



<b>Statistic</b>	Retail E-Commerce Sales
<b>Source</b>	U.S. Census Bureau ( <a href="http://www.census.gov/eos/www/ebusiness614.htm">http://www.census.gov/eos/www/ebusiness614.htm</a> )
<b>Time Series</b>	2001-Present (Quarterly)
<b>Description</b>	<p>E-commerce sales are goods and services sold when a buyer places an order or the price and terms of a sale are negotiated over an Internet, extranet, electronic data interchange network, electronic mail, or other online system. Payment may or may not be made online.</p> <p>Retail e-commerce sales are estimated from the same sample used in the Monthly Retail Trade Survey (MRTS) to estimate preliminary and final U.S. retail sales. Firms are asked each month to report e-commerce sales separately.</p> <p>A stratified simple random sampling method is used to select approximately 12,500 retail firms whose sales are then weighted and benchmarked to represent the complete universe of over 2 million retail firms. The MRTS sample is probability based and represents all employer firms engaged in retail activities as defined by the North American Industry Classification System (NAICS). Coverage includes all retailers whether or not they are engaged in e-commerce. Online travel services, financial brokers and dealers, and ticket sales agencies are <b>not</b> classified as retail and are <b>not</b> included in either the total retail or estimates of retail e-commerce sales.</p> <p>The MRTS sample is updated on an ongoing basis to account for new retail employer businesses (including those selling via the Internet), business deaths, and other changes to the retail business universe. The Census Bureau conducted research to ensure that retail firms selected in the MRTS sample and engaged in e-commerce are representative of the universe of e-commerce retailers.</p>
<b>Data Access</b>	Data are publicly available.