Table 1. U.S. Manufacturing Shipments ${ }^{1}$ - Total and E-commerce Value: 2003 and 2002
 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 <br> Distribution of E-commerce Shipments |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  |  |  |  |  |  |  |
|  |  | Total | E-commerce | Revised Total | E-commerce | Total Shipments | $\begin{array}{r} \text { E-commerce } \\ \text { Shipments } \end{array}$ | 2003 | 2002 | 2003 | 2002 |
|  | Total Manufacturing | 3,979,917 | 842,666 | 3,920,632 | 751,985 | 1.5 | 12.1 | 21.2 | 19.2 | 100.0 | 100.0 |
| 311 | Food manufacturing | 482,815 | 59,576 | 460,020 | 51,094 | 5.0 | 16.6 | 12.3 | 11.1 | 7.1 | 6.8 |
| 312 | Beverage and tobacco product manufacturing | 106,873 | 46,998 | 105,691 | 45,419 | 1.1 | 3.5 | 44.0 | 43.0 | 5.6 | 6.0 |
| 313 | Textile mills | 42,557 | 3,639 | 45,549 | 3,977 | -6.6 | -8.5 | 8.6 | 8.7 | 0.4 | 0.5 |
| 314 | Textile product mills | 30,827 | 7,244 | 31,807 | 7,491 | -3.1 | -3.3 | 23.5 | 23.6 | 0.9 | 1.0 |
| 315 | Apparel manufacturing | 40,624 | 9,137 | 44,515 | 9,726 | -8.7 | -6.1 | 22.5 | 21.8 | 1.1 | 1.3 |
| 316 | Leather and allied product manufacturing | 6,003 | 653 | 6,299 | 783 | -4.7 | -16.6 | 10.9 | 12.4 | 0.1 | 0.1 |
| 321 | Wood product manufacturing | 91,240 | 5,753 | 88,985 | 4,567 | 2.5 | 26.0 | 6.3 | 5.1 | 0.7 | 0.6 |
| 322 | Paper manufacturing | 149,270 | 18,683 | 153,655 | 18,385 | -2.9 | 1.6 | 12.5 | 12.0 | 2.2 | 2.4 |
| 323 | Printing and related support activities | 92,192 | 4,452 | 95,388 | 4,725 | -3.4 | -5.8 | 4.8 | 5.0 | 0.5 | 0.6 |
| 324 | Petroleum and coal products manufacturing | 237,011 | 51,586 | 215,190 | 25,523 | 10.1 | 102.1 | 21.8 | 11.9 | 6.1 | 3.4 |
| 325 | Chemical manufacturing | 477,360 | 85,186 | 460,451 | 68,674 | 3.7 | 24.0 | 17.8 | 14.9 | 10.1 | 9.1 |
| 326 | Plastics and rubber products manufacturing | 176,344 | 26,954 | 173,901 | 23,953 | 1.4 | 12.5 | 15.3 | 13.8 | 3.2 | 3.2 |
| 327 | Nonmetallic mineral product manufacturing | 96,349 | 8,631 | 95,265 | 7,144 | 1.1 | 20.8 | 9.0 | 7.5 | 1.0 | 1.0 |
| 331 | Primary metal manufacturing | 136,839 | 12,578 | 139,449 | 12,828 | -1.9 | -1.9 | 9.2 | 9.2 | 1.5 | 1.7 |
| 332 | Fabricated metal product manufacturing | 244,662 | 23,735 | 246,734 | 21,427 | -0.8 | 10.8 | 9.7 | 8.7 | 2.8 | 2.8 |
| 333 | Machinery manufacturing | 253,673 | 34,797 | 253,135 | 30,390 | 0.2 | 14.5 | 13.7 | 12.0 | 4.1 | 4.0 |
| 334 | Computer and electronic product manufacturing | 353,666 | 67,476 | 358,258 | 73,406 | -1.3 | -8.1 | 19.1 | 20.5 | 8.0 | 9.8 |
| 335 | Electrical equipment, appliance, and components | 101,771 | 23,722 | 104,472 | 23,043 | -2.6 | 2.9 | 23.3 | 22.1 | 2.8 | 3.1 |
| 336 | Transportation equipment manufacturing | 653,489 | 327,401 | 637,675 | 297,280 | 2.5 | 10.1 | 50.1 | 46.6 | 38.9 | 39.5 |
| 337 | Furniture and related product manufacturing | 76,621 | 9,983 | 77,242 | 8,082 | -0.8 | 23.5 | 13.0 | 10.5 | 1.2 | 1.1 |
| 339 | Miscellaneous manufacturing | 129,731 | 14,482 | 126,951 | 14,068 | 2.2 | 2.9 | 11.2 | 11.1 | 1.7 | 1.9 |

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.
${ }^{1}$ Estimates include data only for businesses with paid employees and are subject to revision.
Sources: U.S. Census Bureau, 2003 and 2002 Annual Survey of Manufactures and 2002 Economic Census

Table 2. U.S. Merchant Wholesale Trade Sales ${ }^{1}$, Excluding Manufacturers' Sales Branches and Offices - Total and E-commerce: 2003 and 2002
[Estimates are based on data from the 2003 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 2A.]

| NAICS <br> Code | Description | Value of Sales |  |  |  | Y/Y Percent Change |  | E-commerce as Percent of Total Sales |  | Percent <br> Distribution of E-commerce Sales |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  |  |  |  |  |  |
|  |  | Total | E-commerce | Revised Total | Revised E-commerce | Total Sales | E-commerce Sales | 2003 | 2002 | 2003 |
| 42 | Total Merchant Wholesale Trade Excluding MSBOs ${ }^{2}$ | 2,946,473 | 386,922 | 2,824,417 | 343,327 | 4.3 | 12.7 | 13.1 | 12.2 | 100.0 |
| 423 | Durable goods | 1,441,566 | 173,834 | 1,412,103 | 161,226 | 2.1 | 7.8 | 12.1 | 11.4 | 44.9 |
| 4231 | Motor vehicles and automotive equipment | 255,198 | 64,142 | 249,872 | 62,344 | 2.1 | 2.9 | 25.1 | 25.0 | 16.6 |
| 4232 | Furniture and home furnishings | 55,315 | 6,679 | 53,210 | 6,248 | 4.0 | 6.9 | 12.1 | 11.7 | 1.7 |
| 4233 | Lumber and other construction material | 105,124 | 4,761 | 94,381 | 3,915 | 11.4 | 21.6 | 4.5 | 4.1 | 1.2 |
| 4234 | Professional and commercial equipment and supplies | 270,702 | 38,515 | 269,199 | 34,597 | 0.6 | 11.3 | 14.2 | 12.9 | 10.0 |
| 42343 | Computer equipment and supplies | 141,056 | 20,470 | 147,473 | 19,269 | -4.4 | 6.2 | 14.5 | 13.1 | 5.3 |
| 4235 | Metals and minerals, excluding petroleum | 81,489 | (S) | 81,843 | (S) | -0.4 | (S) | (S) | (S) | (S) |
| 4236 | Electrical goods | 221,568 | 21,983 | 217,470 | 20,715 | 1.9 | 6.1 | 9.9 | 9.5 | 5.7 |
| 4237 | Hardware, plumbing and heating equipment | 70,765 | 9,059 | 70,169 | 8,366 | 0.8 | 8.3 | 12.8 | 11.9 | 2.3 |
| 4238 | Machinery, equipment and supplies | 232,603 | 11,122 | 229,269 | 9,491 | 1.5 | 17.2 | 4.8 | 4.1 | 2.9 |
| 4239 | Miscellaneous durable goods | 148,802 | 16,368 | 146,690 | 14,368 | 1.4 | 13.9 | 11.0 | 9.8 | 4.2 |
| 424 | Nondurable goods | 1,504,907 | 213,088 | 1,412,314 | 182,101 | 6.6 | 17.0 | 14.2 | 12.9 | 55.1 |
| 4241 | Paper and paper products | 73,882 | 5,729 | 72,633 | 4,560 | 1.7 | 25.6 | 7.8 | 6.3 | 1.5 |
| 4242 | Drugs, drug proprietaries and druggists' sundries | 268,158 | 131,540 | 241,040 | 113,265 | 11.3 | 16.1 | 49.1 | 47.0 | 34.0 |
| 4243 | Apparel, piece goods, and notions | 103,949 | 20,814 | 105,452 | 17,988 | -1.4 | 15.7 | 20.0 | 17.1 | 5.4 |
| 4244 | Groceries and related products | 401,810 | 27,931 | 386,839 | 23,419 | 3.9 | 19.3 | 7.0 | 6.1 | 7.2 |
| 4245 | Farm-products raw materials | 118,663 | 3,681 | 106,638 | 3,452 | 11.3 | 6.6 | 3.1 | 3.2 | 1.0 |
| 4246 | Chemicals and allied products | 69,037 | (D) | 67,046 | (D) | 3.0 | (D) | (D) | (D) | (D) |
| 4247 | Petroleum and petroleum products | 223,474 | 11,257 | 189,423 | 10,053 | 18.0 | 12.0 | 5.0 | 5.30 | 2.9 |
| 4248 | Beer, wine, and distilled beverages | 81,449 | (D) | 78,523 | (D) | 3.7 | (D) | (D) | (D) | (D) |
| 4249 | Miscellaneous nondurable goods | 164,485 | 7,072 | 164,720 | 5,245 | -0.1 | 34.8 | 4.3 | 3.2 | 1.8 |

