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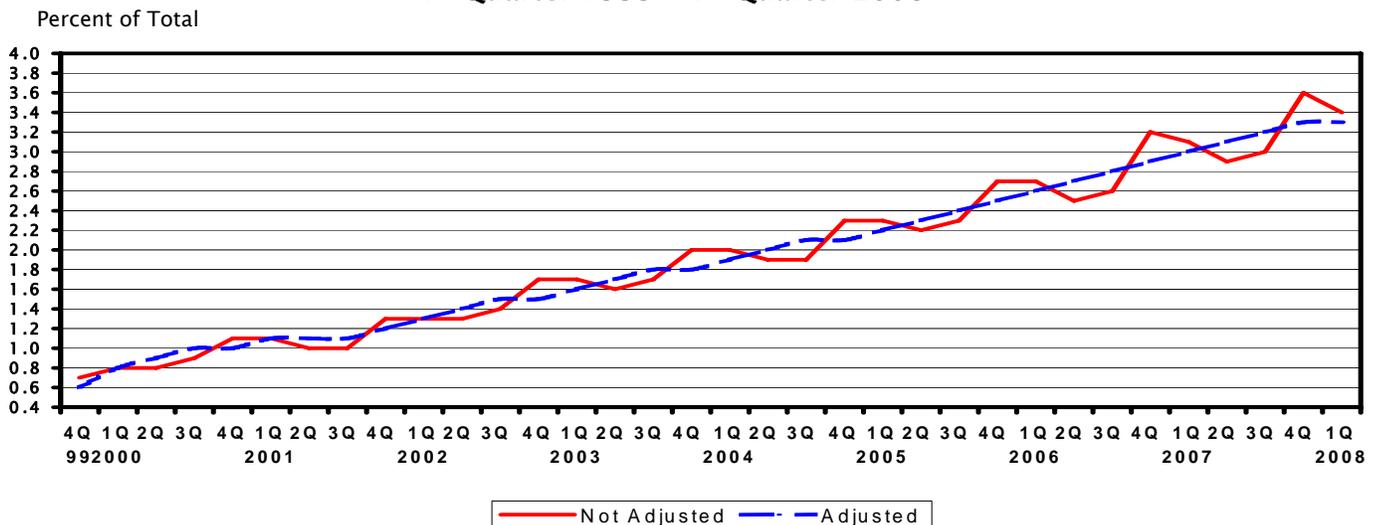
QUARTERLY RETAIL E-COMMERCE SALES 1st QUARTER 2008

Notice of Revision – Quarterly retail e-commerce estimates were revised based on the results of the 2006 Annual Retail Trade Survey. Not adjusted and adjusted estimates were revised for fourth quarter 1999 through fourth quarter 2007.

The Census Bureau of the Department of Commerce announced today that the estimate of U.S. retail e-commerce sales for the first quarter of 2008, adjusted for seasonal variation, but not for price changes, was \$33.8 billion, an increase of 0.8 percent ($\pm 1.0\%$)* from the fourth quarter of 2007. Total retail sales for the first quarter of 2008 were estimated at \$1,024.2 billion, an increase of 0.1 percent ($\pm 0.2\%$)* from the fourth quarter of 2007. The first quarter 2008 e-commerce estimate increased 13.6 percent ($\pm 1.2\%$) from the first quarter of 2007 while total retail sales increased 2.8 percent ($\pm 0.2\%$) in the same period. E-commerce sales in the first quarter of 2008 accounted for 3.3 percent of total sales.

On a not adjusted basis, the estimate of U.S. retail e-commerce sales for the first quarter of 2008 totaled \$32.4 billion, a decrease of 16.9 percent ($\pm 1.0\%$) from the fourth quarter of 2007. The first quarter 2008 e-commerce estimate increased 13.4 percent ($\pm 1.2\%$) from the first quarter of 2007 while total retail sales increased 3.7 percent ($\pm 0.2\%$) in the same period. E-commerce sales in the first quarter of 2008 accounted for 3.4 percent of total sales.

Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales: 4th Quarter 1999 – 1st Quarter 2008



The Quarterly Retail E-commerce sales estimate for the second quarter of 2008 is scheduled for release on August 15, 2008 at 10:00 A.M. EDT.

For information, visit the Census Bureau's Web site at <<http://www.census.gov/mrts/www/ecom.html>>. For additional information about Census Bureau e-business measurement programs and plans visit <<http://www.census.gov/estats>>.

* The 90% confidence interval includes zero. The Census Bureau does not have sufficient statistical evidence to conclude that the actual change is different from zero.

Table 1. Estimated Quarterly U.S. Retail Sales: Total and E-commerce¹
(Estimates are based on data from the Monthly Retail Trade Survey and administrative records.)

Quarter	Retail Sales (millions of dollars)		E-commerce as a Percent of Total	Percent Change From Prior Quarter		Percent Change From Same Quarter A Year Ago	
	Total	E-commerce		Total	E-commerce	Total	E-commerce
Adjusted²							
1st quarter 2008(p)	1,024,224	33,795	3.3	0.1	0.8	2.8	13.6
4th quarter 2007(r)	1,023,501	33,531	3.3	1.0	3.5	4.7	18.4
3rd quarter 2007	1,013,290	32,395	3.2	0.4	2.6	3.7	20.0
2nd quarter 2007	1,009,371	31,586	3.1	1.3	6.1	3.9	22.3
1st quarter 2007(r)	996,673	29,758	3.0	1.9	5.1	3.1	19.0
Not Adjusted							
1st quarter 2008(p)	965,520	32,414	3.4	-9.9	-16.9	3.7	13.4
4th quarter 2007(r)	1,072,153	38,992	3.6	5.9	29.1	4.9	19.0
3rd quarter 2007	1,012,064	30,210	3.0	-1.3	1.1	3.2	19.7
2nd quarter 2007	1,025,517	29,894	2.9	10.2	4.5	3.7	22.3
1st quarter 2007	930,677	28,594	3.1	-8.9	-12.7	3.8	18.5

(p) Preliminary estimate. (r) Revised estimate.

¹ E-commerce sales are sales of goods and services where an order is placed by the buyer or price and terms of sale are negotiated over an Internet, extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Payment may or may not be made online.

² Estimates are adjusted for seasonal variation, but not for price changes. Total sales estimates are also adjusted for trading-day differences and moving holidays.

Note: Table 2 provides estimated measures of sampling variability. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, see www.census.gov/mrts/www/nrely.html.

Table 2. Estimated Measures of Sampling Variability for Quarterly U.S. Retail Sales Estimates: Total and E-commerce

(Estimates are shown as percents and are based on data from the Monthly Retail Trade Survey.)

Quarter	Coefficient of Variation (CV)		Standard Error (SE) for E-commerce as a Percent of Total	SE for Percent Change From Prior Quarter		SE for Percent Change From Same Quarter A Year Ago	
	Total	E-commerce		Total	E-commerce	Total	E-commerce
1st quarter 2008(p)	0.5	1.7	0.1	0.1	0.6	0.1	0.7
4th quarter 2007(r)	0.4	1.8	0.1	0.2	1.1	0.1	1.3
3rd quarter 2007	0.4	1.9	0.1	0.1	0.5	0.3	1.6
2nd quarter 2007	0.4	2.2	0.1	0.2	0.5	0.3	2.8
1st quarter 2007	0.3	2.1	0.1	0.2	0.8	0.4	2.7

(p) Preliminary estimate. (r) Revised estimate. (Z) Estimate is less than 0.05%.

Note: Estimated measures of sampling variability are based on data not adjusted for seasonal variation, trading-day differences, or moving holidays, and are used to make confidence statements about both adjusted and not adjusted estimates. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, see www.census.gov/mrts/www/nrely.html.

Table 3. Estimated Quarterly U.S. Retail Sales (Adjusted¹): Total and E-commerce²
 (Estimates are based on data from the Monthly Retail Trade Survey and administrative records.)

