



# NRHSA Benchmarking Survey

<b>Question</b>	<b>My Store:</b>
<b>History</b>	
Year Opened	
<b>Location</b>	
Region	Multiple Choice
Storefront Location	Multiple Choice
Community	Multiple Choice
<b>Store Size:</b>	
Total Square Feet	
Sales Floor Square Feet	
<b>Employees:</b>	
Total Employees (FTE)	
Full Time Employees	
Part Time Employees	
Owner Presence In Store	Multiple Choice
<b>Sales &amp; Product Information:</b>	
Source of Sales	Multiple Choice
Product Sold	Multiple Choice
Primary Industry Focus	Multiple Choice
<b>Operations:</b>	
Weekly Operating Hours	
Number of Operating Days Per Week	
Number of Holidays Closed During the Year	
Do you rent or own your store space?	Multiple Choice
What is the ownership structure of your store?	Multiple Choice
How many stores do you own/operate?	
<b>Sales</b>	
Total Sales	\$
Total Items Sold	
Average Sale per Transaction	\$
<b>Sales Composition:</b>	
% In Store Sales	%
% Online Sales	%
% Event/Trade Show Sales	%

<b>Sales Categories:</b>	
% Arts & Crafts	%
% Games	%
% General Hobby	%
% Model Rockets	%
% Model Trains	%
% Plastic Models	%
% Radio Control	%
% Science/Educational	%
% Slot Cars	%
% Non-Hobby Products	%
<b>Marketing:</b>	
Marketing Methods Used	Multiple Choice
Most Effective Marketing Method	Multiple Choice
Events Hosted This Year	Multiple Choice
Number of In-Store Events Offered	
<b>Expenses:</b>	
Cost of Goods Sold	\$
Average Monthly Inventory on Hand (At Cost)	\$
<b>Inventory Payment:</b>	
Bank Loan/Line of Credit	%
Vendor Open Account/Line of Credit	%
Cash/Credit Card	%
<b>Operating Expenses:</b>	
Total Payroll	\$
Rent/Mortgage	\$
Utility & Insurance Costs	\$
Administrative/Professional Costs	\$
Marketing Costs	\$
Other Operating Costs	\$
Total Operating Expenses	\$
<b>Profitability:</b>	
Bottom Line Profit Margin	%
<b>Employee Benefits:</b>	
Health Insurance Provided For	Multiple Choice
Percentage of Employee Premium Paid by Employer	%
Retirement Plan Provided For	Multiple Choice
Maximum Match for Employee Contributions	%
Paid Vacation Provided For	Multiple Choice
Maximum Paid Vacation Days per Employee	%
Store Discount/Employee Pricing Provided For	Multiple Choice

**NOTE: This document serves to give you a preview of the questions included in the platform. For a Data Collection Worksheet for compiling data for entry, visit the Support page once signed up for the survey.**