	0.9	28.1	0.8	20.8	0.4	9.8	0.1	(Z)	0.2
445	Food and beverage stores	0.8	9.5	0.6	12.0	0.4	18.0	(Z)	(Z)	0.1
446	Health and personal care stores	1.4	(S)	1.1	(S)	0.7	(S)	(S)	(S)	(S)
447	Gasoline stations	3.5	(S)	3.4	(S)	0.8	(S)	(S)	(S)	(S)
448	Clothing and clothing accessories stores	1.0	17.7	1.0	16.2	0.5	6.1	0.2	0.1	0.3
451	Sporting goods, hobby, book, and music stores	1.3	13.9	0.9	14.0	0.6	17.5	0.3	0.2	0.2
452	General merchandise stores	0.2	(S)	0.2	(S)	0.1	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	1.1	13.7	1.1	11.4	0.7	7.0	0.2	0.1	0.2
454	Nonstore retailers	1.0	1.6	1.0	1.6	0.4	0.6	0.3	0.3	0.6
4541	Electronic shopping and mail-order houses	1.0	1.6	1.0	1.5	0.4	0.6	0.4	0.4	0.6

NA Not applicable.

(S) Corresponding estimate in Table 5.0 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.

(Z) Estimate is less than 0.05.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions can be found on the Internet at www.census.gov/mrts/www/nrely.html.

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