

Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 4541) - Total and E-commerce Sales by Merchandise Line¹: 2009 and 2008

[Estimates are based on data from the 2009 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	
	2009		2008					Total Sales	E-commerce Sales
	Total Sales	E-commerce	Revised Total Sales	Revised E-commerce	Total Sales	E-commerce Sales	2009	2009	2009
Total Electronic Shopping and Mail-Order Houses (NAICS 4541)	234,667	112,791	228,545	108,404	2.7	4.0	48.1	100.0	100.0
Books and magazines	6,824	5,214	7,059	5,021	-3.3	3.8	76.4	2.9	4.6
Clothing and clothing accessories (includes footwear)	26,047	19,507	24,570	17,376	6.0	12.3	74.9	11.1	17.3
Computer hardware	22,088	11,026	23,154	11,777	-4.6	-6.4	49.9	9.4	9.8
Computer software	5,608	3,092	4,990	2,582	12.4	19.8	55.1	2.4	2.7
Drugs, health aids, and beauty aids	71,329	5,994	66,421	5,704	7.4	5.1	8.4	30.4	5.3
Electronics and appliances	17,684	14,211	16,780	13,236	5.4	7.4	80.4	7.5	12.6
Food, beer, and wine	3,667	2,244	3,846	2,354	-4.7	-4.7	61.2	1.6	2.0
Furniture and home furnishings	13,158	9,894	13,363	9,876	-1.5	0.2	75.2	5.6	8.8
Music and videos	6,396	5,351	5,877	4,742	8.8	12.8	83.7	2.7	4.7
Office equipment and supplies	7,953	5,736	8,466	6,274	-6.1	-8.6	72.1	3.4	5.1
Sporting goods	7,030	4,820	6,477	4,044	8.5	19.2	68.6	3.0	4.3
Toys, hobby goods, and games	5,926	3,604	6,022	3,365	-1.6	7.1	60.8	2.5	3.2
Other merchandise ²	29,167	14,096	29,574	13,976	-1.4	0.9	48.3	12.4	12.5
Nonmerchandise receipts ³	11,790	8,002	11,946	8,077	-1.3	-0.9	67.9	5.0	7.1

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/retail/arts/how_surveys_are_collected.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, 2009 Annual Retail Trade Survey