



## E-commerce 2004

- In 2004, e-commerce grew faster than total economic activity in three of the four major economic sectors covered by the *E-Stats* report. However, changes over time in the e-commerce share of each sector's overall shipments, sales, or revenues, have been gradual.
- In 2004, as in prior years, Manufacturers and Merchant Wholesalers relied far more heavily on e-commerce than Retailers or Selected Service businesses, but Retailers increased their use of e-commerce at the fastest pace.
- In 2004, as in prior years, business-to-business (B-to-B) activity—by definition here, transactions by Manufacturers and Merchant Wholesalers—accounted for most e-commerce (93 percent).
- Evidence from Merchant Wholesalers indicates that B-to-B e-commerce relies overwhelmingly on proprietary Electronic Data Interchange (EDI) systems. In 2004, as in prior years, EDI also accounted for most of the growth in B-to-B e-commerce.

### Note to reader

E-commerce data are collected in four separate Census Bureau surveys. These surveys use different measures of economic activity—value of shipments for manufacturing, sales for wholesale and retail trade, and revenues for service industries. Consequently, measures of total economic and e-commerce activity in this report should be interpreted with caution.

The Census Bureau's e-commerce measures include the value of goods and services sold online whether over open networks such as the Internet, or proprietary networks running systems such as Electronic Data Interchange (EDI).

This report covers 2002 North American Industry Classification System (NAICS) industries that accounted for approximately 74 percent of the U.S. economic activity measured in the 2002 Economic Census. The report does not cover agriculture, mining, utilities, construction, agents, brokers, and electronic markets in wholesale trade, and approximately one third of service-related industries.

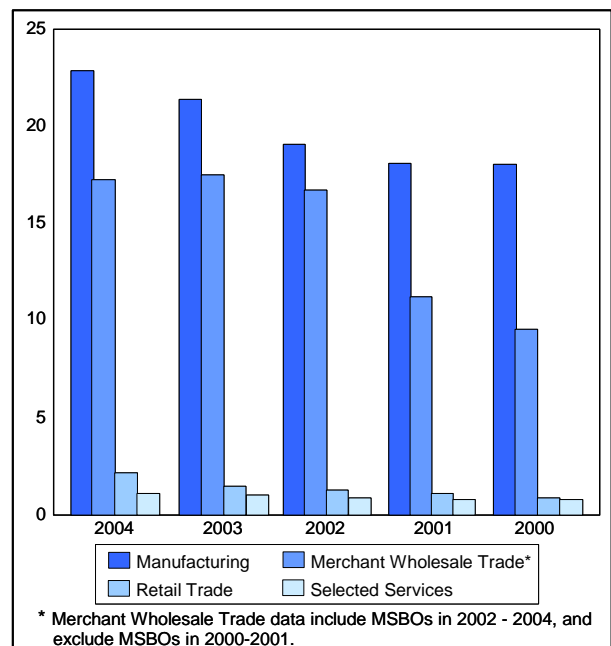
(continued on page 2)

## Sector Highlights

This edition of *E-Stats* estimates e-commerce activity in key sectors of the U.S. economy for 2004, revises previously released 2003 estimates, and places these estimates in historical context. Underlying data are collected in four separate surveys from approximately 127,000 manufacturing, wholesale, service, and retail businesses. The data show that in 2004:

- Manufacturers led all industry sectors, with e-commerce accounting for 23.4 percent (\$996 billion) of total shipments—up substantially for the third straight year.
- Merchant Wholesalers, including Manufacturers Sales Branches and Offices (MSBOs), ranked second, with e-commerce accounting for 17.2 percent (\$825 billion) of total sales—down slightly from 2003. In contrast to other sectors, e-commerce sales of Merchant Wholesalers grew more slowly than total sales.

**E-commerce as Percent of Total Value: 2000 - 2004**



## U.S. Shipments, Sales, Revenues and E-commerce: 2004 and 2003

[Shipments, sales and revenues are in billions of dollars.]

Description	Value of Shipments, Sales, or Revenue				Year to Year Percent Change		% Distribution of E-commerce	
	2004		2003		Total	E-commerce	2004	2003
	Total	E-commerce	Total	E-commerce				
<b>Total *</b>	<b>18,010</b>	<b>1,951</b>	<b>16,740</b>	<b>1,706</b>	<b>7.6</b>	<b>14.4</b>	<b>100.0</b>	<b>100.0</b>
<b>B-to-B*</b>	<b>9,059</b>	<b>1,821</b>	<b>8,360</b>	<b>1,599</b>	<b>8.4</b>	<b>13.9</b>	<b>93.3</b>	<b>93.7</b>
Manufacturing	4,259	996	4,015	843	6.1	18.2	51.0	49.4
Merchant Wholesale	4,800	825	4,345	756	10.5	9.1	42.3	44.3
Excluding MSBOs <sup>1</sup>	3,297	452	2,962	410	11.3	10.2	23.2	24.0
MSBOs	1,503	373	1,383	346	8.7	7.9	19.1	20.3
<b>B-to-C*</b>	<b>8,951</b>	<b>130</b>	<b>8,380</b>	<b>107</b>	<b>6.8</b>	<b>21.5</b>	<b>6.7</b>	<b>6.3</b>
Retail	3,477	71	3,266	57	6.5	25.2	3.6	3.3
Selected Services	5,474	59	5,114	51	7.0	15.1	3.0	3.0

\* We estimate business-to-business (B-to-B) and business-to-consumer (B-to-C) e-commerce by making several simplifying assumptions: manufacturing and wholesale e-commerce is entirely B-to-B, and retail and service e-commerce is entirely B-to-C. We also ignore definitional differences among shipments, sales, and revenues. The resulting B-to-B and B-to-C estimates, while not directly measured, show that almost all the dollar volume of e-commerce activity involves transactions between businesses. See the "Note to reader" for cautions relating to the interpretation of the "Total" shown here.

<sup>1</sup>Manufacturers' Sales Branches and Offices

- Retailers' e-commerce sales increased by 25.2 percent—faster than the related measure in any other major sector. As a share of total retail sales, however, e-commerce sales remained modest—2.0 percent (\$71 billion), up from 1.7 percent (\$57 billion) 2003.
- E-commerce sales for Selected Service Industries, a special group of service industries created for the E-Stats report, increased by 15.1 percent. E-commerce accounted for 1.1 percent (\$59 billion) of these industries' total revenues—up from 1.0 percent (\$51 billion) in 2003.

### Note to reader

The tables in this report have been modified since last year. There are two new tables - 1) Appendix Table 2.0 shows data for Merchant Wholesalers including Manufacturers Sales Branches and Offices (MSBOs); and 2) summary Appendix Table 7 shows data for the four major economic sectors covered in this report. Also, last year's Tables 2 and 7 have been renumbered to Appendix Tables 2.1 and 2.2, respectively. Sampling variability measures for Appendix Tables 1-6 are presented in Appendix Tables 1A-6A. Sampling variability measures for summary Appendix Table 7 are presented in respective sector Appendix Tables 1A, 2.0A, 2.1A, 2.2A, 4A, and 5A.

This edition of *E-Stats* revises 2003 data released in May 2005. See **Explanatory Notes** for information on report coverage, methods, data reliability, and prior revisions. All reported changes between 2003 and 2004 reflect revised data for 2003.

The Census Bureau thanks all the businesses that participated in the surveys underlying this *E-Stats* report. Their cooperation and continued participation is vital to the future success of the programs that provide the business community and policymakers with relevant and accurate economic statistics.

Sector data for 2004 and 2003 are the focus of the following section and are included in Appendix Tables 1-6. Appendix Table 7 summarizes total and e-commerce business activity in the four major sectors from 2000 to 2004.

## Sector Analyses

### • Manufacturing

E-commerce accounted for \$996 billion of manufacturing shipments in 2004, up from a revised \$843 billion in 2003—an annual increase of 18.2 percent (Appendix Table 1). E-shipments were 23.4 percent of all manufacturing shipments in 2004—up from 21.0 percent in 2003. From 2000 to 2004, manufacturing e-shipments increased at an average annual growth rate of 7.5 percent, compared with 0.4 percent for total shipments (Appendix Table 7).

Across the sector, e-shippments were pervasive, accounting for at least 10 percent of total shipments in 19 of the 21 manufacturing industry groups. In 2004, as in prior years, e-shippments as a share of total shipments were largest in the Transportation Equipment group (52.2 percent). Beverage and Tobacco (47.2 percent), and Apparel (26.1 percent) ranked second and third respectively.

In value terms, however, manufacturing e-shippments were concentrated. Six manufacturing industry groups accounted for more than 70 percent of the sector's 2004 e-shippments: Transportation Equipment, with about 35 percent of all e-shippments (\$346 billion); Chemicals with 10 percent (\$103 billion); Petroleum and Coal Products at 8 percent (\$78 billion); Computer and Electronic Products at 8 percent (\$76 billion); Food Products at 6 percent (\$64 billion); and Beverage and Tobacco at 5 percent (\$53 billion). In 2004, these six industries accounted for 58 percent of total manufacturing shipments.

From 2003 to 2004, growth in e-shippments exceeded 30 percent in six manufacturing industry groups: Primary Metals (166 percent), Printing (86 percent), Petroleum and Coal Products (50 percent), Machinery (50 percent), Fabricated Metal Products (43 percent), and Wood Products (39 percent). Of these, only Petroleum and Coal was among the largest e-shippers. Two other large e-shippers, Chemical Manufacturing, and Computer and Electronic Products increased their e-shippments at a slower but still vigorous pace—21 and 13 percent respectively.

Information included in this section, Appendix Table 1, and the table on page 2 of this report was collected in the 2004 Annual Survey of Manufacturers, a survey of more than 50,000 plants in the United States.

### • Merchant Wholesale Trade

U.S. merchant wholesalers including MSBOs reported total e-commerce sales of \$825 billion in 2004, up from a revised \$756 billion in 2003—an annual increase of 9.1 percent (Appendix Tables 2.0 and 7).

E-sales were 17.2 percent of merchant wholesalers and MSBOs' combined total sales in 2004.

In 2004, merchant wholesale e-sales excluding MSBOs accounted for 9.4 percent (\$452 billion), and MSBO e-sales 7.8 percent (\$373 billion) of the combined sector's total sales.

In 2004, merchant wholesale e-sales (including MSBO e-sales) increased 9.1 percent, compared with 10.5 percent for total sales (Appendix Table 7).

Information included in this section, as well as in Appendix Tables 2.0, 2.1, 2.2, and 7, and the table on page 2 of this report was collected in the 2004 Annual Trade Survey (ATS), a survey of about 8,000 merchant wholesalers, including about 1,300 MSBOs. MSBOs were classified as merchant wholesalers under the 2002 North American Industrial Classification System and were first included in the ATS in 2003. In this report, data for merchant wholesalers excluding MSBOs, and data for MSBOs are shown separately in Appendix Tables 2.1 and 2.2 respectively; data are combined in Appendix Tables 2.0 and 7.

