

Table 6/Historical. U.S. Electronic Shopping and Mail-Order Houses (NAICS 45411) - Total and E-commerce Sales by Merchandise Line¹: 2002-2007

[Estimates are based on data from the Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive.]

Merchandise Lines	Value of Sales											
	2007		2006 Revised		2005 Revised		2004 Revised		2003 Revised		2002 Revised	
	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce
Total Electronic Shopping and Mail-Order Houses (NAICS 45411)	199,199	88,915	183,273	75,143	164,432	61,697	147,199	49,472	131,171	40,270	122,313	33,351
Books and magazines	6,861	4,200	5,982	3,290	5,967	(S)	5,455	(S)	4,880	2,044	4,638	1,850
Clothing and clothing accessories (includes footwear)	20,609	13,585	18,451	11,457	17,209	8,892	14,482	6,310	13,741	5,108	14,127	4,395
Computer hardware	23,059	11,097	20,243	9,809	19,811	8,371	20,090	7,516	18,458	6,327	19,093	5,995
Computer software	5,000	2,849	4,084	2,243	3,921	2,074	3,545	1,758	3,317	1,412	4,003	1,407
Drugs, health aids, and beauty aids	54,848	4,806	57,056	4,371	46,091	3,819	41,498	3,431	33,954	(S)	27,394	1,848
Electronics and appliances	11,318	8,382	10,079	7,218	8,873	5,953	7,180	(S)	5,884	3,280	4,840	2,345
Food, beer, and wine	4,034	2,335	3,548	1,952	3,011	1,403	2,298	834	2,037	700	1,950	647
Furniture and home furnishings	11,913	7,841	10,849	6,912	9,722	5,130	7,927	3,640	7,693	3,085	7,149	2,348
Music and videos	4,025	2,979	3,599	2,424	3,879	(S)	3,983	(S)	3,826	1,639	4,238	1,541
Office equipment and supplies	8,445	5,722	7,436	4,895	6,865	4,104	6,342	(S)	6,051	3,111	5,849	2,415
Sporting Goods	5,199	3,027	4,281	2,349	3,942	1,814	2,664	1,023	2,462	915	2,760	922
Toys, hobby goods, and games	4,465	2,740	3,718	2,097	3,675	1,778	3,360	1,324	3,492	1,324	3,448	1,113
Other merchandise ²	29,030	12,549	24,981	10,627	23,971	8,886	20,998	6,344	19,094	5,139	17,613	3,924
Nonmerchandise receipts ³	10,393	6,803	8,966	5,499	7,495	4,106	7,377	5,173	6,282	3,634	5,211	2,601

(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%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://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 <http://www.census.gov/retail/arts/how_surveys_are_collected.html>.

¹ Estimates include data for businesses with or without paid employees and are grouped according to merchandise categories used in the Annual Retail Trade Survey.

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, Annual Retail Trade Survey