(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.
${ }^{1}$ Estimates include data only for businesses with paid employees and are subject to revision.
${ }^{2}$ Manufacturers' Sales Branches and Offices.
Source: U.S. Census Bureau, 2003 Annual Trade Survey

Table 3. U.S. Merchant Wholesale Trade Sales ${ }^{1}$, Excluding Manufacturers' Sales Branches and Offices - Total and EDI: 2003 and 2002
[Estimates are based on data from the 2003 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 <br> 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 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  |  |  |  |  |  |  |  |
|  |  | Total | EDI | Revised Total | Revised EDI | Total Sales | $\begin{array}{r} \text { EDI } \\ \text { Sales } \end{array}$ | 2003 | 2002 | 2003 | 2003 | 2002 |
| 42 | Total Merchant Wholesale Trade Excluding MSBOs ${ }^{2}$ | 2,946,473 | 332,390 | 2,824,417 | 297,886 | 4.3 | 11.6 | 11.3 | 10.5 | 100.0 | 85.9 | 86.8 |
| 423 | Durable goods | 1,441,566 | 149,083 | 1,412,103 | 140,358 | 2.1 | 6.2 | 10.3 | 9.9 | 44.9 | 85.8 | 87.1 |
| 4231 | Motor vehicles and automotive equipment | 255,198 | 62,661 | 249,872 | 60,976 | 2.1 | 2.8 | 24.6 | 24.4 | 18.9 | 97.7 | 97.8 |
| 4232 | Furniture and home furnishings | 55,315 | 4,849 | 53,210 | 4,617 | 4.0 | 5.0 | 8.8 | 8.7 | 1.5 | 72.6 | 73.9 |
| 4233 | Lumber and other construction material | 105,124 | 4,334 | 94,381 | 3,524 | 11.4 | 23.0 | 4.1 | 3.7 | 1.3 | 91.0 | 90.0 |
| 4234 | Professional and commercial equipment and supplies | 270,702 | 28,023 | 269,199 | 25,543 | 0.6 | 9.7 | 10.4 | 9.5 | 8.4 | 72.8 | 73.8 |
| 42343 | Computer equipment and supplies | 141,056 | 13,705 | 147,473 | 12,425 | -4.4 | 10.3 | 9.7 | 8.4 | 4.1 | 67.0 | 64.5 |
| 4235 | Metals and minerals, excluding petroleum | 81,489 | (S) | 81,843 | (S) | -0.4 | (S) | (S) | (S) | (S) | (S) | (S) |
| 4236 | Electrical goods | 221,568 | 17,536 | 217,470 | 17,128 | 1.9 | 2.4 | 7.9 | 7.9 | 5.3 | 79.8 | 82.7 |
| 4237 | Hardware, plumbing and heating equipment | 70,765 | 8,674 | 70,169 | 7,992 | 0.8 | 8.5 | 12.3 | 11.4 | 2.6 | 95.8 | 95.5 |
| 4238 | Machinery, equipment and supplies | 232,603 | 7,839 | 229,269 | 6,906 | 1.5 | 13.5 | 3.4 | 3.0 | 2.4 | 70.5 | 72.8 |
| 4239 | Miscellaneous durable goods | 148,802 | 14,160 | 146,690 | 12,676 | 1.4 | 11.7 | 9.5 | 8.6 | 4.3 | 86.5 | 88.2 |
| 424 | Nondurable goods | 1,504,907 | 183,307 | 1,412,314 | 157,528 | 6.6 | 16.4 | 12.2 | 11.2 | 55.1 | 86.0 | 86.5 |
| 4241 | Paper and paper products | 73,882 | 2,810 | 72,633 | 2,493 | 1.7 | 12.7 | 3.8 | 3.4 | 0.8 | 49.0 | 54.7 |
| 4242 | Drugs, drug proprietaries and druggists' sundries | 268,158 | 119,337 | 241,040 | 103,565 | 11.3 | 15.2 | 44.5 | 43.0 | 35.9 | 90.7 | 91.4 |
| 4243 | Apparel, piece goods, and notions | 103,949 | 19,305 | 105,452 | 16,805 | -1.4 | 14.9 | 18.6 | 15.9 | 5.8 | 92.8 | 93.4 |
| 4244 | Groceries and related products | 401,810 | 18,202 | 386,839 | 15,318 | 3.9 | 18.8 | 4.5 | 4.0 | 5.5 | 65.2 | 65.4 |
| 4245 | Farm-products raw materials | 118,663 | 3,421 | 106,638 | 3,302 | 11.3 | 3.6 | 2.9 | 3.1 | 1.0 | 92.9 | 95.7 |
| 4246 | Chemicals and allied products | 69,037 | (D) | 67,046 | (D) | 3.0 | (D) | (D) | (D) | (D) | (D) | (D) |
| 4247 | Petroleum and petroleum products | 223,474 | 11,083 | 189,423 | 9,223 | 18.0 | 20.2 | 5.0 | 4.9 | 3.3 | 98.5 | 91.70 |
| 4248 | Beer, wine, and distilled beverages | 81,449 | (D) | 78,523 | (D) | 3.7 | (D) | (D) | (D) | (D) | (D) | (D) |
| 4249 | Miscellaneous nondurable goods | 164,485 | 5,551 | 164,720 | 3,927 | -0.1 | 41.4 | 3.4 | 2.4 | 1.7 | 78.5 | 74.9 |


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
${ }^{1}$ Estimates include data only for businesses with paid employees and are subject to revision.
${ }^{2}$ Manufacturers' Sales Branches and Offices.
Source: U.S. Census Bureau, 2003 Annual Trade Survey

## Table 4. U.S. Selected Services Revenue ${ }^{1}$ - Total and E-commerce: 2003 and 2002

 Estimated measures of sampling variability for these estimates are provided in Table 4A.]

