

Table 6A. Measures of Sampling Variability - U.S. Electronic Shopping and Mail-Order Houses (NAICS 4541) - Total and E-commerce Sales by Merchandise Line: 2009 and 2008

[Estimates are based on data from the 2009 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 6]

Merchandise Lines	Coefficients of Variation for				Standard Error for Estimate of:				
	2009		2008		Y/Y Percent Change		E-commerce as Percent of Total Sales	Percent Distribution	
	Total Sales	E-commerce	Revised Total Sales	Revised E-commerce	Total Sales	E-commerce Sales	2009	2009	2009
	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)	0.7	1.4	0.4	1.1	0.5	0.9	0.5	NA	NA
Books and magazines	6.1	6.7	5.6	6.3	1.0	1.0	1.6	0.2	0.3
Clothing and clothing accessories (includes footwear)	2.5	3.0	2.5	3.4	0.5	0.8	0.5	0.3	0.5
Computer hardware	2.4	3.0	2.2	2.8	0.8	0.7	0.7	0.2	0.3
Computer software	15.2	21.3	11.4	11.3	10.8	15.8	2.7	0.4	0.5
Drugs, health aids, and beauty aids	1.4	6.9	1.2	7.3	0.6	2.4	0.5	0.4	0.4
Electronics and appliances	2.3	2.6	2.0	2.4	1.2	1.4	0.8	0.2	0.3
Food, beer, and wine	5.7	4.9	6.1	5.3	2.1	2.8	2.2	0.1	0.1
Furniture and home furnishings	2.8	3.4	3.4	4.5	2.2	2.5	1.3	0.2	0.3
Music and videos	3.9	4.4	4.5	5.2	1.3	1.6	0.8	0.1	0.2
Office equipment and supplies	4.1	4.3	3.3	4.0	1.3	1.0	1.8	0.1	0.2
Sporting goods	17.7	24.8	14.5	22.2	2.5	2.4	3.3	0.5	1.0
Toys, hobby goods, and games	6.7	3.6	8.9	4.1	2.1	1.6	3.7	0.2	0.1
Other merchandise ¹	3.9	3.6	4.1	3.8	2.2	2.9	1.7	0.5	0.4
Nonmerchandise receipts ²	2.3	2.5	2.5	3.0	0.6	0.6	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/retail/arts/how_surveys_are_collected.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, 2009 Annual Retail Trade Survey