As in manufacturing, merchant wholesalers' reliance on e-commerce was widespread in 2004. Ten of the 15 merchant wholesale industry groups (excluding MSBOs), for which complete data for 2004 were publishable, conducted more than 6 percent of their business electronically. In value terms, however, again as in manufacturing, merchant wholesalers' e-sales were substantially concentrated. In the 15 industries noted above, four industry groups—Drugs and Druggists' Sundries, Grocery Products, Motor Vehicles and Automotive Equipment, and Professional Equipment—accounted for 69 percent of total e-sales.

Unlike other wholesalers (i.e., brokers, commission agents, and electronic market places and exchanges), merchant wholesalers take title to the goods they sell. In the 2002 Economic Census, merchant wholesalers (including MSBOs) accounted for about 90 percent of the sales of the

wholesale trade sector. Wholesale agents, brokers, and electronic markets made up the remaining 10 percent.

Uniquely, the ATS includes a question intended to gauge whether B-to-B e-commerce continues to be conducted chiefly using EDI both via value added networks (VAN) and over the Internet. Appendix Table 3 shows no change between 2003 and 2004 in EDI's share of merchant wholesalers' (excluding MSBOs) e-commerce activity. In both years, EDI accounted for 85 percent of the sector's (excluding MSBOs) e-commerce sales.

### • Retail Trade

U.S. retail e-commerce sales reached nearly \$71 billion in 2004, up from a revised \$57 billion in 2003—an annual gain of 25.2 percent. Rapid growth in e-retail has been the norm. From 2000 to 2004, retail e-sales increased at an average annual growth rate of 26.4 percent, compared with 3.9 percent for total retail sales. Nonetheless, in 2004, e-sales were only 2.0 percent of total retail sales—up from 1.7 percent in 2003 (Appendix Tables 5 and 7).

Over 90 percent of retail e-sales were concentrated in two industry groups, Nonstore Retailers and Motor Vehicles and Parts Dealers, which accounted respectively for 76 percent (\$54 billion) and 16 percent (\$11 billion) of the sector's total e-sales.

Nearly all Nonstore Retail e-sales occurred in the Electronic Shopping and Mail-Order House industry group. This group includes: catalog and mail order operations, many of which sell through multiple channels; "pure plays" (i.e., retail businesses selling solely over the Internet); and e-commerce units of traditional brick-and-mortar retailers (i.e., "brick and clicks"), in which the unit operates as a separate entity and does not sell motor vehicles online.

Appendix Table 6 provides detailed information on the kinds of merchandise sold by businesses classified in the Electronic Shopping and Mail-Order House industry. In 2004, the leading merchandise category for e-sales within this industry was

Computer Hardware, with e-sales of \$9 billion, followed by Clothing and Clothing Accessories (including footwear), with e-sales of \$7 billion.

Merchandise categories with the highest percentage of online sales included Electronics and Appliances with 59 percent of sales online and Books and Magazines with 55 percent of sales online. However, online sales were a third or more of total sales in 13 of the 14 reported merchandise lines. For the Electronic Shopping and Mail-Order Houses industry as a whole, e-sales accounted for 36 percent of total sales in 2004, compared with 32 percent in 2003.

More recent data on e-sales for retail trade are available as part of the ongoing quarterly retail e-commerce series. Data for the 1st quarter of 2006 were released on May 18, 2006.

In the first quarter of 2006, U.S. retail e-sales were \$25 billion—2.7 percent of total retail sales (\$906 billion) for the quarter. The preliminary estimate of total 2005 retail e-sales was \$88 billion—2.4 percent of total 2005 retail sales. The most recent data are available at <http://www.census.gov/estats>.

### • Selected Service Industries

E-commerce revenues in selected service industries were \$59 billion in 2004, an increase of 15.1 percent over revised 2003 e-revenues of \$51 billion. In 2004, as shown in Appendix Table 4, e-revenues accounted for 1.1 percent of total revenues in these industries—up from 1.0 percent in 2003. From 2000 to 2004, e-commerce revenues in the sector increased at an average annual growth rate of 13.0 percent, compared with 3.9 percent for the sector as a whole (Appendix Table 7).

Appendix Table 4 shows that four groups accounted for 41 percent (\$24 billion) of total selected service e-revenues: Computer Systems Design and Related Services; Publishing, including newspaper, periodical, book, and software publishers; Securities and Commodity Contracts Intermediation and Brokerage; and Travel Arrangement and Reservation Services.

The e-revenues share of total revenue was largest (22 percent) in the Travel Arrangement and Reservation Services industry group. Online Information Services (14 percent) was the only other selected service industry group in which e-revenues represented more than 5 percent of total revenues.

The selected service industry total provided in Appendix Table 4 is not an official NAICS grouping, but rather the sum of the bolded groups shown in the table. Some of these groups are not complete. Incomplete industry coverage within a group is denoted by the absence of a NAICS code for a Appendix Table 4 bolded row and the use of "Selected" in the group description. Appendix Table 4 covers about two-thirds of the NAICS service-related industries included in the 2002 Economic Census.

Information in this section and in Appendix Table 4 and the table on page 2 of this report was collected in the 2004 Service Annual Survey, a survey of about 50,000 firms. The NAICS codes shown in Appendix Table 4 correspond to the 2002 NAICS, with the exception of the Information Sector. Data in the Information Sector correspond to the 1997 NAICS.

## Explanatory Notes

### General

The e-commerce estimates in this release are based on data collected from four surveys conducted by the U.S. Census Bureau: the 2004 Annual Survey of Manufactures (ASM), the 2004 Annual Trade Survey (ATS), the 2004 Service Annual Survey (SAS), and the 2004 Annual Retail Trade Survey (ARTS). These surveys were conducted independently. Measures of total economic activity and e-commerce are presented in this report to provide a broad perspective of e-commerce activity across the four sectors. Brief descriptions of the survey methods are given below.

Industry classifications used in this report are based on the 2002 NAICS with the exception of the Information Sector shown in Appendix Table 4. Data in the Information

Sector correspond to the 1997 NAICS. Information about NAICS and additional detail about coverage, sample design, and estimation methodology for the annual surveys may be found online at [www.census.gov/estats](http://www.census.gov/estats). In addition, all current and prior reports, historical data tables, and past research papers are available at this same website.

Different measures of economic activity are used in the four surveys:

*ASM.* "Value of Shipments" is the measure used in the ASM. It is the market value of all commodities shipped from a plant. Value of shipments includes shipments to outside customers as well as to affiliated plants.

*ATS and ARTS.* "Sales" is the measure used in the ATS and the ARTS. Sales are the dollar value of transactions between the reporting firm and its customers. Sales include transactions to foreign affiliates, but exclude transactions among domestic affiliates.

*SAS.* "Revenue" is the measure used in the SAS. Revenues are the dollar value of transactions and contracts between the reporting firm and its customers. These values include services performed for foreign affiliates, but exclude transactions among domestic affiliates. Revenue includes the total value of service contracts, the market value of compensation received in lieu of cash, amounts received for work subcontracted to others and other industry-specific items.

### Survey Methods

#### *Annual Survey of Manufactures*

The 2004 estimates of manufacturing shipments and e-shipments were derived from the 2004 ASM. The manufacturing universe is comprised of approximately 345,000 plants. In the ASM, data are collected annually from a probability sample of more than 50,000 manufacturing plants with five or more employees. Data for plants with less than five employees are estimated using information obtained from administrative sources.

The ASM is a survey of manufacturing plants and represents activities at individual plants rather than the entire company. E-commerce questions were included on the ASM questionnaires along with questions about such things as employment, payroll, value of shipments, cost of materials consumed, and capital expenditures. Information for nonresponding plants was imputed using information from responding plants with similar characteristics. Shipments estimates for the NAICS subsectors were calculated by summing both the reported and the imputed plant data. For each plant the data were weighted by the reciprocal of the probability of the plant's inclusion in the ASM sample. These estimates were then linked to the 2002 Economic Census results to reduce sampling and non-sampling errors. The estimates for 2003 included in this report were revised from those originally published in the May 2005 edition of *E-Stats*. These revisions were small.

*Annual Trade Survey, Service Annual Survey, Annual Retail Trade Survey*

The ATS measures the economic activity of merchant wholesale firms with paid employees including manufacturers' sales branches and offices. Merchant wholesale firms are those that take title to the goods they sell. Data are collected annually from about 8,000 merchant wholesale firms including 1,300 MSBOs. These data represent approximately 310,000 merchant wholesale firms with paid employees of which 3,000 are MSBOs. Data for MSBOs were first collected with the 2003 ATS for years 2002 and 2003.

The SAS measures activity of employer firms classified in nine service-related sectors: Transportation and Warehousing; Information; Finance and Insurance; Real Estate and Rental and Leasing; Professional, Scientific, and Technical Services; Administrative and Support and Waste Management and Remediation Services; Health Care and Social Assistance; Arts, Entertainment and Recreation; and Other Services. Data are tabulated annually from about 50,000 firms

representing the universe of approximately 3 million establishments with paid employees. The ARTS measures the economic activity of all retailers with and without paid employees.

The ARTS collects data annually from approximately 19,000 firms with paid employees. Sales for firms without paid employees are estimated using administrative records. The retail trade universe contains approximately 2.5 million firms.

For these three surveys, stratified random samples of firms were drawn from a sampling frame constructed using information from the 1997 Economic Census and updated with information from the Census Bureau's Business Register. The samples were subsequently updated to represent employer firms in business during 2004.

All wholesale, service, and retail firms surveyed were asked to report total and e-sales/e-revenue for 2004. Wholesalers were also asked to report e-sales made through EDI networks. Retailers in the Electronic Shopping and Mail-Order Houses industry were also asked to report total sales and e-sales for 2004 for specific merchandise lines. E-commerce data for nonresponding employer firms and all retail nonemployers were imputed from responding firms within the same kind of business and sales size category.

Estimates of total sales/revenues and e-sales/e-revenues were calculated by summing data (both reported and imputed) weighted by the reciprocal of the probability of the firm's inclusion in the appropriate sample. The estimates in this report have been adjusted using the results of the 2002 Economic Census to reduce sampling error and to allow comparability with the census results. The corresponding estimates of e-sales/e-revenues have been modified accordingly to preserve their ratio to total sales as measured in the annual surveys.

## Reliability of Estimates

The estimates in this release are based on sample surveys and are subject to sampling and nonsampling errors. Sampling error occurs because only a subset of the entire population is measured. Nonsampling error encompasses all other factors that contribute to the total error of a sample survey estimate and may also occur in censuses. Changes in data collection methods, report forms, and imputation methods all can affect the nonsampling error.

Appendix Tables 1A through 6A show standard errors for estimates of percentages and coefficients of variation for estimates of total dollar value. The standard error measures the extent to which estimates derived from all possible samples of the same size drawn using the same design differs from the average of these estimates. The coefficient of variation (expressed as a percentage) is the standard error of the estimate divided by the estimate. Note that standard errors and coefficients of variation are estimates derived from the sample and are also subject to sampling error. Sampling variability measures for summary Appendix Table 7 are presented in respective sector Appendix Tables 1A, 2.0A, 2.1A, 2.2A, 4A, and 5A.