Quarter	Retail Sales (millions of dollars)		E-commerce as a Percent of Total	Percent Change From Prior Quarter		Percent Change From Same Quarter A Year Ago	
	Total	E-commerce		Total	E-commerce	Total	E-commerce
1st quarter 2008(p)	1,024,224	33,795	3.3	0.1	0.8	2.8	13.6
4th quarter 2007(r)	1,023,501	33,531	3.3	1.0	3.5	4.7	18.4
3rd quarter 2007	1,013,290	32,395	3.2	0.4	2.6	3.7	20.0
2nd quarter 2007	1,009,371	31,586	3.1	1.3	6.1	3.9	22.3
1st quarter 2007(r)	996,673	29,758	3.0	1.9	5.1	3.1	19.0
4th quarter 2006	977,869	28,311	2.9	0.1	4.9	4.3	21.8
3rd quarter 2006	976,919	26,989	2.8	0.5	4.5	4.8	19.5
2nd quarter 2006	971,912	25,824	2.7	0.6	3.2	6.0	21.5
1st quarter 2006	966,276	25,012	2.6	3.1	7.6	7.5	24.5
4th quarter 2005	937,149	23,236	2.5	0.5	2.9	5.3	21.7
3rd quarter 2005	932,108	22,580	2.4	1.6	6.2	7.3	25.1
2nd quarter 2005	917,012	21,253	2.3	2.0	5.8	7.1	24.1
1st quarter 2005	898,783	20,083	2.2	1.0	5.2	6.1	22.0
4th quarter 2004	890,268	19,088	2.1	2.5	5.7	7.2	24.3
3rd quarter 2004	868,399	18,052	2.1	1.4	5.4	4.9	23.4
2nd quarter 2004	856,086	17,129	2.0	1.1	4.1	6.3	25.3
1st quarter 2004	847,184	16,462	1.9	2.0	7.2	5.9	29.0
4th quarter 2003	830,826	15,361	1.8	0.3	5.0	4.8	25.2
3rd quarter 2003	828,124	14,631	1.8	2.8	7.1	4.8	26.8
2nd quarter 2003	805,286	13,665	1.7	0.7	7.1	3.3	26.7
1st quarter 2003	799,911	12,764	1.6	0.9	4.0	3.5	27.0
4th quarter 2002	792,471	12,274	1.5	0.3	6.3	0.8	31.2
3rd quarter 2002	789,941	11,543	1.5	1.3	7.0	4.0	39.1
2nd quarter 2002	779,478	10,785	1.4	0.8	7.3	1.8	29.3
1st quarter 2002	773,200	10,050	1.3	-1.6	7.4	2.1	22.4
4th quarter 2001	786,127	9,354	1.2	3.5	12.7	4.4	19.1
3rd quarter 2001	759,291	8,300	1.1	-0.8	-0.5	1.5	12.7
2nd quarter 2001	765,448	8,340	1.1	1.1	1.6	3.2	29.2
1st quarter 2001	756,971	8,209	1.1	0.5	4.5	1.9	41.7
4th quarter 2000	753,134	7,856	1.0	0.7	6.7	3.9	70.8
3rd quarter 2000	748,083	7,362	1.0	0.9	14.1	5.5	NA
2nd quarter 2000	741,410	6,454	0.9	-0.2	11.4	7.0	NA
1st quarter 2000	742,622	5,795	0.8	2.5	26.0	9.3	NA
4th quarter 1999	724,737	4,600	0.6	2.2	NA	9.0	NA

NA Not available. (p) Preliminary. (r) Revised.

¹ Estimates are adjusted for seasonal variation, but not for price changes. Total sales estimates are also adjusted for trading-day differences and moving holidays.

² E-commerce sales are sales of goods and services where an order is placed by the buyer or price and terms of sale are negotiated over an Internet, extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Payment may or may not be made online.

Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, see www.census.gov/mrts/www/nrely.html.

