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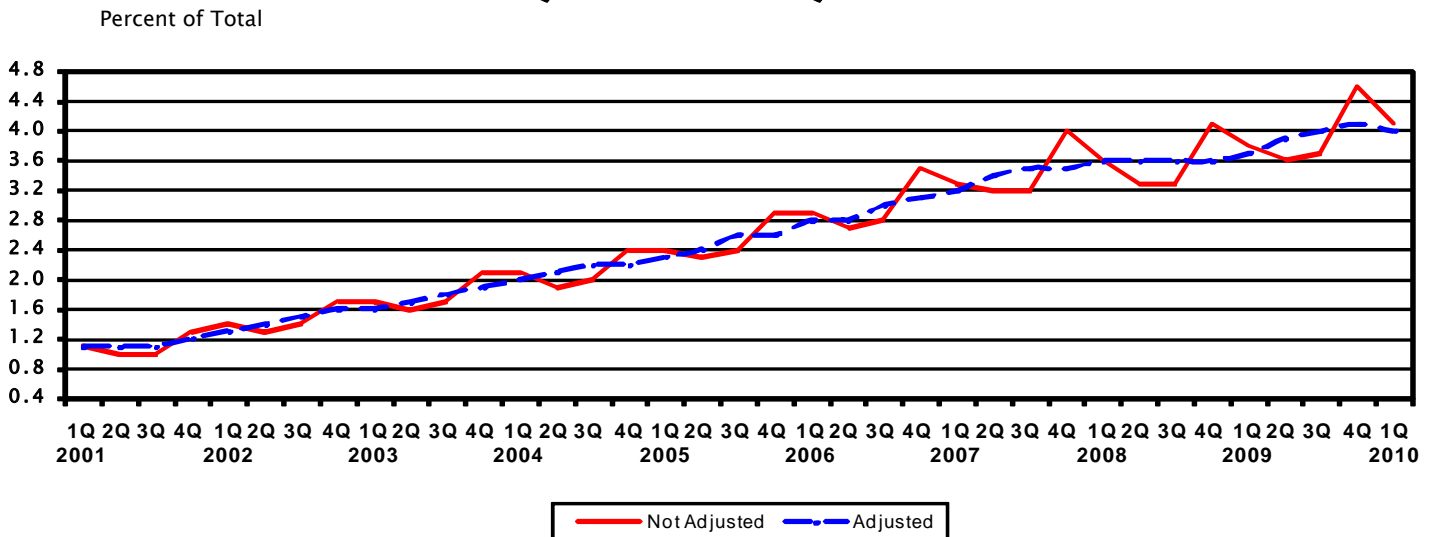
QUARTERLY RETAIL E-COMMERCE SALES 1st QUARTER 2010

Notice of Revision: Quarterly retail e-commerce estimates were revised based on the results of the 2008 Annual Retail Trade Survey. Not adjusted and adjusted estimates were revised for fourth quarter 1999 through fourth quarter 2009.

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 2010, adjusted for seasonal variation, but not for price changes, was \$38.7 billion, an increase of 1.5 percent ($\pm 1.2\%$) from the fourth quarter of 2009. Total retail sales for the first quarter of 2010 were estimated at \$960.0 billion, an increase of 2.0 percent ($\pm 0.4\%$) from the fourth quarter of 2009. The first quarter 2010 e-commerce estimate increased 14.3 percent ($\pm 3.3\%$) from the first quarter of 2009 while total retail sales increased 6.3 percent ($\pm 0.4\%$) in the same period. E-commerce sales in the first quarter of 2010 accounted for 4.0 percent of total sales.

On a not adjusted basis, the estimate of U.S. retail e-commerce sales for the first quarter of 2010 totaled \$36.6 billion, a decrease of 18.9 percent ($\pm 1.2\%$) from the fourth quarter of 2009. The first quarter 2010 e-commerce estimate increased 14.0 percent ($\pm 3.3\%$) from the first quarter of 2009 while total retail sales increased 6.8 percent ($\pm 0.4\%$) in the same period. E-commerce sales in the first quarter of 2010 accounted for 4.1 percent of total sales.

Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales: 1st Quarter 2001 – 1st Quarter 2010



The Quarterly Retail E-Commerce sales estimate for the second quarter of 2010 is scheduled for release on August 17, 2010 at 10:00 A.M. EDT.