The coefficients of variation and standard errors presented in the tables may be used to compute confidence intervals about the sample estimates. The particular sample used for each survey included in this report is one of a large number of samples of the same size that could have been selected using the same design. In about 9 out of 10 (90 percent) of these possible samples, the estimates would differ from the results of a complete enumeration by less than 1.645 times the percentage shown.

To compute a 90-percent confidence interval for an estimated total, multiply the estimate by its coefficient of variation and then by 1.645. This amount is then added to and subtracted from the estimate to give the upper and lower bounds of the interval. As an example, suppose the estimated total value of shipments is \$51,770 million and

the estimated coefficient of variation for this estimate is 1.3 percent (0.013). Multiplying \$51,770 million by 0.013 and then by 1.645 gives \$1,107 million. Subtracting \$1,107 from and adding \$1,107 to \$51,770 million gives a 90-percent confidence interval of \$50,663 million to \$52,877 million. Confidence statements for estimated percentages are computed in a similar manner.

One source of nonsampling error is the inability to obtain information about all cases in the samples.

### Percentage of 2004 Total and E-commerce Sales Obtained from Reported Data

Survey	Total Sales	E-commerce Sales
ASM	84	88
ATS	87	93
ARTS	93	92
SAS	86	71

Other sources of nonsampling error include response errors, unclear definitions, differences in the interpretation of questions, mistakes in recording or coding the data obtained, and other errors of collection, response, coverage, and estimation of missing data. Although no direct measures of these sources of nonsampling error have been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

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## E-Stats Reports

All *E-Stats* reports are available at [www.census.gov/estats](http://www.census.gov/estats).

### Future Reports

- Quarterly retail e-commerce data will be released August 17 and November 17, 2006.
- *E-Stats* for 2005 will be released in Spring 2007.

### Prior Reports, Historical Data Tables, and Research Papers

All prior reports, historical data tables, and past research papers, are available at [www.census.gov/estats](http://www.census.gov/estats).



# APPENDIX

## E-Stats Data Tables

### May 25, 2006

Table 1.	U.S. Manufacturing Shipments - Total and E-commerce Value: 2004 and 2003
Table 2.0.	U.S. Merchant Wholesale Trade Sales, Including Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003
Table 2.1.	U.S. Merchant Wholesale Trade Sales, Excluding Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003
Table 2.2.	U.S. Manufacturers' Sales Branches and Offices Sales - Total and E-commerce: 2004 and 2003
Table 3.	U.S. Merchant Wholesale Trade Sales, Excluding Manufacturers' Sales Branches and Offices - Total and EDI: 2004 and 2003
Table 4.	U.S. Selected Services Revenue - Total and E-commerce: 2004 and 2003
Table 5.	U.S. Retail Trade Sales - Total and E-commerce: 2004 and 2003
Table 6.	U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line: 2004 and 2003
Table 7.	Summary of U.S. Shipments, Sales, Revenues, and E-commerce: 2000-2004
Table 1A.	Measures of Sampling Variability - U.S. Manufacturing Shipments - Total and E-commerce Value: 2004 and 2003
Table 2.0A.	Measures of Sampling Variability - U.S. Merchant Wholesale Trade Sales, Including Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003
Table 2.1A.	Measures of Sampling Variability - U.S. Merchant Wholesale Trade Sales, Excluding Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003
Table 2.2A.	Measures of Sampling Variability - U.S. Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003
Table 3A.	Measures of Sampling Variability - U.S. Merchant Wholesale Trade Sales, Excluding Manufacturers' Sales Branches and Offices - Total and EDI: 2004 and 2003
Table 4A.	Measures of Sampling Variability - U.S. Selected Services Revenue - Total and E-commerce: 2004 and 2003
Table 5A.	Measures of Sampling Variability - U.S. Retail Trade Sales - Total and E-commerce: 2004 and 2003
Table 6A.	Measures of Sampling Variability - U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line: 2004 and 2003

**Table 1. U.S. Manufacturing Shipments<sup>1</sup> - Total and E-commerce Value: 2004 and 2003**

[Estimates are based on data from the 2004 Annual Survey of Manufactures. Value of Shipments 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 1A.]

NAICS Code	Description	Value of Shipments				Y/Y Percent Change		E-commerce as Percent of Total Shipments		Percent Distribution of E-commerce Shipments	
		2004		2003		Total Shipments	E-commerce Shipments	2004	2003	2004	2003
		Total	E-commerce	Revised Total	E-commerce						
	<b>Total Manufacturing</b>	<b>4,259,366</b>	<b>996,174</b>	<b>4,015,081</b>	<b>842,666</b>	<b>6.1</b>	<b>18.2</b>	<b>23.4</b>	<b>21.0</b>	<b>100.0</b>	<b>100.0</b>
311	Food manufacturing	509,500	64,121	483,226	59,576	5.4	7.6	12.6	12.3	6.4	7.1
312	Beverage and tobacco product manufacturing	111,891	52,783	108,806	46,998	2.8	12.3	47.2	43.2	5.3	5.6
313	Textile mills	40,144	4,416	42,588	3,639	-5.7	21.4	11.0	8.5	0.5	0.4
314	Textile product mills	33,394	8,472	31,261	7,244	6.8	17.0	25.4	23.2	0.9	0.9
315	Apparel manufacturing	33,364	8,694	38,668	9,137	-13.7	4.8	26.1	23.6	0.9	1.1
316	Leather and allied product manufacturing	5,745	611	5,784	653	-0.7	-6.4	10.6	11.3	0.1	0.1
321	Wood product manufacturing	103,211	7,974	92,119	5,753	12.0	38.6	7.7	6.2	0.8	0.7
322	Paper manufacturing	154,208	19,631	151,094	18,683	2.1	5.1	12.7	12.4	2.0	2.2
323	Printing and related support activities	93,495	8,259	92,663	4,452	0.9	85.5	8.8	4.8	0.8	0.5
324	Petroleum and coal products manufacturing	312,940	77,527	247,316	51,586	26.5	50.3	24.8	20.9	7.8	6.1
325	Chemical manufacturing	527,930	102,967	486,563	85,186	8.5	20.9	19.5	17.5	10.3	10.1
326	Plastics and rubber products manufacturing	182,948	33,220	178,328	26,954	2.6	23.2	18.2	15.1	3.3	3.2
327	Nonmetallic mineral product manufacturing	102,040	10,850	96,923	8,631	5.3	25.7	10.6	8.9	1.1	1.0
331	Primary metal manufacturing	179,241	33,410	138,142	12,578	29.8	165.6	18.6	9.1	3.4	1.5
332	Fabricated metal product manufacturing	259,772	33,992	245,550	23,735	5.8	43.2	13.1	9.7	3.4	2.8
333	Machinery manufacturing	269,321	52,292	257,375	34,797	4.6	50.3	19.4	13.5	5.2	4.1
334	Computer and electronic product manufacturing	362,492	76,197	352,636	67,476	2.8	12.9	21.0	19.1	7.6	8.0
335	Electrical equipment, appliance, and components	103,892	25,177	100,140	23,722	3.7	6.1	24.2	23.7	2.5	2.8
336	Transportation equipment manufacturing	663,352	346,473	661,142	327,401	0.3	5.8	52.2	49.5	34.8	38.9
337	Furniture and related product manufacturing	78,099	11,264	75,423	9,983	3.5	12.8	14.4	13.2	1.1	1.2
339	Miscellaneous manufacturing	132,387	17,844	129,334	14,482	2.4	23.2	13.5	11.2	1.8	1.7

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/mestats.html](http://www.census.gov/eos/www/mestats.html).

<sup>1</sup>Estimates include data only for businesses with paid employees and are subject to revision.

Source: U.S. Census Bureau, 2004 Annual Survey of Manufactures

**Table 2.0. U.S. Merchant Wholesale Trade Sales<sup>1</sup>, Including Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003**

[Estimates are based on data from the 2004 Annual 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 2.0A.]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2004		2003		Total Sales	E-commerce Sales	2004	2003	2004
		Total	E-commerce	Revised Total	Revised E-commerce					
<b>42</b>	<b>Total Merchant Wholesale Trade Including MSBOs<sup>2</sup></b>	<b>4,799,679</b>	<b>824,702</b>	<b>4,345,336</b>	<b>756,070</b>	<b>10.5</b>	<b>9.1</b>	<b>17.2</b>	<b>17.4</b>	<b>100.0</b>
<b>423</b>	<b>Durable goods</b>	<b>2,488,629</b>	<b>388,094</b>	<b>2,217,701</b>	<b>356,146</b>	<b>12.2</b>	<b>9.0</b>	<b>15.6</b>	<b>16.1</b>	<b>47.1</b>
4231	Motor vehicles and automotive equipment	646,961	(D)	606,754	(D)	6.6	(D)	(D)	(D)	(D)
4232	Furniture and home furnishings	76,290	11,250	71,894	10,287	6.1	9.4	14.7	14.3	1.4
4233	Lumber and other construction material	153,323	6,930	127,683	6,208	20.1	11.6	4.5	4.9	0.8
4234	Professional and commercial equipment and supplies	454,888	62,589	421,660	55,296	7.9	13.2	13.8	13.1	7.6
42343	Computer equipment and supplies	257,018	35,649	239,345	32,374	7.4	10.1	13.9	13.5	4.3
4235	Metals and minerals, excluding petroleum	167,376	5,626	118,967	4,536	40.7	24.0	3.4	3.8	0.7
4236	Electrical goods	357,976	37,074	321,530	33,789	11.3	9.7	10.4	10.5	4.5
4237	Hardware, plumbing and heating equipment	93,167	13,181	85,497	11,757	9.0	12.1	14.1	13.8	1.6
4238	Machinery, equipment and supplies	343,641	27,741	304,043	23,588	13.0	17.6	8.1	7.8	3.4
4239	Miscellaneous durable goods	195,007	(D)	159,673	(D)	22.1	(D)	(D)	(D)	(D)
<b>424</b>	<b>Nondurable goods</b>	<b>2,311,050</b>	<b>436,608</b>	<b>2,127,635</b>	<b>399,924</b>	<b>8.6</b>	<b>9.2</b>	<b>18.9</b>	<b>18.8</b>	<b>52.9</b>
4241	Paper and paper products	127,191	12,534	116,230	11,439	9.4	9.6	9.9	9.8	1.5
4242	Drugs, drug proprietaries and druggists' sundries	464,161	246,028	426,650	223,238	8.8	10.2	53.0	52.3	29.8
4243	Apparel, piece goods, and notions	120,731	(D)	116,022	(D)	4.1	(D)	(D)	(D)	(D)
4244	Groceries and related products	552,146	77,791	541,809	72,759	1.9	6.9	14.1	13.4	9.4
4245	Farm-products raw materials	122,997	4,138	115,129	3,493	6.8	18.5	3.4	3.0	0.5
4246	Chemicals and allied products	132,922	(D)	120,552	(D)	10.3	(D)	(D)	(D)	(D)
4247	Petroleum and petroleum products	449,830	20,144	378,612	20,150	18.8	0.0	4.5	5.3	2.4
4248	Beer, wine, and distilled beverages	95,213	(D)	90,738	(D)	4.9	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	245,859	35,608	221,893	33,992	10.8	4.8	14.5	15.3	4.3

(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.