| NAICS <br> Code | Description | Value of Revenue |  |  |  | Y/Y Percent Change |  | E-commerce as Percent of Total Revenue |  | Percent <br> Distribution of E-commerce Revenue |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  |  |  |  |  |  |
|  |  | Total | E-commerce | Revised Total | $\begin{array}{r} \text { Revised } \\ \text { E-commerce } \end{array}$ | Total Revenue | E-commerce Revenue | 2003 | 2002 | 2003 |
|  | Total for Selected Service Industries | 5,076,846 | 49,945 | 4,868,907 | 41,185 | 4.3 | 21.3 | 1.0 | 0.8 | 100.0 |
|  | Selected Transportation and Warehousing ${ }^{2}$ | 242,067 | 4,296 | 235,478 | 3,317 | 2.8 | 29.5 | 1.8 | 1.4 | 8.6 |
| 484 | Truck transportation | 171,539 | 3,297 | 167,308 | 2,410 | 2.5 | 36.8 | 1.9 | 1.4 | 6.6 |
| 492 | Couriers and messengers | 54,409 | 906 | 52,932 | 813 | 2.8 | 11.4 | 1.7 | 1.5 | 1.8 |
| 493 | Warehousing and storage | 16,119 | (S) | 15,238 | (S) | 5.8 | (S) | (S) | (S) | (S) |
| 51 | Information | 889,276 | 12,367 | 875,323 | 11,058 | 1.6 | 11.8 | 1.4 | 1.3 | 25.3 |
| 511 | Publishing industries | 232,427 | 5,989 | 230,916 | 5,362 | 0.7 | 11.7 | 2.6 | 2.3 | 12.0 |
| 513 | Broadcasting and telecommunications | 490,390 | 2,416 | 482,496 | 2,549 | 1.6 | -5.2 | 0.5 | 0.5 | 4.8 |
| 51419 | Online information services | 32,267 | 2,304 | 31,842 | 1,823 | 1.3 | 26.4 | 7.1 | 5.7 | 4.6 |
|  | Selected Finance ${ }^{3}$ | 273,847 | 4,464 | 256,879 | 4,191 | 6.6 | 6.5 | 1.6 | 1.6 | 8.9 |
| 5231 | Securities and commodity contracts intermediation and brokerage | 173,111 | 4,371 | 163,080 | 4,071 | 6.2 | 7.4 | 2.5 | 2.5 | 8.8 |
| 532 | Rental and Leasing Services | 97,806 | (S) | 96,910 | (S) | 0.9 | (S) | (S) | (S) | (S) |
|  | Selected Professional, Scientific, and Technical Services ${ }^{4}$ | 886,245 | 8,171 | 854,816 | 6,487 | 3.7 | 26.0 | 0.9 | 0.8 | 16.3 |
| 5415 | Computer systems design and related services | 168,792 | 5,466 | 171,111 | 4,264 | -1.4 | 28.2 | 3.2 | 2.5 | 10.9 |
|  | Selected Administrative and Support and Waste Management and Remediation Services ${ }^{5}$ | 436,833 | 11,611 | 418,091 | 10,544 | 4.5 | 10.1 | 2.7 | 2.5 | 23.2 |
| 5615 | Travel arrangement and reservation services | 27,589 | 6,747 | 26,461 | 6,408 | 4.3 | 5.3 | 24.5 | 24.2 | 13.5 |
| 62 | Health Care and Social Assistance Services | 1,282,342 | (S) | 1,203,390 | (S) | 6.6 | (S) | (S) | (S) | (S) |
| 71 | Arts, Entertainment, and Recreation Services | 145,771 | (S) | 137,436 | (S) | 6.1 | (S) | (S) | (S) | (S) |
| 72 | Accommodation and Food Services ${ }^{6}$ | 485,082 | (S) | 465,080 | (S) | 4.3 | (S) | (S) | (S) | (S) |
|  | Selected Other Services ${ }^{7}$ | 337,577 | 1,905 | 325,504 | 1,097 | 3.7 | 73.6 | 0.6 | 0.3 | 3.8 |
| 811 | Repair and maintenance | 136,533 | 275 | 131,537 | 254 | 3.8 | 8.6 | 0.2 | 0.2 | 0.6 |
| 813 | Religious, grantmaking, civic, professional, and similar organizations | 127,286 | 1,323 | 121,381 | 639 | 4.9 | 107.0 | 1.0 | 0.5 | 2.6 |

 Bureau.
Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visitwww.census.gov/eos/www/sestats.html.
${ }^{1}$ 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.
 and 491 (postal service)
 carriers and related activities), and 525 (funds, trusts, and other financial vehicles).
${ }_{5}^{4}$ Excludes NAICS 54112 (offices of notaries) and 54132 (landscape architectural services)
${ }_{6}^{5}$ Excludes NAICS 56173 (landscaping services).
${ }_{7}^{6}$ Estimates are based on data from the 2003 Annual Retail Trade Survey.
${ }^{7}$ Excludes NAICS 81311 (religious organizations), 81393 (labor and similar organizations), 81394 (political organizations), and 814 (private households).
Source: U.S. Census Bureau, 2003 Service Annual Survey

Table 5. U.S. Retail Trade Sales ${ }^{1}$ - Total and E-commerce: 2003 and 2002
[Estimates are based on data from the 2003 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  |  |  |  |  |  |
|  |  | Total | E-commerce | Revised Total | $\begin{array}{r} \text { Revised } \\ \text { E-commerce } \end{array}$ | Total Sales | E-commerce Sales | 2003 | 2002 | 2003 |
|  | Total Retail Trade | 3,275,407 | 55,731 | 3,141,468 | 44,706 | 4.3 | 24.7 | 1.7 | 1.4 | 100.0 |
| 441 | Motor vehicles and parts dealers | 845,772 | 9,540 | 821,664 | 6,836 | 2.9 | 39.6 | 1.1 | 0.8 | 17.1 |
| 442 | Furniture and home furnishings stores | 97,676 | (S) | 94,946 | (S) | 2.9 | (S) | (S) | (S) | (S) |
| 443 | Electronics and appliance stores | 88,084 | 755 | 85,172 | 590 | 3.4 | 28.0 | 0.9 | 0.7 | 1.4 |
| 444 | Building materials and garden equipment and supplies stores | 264,911 | 456 | 248,746 | 400 | 6.5 | 14.0 | 0.2 | 0.2 | 0.8 |
| 445 | Food and beverage stores | 477,294 | (S) | 466,176 | (S) | 2.4 | (S) | (S) | (S) | (S) |
| 446 | Health and personal care stores | 193,976 | (S) | 182,138 | (S) | 6.5 | (S) | (S) | (S) | (S) |
| 447 | Gasoline stations | 274,095 | (Z) | 250,958 | (Z) | 9.2 | (Z) | (Z) | (Z) | (Z) |
| 448 | Clothing and clothing accessories stores | 178,642 | 747 | 172,678 | 475 | 3.5 | 57.3 | 0.4 | 0.3 | 1.3 |
| 451 | Sporting goods, hobby, book, and music stores | 77,280 | 828 | 76,889 | 592 | 0.5 | 39.9 | 1.1 | 0.8 | 1.5 |
| 452 | General merchandise stores | 468,876 | (S) | 446,666 | (S) | 5.0 | (S) | (S) | (S) | (S) |
| 453 | Miscellaneous store retailers | 103,558 | 933 | 104,634 | 668 | -1.0 | 39.7 | 0.9 | 0.6 | 1.7 |
| 454 | Nonstore retailers | 205,243 | 41,562 | 190,801 | 34,441 | 7.6 | 20.7 | 20.3 | 18.1 | 74.6 |
| 454110 | Electronic shopping and mail-order houses | 131,173 | 40,379 | 122,631 | 33,485 | 7.0 | 20.6 | 30.8 | 27.3 | 72.5 |

