

Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 4541) - Total and E-commerce Sales by Merchandise Line¹: 2006 and 2005

[Estimates are based on data from the 2006 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	
	2006		2005					Total Sales	E-commerce Sales
	Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2006	2006	2006
Total Electronic Shopping and Mail-Order Houses (NAICS 4541)	190,865	75,230	164,345	61,940	16.1	21.5	39.4	100.0	100.0
Books and magazines	6,306	(S)	5,729	(S)	10.1	(S)	(S)	3.3	(S)
Clothing and clothing accessories (includes footwear)	19,290	11,752	17,109	8,880	12.7	32.3	60.9	10.1	15.6
Computer hardware	20,664	8,915	19,998	8,519	3.3	4.6	43.1	10.8	11.9
Computer software	4,265	2,218	3,931	2,083	8.5	6.5	52.0	2.2	2.9
Drugs, health aids, and beauty aids	59,641	4,238	45,734	3,760	30.4	12.7	7.1	31.2	5.6
Electronics and appliances	10,074	6,987	8,749	5,860	15.1	19.2	69.4	5.3	9.3
Food, beer, and wine	3,448	1,729	2,944	1,363	17.1	26.9	50.1	1.8	2.3
Furniture and home furnishings	11,407	7,028	9,838	5,189	15.9	35.4	61.6	6.0	9.3
Music and videos	4,436	3,141	3,824	(S)	16.0	(S)	70.8	2.3	4.2
Office equipment and supplies	7,860	4,869	6,858	4,122	14.6	18.1	61.9	4.1	6.5
Sporting goods	4,201	2,422	3,872	1,790	8.5	35.3	57.7	2.2	3.2
Toys, hobby goods, and games	3,697	1,891	3,724	1,808	-0.7	4.6	51.1	1.9	2.5
Other merchandise ²	26,476	11,123	24,451	9,092	8.3	22.3	42.0	13.9	14.8
Nonmerchandise receipts ³	9,100	5,392	7,584	4,236	20.0	27.3	59.3	4.8	7.2

(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, 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, 2006 Annual Retail Trade Survey