(D) Estimate is withheld to avoid disclosing data of individual companies; these data are included in higher level totals.

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/whestats.html](http://www.census.gov/eos/www/whestats.html).

<sup>1</sup> Estimates include data only for businesses with paid employees and are subject to revision.

<sup>2</sup> Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

**Table 2.1. U.S. Merchant Wholesale Trade Sales<sup>1</sup>, Excluding Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003**

[Estimates are based on data from the 2004 Annual 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 2.1A.]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2004		2003		Total Sales	E-commerce Sales	2004	2003	2004
		Total	E-commerce	Revised Total	Revised E-commerce					
<b>42</b>	<b>Total Merchant Wholesale Trade Excluding MSBOs<sup>2</sup></b>	<b>3,296,520</b>	<b>451,574</b>	<b>2,962,284</b>	<b>410,123</b>	<b>11.3</b>	<b>10.1</b>	<b>13.7</b>	<b>13.8</b>	<b>100.0</b>
<b>423</b>	<b>Durable goods</b>	<b>1,654,621</b>	<b>198,597</b>	<b>1,448,944</b>	<b>179,080</b>	<b>14.2</b>	<b>10.9</b>	<b>12.0</b>	<b>12.4</b>	<b>44.0</b>
4231	Motor vehicles and automotive equipment	277,765	74,832	257,317	67,354	7.9	11.1	26.9	26.2	16.6
4232	Furniture and home furnishings	58,298	7,340	54,758	6,883	6.5	6.6	12.6	12.6	1.6
4233	Lumber and other construction material	128,624	5,517	105,672	4,939	21.7	11.7	4.3	4.7	1.2
4234	Professional and commercial equipment and supplies	296,276	43,669	272,609	38,982	8.7	12.0	14.7	14.3	9.7
42343	Computer equipment and supplies	157,547	23,246	144,319	20,907	9.2	11.2	14.8	14.5	5.1
4235	Metals and minerals, excluding petroleum	121,160	(S)	81,393	(S)	48.9	(S)	(S)	(S)	(S)
4236	Electrical goods	253,761	23,699	227,129	22,516	11.7	5.3	9.3	9.9	5.2
4237	Hardware, plumbing and heating equipment	77,524	9,993	71,235	9,165	8.8	9.0	12.9	12.9	2.2
4238	Machinery, equipment and supplies	260,190	13,418	230,838	10,785	12.7	24.4	5.2	4.7	3.0
4239	Miscellaneous durable goods	181,023	18,767	147,993	17,252	22.3	8.8	10.4	11.7	4.2
<b>424</b>	<b>Nondurable goods</b>	<b>1,641,899</b>	<b>252,977</b>	<b>1,513,340</b>	<b>231,043</b>	<b>8.5</b>	<b>9.5</b>	<b>15.4</b>	<b>15.3</b>	<b>56.0</b>
4241	Paper and paper products	81,584	6,474	73,895	5,836	10.4	10.9	7.9	7.9	1.4
4242	Drugs, drug proprietaries and druggists' sundries	296,556	155,170	273,546	140,480	8.4	10.5	52.3	51.4	34.4
4243	Apparel, piece goods, and notions	108,432	23,092	104,392	21,758	3.9	6.1	21.3	20.8	5.1
4244	Groceries and related products	409,743	38,582	405,322	34,932	1.1	10.4	9.4	8.6	8.5
4245	Farm-products raw materials	122,997	4,138	115,129	3,493	6.8	18.5	3.4	3.0	0.9
4246	Chemicals and allied products	76,369	(D)	69,736	(D)	9.5	(D)	(D)	(D)	(D)
4247	Petroleum and petroleum products	274,942	10,496	225,707	11,449	21.8	-8.3	3.8	5.10	2.3
4248	Beer, wine, and distilled beverages	85,607	(D)	82,215	(D)	4.1	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	185,669	9,011	163,398	7,763	13.6	16.1	4.9	4.8	2.0

(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.

(D) Estimate is withheld to avoid disclosing data of individual companies; these data are included in higher level totals.

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/whestats.html](http://www.census.gov/eos/www/whestats.html).

<sup>1</sup> Estimates include data only for businesses with paid employees and are subject to revision.

<sup>2</sup> Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

**Table 2.2. U.S. Manufacturers' Sales Branches and Offices Sales<sup>1</sup> - Total and E-commerce: 2004 and 2003**

[Estimates are based on data from the 2004 Annual 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 2.2A.]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2004		2003		Total Sales	E-commerce Sales	2004	2003	2004
		Total	E-commerce	Revised Total	Revised E-commerce					
<b>42</b>	<b>Total Manufacturers' Sales Branches and Offices</b>	<b>1,503,159</b>	<b>373,128</b>	<b>1,383,052</b>	<b>345,947</b>	<b>8.7</b>	<b>7.9</b>	<b>24.8</b>	<b>25.0</b>	<b>100.0</b>
<b>423</b>	<b>Durable goods</b>	<b>834,008</b>	<b>189,497</b>	<b>768,757</b>	<b>177,066</b>	<b>8.5</b>	<b>7.0</b>	<b>22.7</b>	<b>23.0</b>	<b>50.8</b>
4231	Motor vehicles and automotive equipment	369,196	(D)	349,437	(D)	5.7	(D)	(D)	(D)	(D)
4232	Furniture and home furnishings	17,992	3,910	17,136	3,404	5.0	14.9	21.7	19.9	1.0
4233	Lumber and other construction material	24,699	1,413	22,011	1,269	12.2	11.3	5.7	5.8	0.4
4234	Professional and commercial equipment and supplies	158,612	18,920	149,051	16,314	6.4	16.0	11.9	10.9	5.1
42343	Computer equipment and supplies	99,471	12,403	95,026	11,467	4.7	8.2	12.5	12.1	3.3
4235	Metals and minerals, excluding petroleum	46,216	4,264	37,574	3,332	23.0	28.0	9.2	8.9	1.1
4236	Electrical goods	104,215	13,375	94,401	11,273	10.4	18.6	12.8	11.9	3.6
4237	Hardware, plumbing and heating equipment	15,643	3,188	14,262	2,592	9.7	23.0	20.4	18.2	0.9
4238	Machinery, equipment and supplies	83,451	14,323	73,205	12,803	14.0	11.9	17.2	17.5	3.8
4239	Miscellaneous durable goods	(S)	(D)	(S)	(D)	(S)	(D)	(D)	(D)	(D)
<b>424</b>	<b>Nondurable goods</b>	<b>669,151</b>	<b>183,631</b>	<b>614,295</b>	<b>168,881</b>	<b>8.9</b>	<b>8.7</b>	<b>27.4</b>	<b>27.5</b>	<b>49.2</b>
4241	Paper and paper products	45,607	6,060	42,335	5,603	7.7	8.2	13.3	13.2	1.6
4242	Drugs, drug proprietaries and druggists' sundries	167,605	90,858	153,104	82,758	9.5	9.8	54.2	54.1	24.4
4243	Apparel, piece goods, and notions	12,299	(D)	11,630	(D)	5.8	(D)	(D)	(D)	(D)
4244	Groceries and related products	142,403	39,209	136,487	37,827	4.3	3.7	27.5	27.7	10.5
4246	Chemicals and allied products	56,553	9,860	50,816	6,576	11.3	49.9	17.4	12.9	2.6
4247	Petroleum and petroleum products	174,888	9,648	152,905	8,701	14.4	10.9	5.5	5.7	2.6
4248	Beer, wine, and distilled beverages	9,606	(D)	8,523	(D)	12.7	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	60,190	26,597	58,495	26,229	2.9	1.4	44.2	44.8	7.1

(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.

(D) Estimate is withheld to avoid disclosing data of individual companies; these data are included in broader industry totals.

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/whestats.html](http://www.census.gov/eos/www/whestats.html).

<sup>1</sup> Estimates include data only for businesses with paid employees and are subject to revision.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

**Table 3. U.S. Merchant Wholesale Trade Sales<sup>1</sup>, Excluding Manufacturers' Sales Branches and Offices - Total and EDI: 2004 and 2003**

[Estimates are based on data from the 2004 Annual 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 3A.]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		EDI as Percent of Total Sales		Percent Distribution of EDI Sales	EDI as Percent of E-commerce Sales	
		2004		2003		Total Sales	EDI Sales	2004	2003	2004	2004	2003
		Total	EDI	Revised Total	Revised EDI							
<b>42</b>	<b>Total Merchant Wholesale Trade Excluding MSBOs<sup>2</sup></b>	<b>3,296,520</b>	<b>382,065</b>	<b>2,962,284</b>	<b>347,119</b>	<b>11.3</b>	<b>10.1</b>	<b>11.6</b>	<b>11.7</b>	<b>100.0</b>	<b>84.6</b>	<b>84.6</b>
<b>423</b>	<b>Durable goods</b>	<b>1,654,621</b>	<b>172,083</b>	<b>1,448,944</b>	<b>154,245</b>	<b>14.2</b>	<b>11.6</b>	<b>10.4</b>	<b>10.6</b>	<b>45.0</b>	<b>86.6</b>	<b>86.1</b>
4231	Motor vehicles and automotive equipment	277,765	73,200	257,317	65,859	7.9	11.1	26.4	25.6	19.2	97.8	97.8
4232	Furniture and home furnishings	58,298	5,573	54,758	5,205	6.5	7.1	9.6	9.5	1.5	75.9	75.6
4233	Lumber and other construction material	128,624	4,939	105,672	4,421	21.7	11.7	3.8	4.2	1.3	89.5	89.5
4234	Professional and commercial equipment and supplies	296,276	32,434	272,609	28,363	8.7	14.4	10.9	10.4	8.5	74.3	72.8
42343	Computer equipment and supplies	157,547	16,144	144,319	13,997	9.2	15.3	10.2	9.7	4.2	69.4	66.9
4235	Metals and minerals, excluding petroleum	121,160	(S)	81,393	(S)	48.9	(S)	(S)	(S)	(S)	(S)	(S)
4236	Electrical goods	253,761	18,992	227,129	17,968	11.7	5.7	7.5	7.9	5.0	80.1	79.8
4237	Hardware, plumbing and heating equipment	77,524	9,494	71,235	8,707	8.8	9.0	12.2	12.2	2.5	95.0	95.0
4238	Machinery, equipment and supplies	260,190	9,962	230,838	7,786	12.7	27.9	3.8	3.4	2.6	74.2	72.2
4239	Miscellaneous durable goods	181,023	16,380	147,993	14,930	22.3	9.7	9.0	10.1	4.3	87.3	86.5
<b>424</b>	<b>Nondurable goods</b>	<b>1,641,899</b>	<b>209,982</b>	<b>1,513,340</b>	<b>192,874</b>	<b>8.5</b>	<b>8.9</b>	<b>12.8</b>	<b>12.7</b>	<b>55.0</b>	<b>83.0</b>	<b>83.5</b>
4241	Paper and paper products	81,584	2,858	73,895	2,852	10.4	0.2	3.5	3.9	0.7	44.1	48.9
4242	Drugs, drug proprietaries and druggists' sundries	296,556	138,033	273,546	125,150	8.4	10.3	46.5	45.8	36.1	89.0	89.1
4243	Apparel, piece goods, and notions	108,432	21,021	104,392	20,194	3.9	4.1	19.4	19.3	5.5	91.0	92.8
4244	Groceries and related products	409,743	23,678	405,322	21,067	1.1	12.4	5.8	5.2	6.2	61.4	60.3
4245	Farm-products raw materials	122,997	3,969	115,129	3,323	6.8	19.4	3.2	2.9	1.0	95.9	95.1
4246	Chemicals and allied products	76,369	(D)	69,736	(D)	9.5	(S)	(S)	(S)	(S)	(S)	(S)
4247	Petroleum and petroleum products	274,942	10,278	225,707	11,273	21.8	-8.8	3.7	5.0	2.7	97.9	98.5
4248	Beer, wine, and distilled beverages	85,607	(D)	82,215	(D)	4.1	(S)	(S)	(S)	(S)	(S)	(S)
4249	Miscellaneous nondurable goods	185,669	6,080	163,398	5,397	13.6	12.7	3.3	3.3	1.6	67.5	69.5

(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.

