

Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 4541) - Total and E-commerce Sales by Merchandise Line¹: 2007 and 2006

[Estimates are based on data from the 2007 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	
	2007		2006					Total Sales	E-commerce Sales
	Total Sales	E-commerce	Revised Total Sales	Revised E-commerce	Total Sales	E-commerce Sales	2007	2007	2007
Total Electronic Shopping and Mail-Order Houses (NAICS 4541)	199,199	88,915	183,273	75,143	8.7	18.3	44.6	100.0	100.0
Books and magazines	6,861	4,200	5,982	3,290	14.7	28.0	61.0	3.4	4.7
Clothing and clothing accessories (includes footwear)	20,609	13,585	18,451	11,457	11.7	18.6	65.9	10.3	15.3
Computer hardware	23,059	11,097	20,243	9,809	13.9	13.1	48.1	11.6	12.5
Computer software	5,000	2,849	4,084	2,243	22.4	27.0	57.0	2.5	3.2
Drugs, health aids, and beauty aids	54,848	4,806	57,056	4,371	-3.9	10.0	8.8	27.5	5.4
Electronics and appliances	11,318	8,382	10,079	7,218	12.3	16.1	74.1	5.7	9.4
Food, beer, and wine	4,034	2,335	3,548	1,952	13.7	19.6	57.9	2.0	2.6
Furniture and home furnishings	11,913	7,841	10,849	6,912	9.8	13.4	65.8	6.0	8.8
Music and videos	4,025	2,979	3,599	2,424	11.8	23.0	74.0	2.0	3.4
Office equipment and supplies	8,445	5,722	7,436	4,895	13.6	16.9	67.8	4.2	6.4
Sporting goods	5,199	3,027	4,281	2,349	21.4	28.9	58.2	2.6	3.4
Toys, hobby goods, and games	4,465	2,740	3,718	2,097	20.1	30.7	61.4	2.2	3.1
Other merchandise ²	29,030	12,549	24,981	10,627	16.2	18.1	43.2	14.6	14.1
Nonmerchandise receipts ³	10,393	6,803	8,966	5,499	15.9	23.7	65.5	5.2	7.7

Note: Estimates have not been 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/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, 2007 Annual Retail Trade Survey