



2008
BCA Trends Survey



Survey Results

NAME
BUSINESS
ADDRESS
CITY, STATE ZIP CODE

The following results are from the BCA Trends Survey. The results are from questions related to January, February, and March 2008. The [first page](#) presents the overall results. The [second page](#) contains specific questions and shows how your business performed compared to businesses in your peer group.

Overall Results

During January, February, and March of 2008, BCA Retailers:

- Sold a projected total of tables **12693**
- Sold a projected total of new billiard tables within the following categories: *(in percent format)*
 - Retail value under \$500 **0%**
 - Retail value between \$500 and \$999 **1%**
 - Retail value between \$1,000 and \$1,999 **35%**
 - Retail value between \$2,000 and \$2,999 **34%**
 - Retail value between \$3,000 and \$3,999 **15%**
 - Retail value between \$4,000 and \$4,999 **7%**
 - Retail value of \$5,000 or higher **8%**

During January, February, and March of 2008, BCA Retailers *reported* that each of the table manufacturing brands below had the following market share: *(in percent format)*

- American Heritage Billiard Tables **1%**
- Brunswick Billiard Tables **18%**
- Armand Billiards Group (C.L. Bailey Company Billiards) **4%**
- Connelly Billiards Tables **4%**
- Legacy Billiards Tables **7%**
- Olhausen Billiards Tables **19%**
- Presidential Billiards Tables **2%**
- Vitalie Billiards Tables **3%**
- (Other – non-defined) **42%**

- BCA retailers had a median quarter total revenue of **\$110,000**
- BCA retailers had a median quarterly payroll of **\$23,652**
- BCA retailers spent approximately **8%** on advertising during the quarter.
- BCA retailers said that total billiard product related sales comprised a median **65%** of their total income.



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Company Name Specific Results

The following results were specifically reported by *Company Name*. If a specific item below is not listed, it means your company did not report the item.

Your company results were compared to similar BCA Retailers. For the purposes of comparing results, things like store size, number of stores, location of stores, quarterly gross income, total payroll, among other items, were used to create group comparisons. Your peer group is what was used for every comparison on this page and the next page.

For each of the following items, the first number represents the item as it was reported by your company. The second number represents the median for your group. This means that half of BCA Retailers in your peer group were above this figure, while half of BCA Retailers in your peer group were below this figure.

During January, February, and March of 2008, the number of new billiard tables sold in each of the following categories was:

	Your Company Percent	Peer Group Median
• Retail value under \$500	0%	0%
• Retail value between \$500 and \$999	0%	0%
• Retail value between \$1,000 and \$1,999	27%	28%
• Retail value between \$2,000 and \$2,999	27%	38%
• Retail value between \$3,000 and \$3,999	0%	17%
• Retail value between \$4,000 and \$4,999	0%	9%
• Retail value of \$5,000 or higher	45%	8%

During January, February, and March of 2008, what percent of your total sales did each of the following categories represent?

	Your Company Percent	Peer Group Median
• Total Billiard Products	70%	40%
• Game Room Furniture	15%	16%
• Other Games and Accessories	5%	10%
• Theater Seats	5%	15%
• Electronic Games	3%	6%
• Electronic Equipment	2%	13%
• Seasonal Items	0%	0%
• Spas	0%	0%



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For each of the following items, the first number represents the item as it was reported by your company. This number is a percentile score. For example, a percentile score of 60% means that the number you reported is higher than 60% of all BCA Retailers in your peer group. A percentile score of 20% means the number you reported is higher than 20% of all BCA Retailers in your peer group.

The Peer Group Median Value is the halfway point for BCA Retailers in your peer group. This means that half of BCA Retailers were below this value and half of BCA Retailers were above this value for your specific peer group.

During January, February, and March of 2008:

	Your Company Percentile	Peer Group Median Value
• Total Tables	15%	16 Tables
• Total Payroll	64%	\$16,500
• Total Revenues	37%	\$90,000