Table 4. Estimated Quarterly U.S. Retail Sales (Not Adjusted): Total and E-commerce¹
 (Estimates are based on data from the Monthly Retail Trade Survey and administrative records.)

Quarter	Retail Sales (millions of dollars)		E-commerce as a Percent of Total	Percent Change From Prior Quarter		Percent Change From Same Quarter A Year Ago	
	Total	E-commerce		Total	E-commerce	Total	E-commerce
1st quarter 2008(p)	965,520	32,414	3.4	-9.9	-16.9	3.7	13.4
4th quarter 2007(r)	1,072,153	38,992	3.6	5.9	29.1	4.9	19.0
3rd quarter 2007	1,012,064	30,210	3.0	-1.3	1.1	3.2	19.7
2nd quarter 2007	1,025,517	29,894	2.9	10.2	4.5	3.7	22.3
1st quarter 2007	930,677	28,594	3.1	-8.9	-12.7	3.8	18.5
4th quarter 2006	1,021,798	32,771	3.2	4.2	29.9	3.8	22.7
3rd quarter 2006	980,553	25,233	2.6	-0.8	3.2	4.5	19.0
2nd quarter 2006	988,830	24,448	2.5	10.3	1.3	6.3	21.8
1st quarter 2006	896,182	24,131	2.7	-9.0	-9.7	7.3	24.3
4th quarter 2005	984,549	26,718	2.7	4.9	26.1	5.1	22.2
3rd quarter 2005	938,131	21,196	2.3	0.8	5.6	7.5	24.6
2nd quarter 2005	930,532	20,075	2.2	11.5	3.4	6.9	24.3
1st quarter 2005	834,847	19,408	2.3	-10.8	-11.2	5.0	22.0
4th quarter 2004	936,446	21,867	2.3	7.3	28.6	7.1	23.9
3rd quarter 2004	872,340	17,009	1.9	0.2	5.3	5.0	23.5
2nd quarter 2004	870,834	16,151	1.9	9.6	1.5	6.3	25.4
1st quarter 2004	794,720	15,911	2.0	-9.1	-9.9	7.2	29.2
4th quarter 2003	874,493	17,653	2.0	5.3	28.2	4.9	24.2
3rd quarter 2003	830,692	13,769	1.7	1.4	6.9	4.8	27.3
2nd quarter 2003	819,232	12,880	1.6	10.5	4.6	3.6	27.0
1st quarter 2003	741,060	12,313	1.7	-11.1	-13.4	3.3	27.2
4th quarter 2002	833,877	14,213	1.7	5.2	31.5	0.7	31.2
3rd quarter 2002	792,657	10,812	1.4	0.3	6.6	4.8	39.0
2nd quarter 2002	790,486	10,138	1.3	10.2	4.7	1.5	29.2
1st quarter 2002	717,302	9,679	1.3	-13.4	-10.6	1.8	22.5
4th quarter 2001	827,829	10,829	1.3	9.5	39.2	4.4	19.0
3rd quarter 2001	756,128	7,777	1.0	-2.9	-0.9	1.2	12.4
2nd quarter 2001	779,011	7,845	1.0	10.5	-0.7	3.4	29.1
1st quarter 2001	704,757	7,902	1.1	-11.1	-13.2	1.3	41.8
4th quarter 2000	792,622	9,102	1.1	6.1	31.6	3.1	72.6
3rd quarter 2000	746,875	6,918	0.9	-0.8	13.8	5.3	NA
2nd quarter 2000	753,211	6,079	0.8	8.2	9.1	7.2	NA
1st quarter 2000	696,048	5,574	0.8	-9.5	5.7	10.9	NA
4th quarter 1999	768,726	5,272	0.7	8.3	NA	8.8	NA

NA Not available. (p) Preliminary. (r) Revised.

¹E-commerce sales are sales of goods and services where an order is placed by the buyer or price and terms of sale are negotiated over an Internet, extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Payment may or may not be made online.

