

## Accepted Manuscript

How the U.S. Census Bureau e-commerce figures overestimate output and online sales

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PII: S0165-1765(18)30382-3

DOI: <https://doi.org/10.1016/j.econlet.2018.09.004>

Reference: ECOLET 8198

To appear in: *Economics Letters*

Received date: 14 August 2018

Accepted date: 7 September 2018

Please cite this article as: Betancourt R.R., How the U.S. Census Bureau e-commerce figures overestimate output and online sales. *Economics Letters* (2018), <https://doi.org/10.1016/j.econlet.2018.09.004>

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## Highlights

- By definition e-commerce figures classify selected B&M revenues as e-commerce ones
- Procedure generates biases as output measures or actual measures of online sales
- Substantial biases shown for NAICS 4541(electronic shopping& mail order houses)
- Official news releases ignore biases in comparisons with none-commerce figures
- Potential solutions are discussed

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