

Table 5. U.S. Retail Trade Sales¹ - Total and E-commerce: 2002 and 2001

[Estimates are based on data from the 2002 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
		2002		2001		Total Sales	E-commerce Sales	2002	2001	2002
		Total	E-commerce	Revised Total	Revised E-commerce					
	Total Retail Trade	3,230,122	44,287	3,156,754	34,263	2.3	29.3	1.4	1.1	100.0
441	Motor vehicles and parts dealers	846,248	7,231	841,141	5,336	0.6	35.5	0.9	0.6	16.3
442	Furniture and home furnishings stores	93,689	(S)	91,442	(S)	2.5	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	89,930	778	85,174	643	5.6	21.0	0.9	0.8	1.8
444	Building materials and garden equipment and supplies stores	299,893	603	287,233	527	4.4	14.4	0.2	0.2	1.4
445	Food and beverage stores	489,445	(S)	481,388	(S)	1.7	(S)	(S)	(S)	(S)
446	Health and personal care stores	181,111	(S)	168,050	(S)	7.8	(S)	(S)	(S)	(S)
447	Gasoline stations	244,796	(Z)	246,993	(Z)	-0.9	(Z)	(Z)	(Z)	(Z)
448	Clothing and clothing accessories stores	171,759	487	167,313	288	2.7	69.1	0.3	0.2	1.1
451	Sporting goods, hobby, book, and music stores	80,222	662	79,818	506	0.5	30.8	0.8	0.6	1.5
452	General merchandise stores	451,365	(S)	430,095	(S)	4.9	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	104,400	684	105,097	516	-0.7	32.6	0.7	0.5	1.5
454	Nonstore retailers	177,264	33,117	173,010	25,897	2.5	27.9	18.7	15.0	74.8
454110	Electronic shopping and mail-order houses	114,480	32,191	109,158	25,145	4.9	28.0	28.1	23.0	72.7

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

(Z) Sales estimate is less than \$500,000 or percent estimate is less than 0.05%.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.

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

Source: U.S. Census Bureau, 2002 Annual Retail Trade Survey

Table 5A. Measures of Sampling Variability - U.S. Retail Trade Sales - Total and E-commerce: 2002 and 2001

[Estimates are based on data from the 2002 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 5.]

NAICS Code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2002		2001		Y/Y Percent Change	E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales	
		Total	E-commerce	Revised Total	Revised E-commerce		2002	2001	2002	
		Total Sales	E-commerce Sales	Total Sales	E-commerce Sales	2002	2001	2002		
	Total Retail Trade	0.5	3.3	0.4	2.9	0.2	1.5	(Z)	(Z)	NA
441	Motor vehicles and parts dealers	1.0	5.1	1.0	5.5	0.7	5.7	(Z)	(Z)	0.6
442	Furniture and home furnishings stores	1.4	(S)	1.4	(S)	0.7	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	0.9	21.5	0.8	15.3	0.5	7.0	0.2	0.1	0.4
444	Building materials and garden equipment and supplies stores	1.6	7.5	1.4	7.3	0.6	8.3	(Z)	(Z)	0.1
445	Food and beverage stores	0.6	(S)	0.6	(S)	0.3	(S)	(S)	(S)	(S)
446	Health and personal care stores	2.1	(S)	1.3	(S)	1.0	(S)	(S)	(S)	(S)
447	Gasoline stations	3.2	(Z)	2.1	(Z)	1.1	(Z)	(Z)	(Z)	(Z)
448	Clothing and clothing accessories stores	0.8	14.5	0.6	10.8	0.4	15.5	(Z)	(Z)	0.1
451	Sporting goods, hobby, book, and music stores	1.1	12.2	1.0	16.4	0.4	20.5	0.1	0.1	0.2
452	General merchandise stores	0.2	(S)	0.2	(S)	0.1	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	1.8	20.8	1.5	18.7	0.7	34.6	0.1	0.1	0.3
454	Nonstore retailers	2.4	4.0	1.9	3.3	0.7	1.4	0.3	0.2	1.0
454110	Electronic shopping and mail-order houses	3.4	3.9	2.4	3.2	0.9	1.4	0.3	0.3	1.0

NA Not applicable

(S) Corresponding estimate in Table 5 does not meet publication standards because of high sampling variability or poor response quality.

(Z) Estimate is less than 0.05%.

Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.

Source: U.S. Census Bureau, 2002 Annual Retail Trade Survey