(D) Estimate is withheld to avoid disclosing data of individual companies; these data are included in higher level totals.

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/whestats.html](http://www.census.gov/eos/www/whestats.html).

<sup>1</sup> Estimates include data only for businesses with paid employees and are subject to revision.

<sup>2</sup> Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

**Table 4. U.S. Selected Services Revenue<sup>1</sup> - Total and E-commerce: 2004 and 2003**

[Except where indicated, estimates are based on data from the 2004 Service Annual Survey. Revenue 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 4A.]

NAICS Code	Description	Value of Revenue				Y/Y Percent Change		E-commerce as Percent of Total Revenue		Percent Distribution of E-commerce Revenue
		2004		2003		Total Revenue	E-commerce Revenue	2004	2003	2004
		Total	E-commerce	Revised Total	Revised E-commerce					
	<b>Total for Selected Service Industries</b>	<b>5,473,772</b>	<b>59,206</b>	<b>5,113,554</b>	<b>51,435</b>	<b>7.0</b>	<b>15.1</b>	<b>1.1</b>	<b>1.0</b>	<b>100.0</b>
	<b>Selected Transportation and Warehousing<sup>2</sup></b>	<b>265,941</b>	<b>4,964</b>	<b>245,767</b>	<b>4,385</b>	<b>8.2</b>	<b>13.2</b>	<b>1.9</b>	<b>1.8</b>	<b>8.4</b>
484	Truck transportation	185,944	4,027	168,487	3,264	10.4	23.4	2.2	1.9	6.8
492	Couriers and messengers	62,246	764	59,825	1,006	4.0	-24.1	1.2	1.7	1.3
493	Warehousing and storage	17,751	(S)	17,455	(S)	1.7	(S)	(S)	(S)	(S)
<b>51</b>	<b>Information</b>	<b>955,084</b>	<b>15,131</b>	<b>908,209</b>	<b>13,483</b>	<b>5.2</b>	<b>12.2</b>	<b>1.6</b>	<b>1.5</b>	<b>25.6</b>
511	Publishing industries	260,348	6,355	247,635	6,533	5.1	-2.7	2.4	2.6	10.7
513	Broadcasting and telecommunications	512,896	2,378	492,997	2,461	4.0	-3.4	0.5	0.5	4.0
51419	Online information services	32,390	4,393	27,628	2,763	17.2	59.0	13.6	10.0	7.4
	<b>Selected Finance<sup>3</sup></b>	<b>349,166</b>	<b>6,963</b>	<b>311,525</b>	<b>6,015</b>	<b>12.1</b>	<b>15.8</b>	<b>2.0</b>	<b>1.9</b>	<b>11.8</b>
5231	Securities and commodity contracts intermediation and brokerage	250,080	6,871	225,299	5,934	11.0	15.8	2.7	2.6	11.6
<b>532</b>	<b>Rental and Leasing Services</b>	<b>102,756</b>	<b>(S)</b>	<b>96,387</b>	<b>(S)</b>	<b>6.6</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>
	<b>Selected Professional, Scientific, and Technical Services<sup>4</sup></b>	<b>965,669</b>	<b>9,569</b>	<b>900,759</b>	<b>8,281</b>	<b>7.2</b>	<b>15.6</b>	<b>1.0</b>	<b>0.9</b>	<b>16.2</b>
5415	Computer systems design and related services	173,171	4,834	171,394	5,522	1.0	-12.5	2.8	3.2	8.2
	<b>Selected Administrative and Support and Waste Management and Remediation Services<sup>5</sup></b>	<b>443,507</b>	<b>10,385</b>	<b>414,606</b>	<b>10,168</b>	<b>7.0</b>	<b>2.1</b>	<b>2.3</b>	<b>2.5</b>	<b>17.5</b>
5615	Travel arrangement and reservation services	28,199	6,268	26,593	5,965	6.0	5.1	22.2	22.4	10.6
<b>62</b>	<b>Health Care and Social Assistance Services</b>	<b>1,383,439</b>	<b>(S)</b>	<b>1,289,368</b>	<b>(S)</b>	<b>7.3</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>
<b>71</b>	<b>Arts, Entertainment, and Recreation Services</b>	<b>158,545</b>	<b>(S)</b>	<b>149,346</b>	<b>(S)</b>	<b>6.2</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>
<b>72</b>	<b>Accommodation and Food Services<sup>6</sup></b>	<b>517,495</b>	<b>(S)</b>	<b>484,174</b>	<b>(S)</b>	<b>6.9</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>
	<b>Selected Other Services<sup>7</sup></b>	<b>332,170</b>	<b>2,279</b>	<b>313,413</b>	<b>1,860</b>	<b>6.0</b>	<b>22.5</b>	<b>0.7</b>	<b>0.6</b>	<b>3.8</b>
811	Repair and maintenance	127,823	226	123,079	232	3.8	-2.6	0.2	0.2	0.4
813	Religious, grantmaking, civic, professional, and similar organizations	129,866	1,526	118,281	1,304	9.8	17.1	1.2	1.1	2.6

(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.

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/sestata.html](http://www.census.gov/eos/www/sestata.html).

<sup>1</sup> Estimates are subject to revision and include data only for businesses with paid employees except for Accommodation and Food Services, which also includes businesses without paid employees.

<sup>2</sup> Excludes NAICS 481 (air transportation), 482 (rail transportation), 483 (water transportation), 485 (transit and ground passenger transportation), 486 (pipeline transportation), 487 (scenic and sightseeing transportation), 488 (support activities for transportation), and 491 (postal service).

<sup>3</sup> Excludes NAICS 521 (monetary authorities-central bank), 522 (credit intermediation and related activities), 5232 (securities and commodity exchanges), 52391 (miscellaneous intermediation), 52399 (all other financial investment activities), 524 (insurance carriers and related activities), and 525 (funds, trusts, and other financial vehicles).

<sup>4</sup> Excludes NAICS 54112 (offices of notaries) and 54132 (landscape architectural services).

<sup>5</sup> Excludes NAICS 56173 (landscaping services).

<sup>6</sup> Estimates are based on data from the 2004 Annual Retail Trade Survey.

<sup>7</sup> Excludes NAICS 81311 (religious organizations), 81393 (labor and similar organizations), 81394 (political organizations), and 814 (private households).

**Table 5. U.S. Retail Trade Sales<sup>1</sup> - Total and E-commerce: 2004 and 2003**

[Estimates are based on data from the 2004 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
		2004		2003		Total Sales	E-commerce Sales	2004	2003	2004
		Total	E-commerce	Revised Total	Revised E-commerce					
	<b>Total Retail Trade</b>	<b>3,477,308</b>	<b>70,906</b>	<b>3,265,477</b>	<b>56,644</b>	<b>6.5</b>	<b>25.2</b>	<b>2.0</b>	<b>1.7</b>	<b>100.0</b>
441	Motor vehicles and parts dealers	864,848	11,450	841,215	9,324	2.8	22.8	1.3	1.1	16.1
442	Furniture and home furnishings stores	105,477	(S)	97,528	(S)	8.2	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	94,989	1,097	86,957	737	9.2	48.8	1.2	0.8	1.5
444	Building materials and garden equipment and supplies stores	298,935	269	265,052	248	12.8	8.5	0.1	0.1	0.4
445	Food and beverage stores	495,717	(S)	477,130	(S)	3.9	(S)	(S)	(S)	(S)
446	Health and personal care stores	198,588	(S)	192,224	(S)	3.3	(S)	(S)	(S)	(S)
447	Gasoline stations	320,793	(S)	273,566	(S)	17.3	(S)	(S)	(S)	(S)
448	Clothing and clothing accessories stores	190,204	820	178,778	670	6.4	22.4	0.4	0.4	1.2
451	Sporting goods, hobby, book, and music stores	80,211	1,363	77,335	817	3.7	66.8	1.7	1.1	1.9
452	General merchandise stores	497,231	(S)	468,734	(S)	6.1	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	105,616	1,249	103,056	894	2.5	39.7	1.2	0.9	1.8
454	Nonstore retailers	224,699	53,630	203,902	43,166	10.2	24.2	23.9	21.2	75.6
454110	Electronic shopping and mail-order houses	147,123	52,217	131,171	42,022	12.2	24.3	35.5	32.0	73.6

(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.

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](http://www.census.gov/eos/www/restats.html).

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

Source: U.S. Census Bureau, 2004 Annual Retail Trade Survey



**Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line<sup>1</sup>: 2004 and 2003**

[Estimates are based on data from the 2004 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently merchandise line estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 6A.]

Merchandise Lines	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales	Percent Distribution	
	2004		2003		Total Sales	E-commerce Sales	2004	Total Sales	E-commerce Sales
	Total	E-commerce	Revised Total	Revised E-commerce				2004	2004
<b>Total Electronic Shopping and Mail-Order Houses (NAICS 454110)</b>	<b>147,123</b>	<b>52,217</b>	<b>131,171</b>	<b>42,022</b>	<b>12.2</b>	<b>24.3</b>	<b>35.5</b>	<b>100.0</b>	<b>100.0</b>
Books and magazines	4,457	2,466	4,106	2,143	8.5	15.1	55.3	3.0	4.7
Clothing and clothing accessories (includes footwear)	16,364	7,152	15,064	5,571	8.6	28.4	43.7	11.1	13.7
Computer hardware	26,854	9,410	23,423	7,566	14.6	24.4	35.0	18.3	18.0
Computer software	4,332	1,515	3,878	1,239	11.7	22.3	35.0	2.9	2.9
Drugs, health aids, and beauty aids	31,663	2,266	27,250	1,877	16.2	20.7	7.2	21.5	4.3
Electronics and appliances	7,857	4,653	6,274	3,309	25.2	40.6	59.2	5.3	8.9
Food, beer, and wine	2,549	1,114	2,199	879	15.9	26.7	43.7	1.7	2.1
Furniture and home furnishings	8,752	4,289	8,251	3,431	6.1	25.0	49.0	5.9	8.2
Music and videos	3,901	1,960	3,730	1,727	4.6	13.5	50.2	2.7	3.8
Office equipment and supplies	7,634	4,084	7,001	3,488	9.0	17.1	53.5	5.2	7.8
Sporting goods	2,914	1,415	2,615	1,149	11.4	23.2	48.6	2.0	2.7
Toys, hobby goods, and games	3,889	1,753	3,870	1,606	0.5	9.2	45.1	2.6	3.4
Other merchandise <sup>2</sup>	19,170	6,572	17,659	5,245	8.6	25.3	34.3	13.0	12.6
Nonmerchandise receipts <sup>3</sup>	6,783	3,568	5,851	2,792	15.9	27.8	52.6	4.6	6.8

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](http://www.census.gov/eos/www/restats.html).