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

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.htm.
${ }^{1}$ Estimates include data for businesses with or without paid employees and are subject to revision.
Source: U.S. Census Bureau, 2003 Annual Retail Trade Survey

Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line ${ }^{1}$ : 2003 and 2002
[Estimates are based on data from the 2003 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 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2003 |  | 2002 |  |  |  | Total Sales | E-commerce Sales |
|  | Total | E-commerce | Revised Total | Revised E-commerce | Total Sales | E-commerce Sales |  | 2003 | 2003 | 2003 |
| Total Electronic Shopping and Mail-Order Houses (NAICS 454110) | 131,173 | 40,379 | 122,631 | 33,485 | 7.0 | 20.6 | 30.8 | 100.0 | 100.0 |
| Books and magazines | 4,160 | 2,143 | 4,116 | 1,961 | 1.1 | 9.3 | 51.5 | 3.2 | 5.3 |
| Clothing and clothing accessories (includes footwear) | 15,125 | 5,525 | 15,010 | 4,561 | 0.8 | 21.1 | 36.5 | 11.5 | 13.7 |
| Computer hardware | 23,714 | 6,745 | 22,900 | 6,296 | 3.6 | 7.1 | 28.4 | 18.1 | 16.7 |
| Computer software | 3,887 | 1,173 | 4,418 | 1,229 | -12.0 | -4.6 | 30.2 | 3.0 | 2.9 |
| Drugs, health aids, and beauty aids | 27,205 | 1,966 | 23,198 | 1,521 | 17.3 | 29.3 | 7.2 | 20.7 | 4.9 |
| Electronics and appliances | 5,967 | 2,902 | 4,799 | 2,119 | 24.3 | 37.0 | 48.6 | 4.5 | 7.2 |
| Food, beer, and wine | 2,271 | 899 | 2,057 | 761 | 10.4 | 18.1 | 39.6 | 1.7 | 2.2 |
| Furniture and home furnishings | 8,302 | 3,436 | 7,485 | 2,499 | 10.9 | 37.5 | 41.4 | 6.3 | 8.5 |
| Music and videos | 3,823 | 1,733 | 4,153 | 1,598 | -7.9 | 8.4 | 45.3 | 2.9 | 4.3 |
| Office equipment and supplies | 6,962 | 3,473 | 6,544 | 2,600 | 6.4 | 33.6 | 49.9 | 5.3 | 8.6 |
| Sporting goods | 2,571 | 1,155 | 2,833 | 1,031 | -9.2 | 12.0 | 44.9 | 2.0 | 2.9 |
| Toys, hobby goods, and games | 3,942 | 1,638 | 3,741 | 1,321 | 5.4 | 24.0 | 41.6 | 3.0 | 4.1 |
| Other merchandise ${ }^{2}$ | 17,456 | 4,962 | 16,481 | 3,868 | 5.9 | 28.3 | 28.4 | 13.3 | 12.3 |
| Nonmerchandise receipts ${ }^{3}$ | 5,788 | 2,629 | 4,896 | 2,120 | 18.2 | 24.0 | 45.4 | 4.4 | 6.5 |

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.
${ }^{1}$ Estimates include data for businesses with or without paid employees, are grouped according to merchandise categories used in the Annual Retail Trade Survey, and are subject to revision
${ }^{2}$ Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, and jewelry.
${ }^{3}$ Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.
Source: U.S. Census Bureau, 2003 Annual Retail Trade Survey

Table 7. U.S. Manufacturers' Sales Branches and Offices Sales ${ }^{1}$ - Total and E-commerce: 2003 and 2002
[Estimates are based on data from the 2003 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 7A.]

| NAICS Code | Description | Value of Sales |  |  |  | Y/Y Percent Change |  | E-commerce as Percent of Total Sales |  | Percent <br> Distribution of E-commerce Sales |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  |  |  |  |  |  |
|  |  | Total | E-commerce | Total | E-commerce | Total Sales | E-commerce Sales | 2003 | 2002 |  |
| 42 | Total Manufacturers' Sales Branches and Offices | 1,370,143 | 342,755 | 1,317,551 | 329,272 | 4.0 | 4.1 | 25.0 | 25.0 | 100.0 |
| 423 | Durable goods | 761,188 | 170,180 | 750,277 | 171,858 | -1.5 | -1.0 | 22.4 | 22.9 | 49.7 |
| 4231 | Motor vehicles and automotive equipment | 343,521 | (D) | 346,351 | (D) | -0.8 | (D) | (D) | (D) | (D) |
| 4232 | Furniture and home furnishings | 17,159 | 3,275 | 17,524 | 3,046 | -2.1 | 7.5 | 19.1 | 17.4 | 1.0 |
| 4233 | Lumber and other construction material | 21,967 | 1,199 | 20,735 | 1,030 | 5.9 | 16.4 | 5.5 | 5.0 | 0.3 |
| 4234 | Professional and commercial equipment and supplies | 151,853 | 16,197 | 136,286 | 14,817 | 11.4 | 9.3 | 10.7 | 10.9 | 4.7 |
| 42343 | Computer equipment and supplies | 97,191 | 11,256 | 83,694 | 10,487 | 16.1 | 7.3 | 11.6 | 12.5 | 3.3 |
| 4235 | Metals and minerals, excluding petroleum | 38,058 | 3,533 | 36,036 | 2,979 | 5.6 | 18.6 | 9.3 | 8.3 | 1.0 |
| 4236 | Electrical goods | 92,322 | 11,432 | 99,306 | 11,536 | -7.0 | -0.9 | 12.4 | 11.6 | 3.3 |
| 4237 | Hardware, plumbing and heating equipment | 13,061 | 1,958 | 12,952 | 1,817 | 0.8 | 7.8 | 15.0 | 14.0 | 0.6 |
| 4238 | Machinery, equipment and supplies | 72,571 | 10,811 | 70,855 | 8,080 | 2.4 | 33.8 | 14.9 | 11.4 | 3.2 |
| 4239 | Miscellaneous durable goods | (S) | (D) | (S) | (D) | (S) | (D) | (D) | (D) | (D) |
| 424 | Nondurable goods | 608,955 | 172,575 | 567,274 | 157,414 | 7.3 | 9.6 | 28.3 | 27.7 | 50.3 |
| 4241 | Paper and paper products | 44,449 | 3,489 | 43,793 | 2,790 | 1.5 | 25.1 | 7.8 | 6.4 | 1.0 |
| 4242 | Drugs, drug proprietaries and druggists' sundries | 153,611 | 83,481 | 141,996 | 72,492 | 8.2 | 15.2 | 54.3 | 51.1 | 24.4 |
| 4243 | Apparel, piece goods, and notions | 10,768 | (D) | 11,687 | (D) | -7.9 | (D) | (D) | (D) | (D) |
| 4244 | Groceries and related products | 129,772 | 44,005 | 124,834 | 41,341 | 4.0 | 6.4 | 33.9 | 33.1 | 12.8 |
| 4246 | Chemicals and allied products | 50,786 | 6,853 | 47,853 | 5,998 | 6.1 | 14.3 | 13.5 | 12.5 | 2.0 |
| 4247 | Petroleum and petroleum products | 152,895 | 8,701 | 128,572 | 8,127 | 18.9 | 7.1 | 5.7 | 6.3 | 2.5 |
| 4248 | Beer, wine, and distilled beverages | 8,526 | (D) | 8,373 | (D) | 1.8 | (D) | (D) | (D) | (D) |
| 4249 | Miscellaneous nondurable goods | 58,148 | 25,212 | 60,166 | 25,813 | -3.4 | -2.3 | 43.4 | 42.9 | 7.4 |

 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.
${ }^{1}$ Estimates include data only for businesses with paid employees and are subject to revision.

