

**Retail Non-Store Survey – Data Accuracy – 2004**

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	96.83%	98.50%	85.89%	97.32%	94.94%
Total operating revenue	70.14%	91.14%	82.66%	55.20%	65.26%