



**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 Room Operators said that each of the following categories represented an average specific percentage of their total quarterly revenue:

- |                      |            |
|----------------------|------------|
| ○ Table Rental Sales | <b>38%</b> |
| ○ Alcohol Sales      | <b>34%</b> |
| ○ Food Sales         | <b>16%</b> |
| ○ Video Poker Sales  | <b>5%</b>  |
| ○ Vending Sales      | <b>2%</b>  |
| ○ Pro-Shop Sales     | <b>5%</b>  |

- BCA Room Operators had a median quarterly total revenue of **\$90,000**
- BCA Room Operators had a median quarterly payroll of **\$12,000**.
- BCA Room Operators spent approximately **4%** on advertising during the quarter.
- BCA Room Operators had about **3** fulltime employees.
- BCA Room Operators had about **4** part-time employees.
- About **63%** of BCA Room Operators had rooms that were smoke free.
- About **83%** of BCA Room Operators had leagues playing in their rooms.
- About **28%** of BCA Room Operators had a karaoke night in their rooms.

\*\* Median quarterly revenue means that half of BCA Room Operators were below the listed figure, while half of BCA Room Operators were above the listed figure.

\*\* Median quarterly payroll means that half of BCA Room Operators were below the listed figure, while half of BCA Room Operators were above the listed figure.



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### Company 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 Room Operators. For the purposes of comparing results, things like pool hall size, number of pool halls, total quarterly revenue, total payroll, among other items, were used to create group comparisons. Your peer group is what was used for every comparison on this 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 average for your group. This means that the average BCA Room Operator had this percentage represent their total quarterly revenue.

During January, February, and March of 2008:

	<b>Your Company Reported Percent</b>	<b>Peer Group Mean Value</b>
• Table Rental Sales	25%	30%
• Alcohol Sales	30%	40%
• Food Sales	35%	15%
• Video Poker Sales	0%	0%
• Vending Sales	0 %	1%
• Pro-Shop Sales	10%	2%

For each of the following items, the first number represents your **percentile score**. For example, a percentile score of 60% means that your business was higher than 60% of all BCA Room Operators in your peer group. The second number represents the **median value** for your group. The **median quarterly revenue** means that half of BCA Room Operators were below the listed figure, while half of BCA Room Operators were above the listed figure. The **median quarterly payroll** means that half of BCA Room Operators were below the listed figure, while half of BCA Room Operators were above the listed figure.

	<b>Your Company Percentile</b>	<b>Peer Group Median Value</b>
• Total Quarterly Income	68%	\$90,000
• Total Quarterly Payroll	47%	\$12,000
• Number of fulltime employees	73%	3
• Number of part time employees	41%	4