[^0]Table 1A. Measures of Sampling Variability - U.S. Manufacturing Shipments - Total and E-commerce Value: 2003 and 2002
[Estimates are based on data from the 2003 and 2002 Annual Survey of Manufactures and 2002 Economic Census, are shown as percents, and are associated with the estimates in Table 1.]

| NAICS <br> Code | Description | Coefficient of Variation for Value of Shipments |  |  |  | Standard Error for Estimate of: |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  | E-commerce as Percent of Total Shipments |  | Percent <br> Distribution of E-commerce Shipments 2003 |
|  |  | Total | E-commerce | Total | E-commerce | 2003 | 2002 |  |
|  | Total Manufacturing | 0.1 | 0.9 | NA | 0.5 | 0.2 | 0.1 | NA |
| 311 | Food manufacturing | 0.3 | 1.2 | NA | 2.1 | 0.2 | 0.2 | 0.1 |
| 312 | Beverage and tobacco product manufacturing | 0.8 | 1.1 | NA | 1.2 | 0.5 | 0.9 | 0.1 |
| 313 | Textile mills | 0.5 | 1.9 | NA | 1.8 | 0.3 | 0.2 | (Z) |
| 314 | Textile product mills | 0.7 | 1.8 | NA | 2.6 | 0.7 | 0.6 | (Z) |
| 315 | Apparel manufacturing | 0.7 | 6.4 | NA | 7.1 | 1.3 | 1.0 | 0.1 |
| 316 | Leather and allied product manufacturing | 1.1 | 8.4 | NA | 6.9 | 1.0 | 0.2 | (Z) |
| 321 | Wood product manufacturing | 0.5 | 3.0 | NA | 3.6 | 0.2 | 0.1 | (Z) |
| 322 | Paper manufacturing | 0.3 | 1.1 | NA | 1.6 | 0.2 | 0.0 | (Z) |
| 323 | Printing and related support activities | 0.6 | 3.6 | NA | 3.8 | 0.2 | 0.2 | (Z) |
| 324 | Petroleum and coal products manufacturing | 0.2 | 0.2 | NA | 0.3 | 0.3 | 0.1 | 0.1 |
| 325 | Chemical manufacturing | 0.5 | 7.8 | NA | 2.3 | 1.1 | 0.3 | 0.7 |
| 326 | Plastics and rubber products manufacturing | 0.4 | 3.2 | NA | 3.9 | 0.5 | 0.4 | 0.1 |
| 327 | Nonmetallic mineral product manufacturing | 0.5 | 3.0 | NA | 2.5 | 0.3 | 0.2 | (Z) |
| 331 | Primary metal manufacturing | 0.3 | 1.8 | NA | 2.6 | 0.2 | 0.2 | (Z) |
| 332 | Fabricated metal product manufacturing | 0.4 | 1.9 | NA | 2.0 | 0.2 | 0.1 | 0.1 |
| 333 | Machinery manufacturing | 0.3 | 1.3 | NA | 1.6 | 0.2 | 0.2 | 0.1 |
| 334 | Computer and electronic product manufacturing | 0.5 | 0.9 | NA | 0.9 | 0.2 | 0.2 | 0.1 |
| 335 | Electrical equipment, appliance, and components | 0.3 | 0.8 | NA | 1.0 | 0.3 | 0.3 | (Z) |
| 336 | Transportation equipment manufacturing | 0.2 | 0.8 | NA | 0.7 | 0.3 | 0.3 | 0.4 |
| 337 | Furniture and related product manufacturing | 0.4 | 2.3 | NA | 2.5 | 0.3 | 0.3 | (Z) |
| 339 | Miscellaneous manufacturing | 0.6 | 3.5 | NA | 5.0 | 0.4 | 0.4 | 0.1 |

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.

Sources: U.S. Census Bureau, 2003 and 2002 Annual Survey of Manufactures and 2002 Economic Census

Table 2A. Measures of Sampling Variability - U.S. Merchant Wholesale Trade Sales, Excluding Manufacturers' Sales Branches and Offices - Total and E-commerce: 2003 and 2002
[Estimates are based on data from the 2003 Annual Trade Survey, are shown as percents, and are associated with the estimates in Table 2.]

| NAICS Code | Description | Coefficient of Variation for Value of Sales |  |  |  | Standard Error for Estimate of: |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  | 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 | 2003 | 2002 | 2003 |
| 42 | Total Merchant Wholesale Trade Excluding MSBOs ${ }^{1}$ | 0.5 | 1.6 | 0.0 | 1.3 | 0.4 | 0.9 | 0.2 | 0.2 | NA |
| 423 | Durable goods | 0.8 | 2.3 | 0.0 | 1.9 | 0.6 | 1.4 | 0.3 | 0.2 | 0.7 |
| 4231 | Motor vehicles and automotive equipment | 0.8 | 2.3 | 0.0 | 2.1 | 0.8 | 0.5 | 0.6 | 0.5 | 0.4 |
| 4232 | Furniture and home furnishings | 1.4 | 12.9 | 0.0 | 14.2 | 1.5 | 2.1 | 1.6 | 1.7 | 0.2 |
| 4233 | Lumber and other construction material | 2.9 | 15.9 | 0.0 | 17.0 | 2.1 | 2.3 | 0.6 | 0.7 | 0.2 |
| 4234 | Professional and commercial equipment and supplies | 1.9 | 4.5 | 0.0 | 3.5 | 1.0 | 4.1 | 0.7 | 0.5 | 0.4 |
| 42343 | Computer equipment and supplies | 1.9 | 9.5 | 0.0 | 6.5 | 1.8 | 8.2 | 1.3 | 0.8 | 0.5 |
| 4235 | Metals and minerals, excluding petroleum | 1.4 | (S) | 0.0 | (S) | 1.4 | (S) | (S) | (S) | (S) |
| 4236 | Electrical goods | 2.0 | 5.1 | 0.0 | 5.7 | 2.0 | 4.3 | 0.5 | 0.5 | 0.3 |
| 4237 | Hardware, plumbing and heating equipment | 1.0 | 7.9 | 0.0 | 8.2 | 0.8 | 1.5 | 0.8 | 0.7 | 0.1 |
| 4238 | Machinery, equipment and supplies | 1.0 | 9.5 | 0.0 | 11.8 | 1.0 | 5.0 | 0.4 | 0.5 | 0.3 |
| 4239 | Miscellaneous durable goods | 2.4 | 5.3 | 0.0 | 4.2 | 2.3 | 4.0 | 0.7 | 0.4 | 0.2 |
| 424 | Nondurable goods | 0.6 | 1.9 | 0.0 | 1.9 | 0.6 | 0.7 | 0.3 | 0.3 | 0.7 |
| 4241 | Paper and paper products | 1.7 | 5.9 | 0.0 | 6.4 | 1.8 | 2.5 | 0.5 | 0.4 | 0.1 |
| 4242 | Drugs, drug proprietaries and druggists' sundries | 1.4 | 3.2 | 0.0 | 3.3 | 1.6 | 0.7 | 1.3 | 1.6 | 1.0 |
| 4243 | Apparel, piece goods, and notions | 1.4 | 9.6 | 0.0 | 10.3 | 1.4 | 2.2 | 1.9 | 1.8 | 0.5 |
| 4244 | Groceries and related products | 1.4 | 9.1 | 0.0 | 8.6 | 1.3 | 3.0 | 0.6 | 0.5 | 0.6 |
| 4245 | Farm-products raw materials | 2.8 | 9.6 | 0.0 | 10.3 | 2.3 | 3.5 | 0.4 | 0.3 | 0.1 |
| 4246 | Chemicals and allied products | 1.4 | (D) | 0.0 | (D) | 1.5 | (D) | (D) | (D) | (D) |
| 4247 | Petroleum and petroleum products | 1.4 | 5.0 | 0.0 | 9.9 | 1.6 | 4.0 | 0.2 | 0.4 | 0.1 |
| 4248 | Beer, wine, and distilled beverages | 1.1 | (D) | 0.0 | (D) | 1.1 | (D) | (D) | (D) | (D) |
| 4249 | Miscellaneous nondurable goods | 2.8 | 12.1 | 0.0 | 12.4 | 1.8 | 8.3 | 0.5 | 0.4 | 0.2 |

