

Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 4541) - Total and E-commerce Sales by Merchandise Line¹: 2008 and 2007

[Estimates are based on data from the 2008 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	
	2008		2007					Total Sales	E-commerce Sales
	Total Sales	E-commerce	Revised Total Sales	Revised E-commerce	Total Sales	E-commerce Sales	2008	2008	2008
Total Electronic Shopping and Mail-Order Houses (NAICS 4541)	227,084	106,821	222,464	99,978	2.1	6.8	47.0	100.0	100.0
Books and magazines	8,087	5,138	7,495	4,603	7.9	11.6	63.5	3.6	4.8
Clothing and clothing accessories (includes footwear)	24,057	17,058	23,482	15,729	2.4	8.4	70.9	10.6	16.0
Computer hardware	23,127	11,818	25,539	13,041	-9.4	-9.4	51.1	10.2	11.1
Computer software	4,826	2,522	4,432	2,327	8.9	8.4	52.3	2.1	2.4
Drugs, health aids, and beauty aids	65,831	5,510	62,274	5,020	5.7	9.8	8.4	29.0	5.2
Electronics and appliances	16,409	13,018	14,741	11,118	11.3	17.1	79.3	7.2	12.2
Food, beer, and wine	3,882	2,322	4,478	2,626	-13.3	-11.6	59.8	1.7	2.2
Furniture and home furnishings	13,125	9,811	13,318	8,968	-1.4	9.4	74.8	5.8	9.2
Music and videos	5,110	3,972	4,525	3,282	12.9	21.0	77.7	2.3	3.7
Office equipment and supplies	8,111	5,899	8,136	5,473	-0.3	7.8	72.7	3.6	5.5
Sporting goods	6,419	3,991	6,068	3,543	5.8	12.6	62.2	2.8	3.7
Toys, hobby goods, and games	5,921	3,344	5,184	2,863	14.2	16.8	56.5	2.6	3.1
Other merchandise ²	30,486	14,355	31,254	13,848	-2.5	3.7	47.1	13.4	13.4
Nonmerchandise receipts ³	11,693	8,063	11,538	7,537	1.3	7.0	69.0	5.1	7.5

Note: Estimates have not been adjusted for price changes. For additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions see <<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, 2008 Annual Retail Trade Survey