<sup>1</sup> Estimates include data for businesses with or without paid employees, are grouped according to merchandise categories used in the Annual Retail Trade Survey, and are subject to revision.

<sup>2</sup> Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, and jewelry.

<sup>3</sup> Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, 2004 Annual Retail Trade Survey

**Table 7. Summary of U.S. Shipments, Sales, Revenues, and E-commerce: 2000-2004**

[Estimates are based on data from the 2004 Annual Survey of Manufactures, 2004 Annual Trade Survey, 2004 Service Annual Survey, and 2004 Annual Retail Trade Survey. Shipments, sales, and revenues are shown in millions of dollars.]

Item		Value of -				
		Manufacturing Shipments <sup>1</sup>	Merchant Wholesale Trade Sales <sup>1</sup>		Retail Trade Sales <sup>3</sup>	Selected Services Revenues <sup>4</sup>
			Excluding MSBOs <sup>2</sup>	Including MSBOs <sup>2</sup>		
<b>2004</b>	Total	4,259,366	3,296,520	4,799,679	3,477,308	5,473,772
	E-commerce	996,174	451,574	824,702	70,906	59,206
	Percent of Total	23.4	13.7	17.2	2.0	1.1
<b>2003</b>	Total	4,015,081	2,962,284	4,345,336	3,265,477	5,113,554
	E-commerce	842,666	410,123	756,070	56,644	51,435
	Percent of Total	21.0	13.8	17.4	1.7	1.0
<b>2002</b>	Total	3,920,632	2,835,528	4,141,597	3,134,322	4,900,664
	E-commerce	751,985	355,010	683,926	45,001	42,406
	Percent of Total	19.2	12.5	16.5	1.4	0.9
<b>2001</b>	Total	3,970,500	2,785,152	NA	3,067,725	4,738,744
	E-commerce	724,228	315,701	NA	34,517	36,058
	Percent of Total	18.2	11.3	NA	1.1	0.8
<b>2000</b>	Total	4,208,582	2,814,554	NA	2,988,756	4,710,591
	E-commerce	755,807	271,578	NA	27,765	36,887
	Percent of Total	18.0	9.6	NA	0.9	0.8

NA Not applicable.

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

<sup>1</sup>Estimates include data only for businesses with paid employees.

<sup>2</sup>Manufacturers' Sales Branches and Offices

<sup>3</sup>Estimates include data for businesses with or without paid employees.

<sup>4</sup>Estimates include data for businesses with paid employees except for Accomodation and Food Services, which also includes businesses without paid employees.

**Source: U.S. Census Bureau, 2004 Annual Survey of Manufactures, 2004 Annual Trade Survey, 2004 Service Annual Survey, and 2004 Annual Retail Trade Survey**

**Table 1A. Measures of Sampling Variability - U.S. Manufacturing Shipments - Total and E-commerce Value: 2004 and 2003**

[Estimates are based on data from the 2004 Annual Survey of Manufactures, are shown as percents, and are associated with the estimates in Table 1.]

NAICS Code	Description	Coefficient of Variation for Value of Shipments				Standard Error for Estimate of:		
		2004		2003		E-commerce as Percent of Total Shipments		Percent Distribution of E-commerce Shipments
		Total	E-commerce	Revised Total	E-commerce	2004	2003	2004
	<b>Total Manufacturing</b>	<b>0.1</b>	<b>0.2</b>	<b>0.2</b>	<b>0.9</b>	<b>0.1</b>	<b>0.2</b>	<b>NA</b>
311	Food manufacturing	0.3	0.8	1.0	1.2	0.1	0.2	0.1
312	Beverage and tobacco product manufacturing	0.4	0.4	0.8	1.1	0.4	0.5	(Z)
313	Textile mills	0.7	2.3	0.5	1.9	0.3	0.3	(Z)
314	Textile product mills	0.9	1.5	0.7	1.8	0.5	0.7	(Z)
315	Apparel manufacturing	0.7	1.7	0.7	6.4	0.5	1.3	(Z)
316	Leather and allied product manufacturing	0.8	3.1	1.3	8.4	0.3	1.0	(Z)
321	Wood product manufacturing	0.5	2.5	0.6	3.0	0.2	0.2	(Z)
322	Paper manufacturing	0.3	1.1	0.3	1.1	0.1	0.2	(Z)
323	Printing and related support activities	0.6	3.1	0.6	3.6	0.3	0.2	(Z)
324	Petroleum and coal products manufacturing	0.5	1.3	0.2	0.2	0.2	0.3	0.1
325	Chemical manufacturing	0.2	0.7	0.5	7.8	0.1	1.1	0.1
326	Plastics and rubber products manufacturing	0.8	3.8	0.4	3.2	0.6	0.5	0.1
327	Nonmetallic mineral product manufacturing	0.6	2.9	0.6	3.0	0.3	0.3	(Z)
331	Primary metal manufacturing	0.8	1.5	0.3	1.8	0.2	0.2	0.1
332	Fabricated metal product manufacturing	0.4	1.1	0.4	1.9	0.2	0.2	(Z)
333	Machinery manufacturing	0.3	0.8	0.3	1.3	0.2	0.2	0.1
334	Computer and electronic product manufacturing	1.1	0.7	0.5	0.9	0.3	0.2	0.1
335	Electrical equipment, appliance, and components	0.3	0.7	0.4	0.8	0.2	0.3	(Z)
336	Transportation equipment manufacturing	0.2	0.3	0.2	0.8	0.2	0.3	0.1
337	Furniture and related product manufacturing	0.5	1.0	0.4	2.3	0.2	0.3	(Z)
339	Miscellaneous manufacturing	0.5	1.3	0.6	3.5	0.2	0.4	(Z)

NA Not applicable.

(Z) Estimate is less than 0.05%.

Note: Standard errors for year to year change in total shipments and e-commerce shipments were not calculated. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit [www.census.gov/eos/www/mestats.html](http://www.census.gov/eos/www/mestats.html).

Source: U.S. Census Bureau, 2004 Annual Survey of Manufactures

**Table 2.0A. Measures of Sampling Variability - U.S. Merchant Wholesale Trade Sales, Including Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003**

[Estimates are based on data from the 2004 Annual Trade Survey, are shown as percents, and are associated with the estimates in Table 2.0.]

NAICS Code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2004		2003		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	Total Sales	E-commerce Sales	2004	2003	2004
<b>42</b>	<b>Total Merchant Wholesale Trade Including MSBOs<sup>1</sup></b>	<b>0.5</b>	<b>1.0</b>	<b>0.4</b>	<b>1.0</b>	<b>0.3</b>	<b>0.4</b>	<b>0.2</b>	<b>0.1</b>	<b>NA</b>
<b>423</b>	<b>Durable goods</b>	<b>0.7</b>	<b>1.7</b>	<b>0.6</b>	<b>1.4</b>	<b>0.5</b>	<b>0.9</b>	<b>0.3</b>	<b>0.2</b>	<b>0.6</b>
4231	Motor vehicles and automotive equipment	0.5	(D)	0.3	(D)	0.4	(D)	(D)	(D)	(D)
4232	Furniture and home furnishings	2.6	7.5	1.0	8.1	2.0	1.9	1.3	1.2	0.1
4233	Lumber and other construction material	2.7	11.2	2.4	11.9	1.7	1.5	0.5	0.5	0.1
4234	Professional and commercial equipment and supplies	1.7	4.5	1.2	3.6	1.2	1.6	0.6	0.5	0.3
42343	Computer equipment and supplies	2.5	7.3	1.6	6.1	1.3	1.7	1.1	0.9	0.3
4235	Metals and minerals, excluding petroleum	1.8	13.6	0.9	15.5	2.4	4.8	0.4	0.6	0.1
4236	Electrical goods	2.3	9.4	1.5	6.3	1.4	4.1	0.9	0.6	0.4
4237	Hardware, plumbing and heating equipment	1.3	5.6	0.7	5.5	1.3	0.8	0.7	0.6	0.1
4238	Machinery, equipment and supplies	1.9	5.1	0.9	7.4	1.4	5.3	0.4	0.6	0.2
4239	Miscellaneous durable goods	3.5	(D)	2.2	(D)	2.4	(D)	(D)	(D)	(D)
<b>424</b>	<b>Nondurable goods</b>	<b>0.7</b>	<b>1.5</b>	<b>0.6</b>	<b>1.5</b>	<b>0.5</b>	<b>0.7</b>	<b>0.3</b>	<b>0.3</b>	<b>0.6</b>
4241	Paper and paper products	2.3	3.8	1.1	3.7	1.4	1.8	0.5	0.4	0.1
4242	Drugs, drug proprietaries and druggists' sundries	1.4	2.2	1.0	2.4	0.8	0.6	1.1	1.1	0.6
4243	Apparel, piece goods, and notions	1.8	(D)	1.3	(D)	1.4	(D)	(D)	(D)	(D)
4244	Groceries and related products	2.0	4.6	1.8	4.9	1.1	0.9	0.7	0.6	0.4
4245	Farm-products raw materials	3.5	10.6	2.8	9.8	1.6	1.5	0.4	0.4	0.1
4246	Chemicals and allied products	2.7	(D)	0.9	(D)	3.2	(D)	(D)	(D)	(D)
4247	Petroleum and petroleum products	1.6	2.4	0.9	2.7	1.2	1.0	0.1	0.1	0.1
4248	Beer, wine, and distilled beverages	1.7	(D)	1.0	(D)	1.5	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	3.1	4.2	2.3	3.7	1.7	1.0	0.7	0.6	0.2

NA Not applicable.

(S) Corresponding estimate in Table 2.0 does not meet publication standards because of high sampling variability or poor response quality.

(D) Corresponding estimate in Table 2.0 is withheld to avoid disclosing data on individual companies; these data are included in higher level totals.

Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit [www.census.gov/eos/www/whstats.html](http://www.census.gov/eos/www/whstats.html).

<sup>1</sup> Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

**Table 2.1A. Measures of Sampling Variability - U.S. Merchant Wholesale Trade Sales, Excluding Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003**

[Estimates are based on data from the 2004 Annual Trade Survey, are shown as percents, and are associated with the estimates in Table 2.1.]