NA Not applicable.
(S) Corresponding estimate in Table 2 does not meet publication standards because of high sampling variability or poor response quality.
(D) Corresponding estimate in Table 2 is withheld to avoid disclosing data on individual companies; these data are included in higher level totals.
 sample design, and definitions, visit www.census.gov/eos/www/whestats.html
${ }^{1}$ Manufacturers' Sales Branches and Offices.
Source: U.S. Census Bureau, 2003 Annual Trade Survey

Table 3A. Measures of Sampling Variability - U.S. Merchant Wholesale Trade Sales, Excluding Manufacturers' Sales Branches and Offices - Total and EDI: 2003 and 2002
[Estimates are based on data from the 2003 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: |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  | 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 | $\begin{array}{r} \text { Revised } \\ \text { EDI } \end{array}$ | Total <br> Sales | $\begin{array}{r} \text { EDI } \\ \text { Sales } \end{array}$ | 2003 | 2002 | 2003 | 2003 | 2002 |
| 42 | Total Merchant Wholesale Trade Excluding MSBOs ${ }^{1}$ | 0.5 | 1.8 | 0.0 | 1.7 | 0.4 | 0.8 | 0.2 | 0.2 | NA | 0.7 | 0.7 |
| 423 | Durable goods | 0.8 | 2.2 | 0.0 | 2.0 | 0.6 | 1.3 | 0.2 | 0.2 | 0.7 | 0.9 | 0.8 |
| 4231 | Motor vehicles and automotive equipment | 0.8 | 2.4 | 0.0 | 2.3 | 0.8 | 0.4 | 0.6 | 0.5 | 0.5 | 0.7 | 0.7 |
| 4232 | Furniture and home furnishings | 1.4 | 15.6 | 0.0 | 17.9 | 1.5 | 3.0 | 1.4 | 1.6 | 0.2 | 4.1 | 4.6 |
| 4233 | Lumber and other construction material | 2.9 | 16.9 | 0.0 | 17.9 | 2.1 | 1.9 | 0.6 | 0.6 | 0.2 | 4.0 | 4.5 |
| 4234 | Professional and commercial equipment and supplies | 1.9 | 5.6 | 0.0 | 4.6 | 1.0 | 4.7 | 0.7 | 0.5 | 0.4 | 2.0 | 1.7 |
| 42343 | Computer equipment and supplies | 1.9 | 9.6 | 0.0 | 7.3 | 1.8 | 12.6 | 0.9 | 0.6 | 0.3 | 1.6 | 1.6 |
| 4235 | Metals and minerals, excluding petroleum | 1.4 | (S) | 0.0 | (S) | 1.4 | (S) | (S) | (S) | (S) | (S) | (S) |
| 4236 | Electrical goods | 2.0 | 6.2 | 0.0 | 6.4 | 2.0 | 3.8 | 0.5 | 0.5 | 0.3 | 3.5 | 2.8 |
| 4237 | Hardware, plumbing and heating equipment | 1.0 | 8.0 | 0.0 | 8.1 | 0.8 | 1.8 | 0.7 | 0.7 | 0.1 | 0.8 | 1.6 |
| 4238 | Machinery, equipment and supplies | 1.0 | 11.3 | 0.0 | 15.4 | 1.0 | 5.5 | 0.4 | 0.5 | 0.3 | 3.6 | 4.2 |
| 4239 | Miscellaneous durable goods | 2.4 | 5.5 | 0.0 | 4.8 | 2.3 | 3.0 | 0.6 | 0.4 | 0.2 | 2.3 | 1.9 |
| 424 | Nondurable goods | 0.6 | 2.3 | 0.0 | 2.3 | 0.6 | 0.6 | 0.3 | 0.3 | 0.7 | 0.8 | 0.8 |
| 4241 | Paper and paper products | 1.7 | 6.7 | 0.0 | 6.5 | 1.8 | 3.5 | 0.2 | 0.2 | 0.1 | 2.0 | 1.9 |
| 4242 | Drugs, drug proprietaries and druggists' sundries | 1.4 | 3.2 | 0.0 | 3.3 | 1.6 | 0.7 | 1.2 | 1.4 | 1.0 | 0.4 | 0.3 |
| 4243 | Apparel, piece goods, and notions | 1.4 | 10.5 | 0.0 | 11.0 | 1.4 | 2.5 | 2.0 | 1.7 | 0.6 | 2.1 | 1.8 |
| 4244 | Groceries and related products | 1.4 | 11.8 | 0.0 | 11.1 | 1.3 | 3.5 | 0.5 | 0.4 | 0.6 | 4.0 | 4.0 |
| 4245 | Farm-products raw materials | 2.8 | 10.2 | 0.0 | 10.6 | 2.3 | 1.8 | 0.4 | 0.3 | 0.1 | 2.1 | 1.0 |
| 4246 | Chemicals and allied products | 1.4 | (D) | 0.0 | (D) | 1.5 | (D) | (D) | (D) | (D) | (D) | (D) |
| 4247 | Petroleum and petroleum products | 1.4 | 5.1 | 0.0 | 5.4 | 1.6 | 0.6 | 0.2 | 0.2 | 0.2 | 0.7 | 3.1 |
| 4248 | Beer, wine, and distilled beverages | 1.1 | (D) | 0.0 | (D) | 1.1 | (D) | (D) | (D) | (D) | (D) | (D) |
| 4249 | Miscellaneous nondurable goods | 2.8 | 15.0 | 0.0 | 15.6 | 1.8 | 10.4 | 0.5 | 0.4 | 0.3 | 4.4 | 3.8 |

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\%.
 sample design, and definitions, visit www.census.gov/eos/www/whestats.html.
${ }^{1}$ Manufacturers' Sales Branches and Offices.

