Table 6/Historical. U.S. Electronic Shopping and Mail-Order Houses (NAICS 45411) - Total and E-commerce Sales by Merchandise Line[1]: 1999-2009

[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											
	2009		2008 Revised		2007 Revised		2006 Revised		2005 Revised		2004 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)	**234,667**	**112,791**	**228,545**	**108,404**	**223,885**	**101,362**	**202,434**	**83,526**	**175,923**	**67,001**	**154,144**	**52,751**
Books and magazines	6,824	5,214	7,059	5,021	6,916	4,667	5,932	3,573	5,451	2,819	5,102	2,277
Clothing and clothing accessories (includes footwear)	26,047	19,507	24,570	17,376	23,673	16,082	20,902	12,915	18,548	9,501	15,777	7,062
Computer hardware	22,088	11,026	23,154	11,777	25,234	12,797	21,915	11,161	21,681	9,996	20,889	8,559
Computer software	5,608	3,092	4,990	2,582	4,625	2,420	3,825	1,852	3,670	1,743	3,134	1,499
Drugs, health aids, and beauty aids	71,329	5,994	66,421	5,704	63,034	5,256	63,997	4,725	50,030	3,923	43,199	3,538
Electronics and appliances	17,684	14,211	16,780	13,236	15,662	10,776	13,272	9,674	10,668	7,902	8,954	(S)
Food, beer, and wine	3,667	2,244	3,846	2,354	4,489	2,682	3,860	2,101	3,269	1,542	2,514	1,006
Furniture and home furnishings	13,158	9,894	13,363	9,876	13,267	9,086	11,954	7,825	10,401	5,528	8,283	3,927
Music and videos	6,396	5,351	5,877	4,742	4,657	3,474	3,840	2,551	3,409	1,803	3,552	1,433
Office equipment and supplies	7,953	5,736	8,466	6,274	8,442	5,883	7,254	4,782	6,381	3,804	(S)	(S)
Sporting Goods	7,030	4,820	6,477	4,044	6,086	3,621	4,802	2,592	4,301	1,978	3,572	1,426
Toys, hobby goods, and games	5,926	3,604	6,022	3,365	5,634	3,081	4,636	2,351	4,656	2,179	4,083	1,715
Other merchandise[2]	29,167	14,096	29,574	13,976	29,984	13,579	25,761	11,101	24,644	9,430	21,484	7,028
Nonmerchandise receipts[3]	11,790	8,002	11,946	8,077	12,182	7,958	10,484	6,323	8,814	4,853	7,972	4,111

(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 Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.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 <www.census.gov/quality/standards/standardf1.html>.

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

Table 6/Historical. U.S. Electronic Shopping and Mail-Order Houses (NAICS 45411) - Total and E-commerce Sales by Merchandise Line[1]: 1999-2009 - Continued

[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									
	2003 Revised		2002 Revised		2001 Revised		2000 Revised		1999 Revised	
	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce
Total Electronic Shopping and Mail-Order Houses (NAICS 45411)	**134,368**	**41,822**	**122,313**	**33,701**	**114,844**	**25,865**	**113,877**	**21,219**	**94,361**	**11,620**
Books and magazines	4,570	1,996	4,351	1,785	4,186	1,641	4,315	1,757	3,437	1,439
Clothing and clothing accessories (includes footwear)	14,567	5,496	14,518	4,534	15,727	3,314	15,423	2,258	13,546	910
Computer hardware	18,829	6,940	19,070	6,315	21,374	5,553	27,319	6,086	23,866	4,166
Computer software	2,962	1,219	3,685	1,255	3,994	1,163	3,710	1,111	2,811	756
Drugs, health aids, and beauty aids	34,687	(S)	27,395	1,836	19,658	1,115	15,541	699	11,567	239
Electronics and appliances	6,949	3,987	5,398	2,644	4,467	1,817	3,616	1,121	2,711	504
Food, beer, and wine	2,167	803	2,009	703	2,033	512	1,959	590	1,430	235
Furniture and home furnishings	7,882	3,223	7,165	2,379	6,614	1,639	6,521	1,004	5,827	350
Music and videos	3,441	1,347	3,873	1,326	4,061	1,194	4,424	1,148	4,254	763
Office equipment and supplies	5,414	2,928	5,267	2,280	5,860	1,818	6,668	1,372	7,290	592
Sporting Goods[4]	3,048	1,150	3,067	1,024	1,902	515	1,793	409	NA	NA
Toys, hobby goods, and games	4,010	1,578	3,747	1,240	3,121	885	3,169	802	2,164	383
Other merchandise[2]	19,250	5,476	17,461	4,024	17,624	2,979	16,240	1,862	14,331	979
Nonmerchandise receipts[3]	6,592	3,096	5,307	2,356	4,223	1,720	3,179	1,000	1,127	304

NA Not Available

(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 <www.census.gov/quality/standards/standardf1.html>.

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.

[4] In 1999, "Sporting Goods" may be included in "Other merchandise" line as it was not collected as a separate merchandise line.

Source: U.S. Census Bureau, Annual Retail Trade Survey