

Retail Non-Store Survey – Data Accuracy - 2003

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

| | Total | Electronic Shopping & Mail – order | Vending & Coffee Service | Fuel Dealers | Other Direct Selling |
|---------------------------------|--------|------------------------------------|--------------------------|--------------|----------------------|
| Total sales of goods & services | 90.97% | 92.40% | 84.65% | 90.72% | 77.04% |
| Total operating revenue | 90.98% | 92.40% | 84.66% | 90.74% | 77.07% |