Table 4A. Measures of Sampling Variability - U.S. Selected Services Revenue - Total and E-commerce: 2003 and 2002
[Except where indicated, estimates are based on data from the 2003 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: |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  | Y/Y Percent Change |  | E-commerce as Percent of Total Revenue |  | Percent <br> Distribution of E-commerce Revenue |
|  |  | Total | E-commerce | Revised Total | Revised <br> E-commerce | Total Revenue | E-commerce Revenue | 2003 | 2002 | 2003 |
|  | Total for Selected Service Industries | 0.5 | 4.7 | 0.5 | 3.0 | 0.2 | 2.7 | (Z) | (Z) | NA |
|  | Selected Transportation and Warehousing ${ }^{1}$ | 2.2 | 6.4 | 2.1 | 10.7 | 0.7 | 5.6 | 0.1 | 0.2 | 0.4 |
| 484 | Truck transportation | 2.7 | 8.3 | 2.7 | 13.1 | 0.9 | 7.9 | 0.1 | 0.2 | 0.4 |
| 492 | Couriers and messengers | 2.7 | 7.6 | 2.3 | 3.7 | 1.4 | 3.3 | 0.1 | (Z) | 0.1 |
| 493 | Warehousing and storage | 3.8 | (S) | 4.2 | (S) | 2.1 | (S) | (S) | (S) | (S) |
| 51 | Information | 0.6 | 4.2 | 0.6 | 3.2 | 0.3 | 1.4 | (Z) | (Z) | 1.1 |
| 511 | Publishing industries | 1.6 | 7.3 | 1.6 | 5.5 | 0.5 | 1.8 | 0.2 | 0.1 | 0.9 |
| 513 | Broadcasting and telecommunications | 0.7 | 1.0 | 0.7 | 0.8 | 0.4 | 0.6 | (Z) | (Z) | 0.2 |
| 51419 | Online information services | 4.1 | 10.6 | 3.8 | 10.3 | 1.5 | 3.3 | 0.7 | 0.6 | 0.5 |
|  | Selected Finance ${ }^{2}$ | 0.9 | 3.5 | 1.3 | 3.8 | 1.0 | 0.8 | 0.1 | (Z) | 0.3 |
| 5231 | Securities and commodity contracts intermediation and brokerage | 0.9 | 3.6 | 1.4 | 3.9 | 1.1 | 0.8 | 0.1 | (Z) | 0.3 |
| 532 | Rental and Leasing Services | 2.3 | (S) | 1.9 | (S) | 1.2 | (S) | (S) | (S) | (S) |
|  | Selected Professional, Scientific, and Technical Services ${ }^{3}$ | 1.5 | 27.1 | 1.7 | 12.5 | 0.9 | 9.1 | 0.2 | (Z) | 2.5 |
| 5415 | Computer systems design and related services | 4.3 | 40.9 | 3.3 | 19.2 | 1.4 | 8.4 | 1.0 | 0.3 | 2.6 |
|  | Selected Administrative and Support and Waste Management and |  |  |  |  |  |  |  |  |  |
|  | Remediation Services ${ }^{4}$ | 2.3 | 2.6 | 2.3 | 2.3 | 0.7 | 2.2 | 0.1 | 0.1 | 0.9 |
| 5615 | Travel arrangement and reservation services | 5.1 | 3.3 | 3.8 | 3.0 | 2.2 | 1.2 | 0.8 | 0.8 | 0.6 |
| 62 | Health Care and Social Assistance Services | 0.9 | (S) | 0.8 | (S) | 0.4 | (S) | (S) | (S) | (S) |
| 71 | Arts, Entertainment, and Recreation Services | 2.2 | (S) | 2.6 | (S) | 1.0 | (S) | (S) | (S) | (S) |
| 72 | Accommodation and Food Services ${ }^{5}$ | 0.5 | (S) | 0.1 | (S) | 0.5 | (S) | (S) | (S) | (S) |
|  | Selected Other Services ${ }^{6}$ | 1.5 | 8.8 | 1.6 | 6.1 | 0.8 | 6.7 | (Z) | (Z) | 0.4 |
| 811 | Repair and maintenance | 3.5 | 17.7 | 2.9 | 11.0 | 1.2 | 9.3 | (Z) | (Z) | 0.1 |
| 813 | Religious, grantmaking, civic, professional, and similar organizations | 2.0 | 12.6 | 2.5 | 9.0 | 1.3 | 9.4 | (Z) | (Z) | 0.4 |

## 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.
${ }^{1}$ 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).
${ }^{2}$ 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).
${ }^{3}$ Excludes NAICS 54112 (offices of notaries) and 54132 (landscape architectural services).
${ }^{4}$ Excludes NAICS 56173 (landscaping services).
${ }^{5}$ Estimates are based on data from the 2003 Annual Retail Trade Survey.
${ }^{6}$ Excludes NAICS 81311 (religious organizations), 81393 (labor and similar organizations), 81394 (political organizations), and 814 (private households).
Source: U.S. Census Bureau, 2003 Service Annual Survey

Table 5A. Measures of Sampling Variability - U.S. Retail Trade Sales - Total and E-commerce: 2003 and 2002
[Estimates are based on data from the 2003 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: |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  | Y/Y Percent Change |  | E-commerce as Percent of Total Sales |  | Percent Distribution of E-commerce Sales |
|  |  |  |  |  | Revised <br> E-commerce |  |  |  |  |  |
|  |  | Total | E-commerce | Revised Total |  | Total Sales | E-commerce Sales | 2003 | 2002 | 2003 |
|  | Total Retail Trade | 0.1 | 2.0 | 0.0 | 1.9 | 0.1 | 1.3 | (Z) | (Z) | NA |
| 441 | Motor vehicles and parts dealers | 0.5 | 4.6 | 0.0 | 4.3 | 0.5 | 3.5 | 0.1 | (Z) | 0.6 |
| 442 | Furniture and home furnishings stores | 0.7 | (S) | 0.0 | (S) | 0.8 | (S) | (S) | (S) | (S) |
| 443 | Electronics and appliance stores | 0.6 | 26.8 | 0.0 | 24.2 | 0.7 | 9.3 | 0.2 | 0.2 | 0.4 |
| 444 | Building materials and garden equipment and supplies stores | 0.5 | 12.6 | 0.0 | 10.4 | 0.5 | 16.9 | (Z) | (Z) | 0.1 |
| 445 | Food and beverage stores | 0.3 | (S) | 0.0 | (S) | 0.3 | (S) | (S) | (S) | (S) |
| 446 | Health and personal care stores | 1.3 | (S) | 0.0 | (S) | 0.8 | (S) | (S) | (S) | (S) |
| 447 | Gasoline stations | 0.9 | (S) | 0.0 | (S) | 0.9 | (S) | (S) | (S) | (S) |
| 448 | Clothing and clothing accessories stores | 0.3 | 15.3 | 0.0 | 12.4 | 0.3 | 18.2 | 0.1 | (Z) | 0.2 |
| 451 | Sporting goods, hobby, book, and music stores | 0.4 | 14.9 | 0.0 | 14.1 | 0.4 | 28.3 | 0.2 | 0.1 | 0.2 |
| 452 | General merchandise stores | 0.1 | (S) | 0.0 | (S) | 0.1 | (S) | (S) | (S) | (S) |
| 453 | Miscellaneous store retailers | 0.9 | 15.8 | 0.0 | 11.0 | 0.9 | 27.1 | 0.1 | 0.1 | 0.3 |
| 454 | Nonstore retailers | 0.5 | 2.5 | 0.0 | 2.3 | 0.6 | 1.2 | 0.5 | 0.4 | 0.8 |
| 454110 | Electronic shopping and mail-order houses | 0.9 | 2.1 | 0.0 | 1.9 | 0.9 | 1.2 | 0.6 | 0.5 | 0.9 |

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: Sampling variability measures of some estimates are zero because the estimates are not based on a sample. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.

