

Table 1014. **Electronic Shopping and Mail-Order Houses—Total and E-Commerce Sales by Merchandise Line: 2005 and 2006**

[164,345 represents \$164,345,000,000. Represents NAICS code 454110, which comprises establishments primarily engaged in retailing all types of merchandise using nonstore means, such as catalogs, toll-free telephone numbers, or electronic media, such as interactive television or computer. Covers businesses with and without paid employees. Based on the Annual Retail Survey; see Appendix III]

Merchandise line	Value of sales, total, 2005 (mil. dol.)	2006				
		Value of sales (mil. dol.)		E-commerce as percent of total sales	Percent distribution	
		Total	E-commerce		Total	E-commerce
Total	164,345	190,865	75,230	39.4	100.0	100.0
Books and magazines	5,729	6,306	(S)	(S)	3.3	(S)
Clothing and clothing accessories (includes footwear)	17,109	19,290	11,752	60.9	10.1	15.6
Computer hardware	19,998	20,664	8,915	43.1	10.8	11.9
Computer software	3,931	4,265	2,218	52.0	2.2	2.9
Drugs, health aids, beauty aids	45,734	59,641	4,238	7.1	31.2	5.6
Electronics and appliances	8,749	10,074	6,987	69.4	5.3	9.3
Food, beer, and wine	2,944	3,448	1,729	50.1	1.8	2.3
Furniture and home furnishings	9,838	11,407	7,028	61.6	6.0	9.3
Music and videos	3,824	4,436	3,141	70.8	2.3	4.2
Office equipment and supplies	6,858	7,860	4,869	61.9	4.1	6.5
Sporting goods	3,872	4,201	2,422	57.7	2.2	3.2
Toys, hobby goods, and games	3,724	3,697	1,891	51.1	1.9	2.5
Other merchandise ¹	24,451	26,476	11,123	42.0	13.9	14.8
Nonmerchandise receipts ²	7,584	9,100	5,392	59.3	4.8	7.2

S Figure does not meet publication standards. ¹ Includes other merchandise such as jewelry, collectibles, souvenirs, auto parts and accessories, hardware, and lawn and garden equipment and supplies. ² Includes nonmerchandise receipts such as auction commissions, shipping and handling, customer training, customer support, and advertising.

Source: U.S. Census Bureau, "E-Stats, 2006 E-commerce Multi-sector Report"; published 16 May 2008. See <<http://www.census.gov/eos/www/ebusiness614.htm>>.