For information, including estimates from 4th quarter 1999 forward, visit the Census Bureau's Web site at <http://www.census.gov/retail>. 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
Adjusted							
1st quarter 2010(p)	960,474	38,707	4.0	2.0	1.5	6.3	14.3
4th quarter 2009(r)	941,355	38,141	4.1	2.0	4.2	2.1	14.6
3rd quarter 2009	922,763	36,587	4.0	2.1	5.1	-7.8	1.7
2nd quarter 2009	904,045	34,827	3.9	0.0	2.8	-11.1	-4.8
1st quarter 2009(r)	903,718	33,865	3.7	-2.0	1.7	-10.7	-6.6
Not Adjusted							
1st quarter 2010(p)	897,004	36,638	4.1	-9.0	-18.9	6.8	14.0
4th quarter 2009(r)	985,649	45,199	4.6	6.4	32.8	2.0	15.0
3rd quarter 2009	926,265	34,031	3.7	0.7	3.9	-8.0	1.6
2nd quarter 2009	919,646	32,769	3.6	9.5	2.0	-11.0	-5.2
1st quarter 2009	839,625	32,125	3.8	-13.1	-18.3	-11.9	-7.0

(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 2010(p)	0.6	2.1	0.1	0.2	0.7	0.2	1.9
4th quarter 2009(r)	0.5	1.9	0.1	0.2	1.5	0.1	1.2
3rd quarter 2009	0.6	1.7	0.1	0.1	0.7	0.2	1.1
2nd quarter 2009	0.6	1.7	0.1	0.2	0.7	0.2	1.2
1st quarter 2009	0.6	2.1	0.1	0.2	0.6	0.2	1.4

(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 2010(p)	960,474	38,707	4.0	2.0	1.5	6.3	14.3
4th quarter 2009(r)	941,355	38,141	4.1	2.0	4.2	2.1	14.6
3rd quarter 2009	922,763	36,587	4.0	2.1	5.1	-7.8	1.7
2nd quarter 2009	904,045	34,827	3.9	0.0	2.8	-11.1	-4.8
1st quarter 2009(r)	903,718	33,865	3.7	-2.0	1.7	-10.7	-6.6
4th quarter 2008	921,757	33,296	3.6	-7.9	-7.4	-9.5	-7.7
3rd quarter 2008	1,000,993	35,962	3.6	-1.5	-1.7	0.0	3.4
2nd quarter 2008	1,016,636	36,581	3.6	0.4	0.9	2.0	8.2
1st quarter 2008	1,012,479	36,261	3.6	-0.6	0.5	2.2	13.0
4th quarter 2007	1,018,835	36,086	3.5	1.7	3.7	4.3	18.4
3rd quarter 2007	1,001,465	34,789	3.5	0.5	2.9	2.9	19.7
2nd quarter 2007	996,949	33,811	3.4	0.7	5.4	2.8	22.4
1st quarter 2007	990,332	32,082	3.2	1.3	5.2	2.3	19.9
4th quarter 2006	977,222	30,488	3.1	0.4	4.9	4.0	23.8
3rd quarter 2006	973,348	29,069	3.0	0.4	5.2	4.1	21.3
2nd quarter 2006	969,625	27,632	2.8	0.2	3.3	5.5	23.1
1st quarter 2006	967,796	26,747	2.8	3.0	8.6	7.4	26.6
4th quarter 2005	939,992	24,630	2.6	0.6	2.8	5.4	24.0
3rd quarter 2005	934,572	23,957	2.6	1.7	6.8	7.5	27.7
2nd quarter 2005	919,040	22,440	2.4	2.0	6.2	7.2	26.7
1st quarter 2005	901,207	21,133	2.3	1.0	6.4	6.2	24.6
4th quarter 2004	891,978	19,863	2.2	2.6	5.9	7.2	26.1
3rd quarter 2004	869,650	18,759	2.2	1.4	5.9	4.9	25.2
2nd quarter 2004	857,315	17,713	2.1	1.1	4.4	6.3	27.0
1st quarter 2004	848,400	16,959	2.0	2.0	7.7	6.0	30.9
4th quarter 2003	831,702	15,753	1.9	0.4	5.1	5.0	27.2
3rd quarter 2003	828,704	14,982	1.8	2.8	7.4	4.9	29.1
2nd quarter 2003	806,170	13,945	1.7	0.8	7.7	3.4	28.5
1st quarter 2003	800,094	12,953	1.6	1.0	4.6	3.5	28.5
4th quarter 2002	792,329	12,383	1.6	0.3	6.7	0.7	31.5
3rd quarter 2002	789,846	11,603	1.5	1.3	6.9	4.1	39.1
2nd quarter 2002	779,570	10,850	1.4	0.8	7.6	1.9	29.1
1st quarter 2002	773,393	10,084	1.3	-1.7	7.1	2.2	22.2
4th quarter 2001	786,756	9,415	1.2	3.6	12.9	4.5	19.8
3rd quarter 2001	759,054	8,340	1.1	-0.8	-0.8	1.5	13.0
2nd quarter 2001	764,893	8,405	1.1	1.0	1.9	3.1	29.3
1st quarter 2001	757,051	8,251	1.1	0.5	5.0	2.0	41.7