NAICS Code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2004		2003		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	Total Sales	E-commerce Sales	2004	2003	2004
<b>42</b>	<b>Total Merchant Wholesale Trade Excluding MSBOs<sup>1</sup></b>	<b>0.7</b>	<b>2.0</b>	<b>0.5</b>	<b>1.7</b>	<b>0.5</b>	<b>0.6</b>	<b>0.3</b>	<b>0.2</b>	<b>NA</b>
<b>423</b>	<b>Durable goods</b>	<b>1.0</b>	<b>2.6</b>	<b>0.8</b>	<b>2.1</b>	<b>0.7</b>	<b>1.2</b>	<b>0.3</b>	<b>0.2</b>	<b>0.6</b>
4231	Motor vehicles and automotive equipment	1.2	4.5	0.8	3.5	0.9	1.1	1.0	0.8	0.6
4232	Furniture and home furnishings	3.0	11.3	1.4	12.0	2.4	2.8	1.6	1.5	0.2
4233	Lumber and other construction material	3.2	14.3	2.9	15.2	2.2	1.7	0.6	0.7	0.1
4234	Professional and commercial equipment and supplies	2.3	5.9	1.9	4.5	1.4	2.2	0.8	0.7	0.5
42343	Computer equipment and supplies	3.2	11.1	1.9	9.5	2.0	2.4	1.5	1.3	0.5
4235	Metals and minerals, excluding petroleum	2.4	(S)	1.4	(S)	3.2	(S)	(S)	(S)	(S)
4236	Electrical goods	3.1	5.7	2.0	5.1	1.9	3.0	0.5	0.5	0.3
4237	Hardware, plumbing and heating equipment	1.6	8.2	0.9	7.8	1.5	0.9	0.8	0.8	0.1
4238	Machinery, equipment and supplies	1.6	8.9	1.0	7.9	1.1	4.4	0.4	0.4	0.2
4239	Miscellaneous durable goods	3.7	8.8	2.4	5.7	2.7	6.3	1.0	0.8	0.4
<b>424</b>	<b>Nondurable goods</b>	<b>0.9</b>	<b>2.1</b>	<b>0.7</b>	<b>2.1</b>	<b>0.6</b>	<b>0.6</b>	<b>0.3</b>	<b>0.3</b>	<b>0.6</b>
4241	Paper and paper products	3.6	5.8	1.7	5.8	2.1	3.4	0.6	0.5	0.1
4242	Drugs, drug proprietaries and druggists' sundries	1.9	3.1	1.5	3.4	1.0	0.9	1.5	1.4	1.0
4243	Apparel, piece goods, and notions	2.0	9.9	1.4	9.6	1.7	3.5	2.1	2.0	0.5
4244	Groceries and related products	1.7	10.1	1.4	10.5	1.5	2.3	1.0	0.9	0.9
4245	Farm-products raw materials	3.5	10.6	2.8	9.8	1.6	1.5	0.4	0.4	0.1
4246	Chemicals and allied products	2.5	(D)	1.4	(D)	1.9	(D)	(D)	(D)	(D)
4247	Petroleum and petroleum products	2.6	5.2	1.4	5.0	1.9	1.7	0.2	0.2	0.1
4248	Beer, wine, and distilled beverages	1.9	(D)	1.1	(D)	1.7	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	4.1	12.8	3.2	11.5	2.2	3.1	0.6	0.5	0.3

NA Not applicable.

(S) Corresponding estimate in Table 2.1 does not meet publication standards because of high sampling variability or poor response quality.

(D) Corresponding estimate in Table 2.1 is withheld to avoid disclosing data on individual companies; these data are included in higher level totals.

Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit [www.census.gov/eos/www/whestats.html](http://www.census.gov/eos/www/whestats.html).

<sup>1</sup> Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

**Table 2.2A. Measures of Sampling Variability - U.S. Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003**

[Estimates are based on data from the 2004 Annual Trade Survey, are shown as percents, and are associated with the estimates in Table 2.2.]

NAICS Code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2004		2003		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	Total	E-commerce	2004	2003	2004
<b>42</b>	<b>Total Merchant Wholesale Trade</b>	<b>0.5</b>	<b>1.6</b>	<b>0.4</b>	<b>1.4</b>	<b>0.3</b>	<b>0.7</b>	<b>0.4</b>	<b>0.3</b>	<b>NA</b>
<b>423</b>	<b>Durable goods</b>	<b>0.7</b>	<b>3.0</b>	<b>0.3</b>	<b>2.1</b>	<b>0.6</b>	<b>1.7</b>	<b>0.6</b>	<b>0.5</b>	<b>1.0</b>
4231	Motor vehicles and automotive equipment	0.6	(D)	0.1	(D)	0.6	(D)	(D)	(D)	(D)
4232	Furniture and home furnishings	2.6	1.8	0.1	1.9	2.7	0.3	0.5	0.4	(Z)
4233	Lumber and other construction material	0.7	7.4	0.6	7.8	0.5	3.7	0.4	0.5	(Z)
4234	Professional and commercial equipment and supplies	1.7	4.0	0.3	4.0	1.8	0.3	0.4	0.4	0.2
42343	Computer equipment and supplies	3.2	4.1	3.3	4.1	0.3	0.0	0.6	0.6	0.1
4235	Metals and minerals, excluding petroleum	1.3	16.6	0.7	19.5	1.2	6.3	1.4	1.7	0.2
4236	Electrical goods	2.0	24.2	1.4	18.2	1.8	6.9	2.8	2.3	0.9
4237	Hardware, plumbing and heating equipment	0.7	3.7	0.3	3.6	0.6	0.8	0.7	0.7	(Z)
4238	Machinery, equipment and supplies	3.5	6.8	1.6	10.8	3.4	8.0	1.2	2.0	0.2
4239	Miscellaneous durable goods	(S)	(D)	(S)	(D)	(S)	(D)	(D)	(D)	(D)
<b>424</b>	<b>Nondurable goods</b>	<b>0.9</b>	<b>2.2</b>	<b>0.9</b>	<b>1.7</b>	<b>0.5</b>	<b>1.5</b>	<b>0.5</b>	<b>0.4</b>	<b>1.0</b>
4241	Paper and paper products	0.9	5.8	0.5	5.8	0.7	0.2	0.9	0.8	0.1
4242	Drugs, drug proprietaries and druggists' sundries	0.8	3.3	0.2	3.3	0.8	0.3	1.8	1.8	0.8
4243	Apparel, piece goods, and notions	4.6	(D)	3.0	(D)	3.4	(D)	(D)	(D)	(D)
4244	Groceries and related products	3.6	5.8	3.7	5.1	0.5	0.9	1.2	1.1	0.6
4246	Chemicals and allied products	5.7	26.9	0.5	12.7	6.2	42.1	2.7	1.7	0.7
4247	Petroleum and petroleum products	0.2	0.6	(Z)	1.0	0.2	0.7	(Z)	0.1	(Z)
4248	Beer, wine, and distilled beverages	0.1	(D)	(Z)	(D)	0.1	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	0.5	3.6	0.5	3.5	0.7	0.7	1.6	1.4	0.3

NA Not applicable.

(S) Corresponding estimate in Table 2.2 does not meet publication standards because of high sampling variability or poor response quality.

(D) Corresponding estimate in Table 2.2 is withheld to avoid disclosing data of individual companies; these data are included in broader industry totals.

(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/whestats.html](http://www.census.gov/eos/www/whestats.html).

Source: U.S. Census Bureau, 2004 Annual Trade Survey

**Table 3A. Measures of Sampling Variability - U.S. Merchant Wholesale Trade Sales, Excluding Manufacturers' Sales Branches and Offices - Total and EDI: 2004 and 2003**

[Estimates are based on data from the 2004 Annual Trade Survey, are shown as percents, and are associated with the estimates in Table 3.]

NAICS Code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:						
		2004		2003		Y/Y Percent Change		EDI as Percent of Total Sales		Percent Distribution of EDI Sales	EDI as Percent of E-commerce Sales	
		Total	EDI	Revised Total	Revised EDI	Total Sales	EDI Sales	2004	2003	2004	2004	2003
<b>42</b>	<b>Total Merchant Wholesale Trade Excluding MSBOs<sup>1</sup></b>	<b>0.7</b>	<b>2.1</b>	<b>0.5</b>	<b>1.8</b>	<b>0.5</b>	<b>0.6</b>	<b>0.2</b>	<b>0.2</b>	<b>NA</b>	<b>0.7</b>	<b>0.7</b>
<b>423</b>	<b>Durable goods</b>	<b>1.0</b>	<b>2.7</b>	<b>0.8</b>	<b>2.2</b>	<b>0.7</b>	<b>1.3</b>	<b>0.3</b>	<b>0.2</b>	<b>0.6</b>	<b>0.8</b>	<b>0.9</b>
4231	Motor vehicles and automotive equipment	1.2	4.7	0.8	3.7	0.9	1.1	1.1	0.8	0.7	0.7	0.7
4232	Furniture and home furnishings	3.0	12.5	1.4	14.2	2.4	3.1	1.4	1.4	0.2	4.5	4.4
4233	Lumber and other construction material	3.2	15.3	2.9	16.5	2.2	2.1	0.5	0.6	0.2	4.0	4.0
4234	Professional and commercial equipment and supplies	2.3	7.1	1.9	5.7	1.4	2.1	0.8	0.6	0.5	1.8	2.0
42343	Computer equipment and supplies	3.2	12.8	1.9	9.6	2.0	3.1	1.2	0.9	0.5	1.9	1.6
4235	Metals and minerals, excluding petroleum	2.4	(S)	1.4	(S)	3.2	(S)	(S)	(S)	(S)	(S)	(S)
4236	Electrical goods	3.1	6.7	2.0	6.1	1.9	3.2	0.5	0.5	0.3	3.2	3.4
4237	Hardware, plumbing and heating equipment	1.6	8.2	0.9	8.0	1.5	0.8	0.8	0.7	0.2	0.5	0.8
4238	Machinery, equipment and supplies	1.6	12.3	1.0	11.5	1.1	5.2	0.5	0.4	0.3	4.0	3.8
4239	Miscellaneous durable goods	3.7	10.1	2.4	6.5	2.7	6.3	1.0	0.8	0.4	2.4	2.4
<b>424</b>	<b>Nondurable goods</b>	<b>0.9</b>	<b>2.2</b>	<b>0.7</b>	<b>2.1</b>	<b>0.6</b>	<b>0.6</b>	<b>0.3</b>	<b>0.3</b>	<b>0.6</b>	<b>0.9</b>	<b>0.8</b>
4241	Paper and paper products	3.6	5.1	1.7	6.5	2.1	3.9	0.2	0.2	(Z)	1.6	1.9
4242	Drugs, drug proprietaries and druggists' sundries	1.9	3.2	1.5	3.3	1.0	0.8	1.4	1.3	0.9	0.6	0.4
4243	Apparel, piece goods, and notions	2.0	10.8	1.4	10.6	1.7	3.1	2.0	2.0	0.6	2.3	2.1
4244	Groceries and related products	1.7	11.3	1.4	11.8	1.5	1.3	0.7	0.6	0.7	3.7	3.7
4245	Farm-products raw materials	3.5	11.1	2.8	10.2	1.6	0.6	0.4	0.4	0.1	0.7	1.1
4246	Chemicals and allied products	2.5	(D)	1.4	(D)	1.9	(D)	(D)	(D)	(D)	(D)	(D)
4247	Petroleum and petroleum products	2.6	5.1	1.4	5.1	1.9	1.3	0.1	0.2	0.1	1.2	0.7
4248	Beer, wine, and distilled beverages	1.9	(D)	1.1	(D)	1.7	(D)	(D)	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	4.1	16.3	3.2	15.7	2.2	2.9	0.5	0.5	0.3	4.4	4.8

NA Not applicable.

