

## Retail Non-Store Survey – Data Accuracy - 2002

The response fraction of a variable represents the percentage of the total estimates of the variable in question that comes from reported data:

|                                 | Total  | Electronic Shopping & Mail-order | Vending & Coffee Service | Fuel Dealers | Other Direct Selling |
|---------------------------------|--------|----------------------------------|--------------------------|--------------|----------------------|
| Total sales of goods & services | 87.99% | 91.81%                           | 72.33%                   | 90.49%       | 73.76%               |
| Total operating revenue         | 85.40% | 90.14%                           | 68.13%                   | 89.56%       | 60.32%               |