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 2010(p)	897,004	36,638	4.1	-9.0	-18.9	6.8	14.0
4th quarter 2009(r)	985,649	45,199	4.6	6.4	32.8	2.0	15.0
3rd quarter 2009	926,265	34,031	3.7	0.7	3.9	-8.0	1.6
2nd quarter 2009	919,646	32,769	3.6	9.5	2.0	-11.0	-5.2
1st quarter 2009	839,625	32,125	3.8	-13.1	-18.3	-11.9	-7.0
4th quarter 2008	966,329	39,301	4.1	-4.0	17.4	-9.1	-6.7
3rd quarter 2008	1,006,551	33,479	3.3	-2.6	-3.1	0.4	3.2
2nd quarter 2008	1,032,919	34,567	3.3	8.3	0.1	1.7	7.9
1st quarter 2008	953,358	34,543	3.6	-10.3	-18.0	3.2	12.4
4th quarter 2007	1,062,803	42,112	4.0	6.0	29.8	4.3	19.1
3rd quarter 2007	1,002,312	32,446	3.2	-1.4	1.3	2.5	19.5
2nd quarter 2007	1,016,136	32,043	3.2	10.0	4.2	2.9	22.4
1st quarter 2007	923,997	30,743	3.3	-9.3	-13.0	3.0	19.4
4th quarter 2006	1,018,775	35,351	3.5	4.1	30.2	3.2	24.5
3rd quarter 2006	978,211	27,158	2.8	-0.9	3.7	4.0	20.9
2nd quarter 2006	987,406	26,187	2.7	10.1	1.7	5.9	23.4
1st quarter 2006	897,180	25,749	2.9	-9.1	-9.3	7.2	26.2
4th quarter 2005	987,085	28,386	2.9	4.9	26.3	5.2	24.5
3rd quarter 2005	940,880	22,469	2.4	0.9	5.9	7.7	27.3
2nd quarter 2005	932,713	21,218	2.3	11.4	4.0	7.0	27.0
1st quarter 2005	836,952	20,402	2.4	-10.8	-10.5	5.2	24.4
4th quarter 2004	938,213	22,798	2.4	7.4	29.2	7.2	25.9
3rd quarter 2004	873,695	17,650	2.0	0.2	5.6	5.1	25.2
2nd quarter 2004	871,970	16,711	1.9	9.6	1.9	6.3	27.2
1st quarter 2004	795,916	16,399	2.1	-9.1	-9.5	7.4	31.1
4th quarter 2003	875,437	18,115	2.1	5.3	28.5	5.0	26.5
3rd quarter 2003	831,222	14,098	1.7	1.4	7.3	4.9	29.6
2nd quarter 2003	819,940	13,142	1.6	10.6	5.1	3.7	28.9
1st quarter 2003	741,233	12,506	1.7	-11.1	-12.7	3.3	28.6
4th quarter 2002	833,877	14,322	1.7	5.2	31.6	0.7	31.5
3rd quarter 2002	792,657	10,882	1.4	0.3	6.8	4.8	39.1
2nd quarter 2002	790,486	10,192	1.3	10.2	4.8	1.5	29.2
1st quarter 2002	717,302	9,721	1.4	-13.4	-10.8	1.8	22.4
4th quarter 2001	827,829	10,894	1.3	9.5	39.3	4.4	19.4
3rd quarter 2001	756,128	7,823	1.0	-2.9	-0.8	1.2	12.8
2nd quarter 2001	779,011	7,890	1.0	10.5	-0.7	3.4	29.3
1st quarter 2001	704,757	7,943	1.1	-11.1	-13.0	1.3	42.1

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.

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

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 81 percent of the e-commerce sales estimate and about 76 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 $\pm 1.753 \times 1.2\%$ or 2.1%, and the 90 percent confidence interval is -13.5% to -9.3%. 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.