

Retail Non-Store Survey – Data Accuracy – 2005

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	57.3%	64.3%	61.6%	52.5%	59.7%
Total operating revenue	56.3%	60.2%	64.1%	53.2%	56.8%