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Survey Description

Retail e-commerce sales are estimated from the same sample used for the Monthly Retail Trade Survey (MRTS) to estimate preliminary and final U.S. retail sales. Advance U.S. retail sales are estimated from a subsample of the MRTS sample that is not of adequate size to measure changes in retail e-commerce sales.

A stratified simple random sampling method is used to select approximately 12,500 retail firms whose sales are then weighted and benchmarked to represent the complete universe of over two million retail firms. The MRTS sample is probability based and represents all employer firms engaged in retail activities as defined by the North American Industry Classification System (NAICS). Coverage includes all retailers whether or not they are engaged in e-commerce. Online travel services, financial brokers and dealers, and ticket sales agencies are **not** classified as retail and are **not** included in either the total retail or retail e-commerce sales estimates. Nonemployers are represented in the estimates through benchmarking to prior annual survey estimates that include nonemployer sales based on administrative records. E-commerce sales are included in the total monthly sales estimates.

The MRTS sample is updated on an ongoing basis to account for new retail employer businesses (including those selling via the Internet), business deaths, and other changes to the retail business universe. Firms are asked each month to report e-commerce sales separately. For each month of the quarter, data for nonresponding sampling units are imputed from responding sampling units falling within the same kind of business and sales size category. Responding firms account for approximately 85 percent of the e-commerce sales estimate and about 80 percent of the estimate of U.S. retail sales for any quarter.

For each month of the quarter, estimates are obtained by summing weighted sales (either reported or imputed). The monthly estimates are benchmarked to prior annual survey estimates. Estimates for the quarter are obtained by summing the monthly benchmarked estimates. The estimate for the most recent quarter is a preliminary estimate. Therefore, the estimate is subject to revision. Data users who create their own estimates using data from this report should cite the Census Bureau as the source of the input data only.

Adjusted Estimates

This report publishes estimates that have been adjusted for seasonal variation and holiday and trading-day differences, but not for price changes. We used quarterly e-commerce sales estimates for 4th quarter 1999 to the current quarter as input to the X-12 ARIMA program to derive the adjusted estimates. For sales, we derived quarterly adjusted estimates by summing adjusted monthly sales estimates for each respective quarter. Seasonal adjustment of estimates is an approximation based on current and past experiences. Additional information on the X-12 ARIMA program may be found at <http://www.census.gov/srd/www/x12a/>.

Reliability of Estimates

Because the estimates in this report are based on a sample survey, they contain sampling error and nonsampling error.

Sampling error is the difference between the estimate and the result that would be obtained from a complete enumeration of the population conducted under the same survey conditions. This error occurs because only a subset of the entire population is measured in a sample survey. Standard errors and coefficients of variation, as given in Table 2 of this report, are estimated measures of sampling variation.

The margin of error, as used on page 1, gives a range about the estimate which is a 90 percent confidence interval. If, for example, the estimated percent change is -11.4% and its estimated standard error is 1.2%, then the margin of error is $\pm 1.645 \times 1.2\%$ or 2.0%, and the 90 percent confidence interval is -13.4% to -9.4%. Confidence intervals are computed based on the particular sample selected and canvassed. If one repeats the process of drawing all possible samples and forming all corresponding confidence intervals, approximately 90 percent of these individual confidence intervals would contain the estimate computed from a complete enumeration of all units on the sampling frame. If the confidence interval contains 0%, then one does not have sufficient evidence to conclude at the 90 percent confidence level that the change is different from zero.

Nonsampling error encompasses all other factors that contribute to the total error of a sample survey estimate. This type of error can occur because of nonresponse, insufficient coverage of the universe of retail businesses with e-commerce sales, mistakes in the recording and coding of data, and other errors of collection, response, coverage, or processing. Although not directly measured, precautionary steps are taken to minimize the effects of nonsampling error.

The U.S. Census Bureau, pre-eminent collector and disseminator of timely, relevant, and quality data about the people and the economy of the United States, conducts a population and housing census every 10 years, an economic census every five years, and more than 100 demographic and economic surveys every year, all of them evolving from the first census in 1790.