(S) Corresponding estimate in Table 3 does not meet publication standards because of high sampling variability or poor response quality.

(D) Corresponding estimate in Table 3 is withheld to avoid disclosing data of individual companies; these data are included in higher levels totals.

(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/whestats.html](http://www.census.gov/eos/www/whestats.html).

<sup>1</sup> Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

**Table 4A. Measures of Sampling Variability - U.S. Selected Services Revenue - Total and E-commerce: 2004 and 2003**

[Except where indicated, estimates are based on data from the 2004 Service Annual Survey. Estimates are shown as percents and are associated with the estimates in Table 4.]

NAICS Code	Description	Coefficient of Variation for Value of Revenue				Standard Error for Estimate of:				
		2004		2003		Y/Y Percent Change		E-commerce as Percent of Total Revenue		Percent Distribution of E-commerce Revenue
		Total	E-commerce	Revised Total	Revised E-commerce	Total Revenue	E-commerce Revenue	2004	2003	2004
	<b>Total for Selected Service Industries</b>	<b>0.3</b>	<b>2.6</b>	<b>0.2</b>	<b>3.9</b>	<b>0.3</b>	<b>2.0</b>	<b>(Z)</b>	<b>(Z)</b>	<b>NA</b>
	<b>Selected Transportation and Warehousing<sup>1</sup></b>	<b>0.9</b>	<b>6.6</b>	<b>0.7</b>	<b>5.3</b>	<b>0.8</b>	<b>6.8</b>	<b>0.1</b>	<b>0.1</b>	<b>0.6</b>
484	Truck transportation	1.1	7.4	0.8	7.1	0.9	4.6	0.2	0.1	0.5
492	Couriers and messengers	1.2	11.9	1.5	7.9	1.5	11.1	0.2	0.1	0.2
493	Warehousing and storage	5.2	S	3.3	S	3.0	S	S	S	S
<b>51</b>	<b>Information</b>	<b>0.3</b>	<b>3.4</b>	<b>0.3</b>	<b>4.0</b>	<b>0.3</b>	<b>2.4</b>	<b>0.1</b>	<b>0.1</b>	<b>0.9</b>
511	Publishing industries	0.8	8.1	0.5	7.3	0.6	3.7	0.2	0.2	0.8
513	Broadcasting and telecommunications	0.5	1.6	0.3	1.6	0.3	0.3	(Z)	(Z)	0.1
51419	Online information services	1.5	3.8	1.4	7.7	0.7	8.9	0.5	0.7	0.3
	<b>Selected Finance<sup>2</sup></b>	<b>1.2</b>	<b>3.6</b>	<b>1.0</b>	<b>4.2</b>	<b>0.6</b>	<b>1.0</b>	<b>0.1</b>	<b>0.1</b>	<b>0.4</b>
5231	Securities and commodity contracts intermediation and brokerage	1.1	3.6	1.1	4.2	0.4	1.0	0.1	0.1	0.4
<b>532</b>	<b>Rental and Leasing Services</b>	<b>1.3</b>	<b>(S)</b>	<b>1.0</b>	<b>(S)</b>	<b>0.8</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>
	<b>Selected Professional, Scientific, and Technical Services<sup>3</sup></b>	<b>1.3</b>	<b>14.8</b>	<b>1.0</b>	<b>20.4</b>	<b>1.0</b>	<b>9.0</b>	<b>0.2</b>	<b>0.2</b>	<b>1.7</b>
5415	Computer systems design and related services	1.9	19.9	1.4	30.6	1.6	7.2	0.6	0.9	1.2
	<b>Selected Administrative and Support and Waste Management and Remediation Services<sup>4</sup></b>	<b>1.5</b>	<b>2.8</b>	<b>0.9</b>	<b>2.6</b>	<b>1.1</b>	<b>1.8</b>	<b>0.1</b>	<b>0.1</b>	<b>0.6</b>
5615	Travel arrangement and reservation services	2.3	3.5	2.2	2.5	0.7	2.8	0.6	0.6	0.4
<b>62</b>	<b>Health Care and Social Assistance Services</b>	<b>0.4</b>	<b>(S)</b>	<b>0.4</b>	<b>(S)</b>	<b>0.3</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>
<b>71</b>	<b>Arts, Entertainment, and Recreation Services</b>	<b>1.0</b>	<b>(S)</b>	<b>0.7</b>	<b>(S)</b>	<b>0.5</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>
<b>72</b>	<b>Accommodation and Food Services<sup>5</sup></b>	<b>0.6</b>	<b>(S)</b>	<b>0.1</b>	<b>(S)</b>	<b>0.7</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>	<b>(S)</b>
	<b>Selected Other Services<sup>6</sup></b>	<b>1.2</b>	<b>5.5</b>	<b>1.0</b>	<b>7.7</b>	<b>0.6</b>	<b>5.5</b>	<b>(Z)</b>	<b>(Z)</b>	<b>0.2</b>
811	Repair and maintenance	2.5	13.0	2.3	18.8	1.3	8.8	(Z)	(Z)	0.1
813	Religious, grantmaking, civic, professional, and similar organizations	1.3	7.4	1.2	9.4	0.7	7.2	0.1	0.1	0.2

NA Not applicable.

(S) Corresponding estimate in Table 4 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/sestats.html](http://www.census.gov/eos/www/sestats.html).

<sup>1</sup> Excludes NAICS 481 (air transportation), 482 (rail transportation), 483 (water transportation), 485 (transit and ground passenger transportation), 486 (pipeline transportation), 487 (scenic and sightseeing transportation), 488 (support activities for transportation), and 491 (postal service).

<sup>2</sup> Excludes NAICS 521 (monetary authorities-central bank), 522 (credit intermediation and related activities), 5232 (securities and commodity exchanges), 52391 (miscellaneous intermediation), 52399 (all other financial investment activities), 524 (insurance carriers and related activities), and 525 (funds, trusts, and other financial vehicles).

<sup>3</sup> Excludes NAICS 54112 (offices of notaries) and 54132 (landscape architectural services).

<sup>4</sup> Excludes NAICS 56173 (landscaping services).

<sup>5</sup> Estimates are based on data from the 2004 Annual Retail Trade Survey.

<sup>6</sup> Excludes NAICS 81311 (religious organizations), 81393 (labor and similar organizations), 81394 (political organizations), and 814 (private households).

Source: U.S. Census Bureau, 2004 Service Annual Survey



**Table 5A. Measures of Sampling Variability - U.S. Retail Trade Sales - Total and E-commerce: 2004 and 2003**

[Estimates are based on data from the 2004 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:				
		2004		2003		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			2004	2003	2004
						Total Sales	E-commerce Sales			
	<b>Total Retail Trade</b>	<b>0.4</b>	<b>2.1</b>	<b>0.1</b>	<b>2.1</b>	<b>0.3</b>	<b>1.8</b>	<b>(Z)</b>	<b>(Z)</b>	<b>NA</b>
441	Motor vehicles and parts dealers	0.9	4.7	0.5	4.3	0.8	3.3	0.1	(Z)	0.6
442	Furniture and home furnishings stores	0.8	(S)	0.8	(S)	1.0	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	0.9	26.1	0.7	27.6	0.6	11.2	0.3	0.2	0.4
444	Building materials and garden equipment and supplies stores	0.6	23.9	0.5	23.7	0.5	3.3	(Z)	(Z)	0.1
445	Food and beverage stores	0.5	(S)	0.3	(S)	0.3	(S)	(S)	(S)	(S)
446	Health and personal care stores	1.5	(S)	1.3	(S)	0.9	(S)	(S)	(S)	(S)
447	Gasoline stations	3.1	(S)	0.9	(S)	3.0	(S)	(S)	(S)	(S)
448	Clothing and clothing accessories stores	0.9	20.8	0.7	16.9	0.4	13.4	0.1	0.1	0.3
451	Sporting goods, hobby, book, and music stores	0.7	21.1	0.4	15.3	0.6	12.8	0.4	0.2	0.4
452	General merchandise stores	0.2	(S)	0.1	(S)	0.2	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	1.2	19.2	1.0	17.5	0.8	9.2	0.2	0.1	0.3
454	Nonstore retailers	0.9	2.2	0.6	2.5	0.6	1.8	0.5	0.5	0.9
454110	Electronic shopping and mail-order houses	1.1	1.9	0.8	2.1	0.8	1.8	0.6	0.6	1.1

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](http://www.census.gov/eos/www/restats.html).

Source: U.S. Census Bureau, 2004 Annual Retail Trade Survey

**Table 6A. Measures of Sampling Variability - U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line: 2004 and 2003**

[Estimates are based on data from the 2004 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 6.]

Merchandise Lines	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:					
	2004		2003		Y/Y Percent Change		E-commerce as Percent of Total Sales	Percent Distribution		
	Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2004	Total Sales	E-commerce Sales	
							2004	2004	2004	
<b>Total Electronic Shopping and Mail-Order Houses (NAICS 454110)</b>	<b>1.1</b>	<b>1.9</b>	<b>0.8</b>	<b>2.1</b>	<b>0.8</b>	<b>1.8</b>	<b>0.6</b>	<b>NA</b>	<b>NA</b>	
Books and magazines	6.8	7.4	4.9	3.2	3.4	4.4	2.0	0.2	0.3	
Clothing and clothing accessories (includes footwear)	3.3	5.2	2.7	4.2	1.7	2.6	1.1	0.3	0.5	
Computer hardware	4.1	3.6	3.4	3.7	1.5	1.6	1.4	0.7	0.7	
Computer software	8.8	10.7	9.4	12.4	3.2	2.2	1.9	0.3	0.3	
Drugs, health aids, and beauty aids	3.7	15.5	3.6	14.1	1.7	17.4	0.9	0.8	0.7	
Electronics and appliances	4.7	3.7	4.4	4.2	1.6	2.4	1.7	0.3	0.3	
Food, beer, and wine	11.2	19.0	10.4	18.0	1.9	3.4	2.6	0.2	0.4	
Furniture and home furnishings	4.3	6.7	6.0	12.5	3.3	7.0	1.9	0.3	0.5	
Music and videos	3.0	5.9	2.8	4.1	0.8	5.2	2.4	0.1	0.3	
Office equipment and supplies	2.1	1.1	2.4	1.8	1.2	1.3	0.9	0.1	0.2	
Sporting goods	13.5	14.2	15.1	14.6	2.3	14.8	5.7	0.3	0.4	
Toys, hobby goods, and games	7.0	7.9	6.4	6.9	2.2	3.4	1.9	0.2	0.2	
Other merchandise <sup>1</sup>	5.3	8.5	4.0	7.4	2.0	4.0	1.5	0.6	0.9	
Nonmerchandise receipts <sup>2</sup>	1.8	1.3	2.0	1.8	1.2	1.9	1.0	0.1	0.1	

NA Not applicable.

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

<sup>1</sup> Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, and jewelry.

<sup>2</sup> Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, 2004 Annual Retail Trade Survey