Source: U.S. Census Bureau, 2003 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: 2003 and 2002
[Estimates are based on data from the 2003 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: |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Y/Y Percent Change |  | $\qquad$ | Percent Distribution |  |
|  | 2003 |  | 2002 |  |  |  | Total Sales | $\begin{gathered} \text { E-commerce } \\ \text { Sales } \end{gathered}$ |
|  | Total | E-commerce | Revised Total | Revised E-commerce | Total <br> Sales | E-commerce Sales |  | 2003 | 2003 | 2003 |
| Total Electronic Shopping and Mail-Order Houses (NAICS 454110) | 0.9 | 2.1 | 0.0 | 1.9 | 0.9 | 1.2 | 0.6 | NA | NA |
| Books and magazines | 4.6 | 1.8 | 4.8 | 1.7 | 0.8 | 0.6 | 1.8 | 0.1 | 0.1 |
| Clothing and clothing accessories (includes footwear) | 2.7 | 4.3 | 2.6 | 3.4 | 1.3 | 2.3 | 1.0 | 0.3 | 0.5 |
| Computer hardware | 3.4 | 4.3 | 2.1 | 4.3 | 1.6 | 1.5 | 1.1 | 0.6 | 0.7 |
| Computer software | 9.4 | 13.1 | 7.6 | 11.7 | 2.0 | 2.7 | 1.9 | 0.3 | 0.3 |
| Drugs, health aids, and beauty aids | 3.5 | 13.3 | 5.0 | 24.1 | 2.1 | 18.0 | 0.8 | 0.8 | 0.7 |
| Electronics and appliances | 4.6 | 4.8 | 5.1 | 5.8 | 2.2 | 1.6 | 1.9 | 0.2 | 0.4 |
| Food, beer, and wine | 10.3 | 17.7 | 9.5 | 15.5 | 1.8 | 2.1 | 2.4 | 0.2 | 0.4 |
| Furniture and home furnishings | 5.8 | 12.5 | 7.0 | 16.0 | 3.1 | 4.1 | 2.3 | 0.4 | 0.9 |
| Music and videos | 2.7 | 4.3 | 3.3 | 4.2 | 1.7 | 2.2 | 1.4 | 0.1 | 0.2 |
| Office equipment and supplies | 2.4 | 1.8 | 3.0 | 2.8 | 1.2 | 1.3 | 0.8 | 0.1 | 0.2 |
| Sporting goods | 15.5 | 14.6 | 19.6 | 17.3 | 4.3 | 4.8 | 3.4 | 0.3 | 0.4 |
| Toys, hobby goods, and games | 6.2 | 6.4 | 5.9 | 6.2 | 1.4 | 2.0 | 1.8 | 0.2 | 0.3 |
| Other merchandise ${ }^{1}$ | 3.7 | 6.6 | 2.5 | 5.2 | 2.6 | 4.6 | 1.3 | 0.4 | 0.6 |
| Nonmerchandise receipts ${ }^{2}$ | 2.0 | 1.9 | 1.7 | 2.3 | 1.5 | 1.1 | 1.0 | 0.1 | 0.2 |

NA Not applicable.
Note: Sampling variability measures of some estimates are zero because the estimates are not based on a sample. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.
${ }^{1}$ Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, and jewelry.
${ }^{2}$ Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, 2003 Annual Retail Trade Survey

Table 7A. Measures of Sampling Variability - U.S. Manufacturers' Sales Branches and Offices - Total and E-commerce: 2003 and 2002
[Estimates are based on data from the 2003 Annual Trade Survey, are shown as percents, and are associated with the estimates in Table 7.]

| NAICS <br> Code | Description | Coefficient of Variation for Value of Sales |  |  |  | Standard Error for Estimate of: |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003 |  | 2002 |  | Y/Y Percent Change |  | E-commerce as Percent of Total Sales |  | Percent <br> Distribution of <br> E-commerce Sales |
|  |  | Total | E-commerce | Total | E-commerce | Total Sales | E-commerce Sales | 2003 | 2002 | 2003 |
| 42 | Total Merchant Wholesale Trade | 0.1 | 1.5 | 0.0 | 1.3 | 0.1 | 0.5 | 0.4 | 0.3 | NA |
| 423 | Durable goods | 0.1 | 2.3 | 0.0 | 2.2 | 0.1 | 0.7 | 0.5 | 0.5 | 0.7 |
| 4231 | Motor vehicles and automotive equipment | 0.1 | (D) | 0.0 | (D) | 0.1 | (D) | (D) | (D) | (D) |
| 4232 | Furniture and home furnishings | 0.1 | 1.9 | 0.0 | 2.5 | 0.1 | 0.8 | 0.4 | 0.4 | (Z) |
| 4233 | Lumber and other construction material | 0.6 | 3.8 | 0.0 | 3.7 | 0.6 | 0.2 | 0.2 | 0.2 | (Z) |
| 4234 | Professional and commercial equipment and supplies | 0.3 | 4.6 | 0.0 | 4.8 | 0.3 | 0.6 | 0.5 | 0.5 | 0.2 |
| 42343 | Computer equipment and supplies | 3.6 | 4.8 | 0.0 | 4.8 | 0.1 | (Z) | 0.7 | 0.8 | 0.1 |
| 4235 | Metals and minerals, excluding petroleum | 0.6 | 18.2 | 0.0 | 16.5 | 0.7 | 1.6 | 1.7 | 1.4 | 0.2 |
| 4236 | Electrical goods | 0.9 | 17.7 | 0.0 | 21.0 | 0.8 | 3.7 | 2.3 | 2.4 | 0.6 |
| 4237 | Hardware, plumbing and heating equipment | 0.3 | 6.6 | 0.0 | 6.8 | 0.3 | 1.3 | 1.0 | 1.0 | (Z) |
| 4238 | Machinery, equipment and supplies | 0.6 | 12.9 | 0.0 | 7.3 | 0.7 | 8.4 | 2.0 | 0.8 | 0.4 |
| 4239 | Miscellaneous durable goods | (S) | (D) | (S) | (D) | (S) | (D) | (D) | (D) | (D) |
| 424 | Nondurable goods | 0.2 | 1.8 | 0.0 | 1.7 | 0.2 | 0.3 | 0.5 | 0.5 | 0.7 |
| 4241 | Paper and paper products | 0.5 | 6.2 | 0.0 | 7.4 | 0.5 | 1.6 | 0.5 | 0.5 | 0.1 |
| 4242 | Drugs, drug proprietaries and druggists' sundries | 0.2 | 3.3 | 0.0 | 3.3 | 0.2 | 0.1 | 1.8 | 1.7 | 0.7 |
| 4243 | Apparel, piece goods, and notions | 2.7 | (D) | 0.0 | (D) | 2.5 | (D) | (D) | (D) | (D) |
| 4244 | Groceries and related products | 0.5 | 5.2 | 0.0 | 5.3 | 0.5 | 0.7 | 1.8 | 1.8 | 0.6 |
| 4246 | Chemicals and allied products | 0.7 | 14.3 | 0.0 | 16.6 | 0.7 | 1.9 | 2.0 | 2.1 | 0.3 |
| 4247 | Petroleum and petroleum products | 0.0 | 1.0 | 0.0 | 1.4 | 0.1 | 0.5 | 0.1 | 0.1 | (Z) |
| 4248 | Beer, wine, and distilled beverages | 0.0 | (D) | 0.0 | (D) | 0.0 | (D) | (D) | (D) | (D) |
| 4249 | Miscellaneous nondurable goods | 0.5 | 3.6 | 0.0 | 3.2 | 0.5 | 0.6 | 1.4 | 1.4 | 0.3 |

NA Not applicable.
(S) Corresponding estimate in Table 7 does not meet publication standards because of high sampling variability or poor response quality.
(D) Corresponding estimate in Table 7 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: Sampling variability measures of some estimates are zero because the estimates are not based on a sample. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/whestats.html.

Source: U.S. Census Bureau, 2003 Annual Trade Survey


[^0]:    Source: U.S. Census Bureau, 2003 Annual Trade Survey

