Table 6A. Measures of Sampling Variability - U.S. Electronic Shopping and Mail-Order Houses (NAICS 4541) - Total and E-commerce Sales by Merchandise Line: 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 6]

Merchandise Lines	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	
	Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2006	Total Sales 2006	E-commerce Sales 2006
Total Electronic Shopping and Mail-Order Houses (NAICS 4541)	**1.0**	**1.6**	**1.0**	**1.5**	**0.4**	**0.6**	**0.4**	**NA**	**NA**
Books and magazines	4.0	(S)	4.4	(S)	0.8	(S)	(S)	0.1	(S)
Clothing and clothing accessories (includes footwear)	1.9	2.6	2.0	3.0	1.1	1.3	0.8	0.2	0.3
Computer hardware	1.3	1.7	1.4	1.8	0.7	0.8	0.4	0.1	0.2
Computer software	5.2	2.8	4.0	4.6	1.6	1.7	1.3	0.1	0.1
Drugs, health aids, and beauty aids	1.2	5.6	1.4	6.0	0.6	4.5	0.4	0.3	0.3
Electronics and appliances	2.3	2.8	3.8	4.2	2.4	2.6	0.6	0.1	0.3
Food, beer, and wine	9.7	6.3	11.0	8.7	3.2	5.0	3.3	0.2	0.1
Furniture and home furnishings	6.1	9.5	5.4	9.4	1.1	1.4	1.6	0.3	0.7
Music and videos	3.9	4.5	3.9	(S)	1.2	(S)	1.4	0.1	0.2
Office equipment and supplies	2.6	3.8	3.0	4.8	1.2	1.3	1.0	0.1	0.2
Sporting goods	8.3	11.5	7.2	9.4	3.4	4.1	3.0	0.2	0.4
Toys, hobby goods, and games	5.2	5.7	5.1	6.4	1.5	1.7	2.1	0.1	0.1
Other merchandise[1]	3.7	3.2	3.7	3.5	1.7	1.9	0.9	0.5	0.5
Nonmerchandise receipts[2]	3.3	4.7	3.6	5.8	1.2	1.7	1.3	0.2	0.4

NA Not applicable.

(S) Corresponding estimate in Table 6.0 does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality 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: 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.

[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, 2006 Annual Retail Trade Survey