Table 5. U.S. Retail Trade Sales[1] - Total and E-commerce: 2009 and 2008

[Estimates are based on data from the 2009 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive.
Estimated measures of sampling variability for these estimates are provided in Table 5A]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2009		2008						
		Total Sales	E-commerce	Revised Total Sales	Revised E-commerce	Total Sales	E-commerce Sales	2009	2008	2009
	Total Retail Trade	**3,638,471**	**145,214**	**3,952,933**	**142,281**	**-8.0**	**2.1**	**4.0**	**3.6**	**100.0**
441	Motor vehicles and parts dealers	676,801	17,201	788,688	19,337	-14.2	-11.0	2.5	2.5	11.8
442	Furniture and home furnishings stores	86,657	(S)	99,913	(S)	-13.3	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	98,384	1,140	108,869	1,120	-9.6	1.8	1.2	1.0	0.8
444	Building materials and garden equipment and supplies stores	268,206	477	305,085	575	-12.1	-17.0	0.2	0.2	0.3
445	Food and beverage stores	570,581	883	571,245	866	-0.1	2.0	0.2	0.2	0.6
446	Health and personal care stores	253,243	177	246,976	160	2.5	10.6	0.1	0.1	0.1
447	Gasoline stations	388,515	(ZZ)	502,469	(ZZ)	-22.7	(Z)	(Z)	(Z)	(Z)
448	Clothing and clothing accessories stores	204,866	2,965	216,087	2,547	-5.2	16.4	1.4	1.2	2.0
451	Sporting goods, hobby, book, and music stores	81,373	1,865	84,323	1,803	-3.5	3.4	2.3	2.1	1.3
452	General merchandise stores	592,009	220	596,541	165	-0.8	33.3	(Z)	(Z)	0.2
453	Miscellaneous store retailers	105,366	2,360	113,170	2,347	-6.9	0.6	2.2	2.1	1.6
454	Nonstore retailers	312,470	116,543	319,567	112,035	-2.2	4.0	37.3	35.1	80.3
45411	Electronic shopping and mail-order houses	234,667	112,791	228,545	108,404	2.7	4.0	48.1	47.4	77.7

(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%). For a description of publication standards and the total quantity response rate, see <http://www.census.gov/quality/standards/standardf1.html>.

(Z) Estimate is less than 0.05%.

(ZZ) Estimate is less than $500,000.

Note: Retail total and other subsector totals may include data for kinds of business not shown. 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/retail/arts/how_surveys_are_collected.html>.

[1] Estimates include data for businesses with or without paid employees and are subject to revision.

Source: U.S. Census Bureau, 2009 Annual Retail Trade Survey