## Table 6A. Measures of Sampling Variability - U.S. Electronic Shopping and Mail-Order Houses (NAICS 4541) - Total and E-commerce Sales by Merchandise Line: 2008 and 2007

[Estimates are based on data from the 2008 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 6]

| Merchandise Lines | Coefficients of Variation for 2008 Total Sales | Coefficients of Variation for 2008 E-commerce | Coefficients of Variation for 2007 Revised Total Sales | Coefficients of Variation for 2007 Revised E-commerce | Standard Error for Estimate of: Y/Y Percent Change Total Sales | Standard Error for Estimate of: Y/Y Percent Change E-commerce Sales | Standard Error for Estimate of: E-commerce as Percent of Total Sales 2008 | Standard Error for Estimate of: Percent Distribution Total Sales 2008 | Standard Error for Estimate of: Percent Distribution E-commerce Sales 2008 |
|---|---|---|---|---|---|---|---|---|---|
| **Total Electronic Shopping and Mail-Order Houses (NAICS 4541)** | **0.4** | **1.0** | **0.0** | **1.0** | **0.4** | **0.6** | **0.5** | **NA** | **NA** |
| Books and magazines | 4.9 | 6.1 | 4.9 | 6.1 | 1.6 | 1.8 | 1.5 | 0.2 | 0.3 |
| Clothing and clothing accessories (includes footwear) | 2.7 | 3.6 | 2.2 | 3.1 | 1.1 | 1.2 | 0.7 | 0.3 | 0.5 |
| Computer hardware | 2.2 | 2.8 | 2.1 | 2.1 | 0.5 | 0.7 | 0.6 | 0.2 | 0.3 |
| Computer software | 13.8 | 14.2 | 8.9 | 8.0 | 3.4 | 4.6 | 0.9 | 0.3 | 0.3 |
| Drugs, health aids, and beauty aids | 1.2 | 7.5 | 1.2 | 6.9 | 0.3 | 2.0 | 0.6 | 0.3 | 0.4 |
| Electronics and appliances | 1.9 | 2.2 | 1.7 | 2.1 | 1.3 | 1.8 | 0.8 | 0.1 | 0.3 |
| Food, beer, and wine | 6.4 | 5.6 | 7.7 | 5.2 | 3.1 | 1.0 | 2.1 | 0.1 | 0.1 |
| Furniture and home furnishings | 3.9 | 4.9 | 4.7 | 6.3 | 1.7 | 1.7 | 1.0 | 0.2 | 0.4 |
| Music and videos | 4.0 | 4.6 | 5.0 | 6.1 | 1.6 | 2.0 | 1.0 | 0.1 | 0.2 |
| Office equipment and supplies | 3.4 | 4.3 | 3.5 | 4.5 | 1.1 | 0.5 | 1.3 | 0.1 | 0.2 |
| Sporting goods | 14.5 | 22.0 | 11.3 | 17.9 | 3.1 | 4.4 | 3.4 | 0.4 | 0.8 |
| Toys, hobby goods, and games | 8.7 | 4.1 | 7.8 | 5.0 | 7.4 | 2.4 | 4.2 | 0.2 | 0.1 |
| Other merchandise[1] | 4.0 | 3.4 | 3.8 | 3.4 | 1.1 | 1.8 | 1.4 | 0.5 | 0.4 |
| Nonmerchandise receipts[2] | 2.4 | 3.1 | 2.2 | 2.5 | 1.6 | 1.4 | 1.2 | 0.1 | 0.2 |

NA Not applicable.

Note: For additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions see <http://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, 2008 Annual Retail Trade Survey**